

MODERN TO THE MINUTE

1939 Genuine Chevrolet Accessories

PERSONALIZE YOUR CAR

CHEVROLET

Accessories for 1939

WE BELIEVE that you, as the owner of a new 1939 Chevrolet, will find this booklet both interesting and helpful. That is why we suggest not only that you give it your attention now, but that you keep it for future reference.

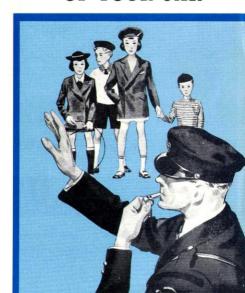
As you glance through the pages that follow, you will find suggestions covering practically everything that might add to the satisfaction and enjoyment you derive from your new Chevrolet. No doubt your car is already equipped with some of the items offered. However, from season to season, there will be added equipment and accessories that you will want and need for increasing the pleasure of driving—and for keeping your car always smart and attractive in appearance.

Every article shown in this book is "modern to the minute." It has been correctly engineered, tested and manufactured—so that you can be positive that it is both best for your car—and the best value you can buy anywhere!

Note, too, the final pages in this booklet. They contain valuable recommendations for keeping your car in the best operating condition—efficient and economical at all times.

Suggestions for Adding to the

SAFE OPERATION OF YOUR CAR





car, they appear to be a decorative part of the headlamps—chrome-finished to match. Price, per pair \$1.00



WINDSHIELD WASHER—For maintaining safety with a clean windshield, by the removal of mud and dirt splattered by other cars, and by the removal of bugs and dust film. Water supplied from a tank mounted under the hood is forced by vacuum to the windshield. To operate, the driver simply depresses a button on the dash and turns the windshield wiper control button. Refilling of the water supply tank is the only attention required. Price. §4.75





NO-ROLL DEVICE—A mechanism designed for safer operation on hills. It holds the car on hillside even when the foot is removed from the brake pedal. Brakes are released as the left foot is removed from the clutch pedal—leaving the right foot free to operate the accelerator. Quickly installed. Nothing new to learn. Price.



i four smartlyover" type for wethe famous \$0.49 to \$1.50

DRIVING GLASSES—Choose from four smartlydesigned styles, including the "hook-over" type for use with clear-lens eyeglasses. All have the famous Solarex lenses. Prices. \$0.49 to \$1.50



ENGINE HEAT INDICATOR—A valuable addition to the instrument panel of Chevrolet Master "85" models. The exact temperature of the engine is visible to the driver at all times, serving as an important safety guide during extreme hot or cold weather. Price. \$2.50





HORN BLOWING RING—It permits you to sound your horn without removing a hand from the steering wheel. A definite safety advantage—especially when passing cars in crowded traffic, or on slippery or gravel roads. Made of strong steel, and finished to match the car interior. Price...\$2.50

BACK-UP LAMP—A dash-controlled flood light for the back of your car that illuminates the driveway or other dark, confined areas, removing the danger of collision with unseen objects. Designed to fit at the base of the left-hand tail lamp.





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

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. Installed on the bumper. Exterior case is attractive chrome finish. Price, each. \$4.25



SAFETYLIGHT—This powerful lamp throws a M4-mile beam. Turns in any direction. Insures safer travel; convenient for reading road signs, house numbers, etc. Controls inside of car, within easy reach of driver. Chrome finished. Price, complete. \$12.50





Suggestions for Making Your Car

MORE DISTINCTIVE

IN APPEARANCE



the new Chevrolet. They are extremely colorful accessories for the car; use a minimum of battery power; and their location affords real protection to the fenders of your car when it is parked at night. Price, per pair\$6.00





COWL VENTILATOR CONTROL BALL-GEAR-SHIFT BALL-The cowl ventilator control ball (above) and the gear-shift ball (right) are ornamental items for "dressing up" the interior of the car. They are made of a beautiful translucent material, colored to match other interior fittings of the 1939 Chevrolet.

PRICES

Cowl Ventilator Control Ball\$0.35 Gear-Shift Ball 0.50



WHEEL RINGS-Another highly popular accessory with car buyers who want their Chevrolet to be strikingly different in appearance. Wheel rings are wide bands of stainless steel that conform to the shape of the wheel rim. They are finished with durable, lustrous chromium, and make the wheels look smaller and the tires more massive-a highly desirable effect. Price, per set of five\$6.95



6-TUBE DE LUXE SINGLE-UNIT RADIO-A medium-priced radio incorporating practically every feature of the most advanced high-priced sets.

FEATURES

Instant Automatic Tuning (5-button) Simplified Station Adjustment (easyto-make, "push-button" station changes)

Instrument Panel Speaker

Tone Control (on instrument panel)

Tone Compensation (gives desired bal-

ance of high tones and bass tones at all car speeds)

Automatic De-Tuning Compensation (prevents "off-tone" performance) Non-Synchronous Vibrator (longer-life

Antenna Adapter (provides maximum performance with all types of antenna)

vibrator)

Vertical-Slide Full-Vision Dial (illuminated)

Choice of Antennas (running board, Turret Top or telescoping whip types) Price.....\$47.95



All parts are heavily insulated with *Included without extra cost on Chevrolet Super De Luxe and De Luxe Radios shown on this page rubber to protect them against flying stones, etc. *Price.....\$5.00 and the opposite page,



5-TUBE SINGLE-UNIT STANDARD RADIO-The leading low-priced car radio value . . . incorporating many of the latest car radio developments. Thoroughly reliable performance.

FEATURES

Automatic Tuning (5-button)

Non-Directional Speaker (mounted on bottom of case)

5 Dual-Purpose Tubes (giving performance equal to household sets with 7 or 8 tubes)

Non-Synchronous Vibrator (longer-life vibrator)

Automatic De-Tuning Compensation (prevents "off-tone" performance)

Single-Unit Construction (entire unit mounted back of instrument panel) Wave Trap (increases selectivity and reduces interference)

Full-Vision Dial (indirectly illuminated)



CHENROLE! RADIOS

TELESCOPING WHIP ANTENNA-Specially developed by Chevrolet to meet the demand of car radio buyers who prefer the whip type of antenna. With the exception of two small installation supports, the antenna is bright, chromefinished steel. *Price.....\$3.50

*Included without extra cost on Chevrolet Super De Luxe and De Luxe Radios shown on preceding pages.



Suggestions for

MAXIMUM SAFETY

AND COMFORT

DURING WINTER MONTHS



SUPER DE LUXE HEATER—An extralarge high-heat-output hot water heater providing ample heat for the severest winter weather. Center-hinged doors give control of heat direction. Large down-draft opening for floorboard heat. Illuminated dash variable-heat-control switch. Price. \$14.95

DE LUXE HEATER—Regular size hot water heater, providing plenty of warmth for average winter temperatures. It has all the advanced features offered in the Super De Luxe heater, with slightly smaller heat capacity. Price.....\$10.95





REAR SEAT HEATER—A wonderful new advancement contributing to winter comfort—an entirely separate heater for the rear seat of sedan models. There are two heat outlets one cold air intake—providing maximum warmth for rear seat passengers. Price. \$11.95

CONTROLLED FRESH AIR UNIT— For bringing controlled fresh air into the car through a screened intake installed on the side of the cowl. In winter, the air is warmed in the car heater and circulairs warmed in the car heater and circulairs controlled to the controlled of the controlled recycles fresh air under all conditions, with car windows closed. Price. \$2.95



SEAT COVERS—Genuine Chevrolet seat covers fit better and wear
better; retain their shape and beauty.
They
is a summer. Two types are
svailable: Custom-Tailored De Luxe
—with full high-quality San Toy
seat, seat back and facings; and
super De-Luxe covers—San Toy seat
with cloth back and facings. Both
types have leatherette top section,
as shown.

Seat Cover Prices Custom De Luze (Choice Super of three De Luze colors) (One color

Front Seat

8.25

8.25 4.95



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



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



ASH RECEIVERS—Combine safety and convenience with this instrument-panel ash receiver. Easily removed for disposal of contents. Also available: type for under-cowl installation or radio-equipped cars. Price....\$1.00



Electric, 9.95



AUTO COMPASS—A useful, accurate guide that confirms directions on unfamiliar roads. Installation is made on windshield divider bar. Removable for trips into woods, etc. Price ...\$2.95



THERMOMETER—This "accurate test" thermometer gives you the exact temperature within your car. Two stationary

pins on the back are provided for attaching it to the fabric covering above the windshield.

Price....\$0.39







Suggestions for Making the Hours You Spend in Your Car

> MORE ENJOYABLE



7-TUBE DUAL-SPEAKER SUPER DE LUXE RADIO-The most advanced of all car radios-specially designed and built for the Chevrolet car.

FEATURES

Instantaneous Magnetic Tuning (6button)

Semi-Automatic Station Adjustment (instant "push-button" station

changes) Audio Fidelity Control (enriches tone) Bass Compensation (true bass note

reproduction) Music and Speech Control Vacuum-Sealed Coils (insure exact tuning permanently)

Dual-Purpose Tubes (giving 12-tube efficiency with 7-tube economy)

Automatic De-Tuning Compensation (prevents "off-tune" performance) Twin Speakers (perfect reception at all

speeds) 8-Watt Output (low battery drain) Full-Vision Dial

Choice of Antennas (running board, Turret Top or telescoping whip types) Price.....\$59.95 1939 MICHIGAN



LICENSE PLATE FRAMES-Strong, durable, chrome-finish 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 LICENSE PLATE IEWELS-Combination reflector-type jewels and license plate locks. They securely fasten the plates to the license plate brackets. Sold in sets of four-two red jewels and two green jewels. Price, per set of four \$0.39



over the car exhaust pipe and is locked firmly in position by means of a special clamp,

Price\$0.50



De Luxe Radios shown on this page and the opposite page.

WHEEL DISCS-The lasting beauty of stainless steel! Wheel discs completely cover the wheel to the rim. They give the impression of smaller wheels and larger tires . . . an effect that gives the entire car a remarkable degree of beauty. The most popular of all accessories designed to give the car extra style-appeal. Price, per set of four.....\$9.90





DE LUXE STEERING WHEEL — Few accessories are more distinctive than this beautiful de luxe steering wheel. The rim is steel—with a beautifully patterned composition material. Spokes are stainless steel, and the horn button and hub are finished to harmonize with the rim. Price. \$9.90



CAR OWNER INITIALS AND HOLDER—Your initials in lasting chrome steel five your car individuality and distinction by having them mounted on the license plates. These strikingly attractive initials are made of heavy dis-cast metal, chromeplated and burnished to a beautiful brilliance. Easily removed for installation on future cars that you purchase. Price (for complete installation—three initials, both front and rear). 33.20



Suggestions for

Increasing

COMFORT AND CONVENIENCE





RIGHT-HAND SUN VISOR-Gives sun glare protection for the front seat passenger as well as the driver. Cloth-covered to match the left-hand visor. Fully adjustable, to permit placing over the door window as well as the windshield. Price.....\$2.45







ARM REST-Combination arm rest and door pull. Sponge rubber, covered with leatherette and cloth to match car upholstery. Price, each (for right door, Master De Luxe models), \$2.25. Price, per pair (for right and left doors, Master '85" models).....\$4.25

CIGARETTE HOLDER-No more searching for cigarettes-first in one pocket, then in another, Fresh, uncrumpled cigarettes give the enjoyment of a smooth, even-burning smoke. A cigarette is always ready-without reaching, automatically



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

> 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. Prices \$0.75 and \$1.2



GENUINE G.M. ANTI-FREEZE-A thoroughly reliable solution that gives maximum protection at lowest cost. A smaller quantity goes farther-gives the margin of safety you need. Price, per gallon \$1.60



FAN DEFROSTER (Metal-Blade) A defroster and vapor remover in the winter; a cooling fan in the summer. Gives excellent defrosting results in the heater-equipped car. Installation is made above the instrument panel near the windshield, or on the steering column handy to the driver. Equipped with safety grille, Price. \$3.50

SAFETY DEFROSTER-Let heat from your

heater defrost your windshield. Everything

is concealed behind the dash-nothing ob-

structs your view. By the turn of a control

button, a blower sends a wave of heat through

slotted openings at the top of the instrument panel across the windshield. Price \$6.95



FAN DEFROSTER (Rubber-Blade)-A highly efficient three-blade fan providing the same useful advantages as the metalblade fan shown on this page. The blades are made of strong, durable rubber-a safety feature that has given this type of fan its immense popularity. Silent in operation.



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.



ELECTRIC DEFROSTER -A rubber-flanged glass panel creates a dead air space within the frame when placed against the windshield. It prevents the formation of moisture on the inside, while a series of three electric wires remove ice and sleet from the exterior of the windshield. Price \$3.00





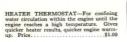
safety of frost-free car win-dows. They are made of clear glass, bordered with rubber moldings treated with adhesive to hold them in place. Three sizes accommodate all windows.

expensive way to procure the

Price, each ... \$0.75 to \$0.95



HEATER SHUT-OFF VALVE-By installing a heater shut-off valve at the time of heater installation, next summer's heater disconnection is eliminated. Price. \$0.60 RADIATOR COVER-Faster engine warm-up on cold winter days, and quicker heater results, are obtained from this smart, silverfinished, genuine Chevrolet 1939 radiator cover. On mild days the corners may be folded down and held in place with snaps. Price....\$1.25





Suggestions for Keeping Your New Chevrolet

SMART IN APPEARANCE





SPOT CLEANER-Non-inflammable cleaner for removing car upholstery and other fabrics, 8-oz. can.....\$0.50



POLISHING CLOTH-A soft polishing cloth of high-grade wax-treated flannel. Size: 15" x 27"—packed in an attractive waterproof pouch ... \$0,39





OIL TANNED CHAMOIS

chamois. Cut from thick, soft, absorbent skins. Priced according



CHROME COATING

-A transparent coating for protecting

against discoloration

4-oz. can.....\$0.60

and rust.

RUST REMOVER-For removing rust from chrome-finished parts and painted or enamelfinished metal. Quick and effective. 4-oz.\$0.35



AUTO WAX-A wax polish of excellent protective qualities. Properly brilliant lustre and a surface of long-lasting dura-





- Recommended for the removal of heavy road film prior to the application of wax or body polish. Will not scratch or injure the finjah. 11-oz. can. \$0.50



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......\$0.55



CHROMIUM POLISH-A special-formula metal polish. Removes oil and surface dirt; restores the original lustre.

TAR AND

ROAD OIL

REMOVER

TAR AND ROAD OIL REMOVER-For

quick dissolving of tar

asphalt, road oil and

other gummy substances from automobile sur-

faces. 8-oz. can, \$0.49

DRIPLESS

PENETRATING

OIL

QUALITY SPONGES-Excellent quality sponges for car and household Your choice of five selected grades and sizes ...\$0.23 to \$1.50



CAR KLEEN KIT -A combination package containing body polish, chrome cleaner, tar and road oil remover, spot cleaner, sponge cleaner and polishing cloth Complete \$2.29







COOLING SYS TEMCLEANSER -A combination powder and liquid treatment recommended for complete cleansing and re-moval of rediator scaleandrust.\$1.00



GENERAL USE OIL-Highlyrefined, light-bodied oil for use on the car and for household appliances. Clogproof, 4-oz, can, \$0.25



RADIATOR RUST PREVENTIVE-A good year-round precaution against the formation of rust in the cooling system. 4-oz, can....\$0.25



faces.

DRIPLESS PENE-TRATING OIL-In the can it's a liquid; when used, it changes to a longlasting, dripless lubri-cant. 4-oz. can. \$0.25



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.....\$0.49

other friction sur-

Per stick ... \$0.10



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



SPONGE CLEANER-A handy sponge-rubber cleaner for washing windows. Filled with cleaning com-pound that comes to the surface when Each\$0.25



WINDSHIELD WIPER BLADE-Standard, chrome-plated blade for replacement of worn, damaged or lost blades. The wiper edge is extra quality, pliable rubber, molded to the blade, and exceptionally serviceable. Price......\$0.45



TIRE TUBE REPAIR KIT-A handy outfit for roadside emergency repairs. Contains patches, buffer, cement and full instructions.....\$0.25



RADIATOR STOP-LEAK-Just pour into the radiator! It makes a quick and permanent seal against minor leaks. Stays in solution. Posi-tively harmless. 10-oz. can...\$0.49

and



RADIATOR INSECT SCREEN-A fine wire mesh that completely covers the radiator to keep insects from lodging in the radiator corerestricting normal cooling. Aluminum finish. Price.....\$1.00



BUMPER JACK—A simple, compact, easy-to-operate jack that lifts from the bumper. No kneeling or crawling. \$3.95



Suggestions for

ALL-SEASON OPERATING SATISFACTION

You Can Never Be Sure

Unless Well-Trained Mechanics

CARE FOR YOUR CAR

For regular periodic lubrication service . . . and for any other service attention your Chevrolet may need, go to your Chevrolet dealer. Factory-trained mechanics know what is right for your car—and the right way to perform all operations—quickly, completely and economically. Turn the page for seasonal service suggestions that will add to the long life and satisfaction you gain from your Chevrolet.

PERIODIC INSPECTION ASSURES

Greater Safety . . . Greater Economy Greater Satisfaction . . .

Suggested 10,000-Mile Inspection

Complete motor tune-up ★ Adjust valve lash ★ Clean and adjust points and spark plugs ★ Tighten fan and water pump ★ Adjust generator charging



rate * Align front wheels * Tighten chassis and body bolts *
Check and focus lights * Adjust clutch and lubricate * Lubricate
front wheel bearings * Repack rear spring covers * Check
brake fluid * Check and fill shock absorbers * Change tires all
around (to insure even wear).

Suggested Spring Season Inspection

Reverse-flush radiator and cooling system \star Remove rust \star Tighten water hose connections \star Test cooling system for leaks \star Repack water pump \star





Suggested Vacation-Time Inspection

Check tires and inflate to proper pressure ★ Test, focus and align headlights ★ Check light switches ★ Test and adjust charging rate of generator ★ Clean.

tighten and lubricate battery terminals * Check water and electrolyte in battery * Check high-tension wires * Clean and adjust carburetor; clean screens * Blow out fuel lines and pump * Reverse-flush cooling system * Tighten all hose connections * Tighten fan belt tension * Clean and adjust breaker points * Set timing * Clean, test and set spark plugs * Balance and align wheels * Complete lubrication * Drain, flush and refill crank-case * Fill transmission and differential to proper level * Tighten all body, chassis and motor bolts * Test windshield wipers.



Suggested Fall and Winter Inspection

Drain and thoroughly cleanse cooling system of all rust, sludge and grease with G.M. Cooling System Cleanser * Check radiator hose connections and hose clamps

* Protect cooling system with G.M. Radiator Rust Preventive **
Tighten fan belt * Clean and adjust distributor points * Clean
spark plugs and space points * Clean and adjust carburetor *
Adjust and oil valves * Remove and clean air filter * Clean fuel
pump * Drain, flush and refill transmission with winter lubricant
* Drain, flush and refill differential with winter lubricant
* Drain, flush and refill differential with winter lubricant
* Clean battery terminals and fill with water * Check main brake
cylinder for fluid * Set octane selector for winter fuel * Check
entire clectrical system * Focus and adjust headlamps.



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