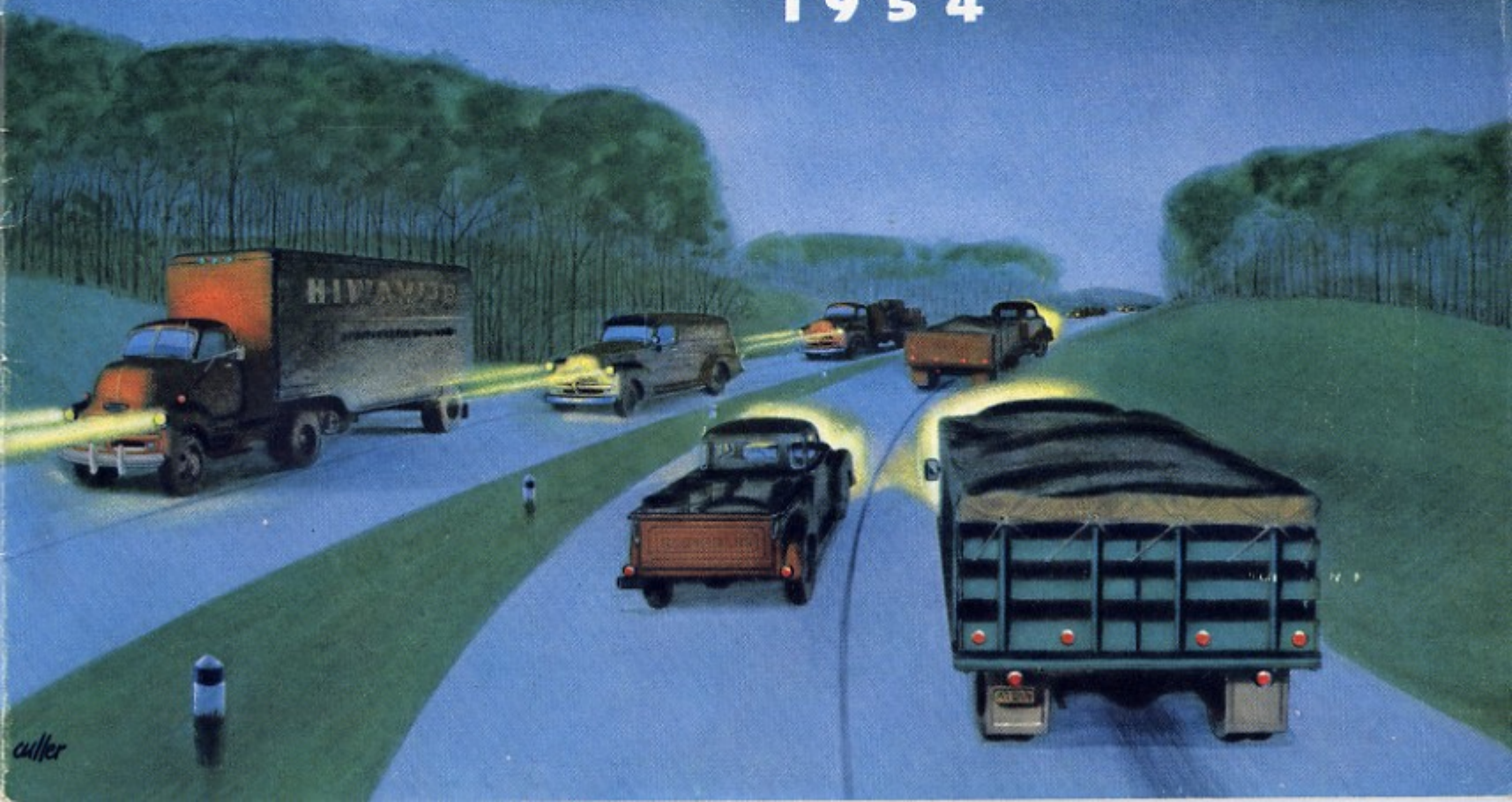




Useful Truck Accessories

1954



CHEVROLET USEFUL TRUCK ACCESSORIES 1954

**DESIGNED TO MAINTAIN DELIVERY
SCHEDULES AND TO KEEP YOUR
CHEVROLET TRUCK ON THE ROAD**

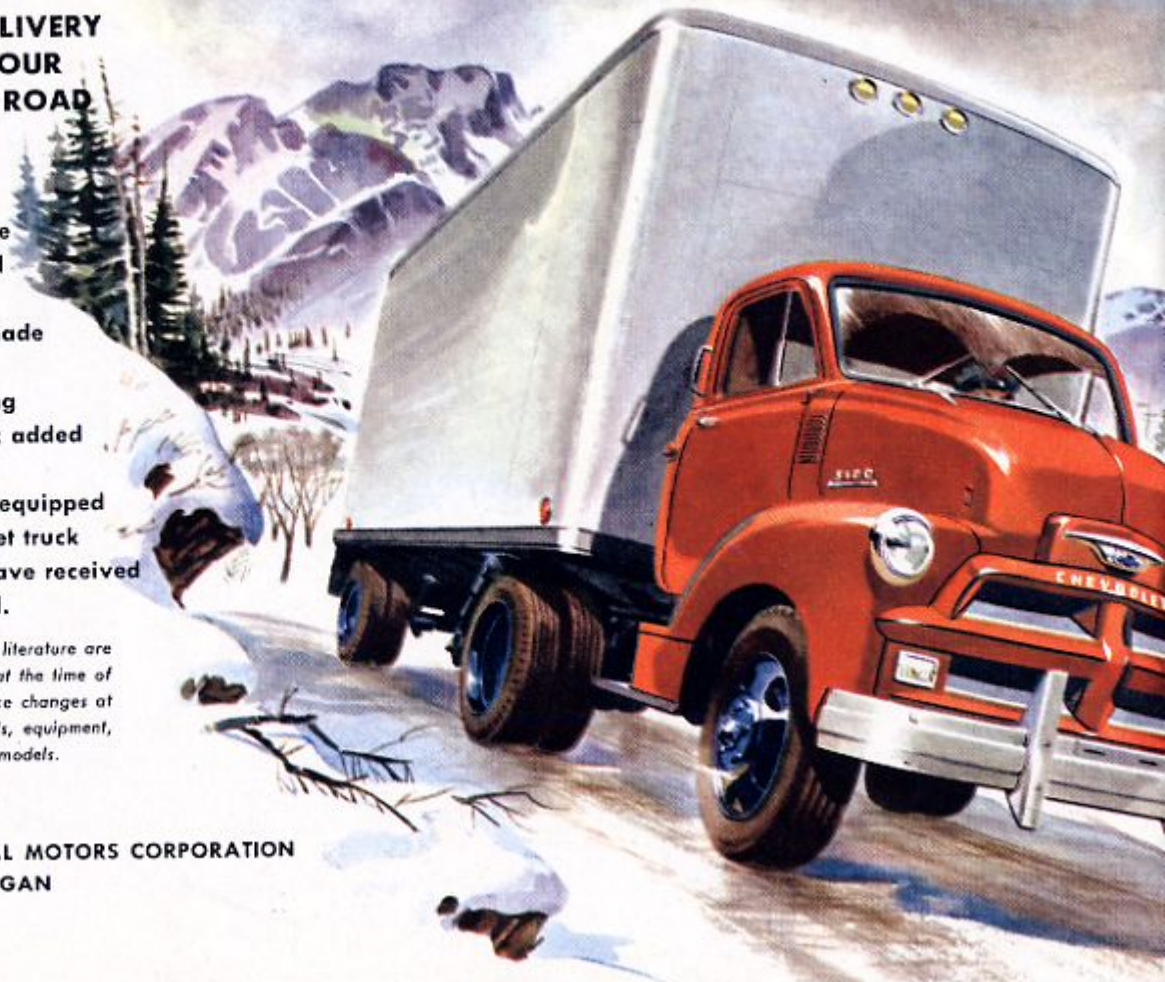
These accessories were created to be useful and functional in helping reduce road hazards, increase economy, protect your truck, and add conveniences and comfort that minimize driving fatigue. They are made of high quality materials, rigidly tested, engineered, and styled for long lasting service and to give your truck added safety, comfort, and appearance.

Many states require that trucks be equipped with certain accessories. All Chevrolet truck accessories requiring state approval have received this approval whenever it is required.

All illustrations and specifications contained in this literature are based on the latest product information available at the time of publication approval. The right is reserved to make changes at any time without notice in prices, colors, materials, equipment, specifications and models, and also to discontinue models.

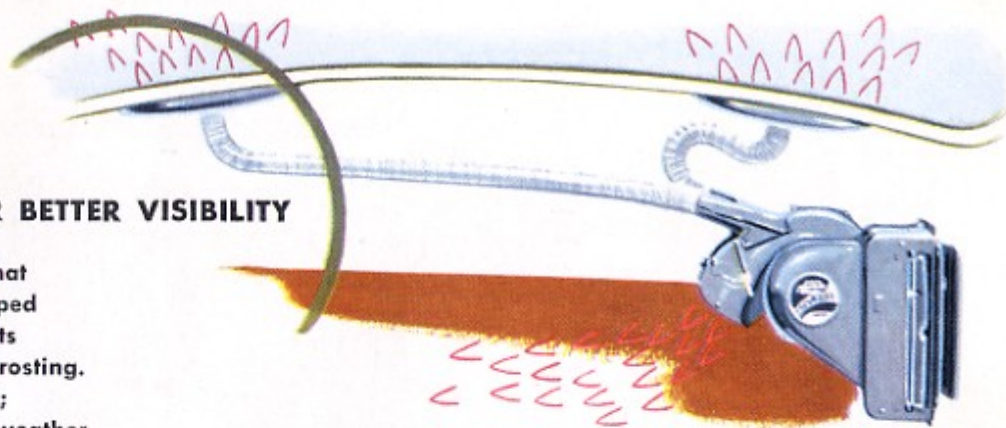
**CHEVROLET MOTOR DIVISION, GENERAL MOTORS CORPORATION
DETROIT 2, MICHIGAN**

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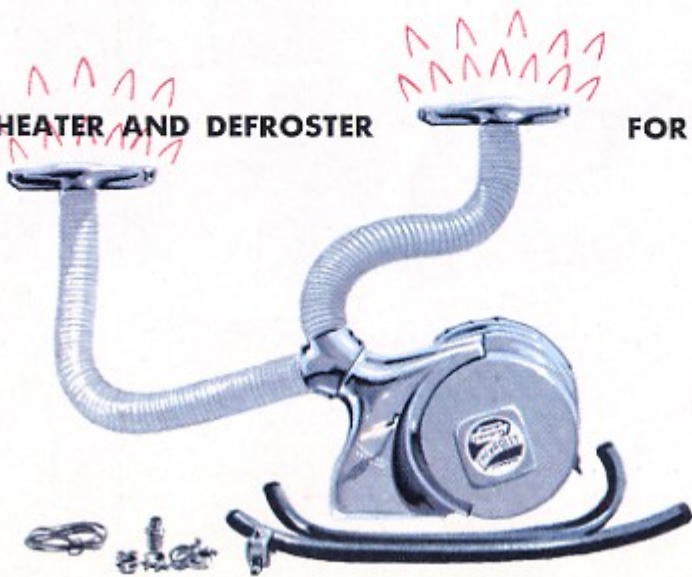


TEMPERATURE-CONTROLLED HEATING FOR BETTER VISIBILITY

An efficient air flow heater and defroster that provides a high volume of heat. Equipped with an adjustable thermostat which permits temperature-controlled heating and defrosting. Removes ice and sleet from the windshield; also prevents window fogging in bad weather. Allows outside air to be brought into the cab. Provides rapid change of air, relieving fatigue.

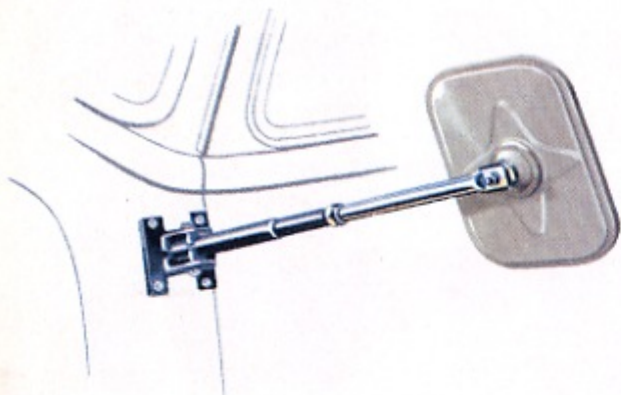


RECIRCULATING HEATER AND DEFROSTER



FOR QUICK HEAT

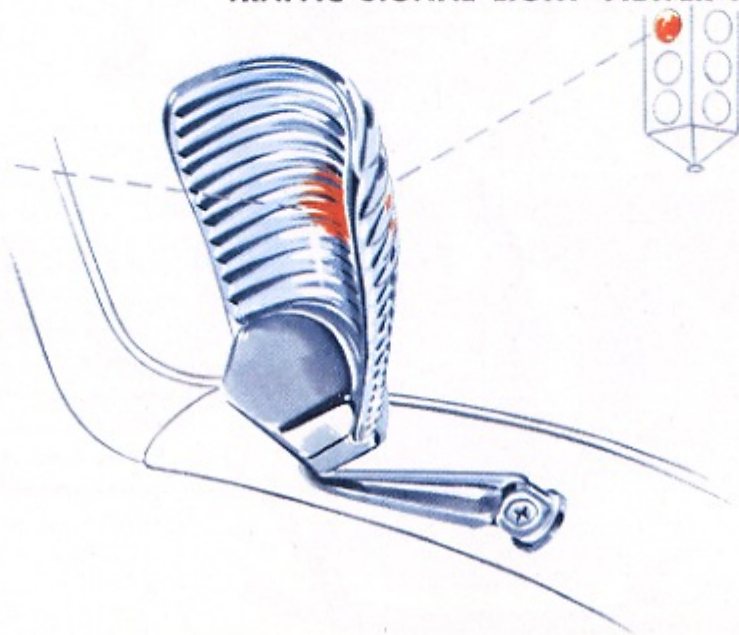
Defroster directs a steady flow of heated air on the windshields to remove ice and snow and to maintain clear visibility. A powerful, 3-speed, centrifugal blower mounted in the center of a large, round copper-core heater produces rapid air movement and a sufficient volume of heated air for every weather condition.



EXTENDABLE REAR VIEW MIRROR AND BRACKET

Large, clear, rectangular mirror that provides maximum rear vision. Adaptable to both sides of cab and adjustable to wide bodies.

TRAFFIC SIGNAL LIGHT VIEWER FOR OVERHEAD SIGNALS



Brings overhead traffic lights into direct view of the driver in true color when traffic light is directly cut off by top of cab. Viewer is an optically clear plastic prism mounted on a chrome base.

An illustration of a vintage truck cab, likely a Ford, shown from a side-front perspective. A driver wearing a cap is visible through the window. Two callout lines originate from the right side of the image: one points to a dark, curved metal sun visor mounted on the roof of the windshield, and the other points to a rectangular stainless steel ventshade mounted on the driver's side window. The truck has a 'FORD' badge on the front fender.

OUTSIDE METAL SUN VISOR

Protects windshield from snow and ice in winter and keeps the truck cab cooler in summer. Soft green finish of underside reduces eye strain and fatigue. Outside is finished to match color of the cab.

STAINLESS STEEL VENTSHADES

Ventshades that permit windows to be lowered in any weather for better ventilation and driving comfort. Reduce sun glare and window fogging.

RED REFLEX REFLECTOR

A large round plexiglass which reflects a bright red warning signal, providing additional protection at night.



RIGHT-HAND TAIL LAMP

Equipped with a double socket to include stoplight. Matches left-hand tail lamp. Meets legal requirements of states requiring two tail lamps.



UNDERHOOD LAMP SPEEDS NIGHT SERVICE PROBLEMS

An ideal help when under-the-hood troubles occur. Operates automatically with the raising and lowering of the hood.



PORTABLE HAND SPOTLAMP WITH MANY USES



Excellent trouble lamp for road emergencies. Powerful sealed beam light with 12-foot cord. Plugs into cigarette lighter; ideal for changing tires at night and for other emergencies.



FOG LAMPS GIVE AN IMPORTANT ADDED SAFETY FACTOR

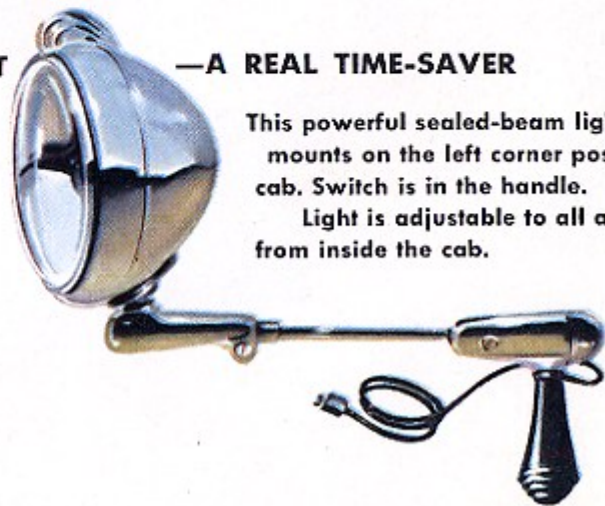
Ideal for night driving in inclement weather. Sealed beam, mounted low on truck—reduces light glare. Independent control switch—designed so that fog lamps are connected into tail lamp circuit.

SAFETYLIGHT

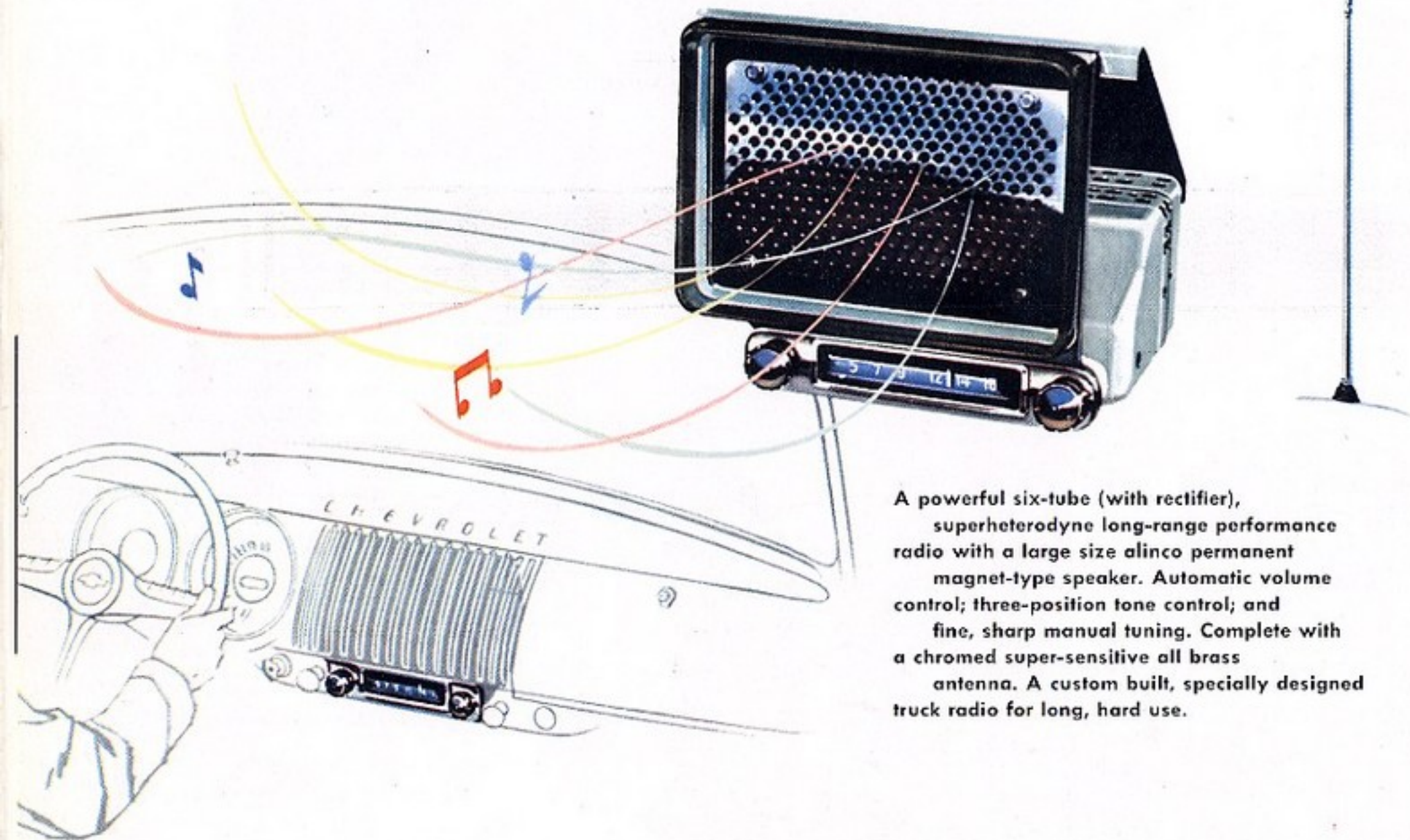
—A REAL TIME-SAVER

This powerful sealed-beam light mounts on the left corner post of cab. Switch is in the handle.

Light is adjustable to all angles from inside the cab.



SPECIAL CUSTOM-BUILT TRUCK RADIO AND ANTENNA

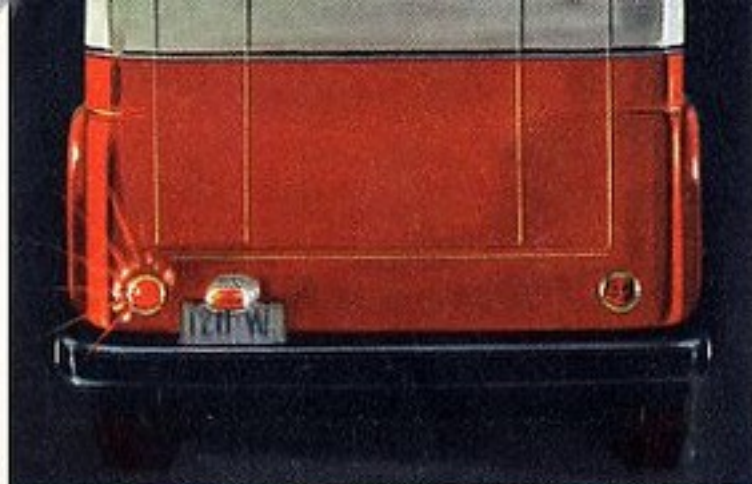


A powerful six-tube (with rectifier), superheterodyne long-range performance radio with a large size alinco permanent magnet-type speaker. Automatic volume control; three-position tone control; and fine, sharp manual tuning. Complete with a chromed super-sensitive all brass antenna. A custom built, specially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



SEAT COVERS PROLONG CAB SEAT LIFE

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



DIRECTION SIGNALS FOR ADDED DRIVING SAFETY

Single- or double-face front lamps with bracket-mounted rear lamps.

All styles are self-cancelling and comply with state legal requirements.

FLUSH MOUNTED DIRECTION SIGNALS

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



PICK-UP DIRECTION SIGNALS

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

PANEL TYPE DIRECTION SIGNALS

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



QUICK ACTION FOOT-OPERATED WINDSHIELD WASHER



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



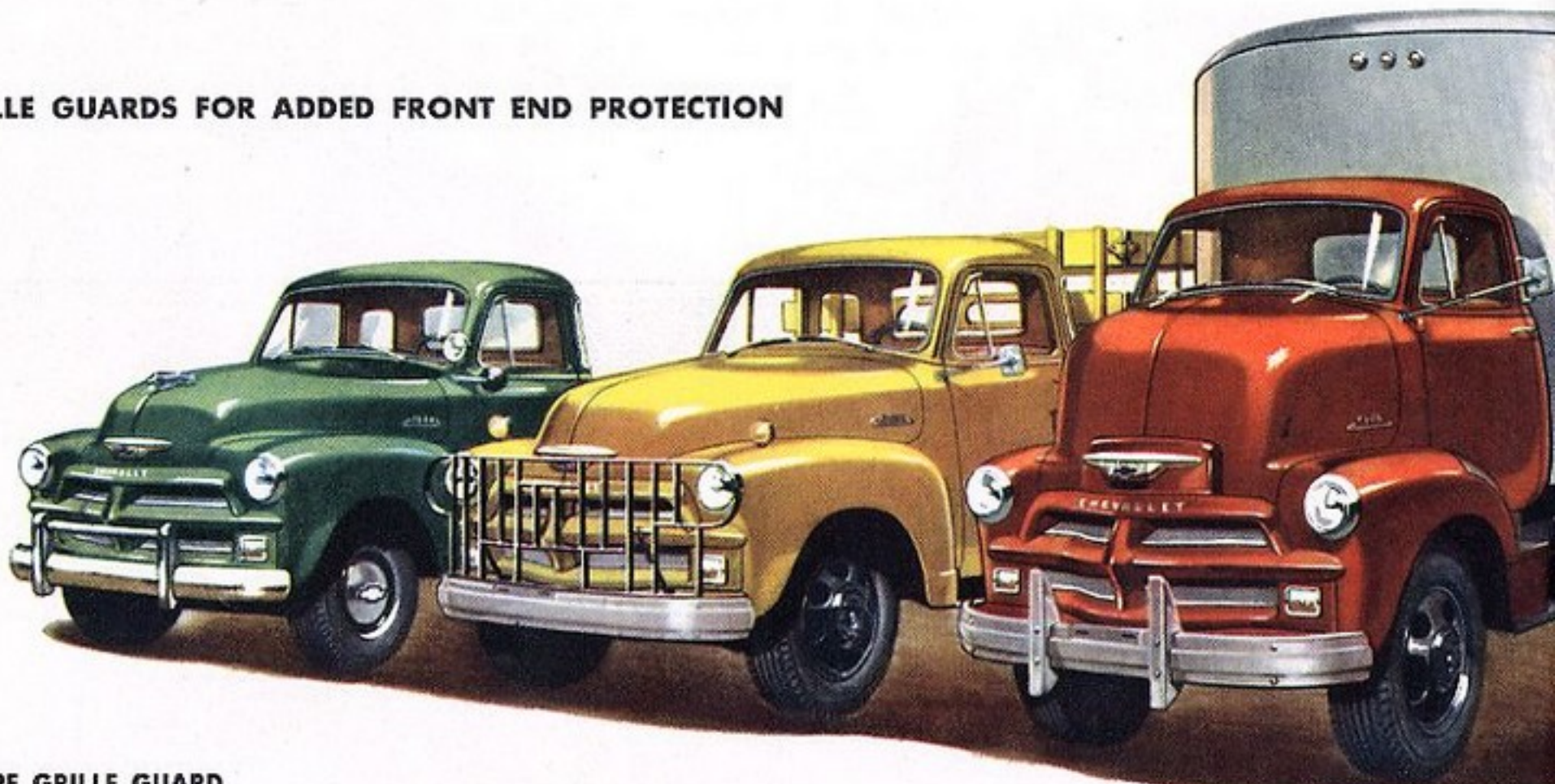
SELF-DE-ICING WINDSHIELD WIPER BLADE



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



GRILLE GUARDS FOR ADDED FRONT END PROTECTION



RAIL TYPE GRILLE GUARD

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

BRUSH TYPE GRILLE GUARD

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

BUMPER UPRIGHT GRILLE GUARD

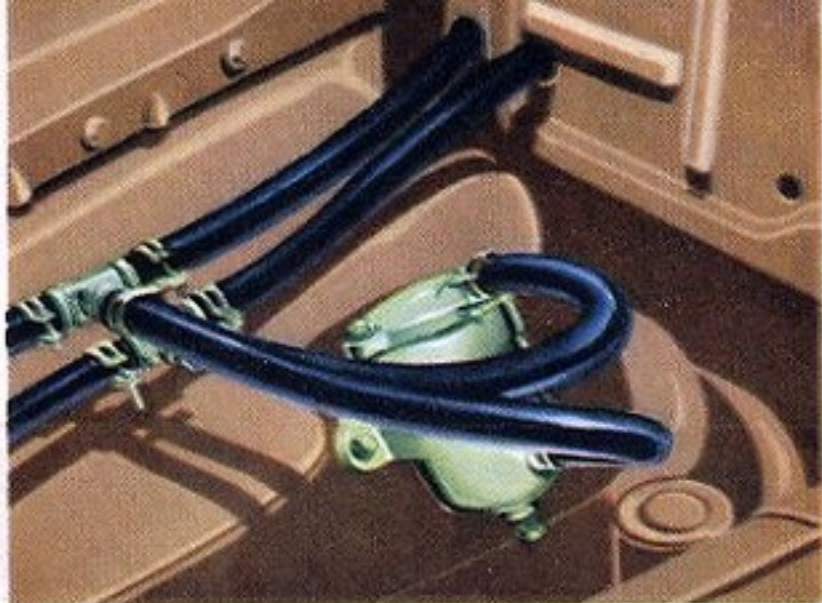
Projects 9 inches above bumper to protect grille from trucks with rear bumpers, and 4½ below bumper to prevent passenger car bumpers from sliding underneath.

COOLING SYSTEM FILTER AND WATER CONDITIONER

A practical, simple, chemically activated filter.

Keeps radiator, heater, and engine clean and free of lime, rust, and scale.

Assures proper, unrestricted circulation of coolant at all times, helps maintain engine operating efficiency. Eliminates need for rust inhibitors or cleaning compounds.



SPECIAL GASOLINE



FILTER UNIT

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

RADIATOR OVERFLOW CONDENSER UNIT



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



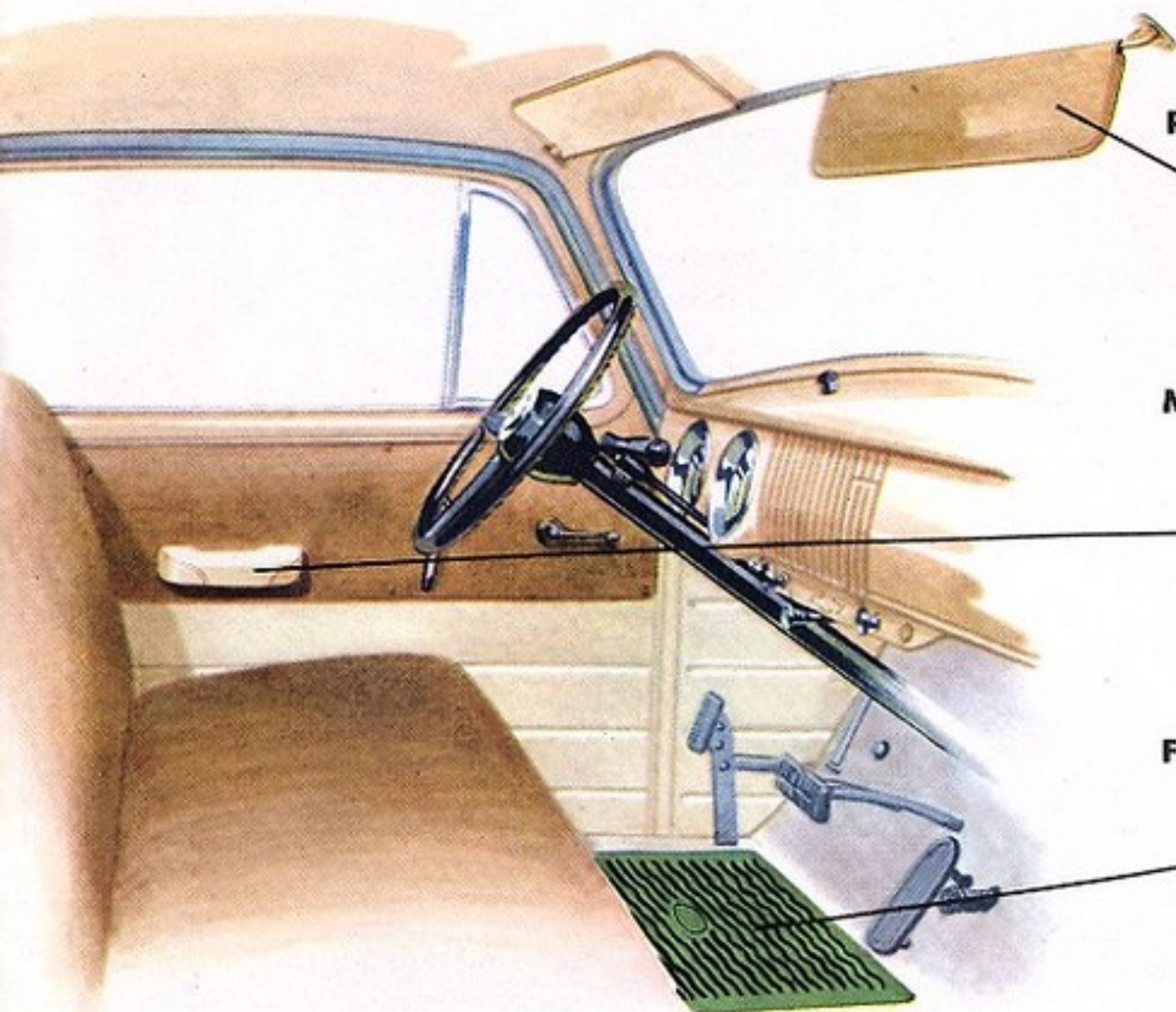
HEAVY-DUTY DUAL-WHEEL MUD FLAPS

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

HEAVY-DUTY SINGLE-WHEEL MUD FLAPS

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





RIGHT-HAND SUN VISOR

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

MOULDED SPONGE RUBBER ARM REST

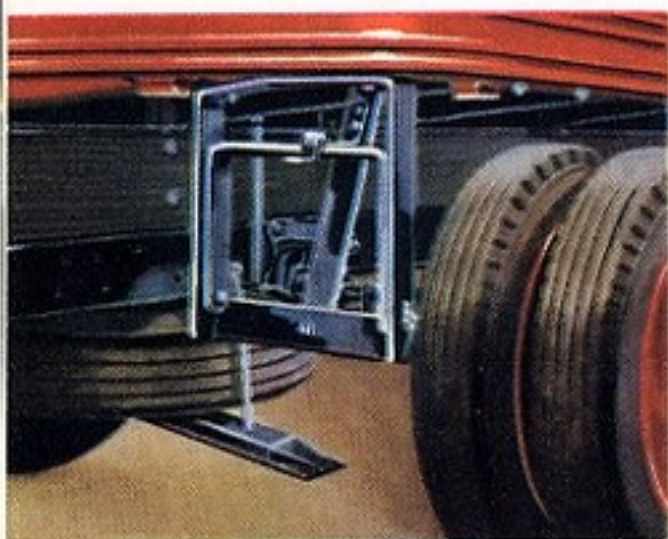
An important factor in cutting muscular fatigue, especially on long trips. Does double duty as a convenient door pull in closing cab doors. Upholstered to match cab interior.

FLOOR MATS FOR GOOD HOUSEKEEPING

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

CONVENIENT BUMPER STEP—FOR ALL TYPES OF PLATFORM TRUCKS

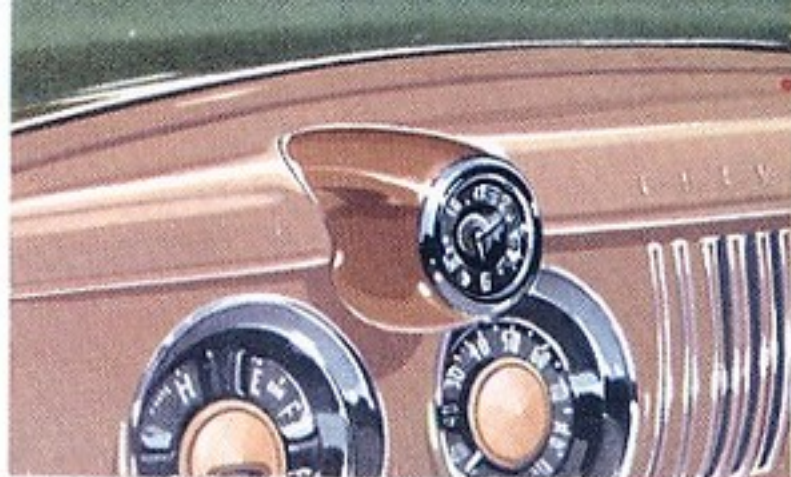
This safe and sensible accessory
pays for itself in time-saving alone
... and increases the safety of
loading and unloading operations.
Made of sturdy steel, it can be quickly
and easily folded out of the way
when not in use.



TRUCK CLOCK AND HOUSING

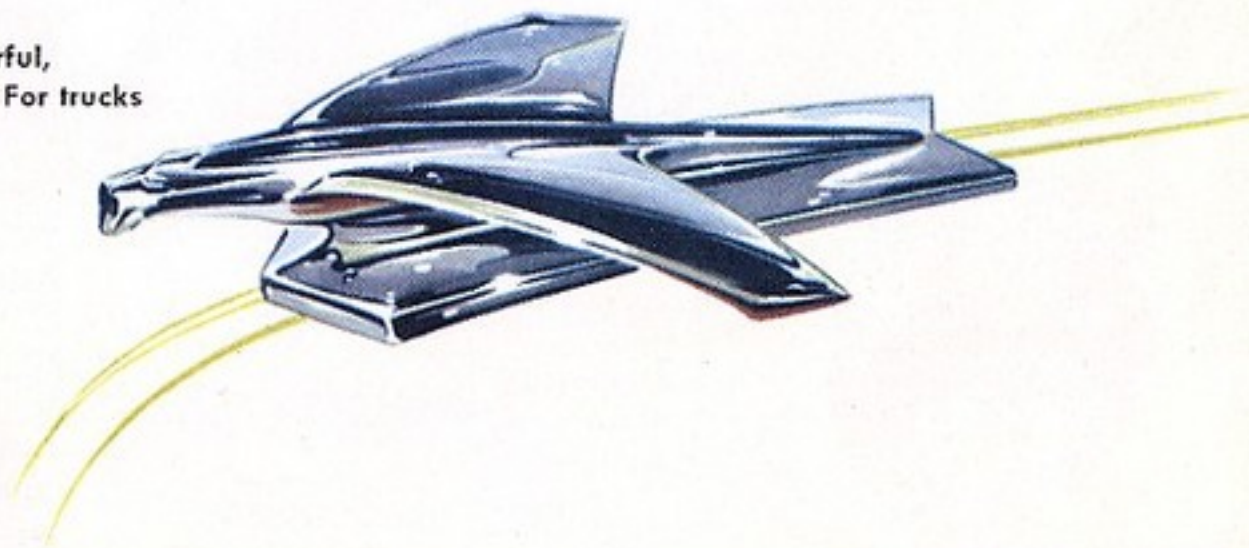
A hand-wound dependable jeweled movement clock,
styled to harmonize with the other instruments.
Dial face is illuminated when lights are turned on.

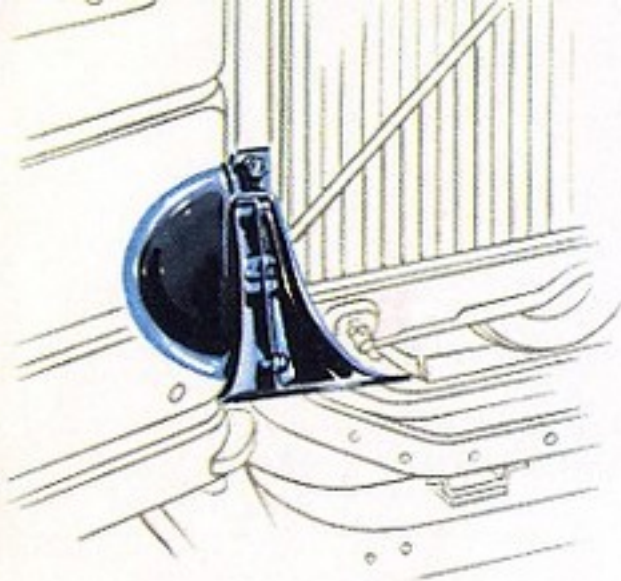
A valuable convenience in logging runs
and trip schedules.



DISTINCTIVE HOOD ORNAMENT

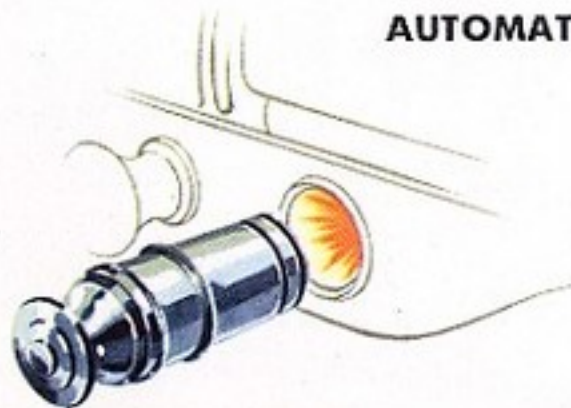
Adds to that sleek, powerful,
graceful appearance. For trucks
and commercial vehicles.





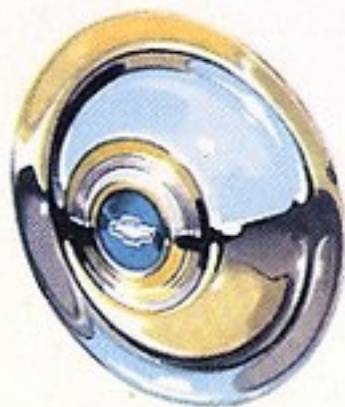
MATCHING HIGH NOTE HORN UNIT

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



AUTOMATIC ILLUMINATED CIGARETTE LIGHTER

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



STAINLESS STEEL WHEEL COVER

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





ELECTRIC SHAVER FOR PERSONAL CONVENIENCE



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



TOOL KIT WITH THOSE MOST WANTED TOOLS

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



INSIDE NON-GLARE REAR VIEW MIRROR AND BRACKET



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



YOUR TRUCK HEADQUARTERS

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