

# ACCESSORIES

*for Every Need*

**1937**



**COMFORT**

**CONVENIENCE**

**SAFETY**



DEALERS' CONFIDENTIAL

**Price List**  
of  
**GENUINE CHEVROLET**  
**ACCESSORIES**  
for  
**1937**

Effective May 1, 1937



All prices subject to change without notice.

# 1937 Accessories

Description	Part No.	Unit	List Price	Net Price
Antenna—Radio (Turret Top)...	985222	Each	\$4.50	\$2.75
Antenna—Radio.....	985251	Each	4.50	2.75
Anti-Freeze.....	985112	54-Gals.	54.00	27.54
Anti-Freeze.....	985113	1 Gal.	1.00	.57
Anti-Freeze.....	985114	1 Qt.	.25	.155
Arm Rest.....	985136	Pair	3.25	1.90
Arm Rest—M. De Luxe Coa. & T. Sed.....	985209	Each	1.65	.99
Ball—Gearshift.....	985197	Each	.50	.30
Battery—13 Plate.....	1854677	Each	8.95	5.85
Battery—15 Plate.....	1854669	Each	10.45	7.10
Battery—17 Plate.....	1860167	Each	10.45	7.10
Blade—Windshield Wiper.....	985074	Each	.45	.27
Bracket—Safetylight.....	985149	Each	1.17	.70
Button—Horn—De Luxe Master.	985146	Each	.50	.30
Button—Horn—Master.....	985130	Each	.50	.30
Cap—Locking Gas Tank.....	985076	Each	1.50	.90
Carrier—Luggage (Tour Top)....	985096	Each	29.95	18.00
Chamois Unit.....	601238	Unit	11.50	6.80
Charger—Battery.....	405035	Each	8.50	5.10
Cleaner—Glass.....	985116	8 oz.	.50	.30
Cleaner—Pre-Wax.....	985019	11 oz.	.50	.27
Cleaner—Spot.....	985089	8 oz.	.50	.30
Cleanser—Cooling System.....	985201	Each	1.00	.56
Clock—Glove Panel....	985210-985101	Each	9.95	6.00
Clock—Mirror Pull Wind.....	985115	Each	4.00	2.30
Cloth—Polishing.....	985085	Each	.39	.23
Coating—Transparent (Cellulfoil).	985211	4 oz.	.60	.36
Coating—Underfender.....	985198	Gal.	2.95	1.60
Coating—White Rubber Tire....	985203	16 oz.	1.00	.58
Compound—Valve Grinding....	985212	4 oz.	.25	.14
Cover—Radiator, 1936.....	985124	Each	1.00	.60
Cover—Radiator, 1937.....	985125	Each	1.00	.60
Cover—Seat, Bus, Coupe, Mst. & De Luxe Mst.—Blue Gray....	985156	Set	4.95	2.95
Cover—Seat, Spt. Cpe. Coa., & Town Sed., Front, De L. Mastr., —Blue Gray.....	985158	Set	4.95	2.95
Cover—Seat, Coach & T. Sed., Front Master—Blue Gray....	995157	Set	4.95	2.95
Cover—Seat, Sedan, Front, Master & De Luxe Mst.—Blue Gray..	985159	Set	4.95	2.95
Cover, Coa. & T. Sed., Rear, De L. Mst.,—Blue Gray.....	985160	Set	4.75	2.85
Cover—Seat, Sed. & C. Sedan, Rear, Master—Blue Gray.....	985161	Set	4.75	2.85

Description	Part No.	Unit	List Price	Net Price
Cover—Seat, Sedan & C. Sedan, Rear, D. Mst.—Blue Gray.....	985179	Set	\$4.75	\$2.85
Cover—Seat, Coach & T. Sed., Rear, Master—Blue Gray.....	985181	Set	4.75	2.85
Cover—Seat, Bus. Coupe, Master & De Luxe Mst.—Brown.....	985163	Set	4.95	2.95
Cover—Seat, Coach & T. Sed., Front, Master—Brown.....	985164	Set	4.95	2.95
Cover—Seat, Spt. Cpe, T. Sed., Coach, Front, DeLuxe Master—Brown.....	985165	Set	4.95	2.95
Cover—Seat, Sedan, Front, Mst. & Mst. De Luxe—Brown.....	985166	Set	4.95	2.95
Cover—Seat, Coa. & T. Sed., rear, De Luxe Mst.—Brown.....	985167	Set	4.75	2.85
Cover—Seat, Sed. & C. Sed., rear, Mst.—Brown.....	985168	Set	4.75	2.85
Cover—Seat, Sed. & C. Sed., Rear, D. Mast., Brown....	985180	Set	4.75	2.85
Cover—Seat, Coa. & T. Sed., Rear, Master—Brown.....	985182	Set	4.75	2.85
Cover—Tire, Metal.....	985171	Each	6.50	4.00
Defroster, Electric.....	601168	Each	3.00	1.75
Defroster, Fan and Bracket.....	985121	Each	4.50	2.65
Defroster, Safety Heater.....	985122	Each	5.00	2.95
Disc—Wheel.....	985140	Set 4	9.60	5.72
Disc—Wheel (Single).....	985208	Each	2.40	1.43
Door Ease.....	985093	12 Pcs.	1.20	.68
Dressing—Top, Tan.....	363641	Pint	.75	.45
Dressing—Top, Black.....	364165	Pint	.75	.45
Dressing—Top, Black.....	600428	Gallon	4.75	2.75
Extension—Exhaust Pipe.....	985170	Each	1.00	.57
Extension—Brake Lever.....	985131	Each	1.75	.95
Flush—Radiator.....	985202	16 oz.	.49	.26
Frame, License Plate.....	985064	Pair	1.50	.90
Guard, Bumper.....	985141	Set 4	3.50	2.05
Heater—De Luxe.....	985082	Each	9.95	5.95
Heater—Super De Luxe.....	985083	Each	14.95	8.95
Horns—Matched.....	985215-985139	Set	9.50	5.70
Indicator—Headlamp Beam.....	985129	Each	1.00	.55
Indicator—Heat.....	985132	Each	2.35	1.30
Initial Unit.....	985226	Unit	*32.60	16.30
Initial Bar.....	985227	Each	.35	.18
Initial (A to Z).....	985228	Each	.30	.17
Jewel—License.....	985094	48 Pcs.	4.68	2.60

\*Initials sell for \$2.50 per Set (6).

Description	Part No.	Unit	List Price	Net Price
Lamp—Fender.....	985148	Pair	\$5.95	\$3.45
Lamp—Fog.....	985174	Each	5.50	3.25
Lamp—R. H. Tail, Sed., Coach.	985117	Each	3.00	1.65
Lamp—R. H. Tail, Trunk.....	985118	Each	3.00	1.65
Lamp—R. H. Tail, Coupe.....	985119	Each	3.00	1.65
Lighter—Cigarette.....	985133	Each	1.95	1.10
Lock—Front Door Ventilator....	985216	Pair	1.75	1.05
Marker—Fender.....	985134	Each	1.25	.70
Mirror—Outside Rear View (L. H.).....	985172	Each	2.75	1.65
Mirror—Outside Rear View (R. H.).....	985225	Each	2.75	1.65
Mirror—Peep.....	985095	Each	1.50	.90
Mirror—Vanity Visor.....	985137	Each	1.00	.59
Moulding—Wheel.....	1279681	Set 5	6.95	4.15
Moulding—Wheel.....	1279680	Single	1.39	.83
Oil—Dripless Penetrating.....	985175	4 oz.	.25	.13
Oil—Dripless Penetrating.....	985196	Qt.	.85	.45
Oil—General Use.....	985195	4 oz.	.25	.13
Ornament—Radiator.....	985097	Each	3.75	2.10
Perfect Seal Kit.....	985144	Each	—	.95
Perfect Seal Paste.....	985145	8 Oz.	—	.65
Plug—Magnetic (Unit).....	985224	Unit	18.00	10.80
Polish—Body.....	363415	12 Oz.	.55	.30
Polish—Body.....	363614	1 Gal.	2.80	1.65
Polish—Chrome.....	985084	8 Oz.	.35	.21
Radio—6 Tube, Single Unit.....	985252	Set	37.75	24.50
Radio—6 Tube, Directone Speaker.....	985253 985254	Set	49.75	30.25
Radio—7 Tube, Cowl Speaker..	985255	Set	59.75	35.75
Radio Speaker, Unit Directone..	985256	Each	6.75	4.00
Receiver—Ash.....	985098	Each	1.00	.55
Reflector—Red Reflex (4 inch)..	985223	Each	1.00	.60
Reflector—Red Reflex (3 inch)..	985169	Each	1.00	.54
Remover—Tar and Road Oil....	985214	8 oz.	.49	.27
Rust Preventive.....	985063	4 Oz.	.25	.15
Safetylight (less bracket).....	601521	Each	15.95*	8.80
Screen—Insect.....	985135	Pair	1.50	.75
Screen—Radiator Insect.....	985220	Each	.75	.45
Shield—Frost, 8 x 18.....	985102	Each	.95	.56
Shield—Frost, 8 x 12.....	985103	Each	.85	.50
Shield—Frost—Ventipane.....	985104	Pair	1.50	.87
Shield—Glare.....	985194	Each	1.00	.59
Sponge—Display Unit.....	985105	Each	14.75	8.85
Sponge—Small Grass.....	985106	Each	.23	.15

\*List price includes brackets.

Description	Part No.	Unit	List Price	Net Price
Sponge—Florida Yellow.....	985107	Each	\$ .39	\$ .24
Sponge—Large Velvet.....	985108	Each	.69	.42
Sponge—De Luxe Sheepswool..	985109	Each	.98	.59
Sponge Cleaner.....	985219	Each	.25	.15
Spout—Pouring.....	985173	Each	—	.20
Streamliners—Fender—Black....	985110	Pair	8.50	4.95
Streamliners—Fender, Prime....	985111	Pair	8.50	4.95
Thermometer.....	985153	Each	.39	.23
Thermostat—148° to 153°.....	985127	Each	1.00	.60
Thermostat—160° to 165°.....	985128	Each	1.00	.60
Tube Repair Kit.....	985071	Each	.25	.13
Vacuum Booster.....	985138	Each	8.00	4.80
Valve—Heater Shutoff.....	985079	Each	.60	.30
Visor—R. H. Sun.....	985143	Each	2.25	1.35
Wax—Auto.....	985020	7 Oz.	.50	.27
Wheel—De Luxe Steering.....	985147	Each	9.75	5.70
	985142			
Wiper—R. H. Windshield.....	985123	Each	3.90	2.25

## 1937 Truck Accessories

Bracket—Horn Support.....	985204	Each	.50	.30
Bracket—Safetylight.....	600521	Each	1.17	.70
Check—Panel Door (Rear).....	985218	Pair	4.50	2.70
Governor—Low and High Speed	985193	Each	7.50	4.50
Governor—Low and High Speed	985192	Each	7.50	4.50
Guard—Bumper, 1½ T.....	985087	Pair	1.65	.95
Mirror—R. V. Extendible.....	985060	Each	2.55	1.50
Shock Absorber—Front, ½ T....	1066226	Pair	20.00	12.00
Shock Absorber—Rear, ½ T....	5312694	Pair	22.50	13.50
Shock Absorber—Front, 1½ T...	1066231	Pair	20.00	12.00
Shock Absorber—Rear, 1½ T...	1066232	Pair	28.00	16.80
Wiper—R. H. Windshield.....	985080	Each	2.60	1.55