

THERE'S A BRAND *New* THRILL



IN
STORE FOR
You!

The
THRILL
of
**EFFORTLESS
MOTION**



The
BONUS
of
**SIZEABLE
SAVINGS**



TRUCKSTELL

SPECIALIZED EQUIPMENT FOR PLUS PERFORMANCE

TRUCKSTELL MANUFACTURING COMPANY

GENERAL OFFICES: CLEVELAND, OHIO MANUFACTURING PLANT: DETROIT, MICH.

IT'S THE *THRILL* OF EFFORTLESS MOTION

IN *Chevrolet* WITH TRUCKSTELL **Tip-Toe-Matic* OVERDRIVE



NOW FOR THE *FIRST* TIME YOU CAN GET
EXTRA ECONOMY • EXTRA SMOOTHNESS • EXTRA PERFORMANCE
plus **LONGER TROUBLE-FREE SERVICE!**

Yes, for the first time in Chevrolet history, you can get all these extra values. You get them with the new overdrive for Chevrolet — the Truckstell Tip-Toe-Matic Overdrive.

You see, Truckstell Tip-Toe-Matic Overdrive provides an overdrive high — a smooth new Cruising Gear that's really easy on the gas. It reduces engine speed by 28% *without reducing road speed!* It gives you overdrive second, too — a power gear that's ideal for traffic and hills.

It's true another great "first" for Chevrolet . . . the *first* all-mechanical, automatic overdrive. It's designed and built as an integral part of the Chevrolet car by Truckstell, pioneers of many automotive products now used in hundreds of thousands of cars and trucks.

Whether you own a Chevrolet or have a new one on order, come in today and ask for a demonstration ride. Just 5 minutes behind the wheel will convince you that here is a new high in Chevrolet economy . . . Chevrolet smoothness . . . and Chevrolet performance!



With a Tip-Toe-Matic Overdrive in your Chevrolet, you can cruise at 50 while the engine loafs along at the rate of 35. You save gas, save oil, save engine wear every mile you drive.

*Trade Mark

THE NUMBER ONE OVERDRIVE FOR THE NUMBER ONE CAR!



The **THRILL** of **EFFORTLESS MOTION**

The **BONUS** of **SIZEABLE SAVINGS**

Tip-Toe-Matic CONTROL Gives You SUPER-SMOOTH ECONOMY or FLASHING POWER In Your 1949, '48, '47, or Earlier Model Chevrolet!



IN OVERDRIVE YOU GET 25,000 ROAD MILES

FOR ONLY 18,000 ENGINE MILES

You get instant response with Tip-Toe-Matic control in your new all-mechanical, completely automatic Chevrolet overdrive. You change from conventional to overdrive—or back to conventional—in any forward gear, instantly, smoothly at the touch of your toe. Though overdrive high is used for most driving, overdrive second is often the ideal traffic gear, particularly on wet or slippery streets. You see, there's no free wheeling in any gear—you have positive control at all times.

There's nothing new to learn . . . no new driving habits to form. Your car operates the same in overdrive as it does in conventional. To get into the overdrive range, simply pull out the conveniently located control knob at the left of the steering column. When it "clicks", or latches, you're ready for overdrive. Then after getting under way, merely

release the accelerator momentarily and you're in overdrive. There's an instant feeling of smooth, effortless motion, as your engine slows down almost a third, but car speed remains the same!

If you need more acceleration than you have in overdrive — for passing fast-moving cars or climbing long grades—all you need do is push the accelerator to the floor and, quick as a flash, you're back in conventional. In city traffic, or under other conditions where full acceleration may not be desirable, you can return to conventional by simply depressing the clutch pedal slightly.

YOU GET THESE 3-WAY SAVINGS!
Up to 3 Gallons of Gas for Every Tankful.
Up to 2 Quarts of Oil in Every 4.
Up to \$5 in Every \$10 for Engine Maintenance.
IT PAYS FOR ITSELF!

Whether you drive 5,000 or 25,000 miles a year, you'll enjoy thrilling new smoothness, plus undreamed of economy with a Truckstell Tip-Toe-Matic Overdrive in your Chevrolet.

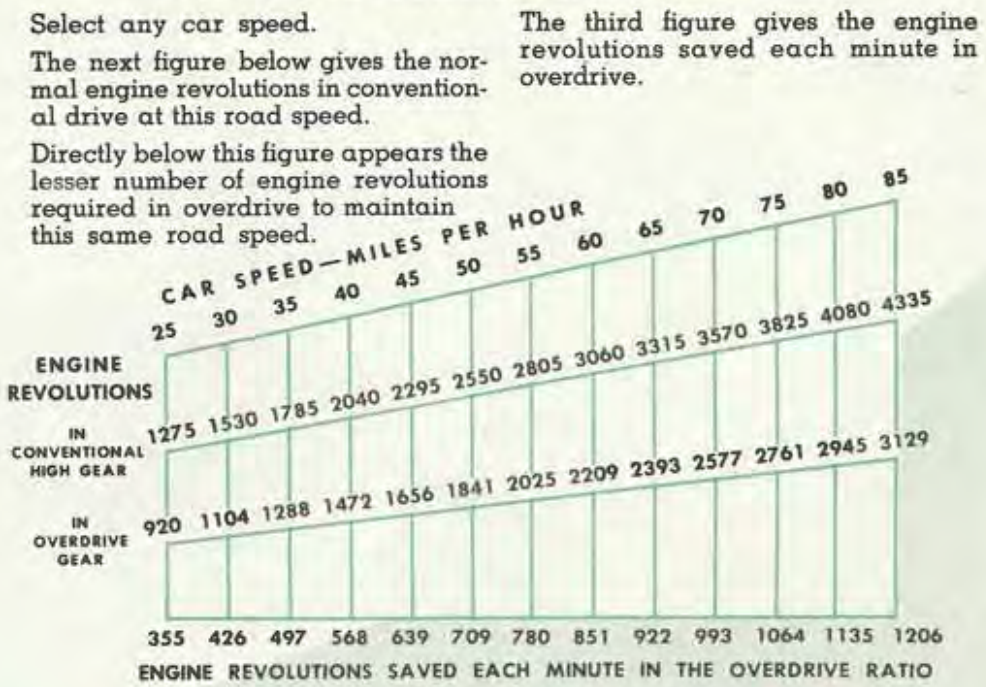
Come in for a demonstration today!

and You Get The CONVENIENCE and SAFETY of a HILL HOLDER at No Extra Cost!

Now, for the first time in any overdrive you get a hill-holder! It's another plus value of the Truckstell Tip-Toe-Matic Overdrive, the first all mechanical overdrive in automotive history. The Hill Holder, operative in the overdrive range only, prevents "roll back" when you stop at graded intersections or on a hill. When you resume forward movement in first gear, there's no need to "jockey" clutch pedal, brake pedal and accelerator simultaneously. Simply release the clutch and accelerate in normal fashion, with no fear of rolling back into the car behind.



CONVINCING EVIDENCE for Fact-Minded Motorists



The ratio of engine revolutions to rear wheel revolutions determines how much power — and economy — you get. In low gear, for instance, your Chevrolet engine "turns over" fairly fast — delivers maximum power for fast acceleration and starting up steep grades. When you shift from first to second, your engine slows down almost a third — but you still have adequate power for continued acceleration and for climbing steep hills. In high gear, your engine slows down even more. But it's still delivering plenty of power to the rear wheels — in fact, more than you need for most normal driving. With a Truckstell Tip-Toe-Matic Overdrive in your Chevrolet, you add a 4th gear . . . a smooth new Cruising Gear that's really easy on the gas! Your engine runs 28% slower than in 3rd gear, but your road speed remains the same! And in Overdrive 2nd, you have a power gear that's ideal for hills and extra fast pick-up.



Just depress the clutch and pull out the conveniently located overdrive control knob at the left of the steering column. When it clicks, or latches, you're in the Overdrive Range.



Then, after getting under way, all you need to do is release the accelerator momentarily and, instantly, smoothly, you're in overdrive.



For full power performance, all you need do is depress the clutch momentarily or push the accelerator to the floor and, quick as a flash, you're back in conventional.