

CHEVROLET ACCESSORIES

FOR

1954

**CONFIDENTIAL
DEALER SUGGESTED LIST AND
NET PRICE SCHEDULE**

Effective April 15, 1954

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General Motors Corporation



ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

The "List Prices" shown in this schedule are
suggested prices for sales to consumers.

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1954 Chevrolet Accessories Price Schedule

PASSENGER CAR SECTION

Description	Part No.	Unit	Suggested List Price	Dealer Net
ADAPTER—Outside Visor for Station Wagon used with 986674 Visor	986998	1	.65	.39
ANTENNA—Fender Mounting	986627	1	6.35	3.81
AUTOMATIC H/LAMP CONTROL—Autronic Eye	986804	1	44.25	33.19
BLADE—Windshield Wiper Self-De-icing	986882	12	2.50 ea.	1.50 ea.
BLOCK—Junction	986630	1	1.75	1.05
BRACKET—Safetylight for Station Wagon used with 986626 Safetylight	986950	1	1.90	1.14
CAP—Sav-A-Battery (Single set price)	986781	12 sets	16.68 (1.39)	10.00 (.83)
CAP—Gasoline Tank Locking	986691	1	2.90	1.74
CLOCK—Springwind	986633	1	10.50	6.30
CLOCK—Electric	986971	1	18.75	11.25
CONDENSER—Radiator Overflow	986643	1	4.35	2.61
COMPASS	986995	1	5.95	3.57
CO-ORDINATOR—Windshield Washer	986984	1	3.50	2.10
COVER—Full Wheel (Disc Type)	986944	(set of 4)	22.25	14.46
COVER—Wire Wheel	986908	(set of 4)	79.50	47.70
COVER—Seat—Nylon—All		1	45.00	27.00
COVER—Seat—Plastic—All		1	38.75	23.25
COVER—Seat—Fiber—All		1	27.50	16.50
COVER—Glamour Glide—Front or Rear		1	9.90	5.94
COVER—Accelerator Pedal (Single unit price)	986325	6	7.00 (1.17) ea.	4.20 (.70) ea.
DISPENSER—Tissue	986672	1	3.50	2.10
EXTENSION—Exhaust	986885	1	3.25	1.95
FILTER—Cooling System	986894	1	14.95	8.97
FILTER—Cooling System—6 Filters—12 Filter elements—1 cut away filter and display cards	986760	6	87.90	52.74
FILTER—Gasoline (Single Filter)	986640	12	26.40 (2.20)	15.84 (1.32)
FRAME—License Plate	986708	Pair	3.25	1.95
GLARESHADE—Windshield—All Sedans	986683	1	8.75	5.25
GLARESHADE—W/shield—Sport Coupe & Conv.	986685	1	8.75	5.25

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ANTENNA—Fender Mounting	986627	1	6.35	3.81
AUTOMATIC H/LAMP CONTROL—Autronic Eye	986804	1	44.25	33.19
BLADE—Windshield Wiper Self-De-icing	986882	12	2.50 ea.	1.50 ea.
BLOCK—Junction	986630	1	1.75	1.05
BRACKET—Safetylight for Station Wagon used with 986626 Safetylight	986950	1	1.90	1.14
CAP—Sav-A-Battery (Single set price)	986781	12 sets	16.68 (1.39)	10.00 (.83)
CAP—Gasoline Tank Locking	986691	1	2.90	1.74
CLOCK—Springwind	986633	1	10.50	6.30
CLOCK—Electric	986971	1	18.75	11.25
CONDENSER—Radiator Overflow	986643	1	4.35	2.61
COMPASS	986995	1	5.95	3.57
CO-ORDINATOR—Windshield Washer	986984	1	3.50	2.10
COVER—Full Wheel (Disc Type)	986944	(set of 4)	22.25	14.46
COVER—Wire Wheel	986908	(set of 4)	79.50	47.70
COVER—Seat—Nylon—All		1	45.00	27.00
COVER—Seat—Plastic—All		1	38.75	23.25
COVER—Seat—Fiber—All		1	27.50	16.50
COVER—Glamour Glide—Front or Rear		1	9.90	5.94
COVER—Accelerator Pedal (Single unit price)	986325	6	7.00 (1.17) ea.	4.20 (.70) ea.
DISPENSER—Tissue	986672	1	3.50	2.10
EXTENSION—Exhaust	986885	1	3.25	1.95
FILTER—Cooling System	986894	1	14.95	8.97
FILTER—Cooling System—6 Filters—12 Filter elements—1 cut away filter and display cards	986760	6	87.90	52.74
FILTER—Gasoline (Single Filter)	986640	12	26.40 (2.20)	15.84 (1.32)
FRAME—License Plate	986708	Pair	3.25	1.95
GLARESHADE—Windshield—All Sedans	986683	1	8.75	5.25
GLARESHADE—W/shield—Sport Coupe & Conv.	986685	1	8.75	5.25

Description	Part No.	Unit	Suggested List Price	Dealer Net
GUARD—Front Fender and Grille	986993	Set	28.50	17.10
GUARD—Rear Fender	986808	Pair	24.00	14.40
GUARD—Dr. Edge—2 Dr.—Sport Coupe & Conv.	986943	Pair	3.95	2.37
GUARD—Door Edge—4 Door	986963	Set	6.95	4.17
GUARD—Gasoline Filler Door	986789	6	9.90	5.94
	(Single Unit Price)		(1.65)	(.99)
HEATER & DEFROSTER—Air Flow	986629	1	74.75	45.60
HEATER & DEFROSTER—Recirculating	986628	1	40.50	24.71
KIT—Tool	986362	1	2.90	1.93
LAMP—Powerglide Indicator	986999	1	3.00	1.80
LAMP—Back-Up—Conventional Transmission	986663	Pair	5.55	3.33
LAMP—Back-Up—Powerglide	986664	Pair	5.95	3.57
LAMP—Courtesy	986806	Pair	2.75	1.65
LAMP—Luggage Compartment	986625	1	1.85	1.11
LAMP—Underhood	986642	1	2.25	1.35
LAMP—Glove Compartment	986899	1	1.25	.75
LIGHTER—Cigarette	986966	1	2.95	1.77
MARKER—Front Fender	986981	Pair	5.50	3.30
MAT—Floor—Brown	986997	6	9.90	5.94
MAT—Floor—Blue	986765	6	9.90	5.94
MAT—Floor—Red	986766	6	9.90	5.94
MAT—Floor—Green	986767	6	9.90	5.94
MAT—Floor—Black	986768	6	9.90	5.94
	(Single Mat Price)		(1.65)	(.99)
MIRROR—Rear View—Outside—Clamp-On	986641	1	3.15	1.89
MIRROR—Rear View—Outside—Rain Deflector	986692	1	3.00	1.80
MIRROR—Rear View—Outside—Remote Control	987092	1	7.95	4.77
MIRROR—Rear View—Inside—Non Glare	986948	1	3.95	2.37
MIRROR—Vanity Visor	986605	1	1.60	.96
PANEL—Rear Fender (prime)	986619	Pair	16.00	9.60
RADIO & ANTENNA—Push Button	986670	1	79.85	47.91
RADIO & ANTENNA—Manual	986671	1	61.25	36.75
RECEIVER—Ash	986876	1	2.00	1.20
REST—Arm	986969	Pair	8.95	5.37
REST—Arm—Handyman	986973	Pair	8.95	5.37
RING—Wheel Trim 15"	986906	(set of 5)	11.75	7.05
SAFETYLIGHT & MIRROR	986626	1	21.95	13.17
SHAYER—Electric—6 V.—110 V. A.C.-D.C.	987090	1	29.50	17.70

Description	Part No.	Unit	Suggested List Price	Dealer Net
GUARD—Front Fender and Grille	986993	Set	28.50	17.10
GUARD—Rear Fender	986808	Pair	24.00	14.40
GUARD—Dr. Edge—2 Dr.—Sport Coupe & Conv.	986943	Pair	3.95	2.37
GUARD—Door Edge—4 Door	986963	Set	6.95	4.17
GUARD—Gasoline Filler Door	986789	6	9.90	5.94
	(Single Unit Price)		(1.65)	(.99)
HEATER & DEFROSTER—Air Flow	986629	1	74.75	45.60
HEATER & DEFROSTER—Recirculating	986628	1	40.50	24.71
KIT—Tool	986362	1	2.90	1.93
LAMP—Powerglide Indicator	986999	1	3.00	1.80
LAMP—Back-Up—Conventional Transmission	986663	Pair	5.55	3.33
LAMP—Back-Up—Powerglide	986664	Pair	5.95	3.57
LAMP—Courtesy	986806	Pair	2.75	1.65
LAMP—Luggage Compartment	986625	1	1.85	1.11
LAMP—Underhood	986642	1	2.25	1.35
LAMP—Glove Compartment	986899	1	1.25	.75
LIGHTER—Cigarette	986966	1	2.95	1.77
MARKER—Front Fender	986981	Pair	5.50	3.30
MAT—Floor—Brown	986997	6	9.90	5.94
MAT—Floor—Blue	986765	6	9.90	5.94
MAT—Floor—Red	986766	6	9.90	5.94
MAT—Floor—Green	986767	6	9.90	5.94
MAT—Floor—Black	986768	6	9.90	5.94
	(Single Mat Price)		(1.65)	(.99)
MIRROR—Rear View—Outside—Clamp-On	986641	1	3.15	1.89
MIRROR—Rear View—Outside—Rain Deflector	986692	1	3.00	1.80
MIRROR—Rear View—Outside—Remote Control	987092	1	7.95	4.77
MIRROR—Rear View—Inside—Non Glare	986948	1	3.95	2.37
MIRROR—Vanity Visor	986605	1	1.60	.96
PANEL—Rear Fender (prime)	986619	Pair	16.00	9.60
RADIO & ANTENNA—Push Button	986670	1	79.85	47.91
RADIO & ANTENNA—Manual	986671	1	61.25	36.75
RECEIVER—Ash	986876	1	2.00	1.20
REST—Arm	986969	Pair	8.95	5.37
REST—Arm—Handyman	986973	Pair	8.95	5.37
RING—Wheel Trim 15"	986906	(set of 5)	11.75	7.05
SAFETYLIGHT & MIRROR	986626	1	21.95	13.17
SHAYER—Electric—6 V.—110 V. A.C.-D.C.	987090	1	29.50	17.70

Description	Part No.	Unit	Suggested List Price	Dealer Net
SPOTLIGHT—Hand Portable (12 ft. cord)	986555	1	7.95	4.77
SHIELD—Door Handle	986886	(set of 4)	2.95	1.77
SHIELD—Front Fender Gravel	986782	Pair	6.75	4.05
SIGNAL—Electric Parking Brake	986903	1	3.95	2.37
SPEAKER—Rear Seat	986694	1	11.45	6.87
VENTSHADE—Utility Sedan	986658	Pair	4.75	2.85
VENTSHADE—All Two Door Sedans	986659	(set of 4)	8.75	5.25
VENTSHADE—All Four Door Sedans	986661	(set of 4)	8.75	5.25
VIEWER—Traffic Light	986550	1	2.65	1.59
VISOR—Outside Metal—All Sedans	986674	2	22.00 ea.	13.20 ea.
VISOR—Outside Metal—Sport Coupe	986675	2	22.00 ea.	13.20 ea.
VISOR—R.H. Sun (150 Series)	986968	1	5.50	3.30
VISOR—R.H. Sun Handyman	986972	1	5.50	3.30
WASHER—Windshield—Vacuum Type	986650	1	7.25	4.35
WASHER—Windshield—Foot Operated	986983	1	7.25	4.35

Description	Part No.	Unit	Suggested List Price	Dealer Net
SPOTLIGHT—Hand Portable (12 ft. cord)	986555	1	7.95	4.77
SHIELD—Door Handle	986886	(set of 4)	2.95	1.77
SHIELD—Front Fender Gravel	986782	Pair	6.75	4.05
SIGNAL—Electric Parking Brake	986903	1	3.95	2.37
SPEAKER—Rear Seat	986694	1	11.45	6.87
VENTSHADE—Utility Sedan	986658	Pair	4.75	2.85
VENTSHADE—All Two Door Sedans	986659	(set of 4)	8.75	5.25
VENTSHADE—All Four Door Sedans	986661	(set of 4)	8.75	5.25
VIEWER—Traffic Light	986550	1	2.65	1.59
VISOR—Outside Metal—All Sedans	986674	2	22.00 ea.	13.20 ea.
VISOR—Outside Metal—Sport Coupe	986675	2	22.00 ea.	13.20 ea.
VISOR—R.H. Sun (150 Series)	986968	1	5.50	3.30
VISOR—R.H. Sun Handyman	986972	1	5.50	3.30
WASHER—Windshield—Vacuum Type	986650	1	7.25	4.35
WASHER—Windshield—Foot Operated	986983	1	7.25	4.35

1954 Chevrolet Accessories Price Schedule

TRUCK AND COMMERCIAL SECTION

Description	Part No.	Unit	Suggested List Price	Dealer Net
ADAPTER—Gasoline Filter	986621	6	3.60	2.16
(Single Unit Price)			(.60)	(.36)
ANTENNA—Cowl Mounting	986772	1	7.25	4.35
BRACKET—Rear View—Inside— Used with 986948 Mirror	986898	1	1.25	.75
COVER—Wheel 16" (Full Disc)	986992	(set of 4)	21.25	13.81
COVER—Seat—Fiber Multi-Color Stripe	986976	1	13.50	8.10
COVER—Seat—Plastic Multi-Color Plaid	986994	1	15.95	9.57
FLAP—Mud—Dual Wheel	986904	2 pr.	16.50 pr.	9.90 pr.
FLAP—Mud—Single Wheel	986905	2 pr.	12.75 pr.	7.65 pr.
GUARD—Grille—Commercial	986949	1	22.75	13.65
GUARD—Grille—Truck	986957	1	31.50	18.90
GUARD—Bumper—Truck	986978	Pair	9.50	5.70
HEATER & DEFROSTER—Air Flow	986895	1	64.75	40.15
HEATER & DEFROSTER—Recirculating	986896	1	38.25	22.95
HOUSING—Clock used with 986633 Clock	986960	1	3.75	2.25
HORN—High Note	986893	1	6.25	3.75
LAMP—Fog	986942	Pair	15.95	9.57
LAMP—R.H. Tail	986907	1	7.35	4.41
LAMP—Glove Compartment	986899	1	1.25	.75
LIGHTER—Cigarette	986965	1	2.95	1.77
MIRROR—Outside Rectangular Rear View with Extension Arm	986985	1	6.25	3.75
MIRROR—Head Rectangular	986986	1	1.65	.99
ORNAMENT—Hood	986982	1	7.95	4.77
RADIO & ANTENNA—Manual	986770	1	69.00	41.40
REFLECTOR—Red Reflex 4"	985223	1	1.75	1.05
REST—Arm	986769	1	3.90	2.34
SAFETYLIGHT	986173	1	18.95	11.37
SIGNAL—Direction—Single Face Front & Rear	986878	1	23.15	13.89

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Description	Part No.	Unit	Suggested List Price	Dealer Net
ADAPTER—Gasoline Filter	986621	6	3.60	2.16
(Single Unit Price)			(.60)	(.36)
ANTENNA—Cowl Mounting	986772	1	7.25	4.35
BRACKET—Rear View—Inside— Used with 986948 Mirror	986898	1	1.25	.75
COVER—Wheel 16" (Full Disc)	986992	(set of 4)	21.25	13.81
COVER—Seat—Fiber Multi-Color Stripe	986976	1	13.50	8.10
COVER—Seat—Plastic Multi-Color Plaid	986994	1	15.95	9.57
FLAP—Mud—Dual Wheel	986904	2 pr.	16.50 pr.	9.90 pr.
FLAP—Mud—Single Wheel	986905	2 pr.	12.75 pr.	7.65 pr.
GUARD—Grille—Commercial	986949	1	22.75	13.65
GUARD—Grille—Truck	986957	1	31.50	18.90
GUARD—Bumper—Truck	986978	Pair	9.50	5.70
HEATER & DEFROSTER—Air Flow	986895	1	64.75	40.15
HEATER & DEFROSTER—Recirculating	986896	1	38.25	22.95
HOUSING—Clock used with 986633 Clock	986960	1	3.75	2.25
HORN—High Note	986893	1	6.25	3.75
LAMP—Fog	986942	Pair	15.95	9.57
LAMP—R.H. Tail	986907	1	7.35	4.41
LAMP—Glove Compartment	986899	1	1.25	.75
LIGHTER—Cigarette	986965	1	2.95	1.77
MIRROR—Outside Rectangular Rear View with Extension Arm	986985	1	6.25	3.75
MIRROR—Head Rectangular	986986	1	1.65	.99
ORNAMENT—Hood	986982	1	7.95	4.77
RADIO & ANTENNA—Manual	986770	1	69.00	41.40
REFLECTOR—Red Reflex 4"	985223	1	1.75	1.05
REST—Arm	986769	1	3.90	2.34
SAFETYLIGHT	986173	1	18.95	11.37
SIGNAL—Direction—Single Face Front & Rear	986878	1	23.15	13.89

Description	Part No.	Unit	Suggested List Price	Dealer Net
SIGNAL—Direction—Double Face Front				
Single Face Rear	986902	1	24.35	14.61
SIGNAL—Direction—Single Face Frt. & Flush Rr..	986951	1	22.65	13.59
SIGNAL—Direction—Double Face Frt. & Flush Rr.	986964	1	23.85	14.31
SIGNAL—Direction—Pick-Up	986937	1	17.50	10.50
SIGNAL—Direction—Panel	986938	1	24.00	14.40
STEP—Rear Platform	986980	1	9.50	5.70
VENTSHADE	986623	Pair	5.25	3.15
VISOR—R.H. Sun	986773	1	3.20	1.92
VISOR—Outside Metal (Prime)	986936	2	22.00 ea.	13.20 ea.
WASHER—Windshield—Foot Operated	986983	1	7.25	4.35

Description	Part No.	Unit	Suggested List Price	Dealer Net
SIGNAL—Direction—Double Face Front				
Single Face Rear	986902	1	24.35	14.61
SIGNAL—Direction—Single Face Frt. & Flush Rr..	986951	1	22.65	13.59
SIGNAL—Direction—Double Face Frt. & Flush Rr.	986964	1	23.85	14.31
SIGNAL—Direction—Pick-Up	986937	1	17.50	10.50
SIGNAL—Direction—Panel	986938	1	24.00	14.40
STEP—Rear Platform	986980	1	9.50	5.70
VENTSHADE	986623	Pair	5.25	3.15
VISOR—R.H. Sun	986773	1	3.20	1.92
VISOR—Outside Metal (Prime)	986936	2	22.00 ea.	13.20 ea.
WASHER—Windshield—Foot Operated	986983	1	7.25	4.35

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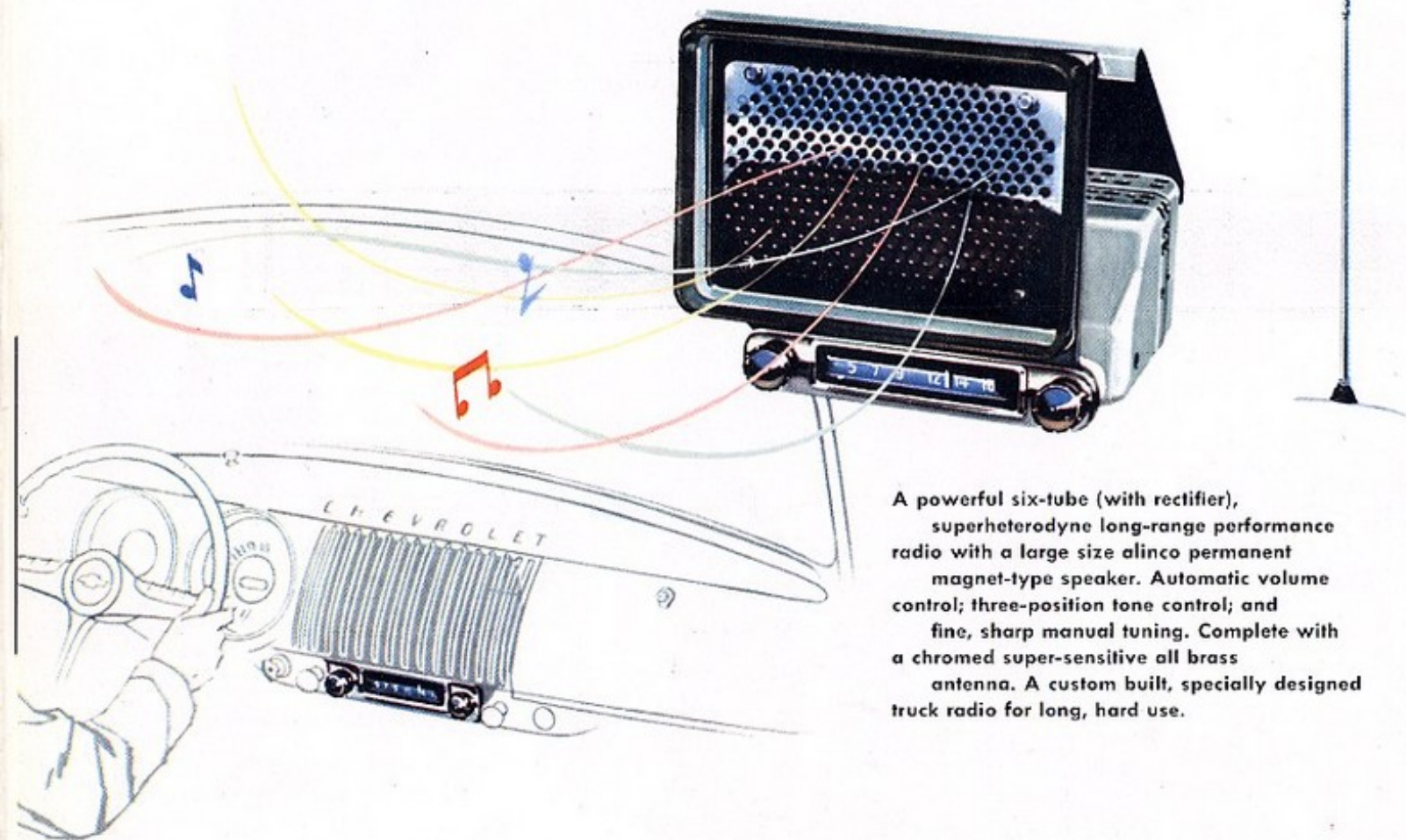
SERVICE ACCESSORIES SECTION

Description	Part No.	Unit	Suggested List Price	Dealer Net
ANTI-FREEZE—W/S Washer—6 oz. bottles (Single Bottle)	986180	12	7.20 (.60)	3.60 (.30)
ANTI-FREEZE—W/S Washer—6 oz. bottles (N.Y.) (Single Bottle)	986775	12	7.20 (.60)	3.60 (.30)
ANTI-FREEZE—G.M. Permanent Type—Gal. Cans (Single Gallon)	986952	6	17.70 (2.95)	11.82 (1.97)
ANTI-FREEZE—G.M. Permanent Type—Qt. Cans (Single Quart)	986953	24	19.20 (.80)	12.48 (.52)
ANTI-FREEZE—G.M. Methanol Type—Gal. Cans (Single Gallon)	986954	6	9.00 (1.50)	5.64 (.94)
ANTI-FREEZE—G.M. Methanol Type—Qt. Cans (Single Quart)	986955	24	9.60 (.40)	6.12 (.26)
ANTI-FREEZE—G.M. Methanol Type—54 Gal. Drum (Single Gallon)	986956	1	81.00 (1.50)	46.44 (.86)
CAROMA EVAPORATOR—Unit (Single Unit)	983715	12	3.60 (.30)	2.16 (.18)
CLEANER—Sponge (Single Sponge)	986225	12	5.88 (.49)	3.12 (.26)
CLEANER—Cooling System (Single Can)	986052	12	12.00 (1.00)	6.72 (.56)
CLOTH—Polishing (Single Polishing Cloth)	986077	12	8.28 (.69)	4.96 (.41)
DOOR-EASE—Stick Lubricant—Utility Size (Single Stick)	986897	6	2.40 (.40)	1.44 (.24)
ELEMENT—Cooling System (Single Unit)	986706	6	11.10 (1.85)	6.66 (1.11)
GRINDING COMPOUND—Valve—4 oz. Cans . . . (Single Can)	986078	36	9.00 (.25)	5.04 (.14)
INHIBITOR—Corrosion—Cool. Sys.—16 oz. Cans (Single Can)	986977	12	6.00 (.50)	3.60 (.30)
LOCKEASE—Lubricant—4 oz. Cans (Single Can)	986434	12	4.20 (.35)	2.80 (.23)
LUSTER SEAL #1—12 oz. Plastic Bottle (Single Bottle)	986945	12	40.20 (3.35)	24.00 (2.00)
LUSTER SEAL #2—12 oz. Plastic Bottle (Single Bottle)	986946	12	40.20 (3.35)	24.00 (2.00)
LUSTER SEAL HAZE CREAM—8 oz. Plastic Bottles (Single Bottle)	986947	24	24.00 (1.00)	14.40 (.60)

Description	Part No.	Unit	Suggested List Price	Dealer Net
OIL—Dripless Penetrating—4 oz. Cans (Single Can)	986082	36	9.00 (.25)	4.68 (.13)
POLISH—Chromium—8 oz. Cans (Single Can)	986084	12	4.20 (.35)	2.52 (.21)
POLISH—Triple Action—16 oz. Cans (Single Can)	986085	12	9.00 (.75)	5.40 (.45)
POLISH—Triple Action—Gallon	985888	1	3.15	1.89
POWDER—Static Eliminator—Envelopes (Single Envelope)	986087	12	4.80 (.40)	2.88 (.24)
PORCELAINIZE—Liquid—8 oz. Bottles (Single Bottle)	986175	24	105.60 (4.40)	60.00 (2.50)
PORCELAINIZE—Wash Cream—8 oz. Bottles (Single Bottle)	986176	24	14.40 (.60)	8.64 (.36)
PORCELAINIZE—Cleaner—Gallon Can	986363	1	No List	4.75
PORCELAINIZE—Fastac—8 oz. Bottles (Single Bottle)	986961	24	30.00 (1.25)	18.00 (.75)
RUGLYDE—Rubber Lubricant & Cleaner—Gal. Can	986047	1	3.60	2.15
SEALZIT—Glass Sealer—2 oz. Bottles (Single Bottle)	986199	12	10.20 (.85)	6.12 (.51)
SPOT REMOVER—8 oz. Cans (Single Can)	986075	12	6.00 (.50)	3.60 (.30)
STOPLEAK—Radiator—10 oz. Cans (Single Can)	986088	12	5.88 (.49)	3.12 (.26)
TIPON TOUCH-UP PAINT—1954 Chevrolet Colors 32 Assorted Colors (Single Tube)	986991	32	32.00 (1.00)	19.20 (.60)
TIPON TOUCH-UP PAINT—1954 Chevrolet Colors Dealers Choice of Colors (Single Tube)	986990	12	12.00 (1.00)	7.20 (.60)
TIPON TOUCH-UP PAINT—1953 Chevrolet Colors Dealers Choice of Colors (Single Tube)	986959	12	12.00 (1.00)	7.20 (.60)
UNDERCOATING—54 Gallon Drum	986359	1	No List	46.44
UNDERCOATING—Truckload	986653	44	No List	1782.00
UNDERCOATING—Carload	986548	80	No List	3110.40

Description	Part No.	Unit	Suggested List Price	Dealer Net
PACIFIC COAST ONLY:				
UNDERCOATING—54 Gallon Drum	986635	1	No List	46.44
UNDERCOATING—Truckload	986654	44	No List	1782.00
UNDERCOATING—Carload	986638	80	No List	3110.40
NEW YORK CITY ONLY:				
UNDERCOATING—54 Gallon Drum	986800	1	No List	37.80
UNDERCOATING—Truckload	986801	44	No List	1591.92
UNDERCOATING—Carload	986802	80	No List	2764.80

SPECIAL CUSTOM-BUILT TRUCK RADIO AND ANTENNA

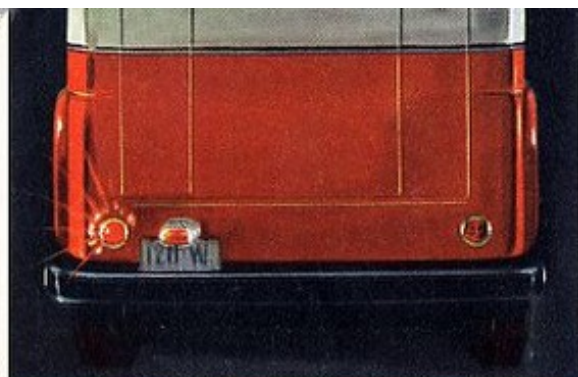


A powerful six-tube (with rectifier), superheterodyne long-range performance radio with a large size alinco permanent magnet-type speaker. Automatic volume control; three-position tone control; and fine, sharp manual tuning. Complete with a chromed super-sensitive all brass antenna. A custom built, specially designed truck radio for long, hard use.



SEAT COVERS PROLONG CAB SEAT LIFE

Durable and practical tailor-made covers for Chevrolet trucks and commercial vehicles. Fabric illustrated is multi-color stripe fiber. A multi-color plaid plastic seat cover is also available. Both are cool, smooth, and easy to clean.



DIRECTION SIGNALS FOR ADDED DRIVING SAFETY

Single- or double-face front lamps with bracket-mounted rear lamps.
All styles are self-cancelling and comply with state legal requirements.

FLUSH MOUNTED DIRECTION SIGNALS

Suitable for use with special bodies. Rear lamps are recessed. Choice of single- or double-face front lamps.



PICK-UP DIRECTION SIGNALS

Added rear lamp matches the standard left lamp. Front units use parking lamps to flash signals.

PANEL TYPE DIRECTION SIGNALS

Location of two added rear lamps provides extra styling. Parking lamp used for front signals.



QUICK ACTION FOOT-OPERATED WINDSHIELD WASHER



Gives clear vision, reduces driving hazards the year round. Foot pedal controlled. Solvent available to prevent water from freezing in winter and help remove insects in summer.



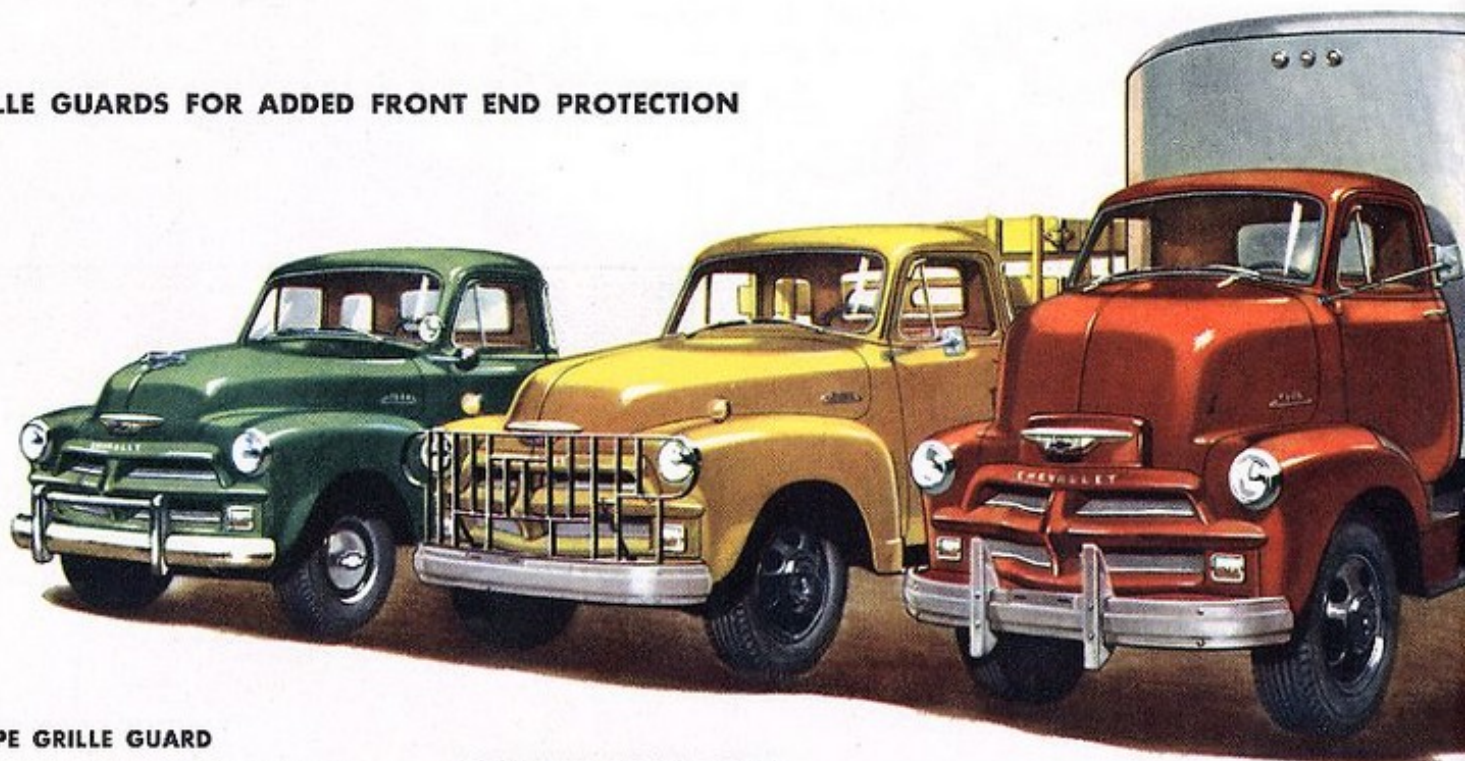
SELF-DE-ICING WINDSHIELD WIPER BLADE



Prevents ice and snow from freezing to wiper blade. Makes a clean, no-streak wipe.



GRILLE GUARDS FOR ADDED FRONT END PROTECTION



RAIL TYPE GRILLE GUARD

For commercial vehicle models equipped with curved bumpers. Attractive in design, and rugged in use. Helps prevent bumper locking, protects grille, front fenders and sheet metal.

BRUSH TYPE GRILLE GUARD

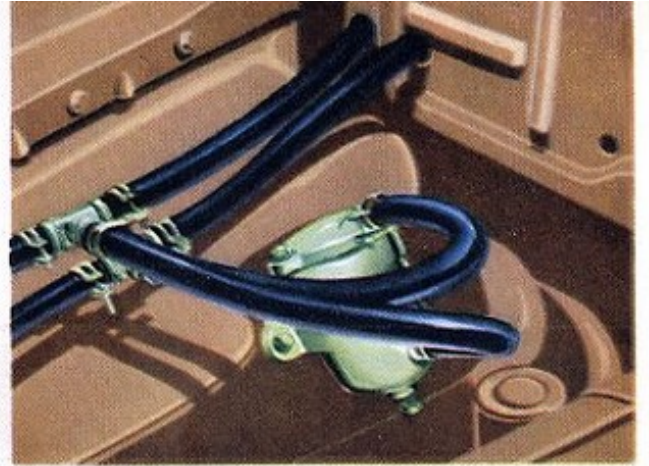
For channel type bumpers. Protects entire front end from headlamp to headlamp. Saves repair dollars and reduces off-the-road time. Has unusual strength and durability; constructed of heavy, welded spring steel strips.

BUMPER UPRIGHT GRILLE GUARD

Projects 9 inches above bumper to protect grille from trucks with rear bumpers, and 4½ below bumper to prevent passenger car bumpers from sliding underneath.

COOLING SYSTEM FILTER AND WATER CONDITIONER

A practical, simple, chemically activated filter. Keeps radiator, heater, and engine clean and free of lime, rust, and scale. Assures proper, unrestricted circulation of coolant at all times, helps maintain engine operating efficiency. Eliminates need for rust inhibitors or cleaning compounds.



SPECIAL GASOLINE



FILTER UNIT

Protects carburetor operation by trapping dirt, rust, and condensation in the filter bowl. Keeps trucks on the road and on time.

RADIATOR OVERFLOW CONDENSER UNIT



Reduces radiator coolant loss. Traps and liquefies steam, as well as trapping coolant overflow. Coolant thus saved is automatically siphoned back into radiator when cool.



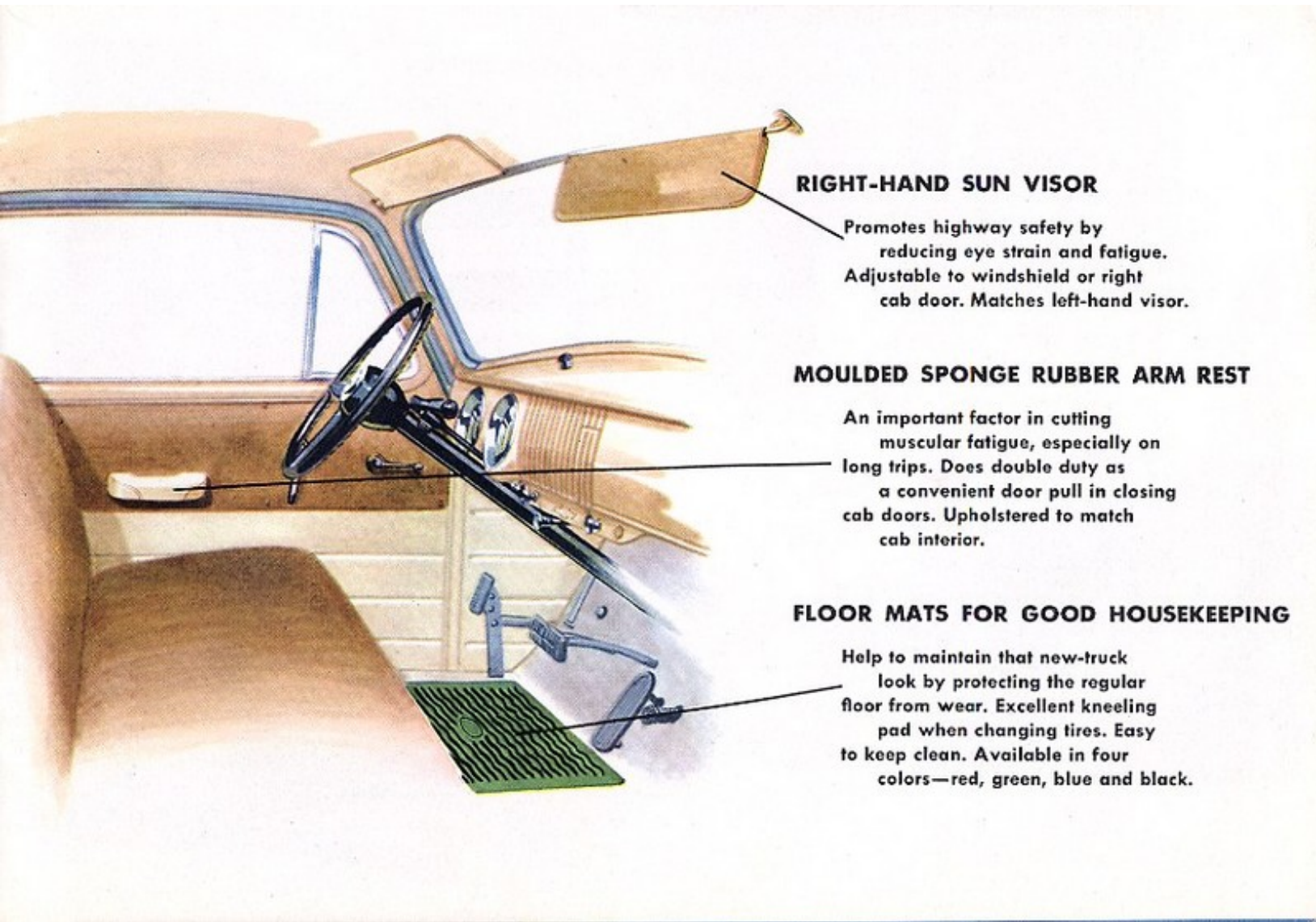
HEAVY-DUTY DUAL-WHEEL MUD FLAPS

Reduce road spray and hazards from flying stones. Heavy, all-new rubber, with strong cords moulded into flaps for added flexibility and strength. Complete with mounting brackets and necessary hardware to install on all makes of trucks and trailers.

HEAVY-DUTY SINGLE-WHEEL MUD FLAPS

For all single-wheel trucks and trailers without rear fenders. Same heavy-duty, rugged construction as dual-wheel type. Mounting brackets and hardware included.





RIGHT-HAND SUN VISOR

Promotes highway safety by reducing eye strain and fatigue. Adjustable to windshield or right cab door. Matches left-hand visor.

MOULDED SPONGE RUBBER ARM REST

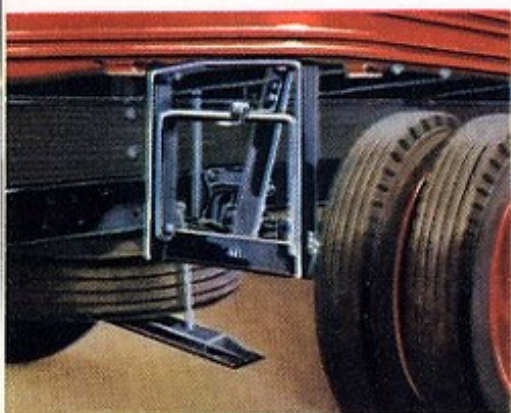
An important factor in cutting muscular fatigue, especially on long trips. Does double duty as a convenient door pull in closing cab doors. Upholstered to match cab interior.

FLOOR MATS FOR GOOD HOUSEKEEPING

Help to maintain that new-truck look by protecting the regular floor from wear. Excellent kneeling pad when changing tires. Easy to keep clean. Available in four colors—red, green, blue and black.

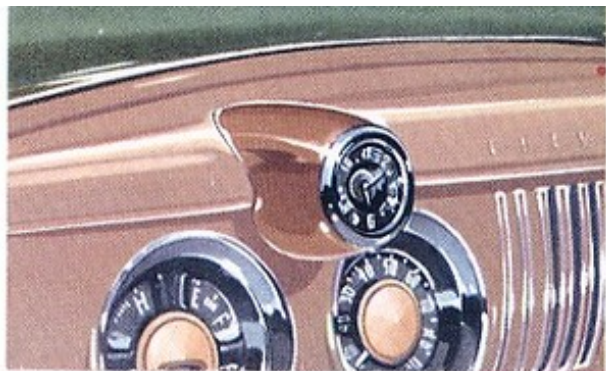
CONVENIENT BUMPER STEP—FOR ALL TYPES OF PLATFORM TRUCKS

This safe and sensible accessory
pays for itself in time-saving alone
... and increases the safety of
loading and unloading operations.
Made of sturdy steel, it can be quickly
and easily folded out of the way
when not in use.



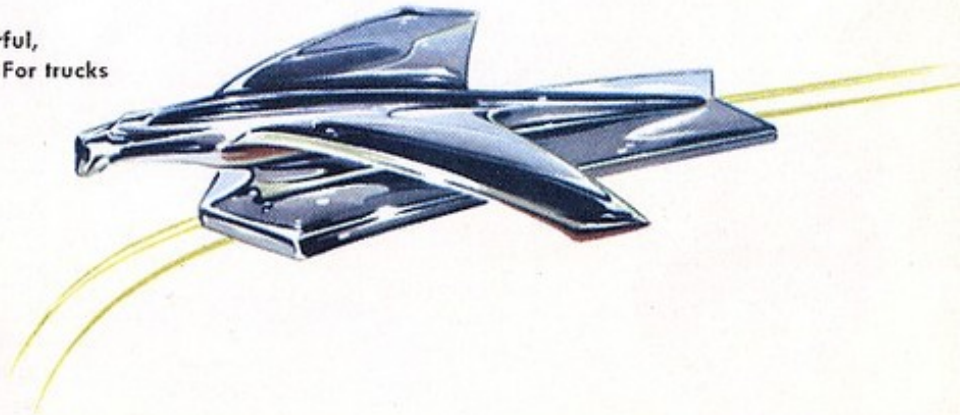
TRUCK CLOCK AND HOUSING

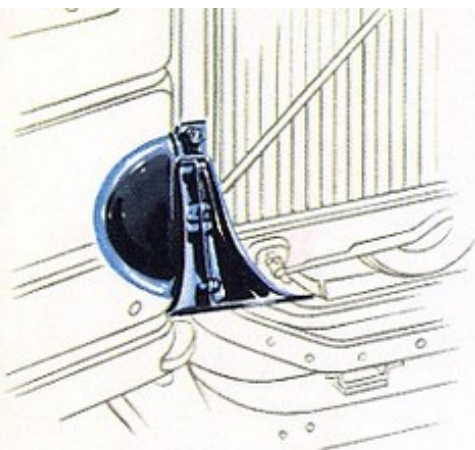
A hand-wound dependable jeweled movement clock, styled to harmonize with the other instruments. Dial face is illuminated when lights are turned on. A valuable convenience in logging runs and trip schedules.



DISTINCTIVE HOOD ORNAMENT

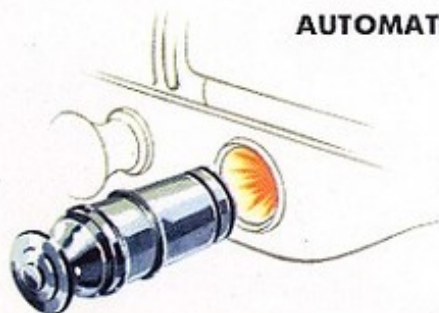
Adds to that sleek, powerful, graceful appearance. For trucks and commercial vehicles.





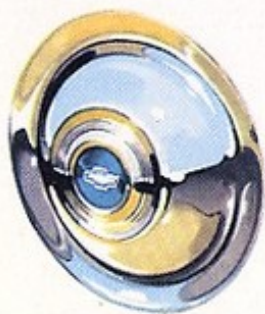
MATCHING HIGH NOTE HORN UNIT

Matched to the standard low note production horn, provides a stronger, more effective warning signal that can be heard above traffic noises.



AUTOMATIC ILLUMINATED CIGARETTE LIGHTER

An automatic release cigarette lighter for smokers' convenience, with lighted well to aid replacing the lighter at night.



STAINLESS STEEL WHEEL COVER

A full-wheel cover for all commercial vehicles, equipped with 16-inch wheels.





ELECTRIC SHAVER FOR PERSONAL CONVENIENCE

Plugs in cigarette lighter socket for that quick shave when on the road. Famous five-contour Remington electric razor for 6-volt D.C. or 110-volt A.C.—D.C.



TOOL KIT WITH THOSE MOST WANTED TOOLS

A handy kit containing basic tools for most highway emergencies. Complete with a durable cloth container.



INSIDE NON-GLARE REAR VIEW MIRROR AND BRACKET



Removes headlight glare with a flick of the finger. Ideal for both day and night driving. Fits all trucks and commercial vehicles. Bracket mounts to header of cab and extends down to hold mirror.



YOUR TRUCK HEADQUARTERS

As your Chevrolet Dealer, we are always at your service . . . ready, willing and able to assist you with all your truck requirements . . . to see that you get the most usefulness, service, comfort, and safety—at low cost per mile—from your Chevrolet truck. We extend a cordial invitation to make our dealership your headquarters for all your truck requirements.