

# GENUINE CHEVROLET ACCESSORIES FOR

1940



*Look Best...*



*Fit Best...*



*Are Best...*

# CHEVROLET

## *Accessories for 1940*

### **TAILORED TO FIT YOUR CAR**

**A**S THE owner of a new 1940 Chevrolet, you will find this booklet both interesting and helpful, for it contains a description of genuine Chevrolet accessories that may be purchased from your Chevrolet dealer. Every item offered has been designed and built especially for Chevrolet—"tailored to fit your car."

No doubt your car is already equipped with many of the items you will find in this catalog, but from season to season there will be added equipment that you will need and want, to increase the safety, comfort and pleasure of your driving—and to add to the smart appearance of your car.

Prices listed in this catalog do not include local or state taxes; and, on certain items, a small additional charge is made for installation.

**SAFETY ACCESSORIES**

**FOR YOUR CAR**





**PEEP MIRROR**—A 3½-inch miniature of larger mirrors of this type. Eliminates the “blind spot” at the rear of the driver’s side of the car. Swivel joint permits full adjustment. Fits close to the car, reducing wind resistance. Chrome-plated case and theftproof bracket. Mounts on No Draft ventilator rain shield. Price.....\$1.25



**OUTSIDE REAR-VIEW MIRROR**—Some prefer this 4½-inch bracket-mounted mirror. Like the peep mirror, it offers important safety advantages when making turns or passing cars, and when pulling away from the curb in traffic. Full chrome case and bracket. Right- and left-hand types. Price.....\$2.95

**DIRECTION SIGNAL**—Controlled by a convenient lever mounted on the left side of the steering column, the direction signal indicates, by the flashing of the front fender and rear tail lights, in which direction you intend to turn. A ruby light on the switch indicates that the signal lights are burning, or that there is failure in the circuit. It is no longer necessary to roll down the window in bad weather to signal a turn. Price.....\$7.90



1010



**WINDSHIELD WASHER**—This vacuum-operated washer, working in connection with the windshield wipers, keeps the windshield clear of bugs, dirt and dust which cut down visibility. The washer and connecting hose are completely concealed. The only attention necessary is refilling of the water storage tank. It is an excellent aid to safe driving. Price, \$2.95



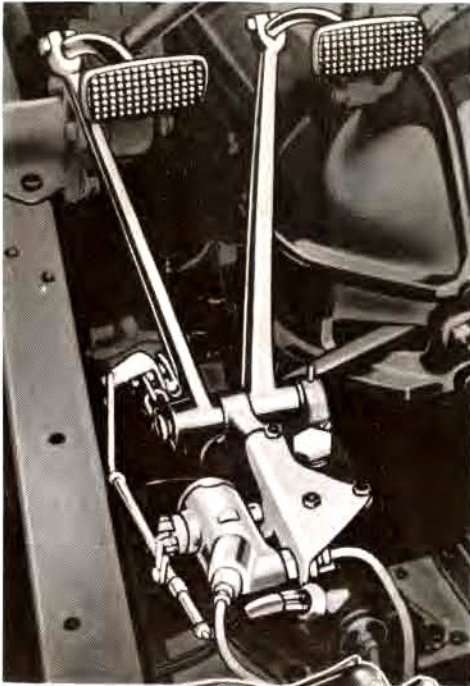
**GRILLE GUARD**—To provide adequate protection in traffic and when the car is parked, the new grille guard is sturdily built of a heavy, chrome-plated bar. A heavy brace extends from the bottom of the center bar to the front frame cross-member to provide additional support. Beautifully designed, the new guard will add a distinctive appearance to your car. Price, . . . \$5.00



**TRUNK GUARD**—A Chevrolet trunk guard will save many times its cost in preventing damage to the rear of the car. Attached to the rear bumper, and provided with a brace extending to the rear frame cross-member, it is sufficiently strong to permit the car to be pushed without injury. It is easily swung to the rear to permit opening of the trunk. Its handsome design adds to the stylish appearance of the car. Price, . . . \$3.50



**BUMPER GUARDS**—In traffic, or when your car is parked, bumper guards save both trouble and expense. Designed to prevent locking of bumpers and damage to fenders or other sheet metal parts, they are handsome in appearance. (For Master "85" models.) Price, per set of four, . . . \$4.00



**FENDER MARKER**—The low, comfortable driver's seat in modern automobiles has popularized this attractive and useful accessory. By indicating the position of the outer edge of the fender, it saves fender bumps and repair bills. Finished in red with chrome emblem, it is also a stylish ornament for the car. Price . . . \$1.25



**NO-ROL DEVICE**—When the car is brought to a stop while going up-grade, you simply depress the clutch and apply the foot brake, then remove the foot from the brake, and the "No-Rol" keeps the brakes applied. The right foot is then free to operate the accelerator while you are shifting gears, because the device holds the car until the clutch pedal is released. Particularly valuable in hilly sections and city traffic. Price . . . . . \$8.75

**LEFT-HAND LOCKING DOOR HANDLE**—Added protection and convenience are provided by having a locking door handle installed on the left-hand door of your car. Eliminates the necessity of crowding through or climbing over to get into the car when parked in close quarters or against the left-hand curb on a one-way street. Price . . . . . \$2.50



305





**GLARE SHIELD**—A sun shade that attaches to the inside visor. Protects against sun glare and headlamp glare. The shade is made of transparent, smoke-colored Pyralin; restful to the eyes; gives clear vision; adjustable to every angle. Price . . . . . \$1.00

**REAR DOOR SAFETY CATCH**—Designed to prevent the rear door from being opened from the inside until after the front door is opened, the safety catch protects children when riding alone in the rear seat. It is small, inconspicuous, and easily installed. Price, per pair . . . . . \$1.00



**DRIVING GLASSES**—

Choose from four smartly designed styles. Solarex lenses filter out 94% of the bright rays of the sun, yet provide clear, undistorted vision. Prices..\$ .49 to \$1.50



**CENTER SUN VISOR**—Filling a long-felt need for a sun visor that can be adjusted to prevent the sun from shining into the driver's eyes through the space between the right and left sun visors, this new sun shade is made in two sections and is mounted on ball and socket joints, permitting it to be folded up, out of the way, when not in use. It does not obstruct the rear-view mirror. Price . . . . . \$2.95

**LOCKING GAS TANK CAP**—This gasoline tank cap affords protection against gasoline and car thieves. If your car is stolen, it can be driven only the distance your gasoline supply will permit, as refilling of the tank is impossible with this strong lock. Chromium finish. Price . . . . . \$1.50



**HORN-CONTROL SWITCH**—Enabling the driver to choose, with a flick of his finger, between a long-range warning signal and a courteous request for the right-of-way, the horn-control switch cuts out one of the dual horns when full horn warning is not needed. The switch matches instrument panel fittings. Price . . . . . \$1.50

**BACK-UP LAMP**—For backing out of narrow driveways, at sidewalk crossings, or parking in dark streets or lots, the back-up lamp is an important safety accessory. Controlled by a convenient switch on the dash, it is mounted at the left side of the trunk, and throws a strong beam of light to the rear. Price.....\$2.50



1070



**PASSING LAMP**—Smartly designed to harmonize with Chevrolet's new beauty, the new passing lamp is a decided aid to safe driving. The approaching driver can see the road better when this light is in use, and its long-range beam provides clear visibility beyond the limit of conventional lights. Its flat top beam cuts under fogs, is not reflected back into the driver's eyes. Price.....\$9.95

**FOG LAMP**—A large-diameter amber-colored lens diffuses a penetrating light over a wide area and reduces the hazards of driving through snow, fog, rain or dust. It is modern in design and is finished in lasting chrome. Installed on the bumper bracket, either single or in pairs. Price, single, \$4.95; dual...\$9.50



**SAFETYLIGHT** — This powerful lamp throws a ¼-mile beam. Turns in any direction. Insures safer travel; convenient for reading road signs, house numbers, etc. Controls are inside of the car, within easy reach of the driver. Chrome-finished. Price (with bracket)...\$12.50







*Add a*  
**DISTINCTIVE**  
**APPEARANCE**

*to Your Car*

*with These Modern Chevrolet Accessories*



**RADIATOR ORNAMENT**—This handsome new radiator ornament will add greatly to the smart appearance of your new Chevrolet. The graceful, die-cast, chrome-plated figure is polished to a high lustre. The transparent Lucite vane is shatterproof and will not discolor. Price.....\$3.90



**COWL VENTILATOR KNOB**—The cowl ventilator control ball is an ornamental item for "dressing up" the interior of the car. It is made of a beautiful translucent material, colored to match other interior fittings of the 1940 Chevrolet. Price.....\$ .35



**WHEEL MOULDINGS**—A very popular accessory with car owners who want their new Chevrolet to be distinctive in appearance. Wheel mouldings are wide bands of stainless steel, polished to a high lustre. Conforming to the shape of the wheel rims, they fit snugly and do not rattle; make the wheels look smaller and the tires more massive. Price, per set of five.....\$7.50



**EXHAUST PIPE EXTENSION**—An attractive, chromium-plated accessory that adds another bright spot to the rear of the car. It fits over the car exhaust pipe and is locked firmly in position by means of a special clamp. Prevents discoloration of the rear bumper. Price.....\$ .50



**LICENSE PLATE FRAMES**—Strong, durable, chrome-finished brass frames. They protect your license plates from bending and cracking, eliminate bothersome vibration rattles, and add to the finished appearance of the car. Adjustable to any size license plates. Price, per pair.....\$1.50



**WHEEL DISCS**—Made of steel, with heavy chrome plating, polished to a high lustre, the 1940 wheel discs will add lasting beauty to your car. They are ring-shaped, with a small Chevrolet shield, indented and colored in red or blue. Held firmly in place by four spring-steel fingers which engage in the wheel opening. Price, per set of four....\$8.00





**CAR-OWNER INITIALS AND HOLDER**—Give your car individuality and distinction by having your initials mounted on the license plates. These strikingly attractive initials are made of heavy die-cast metal, chrome-plated and burnished to a beautiful brilliance. Easily removed for installation on future cars that you purchase. Price (three initials front and rear, with holders).....\$2.90



**FENDER STREAMLINERS**—Fender streamliners are designed to harmonize with the beauty lines of the 1940 Chevrolet. They carry out the streamline effect, adding to the general appearance of length and lowness. A rubber gasket around the outer edge of the streamliner insulates against rattles. Locking devices hold them firmly in place, yet they may be quickly and easily removed. Price, per pair..\$10.00



*Suggestions for Making*  
*the Hours You Spend in Your Car*  
**MORE ENJOYABLE**



**CIGARETTE LIGHTER**—The popular automatic type of lighter that combines convenience and safety. Just push the lighter button toward the dash—then let go! In a moment, the button returns to normal position with a “click” to announce that your lighter is ready for use. Price...\$2.00



**ELECTRIC VISOR VANITY MIRROR**—A sensational new illuminated mirror of many uses: a front compartment light—a perfect day or night “make-up” mirror. Has spaces for changeable travel records. Light switch on mirror. Clamps over sun visor. Price...\$1.95



**RIGHT-HAND SUN VISOR**—Sun-glare protection for front seat passenger and added safety for the driver. Similar in design to the left-hand visor on 1940 models. Trimmed to match head lining, and provided with leatherette wear-patch. Price...\$2.50



**VISOR VANITY MIRROR**—A very convenient “make-up” mirror. Size 4” x 8”. Frosted glass spaces are provided for making pencil notations (erasable) of all travel and service data—mileage, oil, lubrication and battery reminders. Even the pencil is supplied. Price...\$1.00





**DE LUXE SEAT COVER PRICES**

Front seat only . . . . . \$ 8.25  
 Front and rear seats . . . . . 14.50

16.35



**DE LUXE SEAT COVERS**—Custom-made, for those who want the finest in seat covers, the new de luxe San Toy covers are available in three different colored plaid designs. They cover the entire front and back of the seat and are bound at the top and along the edges with high-grade leatherette. They fit the seats of your new Chevrolet perfectly and retain their shape indefinitely. Add to the distinctive appearance of your car.

Available in red plaid on brown background, chalk plaid on blue background, and light tan plaid on brown background.



11.50

**STANDARD SEAT COVER PRICES**

Front seat only . . . . . \$4.95  
 Front and rear seats . . . . . 9.90



**STANDARD SEAT COVERS**—Specially designed to fit the seats and cushions of your Chevrolet, these new seat covers have a neat, custom-made appearance. San Toy material covers the seat back and cushion. Tops and backs of front seats are of neutral brown Couvert Cloth to harmonize with the interior of the car. All seams are double-stitched. Edges finished in leatherette.

**KOOL-KOOSHIONS**—

The ventilated seat cushions that give real hot weather comfort! They are soft and springy; durable and smart looking. Interlaced coil spring construction; attractive basket-weave cover. Air circulates freely through the entire cushion. Price, each, \$2.95



**CENTER ARM REST**—Designed to provide armchair comfort for both driver and passenger, the removable center arm rest adds style and beauty to the car interior. It is particularly useful to prevent fatigue on long trips. Price . . \$2.50

**COMBINATION ARM REST AND DOOR PULL**—A convenience that every car owner will appreciate. It aids you in assuming a more comfortable position and affords relaxation during long trips. Containing a sponge rubber cushion, it is covered with matching upholstery, reinforced with durable leatherette. Price . . . . \$2.25



2.25



**ASH RECEIVER (Cowl)**—Keep the front compartment of your car clean, and prevent damage, with this modern, attractive ash receiver. Of the drawer, pull-out type, it is quickly removed for emptying. A projection at the top, inside the drawer, serves as a snuffer. Price . . . . . \$1.00



**ASH RECEIVER (Door)**—Designed for installation on either front door panel, this new ash receiver has a handsome, two-tone plastic case. Convenient to driver and passenger, it prevents damage to upholstery. Tray is easily removed for disposal of contents. Price . . . . . \$1.00

**AUTOBRELLA and HOLDER**—A new, practical convenience accessory to be carried in the car at all times, where it is ready at an instant's notice to provide protection during inclement weather. Made of quality materials throughout, its tempered steel ribs are covered with durable oiled silk. The white pin-dots and neat celluloid tip add to its smart appearance. Price . . . . . \$2.95



**DE LUXE STEERING WHEEL**—A handsome new accessory, designed exclusively for the 1940 Chevrolet, the de luxe wheel has a special hand grip which turns on a ball-bearing race, permitting the wheel to be turned easily with one hand. A chrome horn-blowing bar extends from the hand grip to the steering wheel rim at the right. Wheel is of rich dubonnet Tenite, and grip is finished in ivory Tenite. Price . . . . . \$12.50

**SPARE TIRE AIR CONNECTION**—The spare tire is often overlooked when other tires are being inflated, due to the bother of unlocking and relocking the trunk. This device permits inflation of the spare tire without the necessity of opening the trunk or removing any luggage. It is neat and inconspicuous. Price . . . . . \$1.00

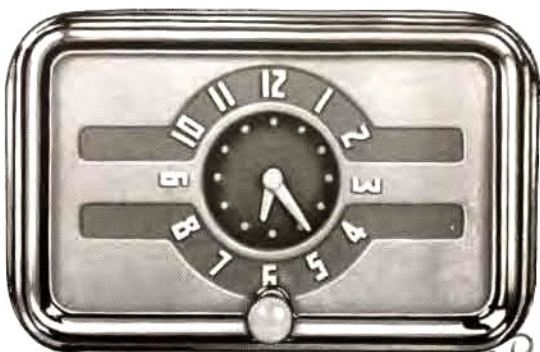




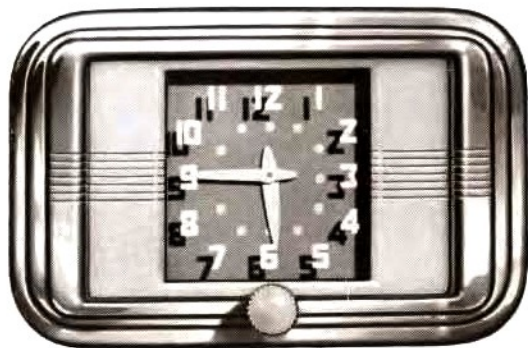


**AUTO COMPASS**—A useful, accurate guide that confirms directions on unfamiliar roads. Installation is made on windshield divider bar. Price.....\$2.95

**GLOVE COMPARTMENT CLOCK**—A spring-wound, 30-hour clock designed to match the 1940 instrument panel. Dependable, jeweled mechanism. Face is illuminated when headlights are turned on. May be wound and set without opening panel door. Price...\$4.75



9.30



5.9

**ELECTRIC CLOCK**—Designed to fit the glove compartment panel, this new electrically wound clock matches the modern design of the 1940 instrument panel. The face is illuminated when headlights are turned on. Jeweled movement. Easily installed. No winding. Price.....\$8.75

**FLASHLIGHTS**—Carry a flashlight in your car for convenience and emergency needs. Choose from two popular models, both attractively priced. Shown is the "Red-Head" safety flashlight. Price.....\$1.25





*A New Chevrolet Radio  
Will Add Immeasurably to the*

**PLEASURE**

*You Derive from Your Car*



**SUPER DE LUXE 8-TUBE PUSH-BUTTON RADIO—**

Here is a radio with power and tone to compare with the finest home radio you've ever heard. With eight new bantam-type glass tubes, it delivers eight watts power output. It will tune to your favorite station automatically, at the touch of any one of the five selector buttons. By depressing the tone control button, four tone ranges can be obtained—speech, music, soft and bass. (Words are illuminated on the dial so you can instantly tell which range you are using.) The illuminated, "slide rule" dial makes possible easy station identification.

Designed and built expressly for the 1940 Chevrolet, it matches the interior of the car. Among its features are:

*Hermetically sealed oscillator coil*—eliminates station drift

*Automatic drift compensator*—prevents off-tune  
due to heat

*Antenna matching plugs and antenna compensator*—  
make possible the use of any type of antenna

*Controlled AVC* (audio tube)—assures better station reception with less fading

Price (including antenna) . . . . . \$59.50





5227

**DE LUXE 6-TUBE PUSH-BUTTON RADIO**—This fine new radio is designed expressly for installation on 1940 Chevrolet cars. Using the latest type tubes, to assure dependable operation, it has five push-buttons to tune in stations automatically. The 8-inch electrodynamic speaker provides splendid tone balance between bass and treble notes. There is a push-button tone selector. Designed to match other instruments in the car, an indirectly lighted, “slide rule” type dial is used.

*Five watts power output*

*Automatic drift compensator*—prevents off-tune due to heat

*Tapped antenna coil and antenna compensator*—permit use with all types of antenna

Price (including antenna) . . . . . \$48.50



28.15

**5-TUBE SINGLE-UNIT PUSH-BUTTON RADIO**—This 5-tube single-unit radio is the last word in car radio versatility, convenience and performance. Although designed to mount in the instrument panel of the 1940 Chevrolet, it will fit any car regardless of year or model. There are four push-buttons, permitting automatic changing of stations. Five latest-type tubes are used, with 3.7 watts power output, giving strong, clear volume.

Included among its many important features are:

*Large electrodynamic speaker*, providing fine, full tone.

*Full-vision dial*; indirectly illuminated; easy to read.

*Tapped antenna coil*, providing for matching of antenna coil with antenna.

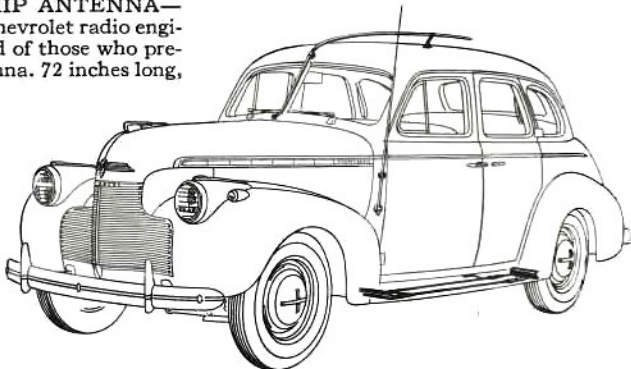
*Automatic drift compensator*, to prevent off-tune when radio is heated to operating temperature.

Price (including antenna).....\$24.95

**THREE TYPES OF RADIO ANTENNAE**—All Chevrolet radios are equipped to provide maximum results with any type of antenna used. 1. **TURRET TOP ANTENNA**

—Designed by Chevrolet radio engineers to give superior reception. In bright chrome finish, this antenna equipment adds a distinctive appearance to the car. It is firmly mounted on moulded rubber insulators. 2. **RUNNING BOARD ANTENNA**—For car buyers who prefer an antenna that is not visible, Chevrolet has developed this efficient antenna which mounts under the running boards. All parts are heavily insulated to protect them against flying stones, etc.

3. **TELESCOPING WHIP ANTENNA**—Specially developed by Chevrolet radio engineers to meet the demand of those who prefer the whip type of antenna. 72 inches long, it is made of rustproof steel with bright chrome finish. Adds to the stylish appearance of the car.





**WINTER  
PROTECTION**

*for You and Your Car*



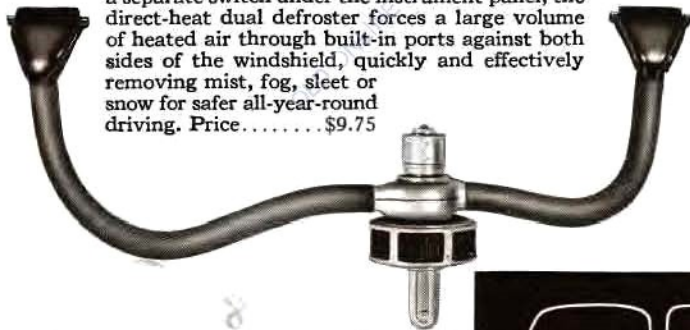


**SUPER DE LUXE HEATER**—The leader in motoring comfort. Provides ample heat for the severest winter weather. Angle-opening doors and ports in bottom provide even distribution of heat without drafts. Designed exclusively for Chevrolet, it is ruggedly built and handsome in appearance. Price...\$14.95

**DE LUXE HEATER**—A newly designed hot water heater that provides plenty of warmth for wintry days. It is quiet in operation and its new angle-opening doors provide excellent heat distribution. Has same advanced features as Super De Luxe heater. Price.....\$10.95

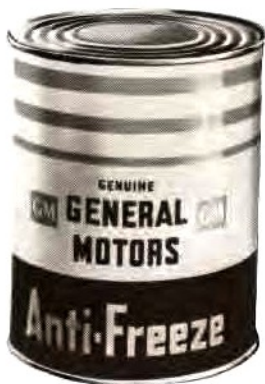


**DIRECT-HEAT DUAL DEFROSTER**—Designed for use with the new front and rear compartment heater, the direct-heat dual defroster has its own separate heater core and blower assembly. Controlled by a separate switch under the instrument panel, the direct-heat dual defroster forces a large volume of heated air through built-in ports against both sides of the windshield, quickly and effectively removing mist, fog, sleet or snow for safer all-year-round driving. Price.....\$9.75



**FRONT AND REAR COMPARTMENT HEATER**—A new development in motor car heating; circulates heat to both the front and rear compartments. Designed especially for the 1940 Chevrolet, this new heater is located under the front seat, where it is out of sight and out of the way. A silent, four-bladed, pusher-type fan distributes abundant heat to both compartments without drafts. The ultimate in winter driving comfort. Price.....\$16.50





**OVERFLOW RETURN TANK**—Save anti-freeze with this automatic overflow return tank. The anti-freeze solution is never lost, as it surges into the tank instead of "out" through the overflow pipe. The solution automatically returns to the cooling system. Price.....\$1.65



**GENUINE G.M. ANTI-FREEZE**—A thoroughly reliable solution that gives maximum protection at lowest cost. Permits the cooling system to operate with the highest degree of efficiency during the coldest weather. Price, per gallon.....\$1.00



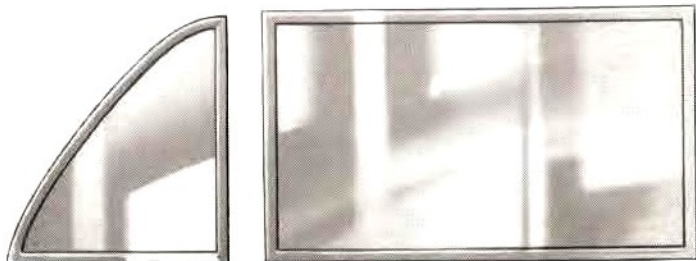
**RUBBER FAN DEFROSTER**—A defroster and vapor remover in the winter; a cooling fan in the summer. Gives excellent defrosting results in the heater-equipped car. Blades are of strong, durable rubber—an important safety feature. Provided with integral two-speed off-on switch. Price.....\$4.00



**SAFETY HEATER DEFROSTER (Dual)**—The heater-defroster combination for safe winter driving. 42 cubic feet of heated air per minute are forced through defroster slots to the windshield. Keeps the windshield free of fog, sleet and snow. Specially designed for use with the genuine Chevrolet heater, it is quiet and provides trouble-free operation. Price, Defroster \$7.25



**RADIATOR COVER**—Protects the radiator from severe temperatures and from the strong winds of high-speed driving. Aids in bringing motor temperature up to operating efficiency quickly. Tailored of bright silver fabrikoid, to fit the radiator grille. Price.....\$1.25



**FROST SHIELDS**—An inexpensive way to procure the safety of frost-free car windows. They are made of clear glass, bordered with rubber mouldings treated with adhesive to hold them in place. Three sizes accommodate all windows. Prices: 8" x 18", \$.95 each; 8" x 12", \$.85 each; ventpanes, per pair.....\$1.50



**HEATER SHUT-OFF VALVE**  
—By installing a heater shut-off valve at the time of heater installation, heat is controlled and it is unnecessary to disconnect the heater in the summer. Price \$ .60

**HEATER THERMOSTAT**—For confining water circulation within the engine until the engine reaches the proper operating temperature. Gives quicker heater results, quicker engine warm-up. Price.....\$1.00





# UTILITY ITEMS

*Especially Prepared*  
*to Protect Your New Chevrolet*





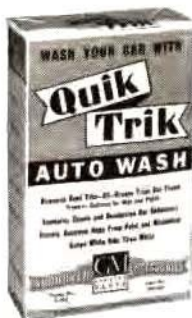
**SPOT CLEANER**  
— Non-inflammable cleaner for removing spots of all kinds from car upholstery and other fabrics. 8-oz. applicator-type can.....\$ .50



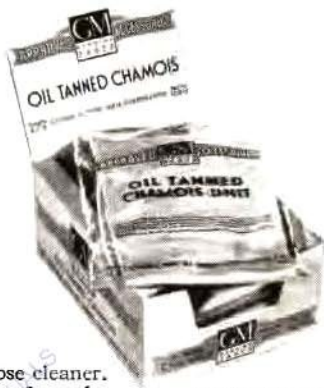
**POLISHING CLOTH**—A soft polishing cloth of high-grade wax-treated flannel. Size: 15" x 27". Packed in an attractive waterproof pouch. \$ .39



**WAX PAD**—Car and furniture polishing wax in its handiest form. The pad contains the wax! Each...\$ .25



**AUTO WASH**—A dual-purpose cleaner. Removes road film, oil and bugs from the car. Cleans, deodorizes and sanitizes upholstery. Harmless to hands or paint. Package.....\$ .50



**CHAMOIS** — Selected-quality oil-tanned chamois. Cut from thick, soft, absorbent skins. Priced according to size.



**PRE-WAX CLEANER** — Recommended for the removal of heavy road film prior to the application of wax or body polish. Will not scratch or injure the finish. 11-oz. can. \$ .50



**AUTO WAX**—A wax polish of excellent protective qualities. Properly applied, it produces a brilliant lustre and a surface of long-lasting durability. 7-oz. can....\$ .50



**GENUINE CHEVROLET BATTERIES**—The same dependable, long-life batteries used as standard equipment in Chevrolet cars. 18-month guarantee. Two sizes: 15-plate, \$9.75; 17-plate, \$9.95



**BODY POLISH**—Easy to apply—easy to rub. It cleans and polishes at the same time, producing a smooth, hard finish. 12-oz. can.....\$ .55





**QUALITY SPONGES**—Excellent quality sponges for car and household use. Your choice of five selected grades and sizes. From \$.23 to \$1.50



**RUST AND STAIN REMOVER**—An excellent cleaner for removing rust and stain from chrome-plated parts of the car. Also useful in the home for cleaning tile and enamel. Contains no harmful chemicals. 1-lb. jar. . . . . \$ .70

**CHROMIUM POLISH**—A special-formula metal polish. Removes tarnish and surface dirt; restores the original lustre. 8-oz. can. . . . . \$ .35



**COOLING SYSTEM CLEANSER**—A combination powder and liquid treatment recommended for complete cleansing and removal of radiator scale and rust. . . . . \$1.00



**GENERAL-USE OIL**—Highly refined, light-bodied oil for use on the car and for household appliances. Clog-proof. 4-oz. can. . . . . \$ .25

**DOOR-EASE**—Crayon-size stainless stick lubricant for door latches, hood lacs and other friction surfaces. Per stick. . . . . \$ .10

**TAR AND ROAD OIL REMOVER**—For quick removal of tar, asphalt, road oil and other gummy substances from automobile surfaces. 8-oz. can. . . . . \$ .49



**RUST PREVENTIVE (Radiator)**—Protects cooling system against harmful accumulation of rust and scale. 4-oz. can will protect a car or truck. . . . . \$ .25



**RADIATOR FLUSH**—For a clean radiator and better cooling. Use in the fall and spring before filling with anti-freeze and after draining. 16-oz. can. . . . . \$ .49



**DRIPLESS PENETRATING OIL**—In the can it's a liquid; when used, it changes to a long-lasting, dripless wax lubricant. 4-oz. can. . . . \$ .25







**WINDSHIELD WIPER BLADE**—Standard, chrome-plated blade for replacement of worn, damaged or lost blades. The wiper edge is extra quality, pliable rubber, moulded to the blade, and exceptionally serviceable. Price...\$ .45

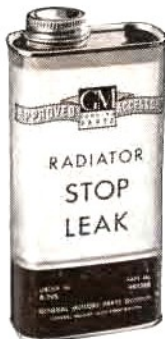


**SPONGE CLEANER**—A handy sponge-rubber cleaner for washing windows. Filled with cleaning compound that comes to the surface when used. Each...\$ .25



**WHITE RUBBER TIRE COATING**—Self-vulcanizing rubber compound for changing black tires to white side-wall tires, or for renewing the appearance of soiled white side-wall tires. 16-oz. can...\$1.00

**RADIATOR STOP-LEAK**—Just pour into the radiator! It makes a quick and permanent seal against minor leaks. Stays in solution. Positively harmless. 10-oz. can...\$ .49



**GLASS CLEANER**—For quick removal of dirt and insects from windshield and windows. Dispenser-type, leakproof, 10-oz. can...\$ .30



**TIRE TUBE REPAIR KIT**—A handy outfit for roadside emergency repairs. Contains patches, buffer, cement and full instructions...\$ .25

**RADIATOR INSECT SCREEN**—A fine wire mesh, installed behind the radiator grille to keep insects from lodging in the radiator core. Aluminum finish. Price...\$1.00





**1940 CHEVROLET  
TRUCK ACCESSORIES**

*for Added Safety,  
Comfort and Convenience*



**BUMPER GUARDS**—Designed for use with 1½-ton trucks, these sturdy bumper guards will protect the fenders and radiator grille from damage. Constructed of heavy steel, they are modern in design. Easily installed, without drilling bumper bar. Price, per set of two.....\$1.95



**GRILLE GUARD**—This sturdy new guard is designed to provide adequate protection in traffic and parking for the grille and front-end sheet metal. Made of flat steel bar stock, it is 1½ inches wide and ⅛-inch thick, formed into a loop 16 inches overall. Blends with the general appearance of the new Chevrolet trucks. Bumpers are already drilled for mounting. Price.....\$2.95



**COMMERCIAL CAR GRILLE GUARD**—Same as regular grille guard except that a heavy brace is attached to the front frame cross-member, to lend additional support to the bumper. Made of sturdy bar steel, it is heavily chrome-plated, to enhance the appearance of the new truck. Price.....\$2.95



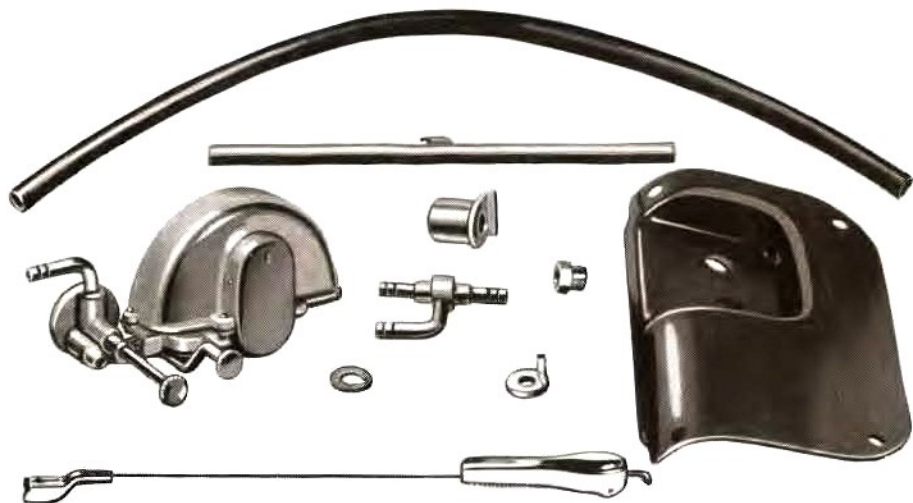
**REAR-VIEW MIRROR (Extendible)**—A necessity on all trucks with bodies which project more than 12 inches beyond the side of the cab. The tubular arm can be extended 23 inches, to provide clear vision to the rear. Adjustable to practically any angle, the mirror is 6 inches in diameter. Price . . . . . \$2.50



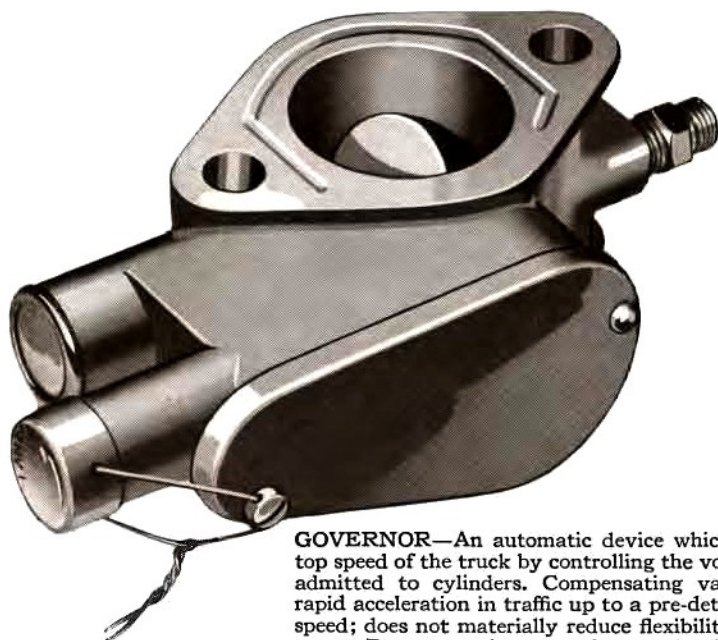
**MATCHED HORNS**—Matched horns, with their extremely long range and pleasant tone, contribute greatly to safe driving. Ruggedly built for long service, they are compact and easily mounted on the dash. A relay controlled by the horn button delivers full voltage to each horn for uniform performance. It is unnecessary to remove the horns to perform service operations on the engine, since they are mounted on the dash. Price, per set . . . . . \$9.00



**RIGHT-HAND SUN VISOR**—Of ample size to provide unusual protection against the glare of the sun, this sun visor is light in weight and durable. The spring tension bracket holds it firmly in position, and its universal-type mounting permits installation on either the right or left side. Price . . . . . \$1.95



**RIGHT-HAND WINDSHIELD WIPER**—An important safety feature for driving in stormy weather. This wiper is operated by a separate motor, to assure positive wiper action under all conditions. Price.....\$4.75



**GOVERNOR**—An automatic device which limits the top speed of the truck by controlling the volume of fuel admitted to cylinders. Compensating valve permits rapid acceleration in traffic up to a pre-determined top speed; does not materially reduce flexibility or pulling power. Protects against excessive speeds, thus reducing operating expense and loss of time and money due to accidents. Price.....\$7.50

# GENUINE CHEVROLET ACCESSORIES FOR

1940



*Look Best...*



*Fit Best...*



*Are Best...*