

FIRST IN QUALITY...
AT LOWEST COST!

GENUINE

*Chevrolet
Accessories*

Enjoy

DRIVING WITH ACCESSORIES
MADE EXCLUSIVELY FOR

Chevrolet

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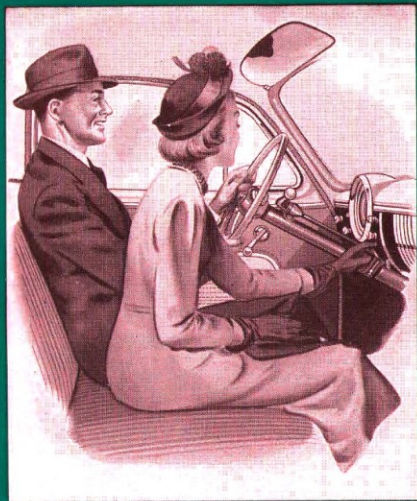
DRIVING WITH ACCESSORIES
MADE EXCLUSIVELY FOR

Chevrolet

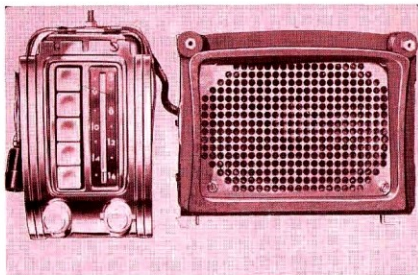
GENUINE
Chevrolet
ACCESSORIES

Fashioned with superb craftsmanship from the finest of materials, Chevrolet Accessories represent the ultimate in automobile appointments and extra equipment. Their tasteful styling complements the beauty of your car and increases your pride of ownership. Their purposeful design adds immeasurably to your driving safety, comfort and convenience. And, by endowing your car with these added values, Chevrolet Accessories help keep it attractively saleable for more years and more miles.

- GREATER COMFORT
- GREATER EASE
- LASTING ENJOYMENT



Drive in Comfort
WITH
**CHEVROLET
ACCESSORIES**



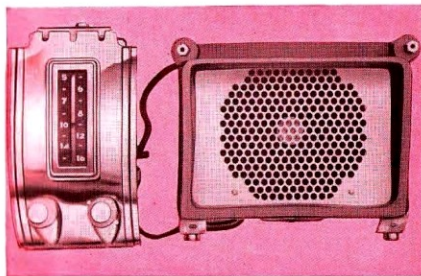
CUSTOM DE LUXE RADIO (PUSH BUTTON)

Another first for Chevrolet—the new—and outstanding Custom De Luxe Push-Button Radio for 1949. This six-tube radio is designed expressly for the 1949 Chevrolet passenger car. The speaker is coupled to the rear of the instrument panel with a special rubber gasket, thus utilizing the unique design and characteristics of the instrument panel to improve tone response.

The performance of this set cannot be duplicated. Chevrolet Custom De Luxe Radio offers you the finest that modern automotive and radio engineering can design.

- 6 tubes—2 octal—4 miniature (including rectifier).
- 5 Push Buttons—Easy to set—no tools.
- Full range tone control—Base to treble.
- Permeability tuning—increases sensitivity—reduces noise level.
- Full vision—vertical, slide-rule dial.
- 6" x 9" Electro-Dynamic Elliptical Speaker.

FENDER ANTENNA—This beautifully styled, stainless steel, telescoping fender antenna will assure the finest possible radio reception; at the same time, it will maintain its lasting beauty and permanent resistance from corrosion. To safeguard the maximum performance of the Chevrolet radio, these antennas and radios are matched.



CUSTOM DE LUXE RADIO (MANUAL)—For you that enjoy the finest in manual tuning radios—install the Chevrolet Custom De Luxe Manual Tuning Radio—styled exclusively for the 1949 Chevrolet. This advanced engineered radio was designed so as to become an integral part of your automobile. Its tone quality and selectivity cannot be matched.

- 6 lockal tubes
- Manual operated—perfect selectivity
- Full range—base to treble
- 6" round speaker
- Automatic volume control
- Full vision—vertical slide rule dial



REAR SEAT RADIO SPEAKER

Here is the new Chevrolet engineered radio speaker for the occupants of the rear seat. No more hanging over the front seat to hear the radio—no more need of turning the radio on full blast for the benefit of those in the rear seat. Everyone can just sit back, relax and listen to the full, rich tone qualities emanating from this 5" x 7" elliptical speaker.



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DE LUXE NYLON-RAYON SEAT COVERS—Here are the seat covers you've been waiting for. These covers are the zenith in seat cover styling and design. The duotone shades of maroon and taupe fabric truly make them luxurious seat covers. The rayon threads bring out the exquisite colors of this set while the nylon threads add the strength and durability. Remember when buying seat covers—ask for Genuine Chevrolet De Luxe Nylon-Rayon Covers.



DE LUXE RAYON SEAT COVERS—Combining tailor-made smartness with strength and durability, these luxurious new heavy denier rayon seat covers offer you long, lasting service. These seat covers in lustrous burgundy and pin stripes are a beautiful color contrast to the interior upholstery and give a rich look of individualized tailoring. In the event they should become spotted, they may easily be removed for dry cleaning.



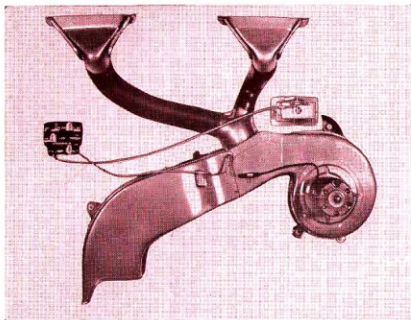
DE LUXE FIBRE STRIPE SEAT COVERS—Another beautiful set of fibre seat covers to choose from. This pattern gives you the opportunity of selecting another color combination for your seat covers. The rich bright striped colors are trimmed by beautiful grey leatherette which adds the final excellent contrast to the already gorgeous interior colors of your Chevrolet.



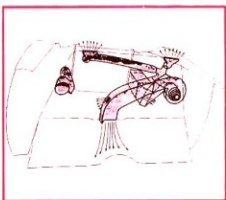
DE LUXE FIBRE PLAID SEAT COVERS—Here's the very finest in fibre seat covers, designed exclusively for your Chevrolet. Unexcelled for style and service, these covers have a beautiful multi-color plaid pattern trimmed in the finest red leatherette which adds the final superlative touch of beauty to the interior appearance of your car. Have these long-lasting fibre covers installed and help protect your upholstery from burns and stains. These seat covers are easy to clean, too—just wipe with a damp cloth and off comes the dirt.

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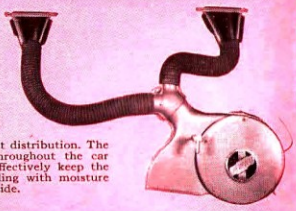


AIR FLOW HEATER AND DEFROSTER—Created exclusively for the 1949 Chevrolet, this heater embodies the latest developments in heat distribution and car temperature control. Designed and engineered to be installed on the air intake duct, the car receives a change of air every 45 seconds which means the end of the stale, stuffy, smoke-filled automobile. No more undesirable drafts, inasmuch as the outside air entering through the heater pressurizes the passenger space. More heat is available because greater quantities of air are forced through the heater core and into the car. Warm, rainy weather driving, as well as winter driving is safer, because outside unheated or heated air can be circulated throughout the car, eliminating fogged windows and windshield. Defrosting is more effective and complete because there is more available heat and wider outlets.



DASH RECIRCULATING HEATER

The highest quality heater in the low price field is the Chevrolet Dash Recirculating heater. This heater is engineered to give you improved, efficient heat distribution. The heat is distributed throughout the car while the defrosters effectively keep the windshield from clouding with moisture or icing up on the outside.



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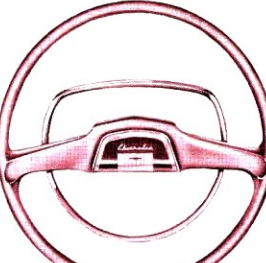


Drive in Style
WITH
**CHEVROLET
ACCESSORIES**

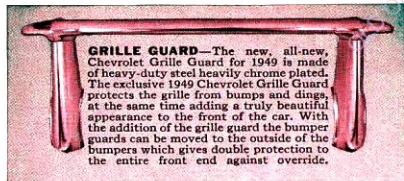
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DELUXE STEERING WHEEL

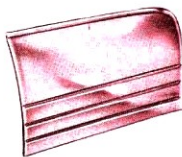
—Add to the interior luxury of your car with the 1949 De Luxe Steering Wheel. Beautifully styled of light colored genuine plastic, it blends with the plastic trimmings of your car. The "feather touch" horn rim is cushioned on rubber—gives "round the wheel" horn contact.



TRUNK GUARD—Another all new 1949 Accessory for the new 1949 Chevrolet—Genuine Chevrolet Trunk Guard! This distinctively new trunk guard is real protection for the rear of the car. Not just another trunk guard, it is made of heavy-duty chrome plated steel and is engineered and designed exclusively for the 1949 Chevrolet.



GRILLE GUARD—The new, all-new, Chevrolet Grille Guard for 1949 is made of heavy-duty steel heavily chrome plated. The exclusive 1949 Chevrolet Grille Guard protects the grille from bumps and dings, at the same time adding a truly beautiful appearance to the front of the car. With the addition of the grille guard the bumper guards can be moved to the outside of the bumpers which gives double protection to the entire front end against override.



FRONT FENDER SHIELD

—Add that extra original appearance sought by discriminating car owners, to your Chevrolet. Highly polished and smartly designed of stainless steel, they will add personal distinction to your car.



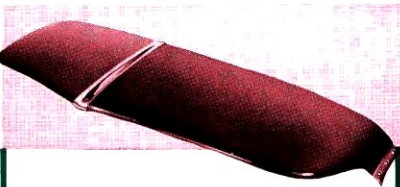
ALL-WEATHER WINDOW SHIELD—Install window shields and enjoy the pleasure of driving with your windows open two to three inches when it is raining. You can get fresh air without getting wet. Window shields also afford protection against eye-tiring sun glare. They are highly polished stainless steel to harmonize with your car.



HOOD ORNAMENT—Here's a genuine Chevrolet accessory that will make your Chevrolet even more beautiful. Smooth, sleek and highly polished, this hood ornament is superbly designed exclusively for your 1949 Chevrolet. Consisting of a diecast, chrome plated base and a lovely red translucent insert, this ornament embodies the latest in Chevrolet styling to conform to the body lines of the car.

REAR FENDER PANEL

—Enhance the beauty of your car with these new Genuine Chevrolet fender panels. These panels are designed to give the car a lower, more streamlined appearance and protect the outside of the fenders from mud splashed from the wheels.



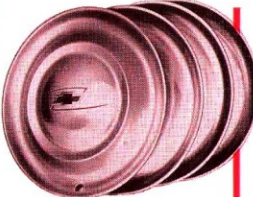
OUTSIDE SUN VISOR—Adds beauty to your car as well as increasing driving comfort and convenience. This visor reduces sun glare and keeps rain, snow and sleet from your windshield. Chevrolet sun visor is of all metal construction trimmed with beautiful chrome plating.

FIRST FOR QUALITY

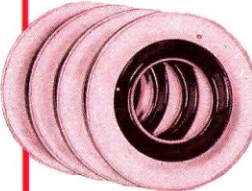
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WHEEL DISCS—Styled for the Chevrolet owner who demands a luxury look, these stainless steel wheel discs provide outstandingly distinctive wheel appearance. Made of steel and polished to a high luster, the wheel discs possess lasting durability along with beauty. Easy to install—all you do is engage the multiple spring steel fingers firmly in the wheel rims.



WHITE SIDEWALL RINGS—Enjoy all the beauty and smartness of white sidewall tires with these low-cost genuine Chevrolet white plastic sidewalls. Simple to install and easier to clean, these sidewalls will add a trim distinctive look to your car.



WHEEL TRIM RINGS—Give your car the mark of distinction with these luxury-styled trim rings. Made of highly-polished stainless steel, they are designed to wedge firmly into the wheel rim, thus making the wheels look smaller, the tires more impressive.



LICENSE FRAME—Blend your license plates to your car with these stainless steel frames. They are telescopic in construction and will fit all sizes of license plates. License Frames are quickly and easily installed.



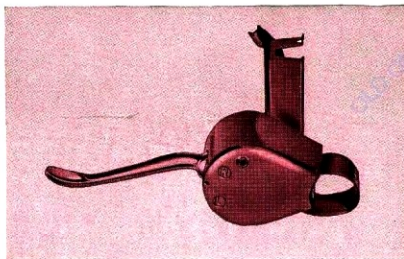
Drive in Safety
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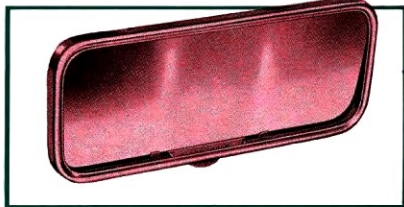
GENUINE CHEVROLET ACCESSORIES



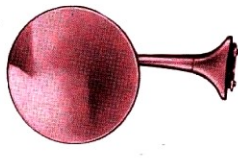
LOCKING GAS TANK CAP—Safeguard your gasoline and the cap itself with the Chevrolet Locking Gas Cap. Key cannot be removed until cap is locked, insuring complete protection for your fuel and accessory. This highly-polished stainless steel cap is designed for a long life with your Chevrolet.



DIRECTION SIGNAL—A flip of the finger indicates your intention to turn left or right. Drive with greater convenience, confidence and safety with the new Chevrolet Direction Signal. No need to roll down the window to signal on cold winter days.

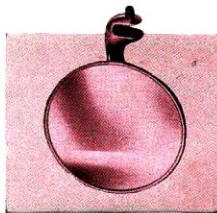


GLARE-PROOF INSIDE REARVIEW MIRROR—Don't let the glare of bright headlights reflected from the inside rearview mirror interfere with your safe night driving. Install a Chevrolet non-glare mirror today. This dual purpose mirror offers true daytime, plus non-glare nighttime visibility, with a flick of the finger.



OUTSIDE REARVIEW MIRROR—Enjoy an unobstructed rear view when driving with a genuine Chevrolet outside rearview mirror. This mirror is designed and engineered to be mounted on either the left or right side of the automobile by simply adjusting the "clamp-on" bracket and is made of the finest chrome plated, rust resistant metal. When mounted on the right side of the car the mirror may be adjusted so the driver may either see cars approaching or so he may see the curb for easier parking.

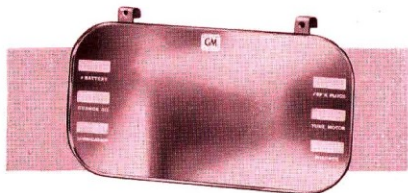
RAIN DEFLECTOR MIRROR—Increase your rear field of vision with this "eye-level" Rain Deflector Mirror. Mounted on the Rain Deflector close to your eyes, it is beautifully designed and chrome plated with a ball socket for easy adjusting.



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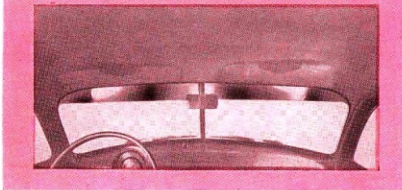


VANITY VISOR MIRROR—The accessory that appeals to every woman. Chevrolet's convenient "Make-up" mirror—you can clip it on either visor for instant use. Frosted glass spaces are provided for making notations of travel and service data.



RIGHT-HAND SUN VISOR—Provide added comfort for front seat passengers. Let them enjoy full and complete protection from the sun by adding a right-hand sun visor. This visor matches the left-hand visor exactly and is adjustable, up, down and horizontally.

GLARESHADE—Here is an item which has been styled for the car owner who wants the latest and best in driving comfort. The new Chevrolet glareshades, easily installed on the inside of the windshield, are made to order for any car owner. They cut down the glare of the sun off the driver's lap. Made of transparent, green plastic these glareshades actually make long hours of driving easier. At the same time they in no way interfere with or distort the vision of the driver.



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Driving Convenience
with
**CHEVROLET
ACCESSORIES**

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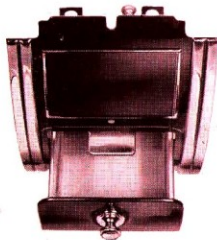
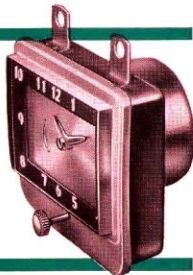
SPRING WIND CLOCK

—Beautify your car with this Chevrolet manually-wound clock. Designed to blend into the dashboard, this sturdily constructed clock is the product of many years of research. A convenient knob for setting and rewinding is located below the illuminated face. The extra thick crystal adds even more to the individual beauty of this masterpiece of time.



ELECTRIC INSTRUMENT PANEL CLOCK

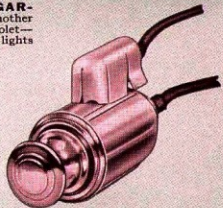
—For the greatest in convenience with beauty, install the new 1949 Chevrolet Electric clock. This self-starting clock has been designed to match the interior of the new Chevrolet, and the new extra thick crystal adds much to the beauty of this clock. This clock has an illuminated dial which may be easily seen at night.



ASH RECEIVER—Don't take chances. Protect the interior of your car from cigarette and cigar ashes. Chevrolet Ash Receiver for 1949 is the sliding drawer type that is easily removable for emptying. It is finished in a color to match the instrument panel of your car.

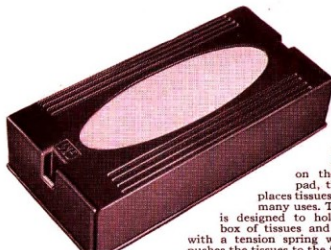


ILLUMINATED CIGARETTE LIGHTER—Another first for the new Chevrolet—a cigarette lighter that lights the way to safety and convenience. This lighter combines the feature of automatic "pop-out" with the new feature of a lighter well which lights automatically when the cigarette lighter is removed. No more fumbling in the dark to replace the lighter with the subsequent marring and scratching of the dashboard.



CIGARETTE LIGHTER LAMP

—A handy lamp for your cigarette lighter. This little lamp will illuminate the cigarette lighter socket automatically when the lighter is removed.



TISSUE DISPENSER

—Mounted conveniently and securely on the cowl trim pad, this dispenser places tissues available for many uses. The container is designed to hold one small box of tissues and is equipped with a tension spring which always pushes the tissues to the front.

CAR AND HOME ELECTRIC SHAVEN UNIT

This multi-head shaver has a specially-designed electric cord that plugs into your car's cigarette lighter socket, also the standard cord for home use. Buy one today and enjoy the convenience of the new dual purpose Chevrolet Electric Shaver.



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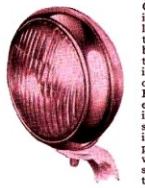
SAFETYLIGHT—A quarter of a mile beam of light that can be concentrated in any direction for your driving safety and convenience—possible through Chevrolet Safetylight. An indispensable aid when traveling unfamiliar roads or hunting house numbers and street signs.



BACK-UP LAMP—For the safety of your car, install the practical Chevrolet back-up lamp. This new lamp provides diffused white light over a wide area enabling the car owner to back his car without fear of hitting unseen objects at night. Operated by an automatic switch which lights the lamp when the gear shift is in the reverse position only. This lamp also serves the dual purpose of warning passing motorists that the car is in reverse. Engineered and designed to fit the new Chevrolet, this highly polished chrome plated lamp adds a mark of distinction.



AUXILIARY LAMPS—Provide greater protection with the new Genuine Chevrolet Auxiliary driving lamps. These auxiliary lamps, mounted low on the car, throw a powerful beam of white light close to the road and thus improve driver's visibility during inclement weather. Beautifully styled, these exclusive Chevrolet Auxiliary driving lamps, have a sealed-beam unit encased in an attractive chrome-plated body, designed to withstand rust and corrosion and retain their beautiful appearance.



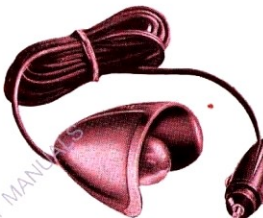
UNDERHOOD LAMP—This compact lamp, fitted with an automatic switch, furnishes the driver instant, clear light around the engine as soon as the hood is raised. This underhood lamp eliminates the need for a flashlight thus allowing full use of both hands for making adjustments. It also makes it most convenient for gas station attendants who may be required to put oil into the crankcase at night.



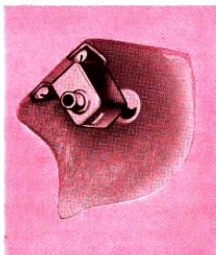
LUGGAGE COMPARTMENT LAMP—No need to carry a flashlight as an aid for loading or unloading your luggage compartment at night—install the Chevrolet luggage compartment lamp. This little lamp throws a directed beam of light into the compartment and it turns on and off automatically when the deck lid is raised or lowered.



SERVICE LIGHT—Here's a multi-purpose light that no car owner should be without. Designed to fit compactly in the corner of the glove compartment, this lamp is easily accessible for such common uses as a makeup light for women, as a light for locating lost gloves or money that might have dropped under the seat, or as a map light for anyone in the car.



GLOVE COMPARTMENT LAMP—Motorists everywhere are enjoying the convenience of the Chevrolet glove compartment lamp. This compact light works automatically when the compartment door is opened. It illuminates the compartment, making it easier to find maps, keys, matches, etc.



ACCELERATOR PEDAL COVER—Protect the spot where all floor mats begin to show wear—at the accelerator pedal. Simply slip this cover over the accelerator pedal and you have "on the spot" protection. When you add a pedal cover, you help save a mat. Made of high-grade pliable rubber and styled in a beautiful light brown color, this cover blends nicely with the interior colors.

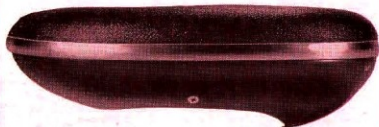


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UTILITY POCKET—

That extra space needed to store the necessary articles for motoring convenience is supplied by the installation of Chevrolet's new Utility Pocket. It is easily mounted on the interior right-hand cowl trim pad. The 8" x 10" rubber-coated fabric pocket is stitched to fiber board and zipped for easy accessibility.



COMBINATION ARM REST & DOOR PULL—

An accessory that eases driver fatigue and offers exceptional comfort and utility to passengers. It is of sturdy construction—attractively covered with leatherette for long wear; it is padded with sponge rubber for greater resiliency.



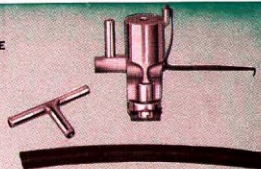
GASOLINE FILTER UNIT

—Nothing but clean fuel can pass through the tough filter of porous metal—no water—no harmful particles of lint, dirt, dust, or scale can get into the carburetor. Saves money on carburetor repairs.



WINDSHIELD WASHER—Don't overlook the new Genuine Chevrolet Windshield Washer with instant action. This vacuum operated washer does away with vision obstructions due to mud, bugs and dust. Merely turn your windshield wiper knob to the left and water is instantly sprayed on the windshield. This can be used even in dry weather thus making the windshield wipers the "perfect vision" unit at all times.

HAND BRAKE SIGNAL



Here is a new and truly worthwhile accessory for your car. Chevrolet's Hand Brake Signal warns the driver, by means of a soft whistle, that he has failed to release his hand brake. Save money by saving brakes—install a hand brake signal today.

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OVERFLOW CONDENSER UNIT

—Install a Chevrolet Overflow Condenser and be assured of a practically 100% sealed cooling system. This 3-quart tank catches and retains the overflow surges of your radiator and returns it to the cooling system. The tank is absolutely safe for it is fitted with an automatic safety outlet if the overflow should ever exceed the capacity of the tank.



TIRE TRACKS—Do away with the fear of getting stuck, winter or summer, by carrying a pair of Chevrolet Tire Tracks in your car. Folded they are only 6" by 9" but extended you have 30" of positive traction when placed under the running wheels of your car.



SPARE-AIRE AIR TRANSFER

—Here is the lowest priced, most practical emergency tire inflator. A marvelous item for the women drivers, for, in the event of a flat tire due to a slow leak, simply borrow the air from the spare tire until you are able to get to the nearest gas station. With this air transfer you can eliminate many dangerous, messy, roadside tire changes.



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Service Accessories
**PROTECT, BEAUTIFY AND
ADD VALUE TO YOUR CAR**

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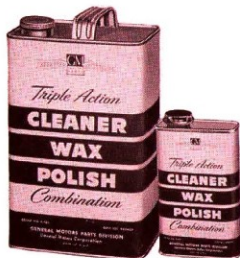
GENUINE CHEVROLET ACCESSORIES



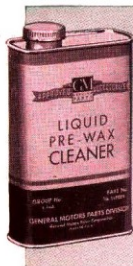
PASTE—PRE-WAX CLEANER—Here is a cleaner that will prepare the finish of your car for a long lasting wax job. This cleaner will quickly and easily remove heavy road film and stains.



PASTE AUTO WAX—For car owners that want beauty and protection for the finish of their cars—this long lasting wax gives you both with a minimum of effort.

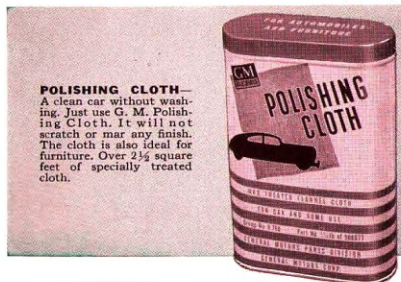
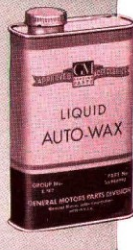


CLEANER-WAX-POLISH—This triple-action polish will give your car that mirror-like finish with only one application. It takes the work out of car polishing.



LIQUID PRE-WAX CLEANER—A liquid Cleaner for a fast, but thorough, job of removing road scum and hard-to-remove stains. This cleaner prepares the finish for liquid or paste wax.

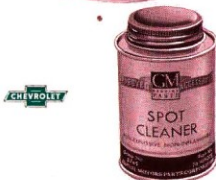
LIQUID AUTO WAX—For you that prefer the liquid polish—here is a liquid wax that is easily and quickly applied and it will give the finish of your car that mirror-like look.



POLISHING CLOTH—A clean car without washing. Just use G. M. Polishing Cloth. It will not scratch or mar any finish. The cloth is also ideal for furniture. Over 2½ square feet of specially treated cloth.



WHITE SIDEWALL TIRE CLEANER—Keeps those white sidewall tires like new without any harmful effects to hands or tires. It removes grease and road scum easily.



SPOT CLEANER—It is always easy to use—no rag to hunt—just use the felt top on the can. It will remove spots on automobile upholstery and furniture.



UPHOLSTERY CLEANER—The ideal upholstery cleaner for large and small cleaning jobs. This cleaner deodorizes and removes dirt and grease easily.

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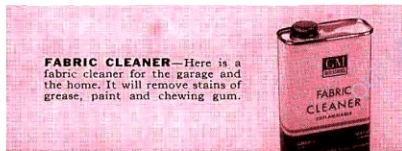
GLASS CLEANER—Here is a glass cleaner that eliminates work—for car and home. Easy to use—just squeeze the can. Removes dirt and insects quickly.



CHROME POLISH—Restores new brilliance to tarnished chrome trim of your car. This Chrome Polish can also be used very effectively around the home. No hard rubbing required.



SPONGE CLEANER—A specially designed sponge containing a cake of cleanser. This sponge cleaner is wonderful for cleaning windshields, windows, chromium and many other surfaces.



FABRIC CLEANER—Here is a fabric cleaner for the garage and the home. It will remove stains of grease, paint and chewing gum.



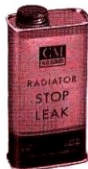
BLACK RUBBER FINISH—Here is something that will give the new look to the scuffed and worn rubber parts of your car. It leaves a natural look—flows on easily with a brush.



TAR & ROAD OIL REMOVER—A stainless, quick-acting solvent that will not harm the finish of your car, but will soften and dissolve tar, asphalt and road oil.



RADIATOR RUST PREVENTIVE—Let your radiator be free of rust and scale in winter, and in summer add this time-proved product. It mixes with all standard anti-freeze solutions.



RADIATOR STOP-LEAK—An easy-to-use item—simply pour the contents into the radiator—mixes with all standard brands of anti-freeze. Stop-Leak provides a quick, permanent seal against small leaks.



RADIATOR FLUSH—Here is a one operation flush that will help your engine attain maximum cooling efficiency by removing grease, rust and sludge.

WINDSHIELD WASHER SOLVENT—For winter use—it keeps the liquid in the washer from freezing—no need to drain or refill all winter. For summer use—it removes insect stains, grease and mud from your windshield.



ANTI-FREEZE—Ethylene Glycol, the permanent type, and Methanol, the volatile type—both give the best protection against sub-freezing temperature. Insist on the finest anti-freeze for the protection of your cooling system.



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AT LOWEST COST

GENUINE CHEVROLET ACCESSORIES



COOLING SYSTEM CLEANSER

— Prepare your cooling system before and after anti-freeze season the correct and safe way. This combination powder and liquid cleaner, removes scale and rust the easy way.

SEALZIT—A liquid sealer that penetrates and seals windshield leaks. Sealzit can also be used to coat and protect ignition wiring to assure quick starting.



GENERAL USE OIL—A highly refined, wax free, mineral oil especially prepared for general use on the car, in the home and at the office.

DRIPLESS PENETRATING OIL—A light penetrating oil that will stay put. It will not drip, gum or clog. Ideal for small jobs around the car, home or office.



HYDRAULIC JACK—Make tire changing a pleasant matter with the Chevrolet Hydraulic Jack. It is easy, safe and simple to use. Sturdily built of high-grade aluminum tubing and ribbed for added strength.

UNIVERSAL JACK—The Chevrolet Universal Jack is safe, dependable and inexpensive. It multiplies the manual power and locks automatically. This is the trouble-free jack for tire changing.



WINDSHIELD WIPER BLADES

— Replacement blades for curved glass windshields. Good vision is a must for driving safety. Be sure to carry a spare Blade in your car.



CAROMA—A pleasant aroma by using Caroma—unpleasant odors in the car or in the home will disappear quickly with the use of Caroma.



DOOR-EASE LUBRICANT—A dry stick lubricant, which is stainless and can be used on many moving surfaces. Ideal for the car, home, office and shop.

TUBE REPAIR KIT—Two complete kits of materials for making repairs to inner tubes, rubber gloves and other articles made of natural or synthetic rubber.



WINDSHIELD SCRAPER—Here is a plastic scraper that has a place in every glove compartment. Its 3 1/2" blade is very effective for removing ice, snow and dried mud from your car windows.

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