



Buick

Accessories

FACTS
BOOK

1938

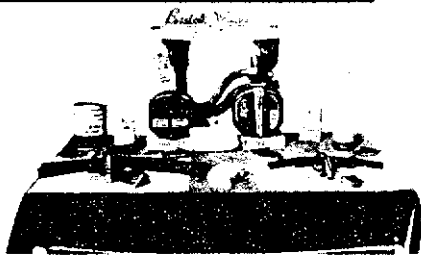
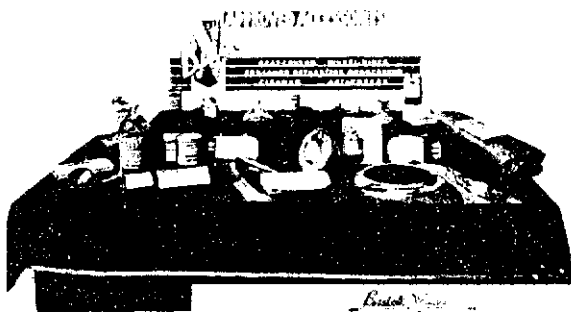
BUICK ACCESSORIES FACTS BOOK

Pertinent information in ready reference form for use by Dealers, Salesmen, and others in acquainting Buick Owners with the merits of Genuine Buick Accessories.

List Prices correct as of October 1, 1937.

DISPLAY BUICK ACCESSORIES

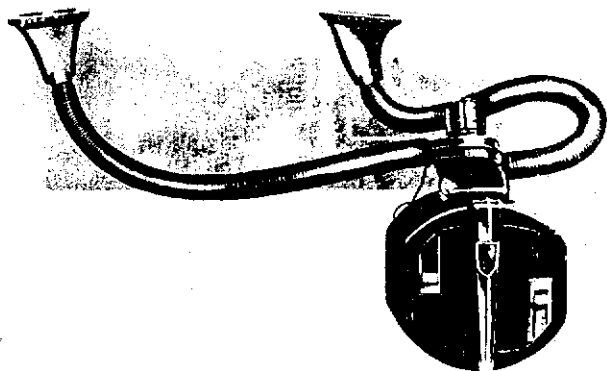
Attractive displays create a buying atmosphere. Your customers will appreciate having their attention called to these high quality extras which add so much to driving comfort and pleasure.



NOTE--The Buick Accessory Background illustrated may be obtained thru your Buick Zone office at very small cost. Use it in Parts Room, Sales Room--and other prominent places.

BUICK DELUXE HEATER

Part No. 980573



DESCRIPTION

Large capacity core. Core and pipes rust proof copper and brass construction.

New low speed motor, rubber mounted in center of core.

Improved fan and case design offering very little air resistance.

Illuminated stepless control switch.

Long life fabric and rubber hose.

Safety fuse in motor circuit.

Removable plate for installation of Dual Defroster.

Water pipes and mounting studs in vertical line for knockouts in dash of 1937-38 Buick. By drilling dash, can be installed on practically any make or model of car.

Packed in carton with all attaching parts.

FEATURES

Attractive modernistic design.

Extra heating capacity considerably higher than in 1937 model.

Quieter Motor and Fan.

Improved circulation thru foot warmer openings and double swinging deflectors.

AVAILABILITY

*Stocked at all Buick, G.M.P.D. warehouses. Shipped direct to Dealer from Factory at Lockport. Shipped with cars from Flint and Linden when specified on car orders.

PRICE

List Price \$18.95—not installed. Time required .7 Hours.

*NOTE—Term "Stocked in all Buick G.M.P.D. Warehouses" on this and following pages, means those G.M.P.D. Warehouses handling Buick parts. For example G.M.P.D. warehouses at Portland, Me., Oakland, Cal., and San Antonio, Texas, do not stock exclusive Buick parts or accessories.

BUICK DUAL DEFROSTER

Part No. 980575

DESCRIPTION

Electric Motor and Double Sirocco Fan mounts on top of either the DeLuxe or Master Heater.

Stepless Control Switch. Mounting holes provided in panel flange. 1 1/2 inch flexible pipe connects each of the Sirocco fan outlets to fittings to be installed back of the instrument panel.

These fittings connect to slots provided in each half of the lower windshield moulding.

Installs only on the 1938 car using either the 1938 DeLuxe or Master Heater. (See note).

FEATURES

Entire assembly behind instrument panel and out of the way.

Removes steam from inside as well as frost and ice from the outside of the windshield.

Has twice the heat and air output of the 1937 unit.

Long narrow slots provide a flush of air over practically the entire windshield.

AVAILABILITY

Same as DeLuxe and Master Heaters.

PRICE

List Price—\$8.85 not installed.

Time required—about one hour.

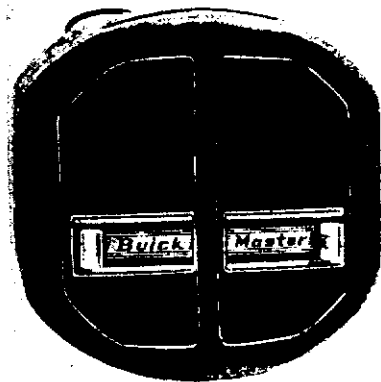
NOTE—Part No. 980576 Dual Defroster is stocked in Buick G.M. P.D. Warehouses only and the outlet fittings fit the 1937 Buick. It installs on either the 1938 DeLuxe or Master Heater on a 1937 Buick—any series.

BUICK MASTER HEATER

Part No. 980574

DESCRIPTION

Same type and material as DeLuxe No. 980573.
About 10 per cent. lower in heating capacity.
Smaller Case and Core but same Motor and Fan.
Less chromium trimming.
All fittings, hose, switch, etc., same as DeLuxe Heater.
Dual Defroster attached same as DeLuxe.



FEATURES

Recommended for milder climates, also for Coupes where large amount of heat is not required.

Fully meets price competition, being \$5.00 lower in price than DeLuxe, yet equal in output to many competitive heaters selling up to \$18.50.

AVAILABILITY

Stocked at Buick G.M.P.D. warehouses.
Shipped direct from factory.

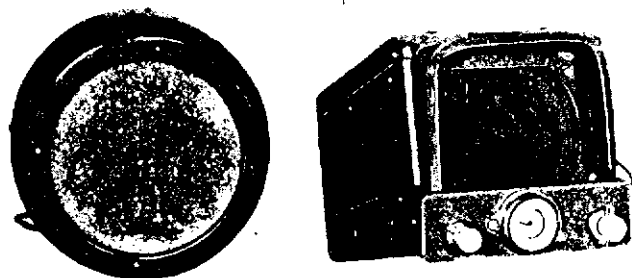
With cars from Flint and Linden, the same as the DeLuxe Heater and Dual Defroster.

PRICE

List Price \$13.95—not installed.
Time required about .7 Hr.

BUICK CENTERLINE DUAL RADIO

Part No. 980567



DESCRIPTION

6 tubes, 5 Octal base and 1 all metal in circuits as follows:

- 1 - 6 K7 — Radio frequency.
- 1 - 6A8G — First detector and Oscillator.
- 1 - 6K7G — Intermediate Frequency.
- 1 - 6R7G — Second detector—First Audio and Automatic Volume Control.
- 1 - 6J5G — Audio Driver.
- 1 - 6N7G — Output.

New Synchronous Vibrator for plate current supply, no rectifier tube.
Built-in Ignition Noise Suppressor.
Iron Core Transformers.
Dual Speakers—One speaker in front of radio case directly back of the instrument panel grille. The other an 8 inch dash mounted speaker with permanent Magnet Field.
Manual Tone Control—Volume Control and Sensitivity Switch (local or distant).
Oversize power transformer and filter condensers.
Insulated Running Boards for antennae.
Built for easy servicing when required.
Not interchangeable with 1937 Buick sets.

FEATURES

Exceptional Tone Quality at any volume.
Keen sensitivity with very low background noise due to careful engineering and use of magnetite coils.
The Dual Speaker draws no additional battery current.
Centerline mounting provides even sound distribution to all passengers, even at high car speeds.

Ample power for any purpose and a marked lack of boom or distortion at high volume.

Built-in installation provided for in the car design.

Convenient controls and clearly legible dial.

Packed in carton complete with all antenna insulators, by-pass condensers, static collectors, etc., required for installation on 1938 Buick.

AVAILABILITY

Stocked at all Buick G.M.P.D. Warehouses.

Installed at either Flint, Linden, or South Gate when specified on car orders.

Also stocked in some Buick Zone Car Warehouses.

PRICE

List Price not installed—\$67.50.

Installed at Factory \$3.25 extra or \$70.75.

Installation in Dealer shop requires about 1.5 hours.

BUICK CENTERLINE RADIO

Part No. 980567

DESCRIPTION

Centerline Model is the same as Centerline Dual except that it has only the one speaker built into the receiver. Centerline model does not have the dual Dash mounted Speaker.

The Centerline can be converted to Dual by removing the cap in the receiver case covering the speaker socket, removing the small U shaped jumper from the socket and plugging in the Dual Speaker Cable. Dual Speakers are not sold separately.

FEATURES

Equal performance with Centerline Dual except slightly lower peak output and somewhat less bass response, particularly in the front seat.

Sensitivity, selectivity, and current consumption, same as Dual.

AVAILABILITY

Same as Centerline Dual

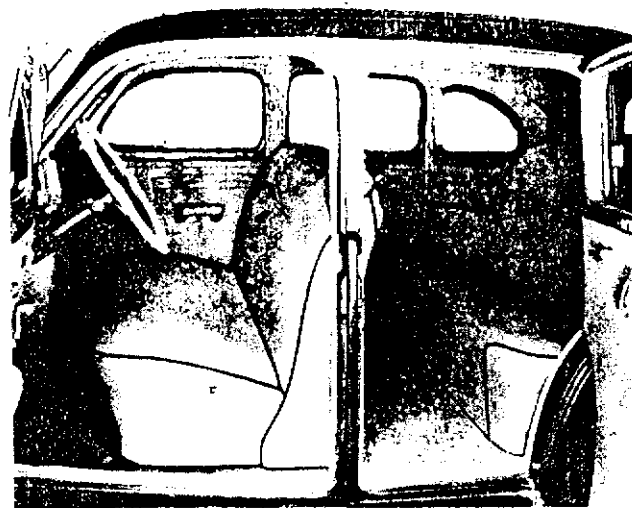
PRICE

\$59.75—not installed.

Factory installation \$3.25 extra or \$63.00 total.

Dealer installation time is approximately 1.3 hours.

BUICK DELUXE MODERNE SEAT COVERS



DESCRIPTION

Extra weight fibre, closely woven and hot pressed to an even surface. Specially impregnated to resist water. Not the ordinary wax coated fabric.

All seams triple sewed and finished with flat brown leatherette binding.

Color, neutral pastel tan and grey combination.

Patterns all individually tailored to each car model.

Exclusive Buick Fabric.

Each cover separately wrapped in cellophane.

FEATURES

Perfect fit like the original upholstery. No wrinkles or folds.

Moderne up to the minute styling.

Especially comfortable in winter because heavy clothing slides so easily over the cover fabric.

Prevents damage to upholstery.

Will not stretch or fade.

Cleanable without removing from car.

Easily installed. Less than a dozen exposed tacks.

Back rests on "40" and "60" completely covered. Back of front seat back rest on "80" and "90" not covered because of telescoping construction.

INSTALLATION—Note Carefully

Proper installation is easy, but instructions in package must be followed to obtain that "Tailor Made" finish.

Thoroughly dampen inside of cover to lubricate the strands.

Locate cover seams over corresponding seams in cushion or back rest.

Pull smooth and firm before tacking.

Do not leave wrinkles, sags or folds. There will be none if the cover is properly installed.

Use special care in installing rear center arm rest so that it may operate well.

AVAILABILITY

"40 and 60" series stocked at all Buick G.M.P.D. warehouses, also available for direct shipment from Factory in Detroit.

"80 and 90" series available for direct shipment from Factory only. Not stocked in G.M.P.D. warehouses because of small volume.

PRICES AND PART NUMBERS

40 and 60 Series

980577	40-60	4 Door Front	\$ 8.40
980578	40	4 Door Rear	6.55
980579	40-60	2 Door Front	8.40
980580	40-60	2 Door Rear	6.55
980581	60	4 Door Rear	9.35

Therefore the list price—not installed:

Complete 40—4 Door Sedan or 40 or 60 2 Door Sedan is.	\$14.95
40 or 60 Coupe	8.40
60—4 Door Sedan	17.75

Installation time approximately:

.7 hour coupe
1.5 hour 40 Sedan
1.8 hour 60 Sedan

PRICES AND PART NUMBERS

80 and 90 Series

980582	Front 81-87-90-91	\$10.50
980583	Rear 81-87-81F	14.00
980584	Rear 90-90L	14.00
980585	Rear 91	14.00

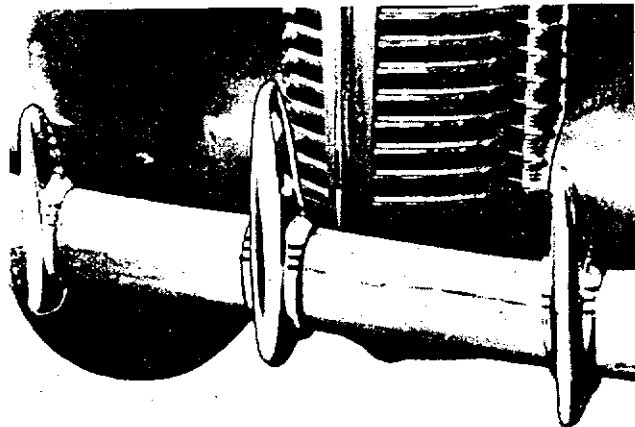
Complete 80-90 Sedan.....\$24.50

Installation time approximately 2 hours.

NOTE:—Not available for Convertibles, or Front of Formal Sedan and Limousine.

BUICK GRILLE GUARD

Part No. 980586



DESCRIPTION

Heavy Steel Stamping—Standard Nickel Chrome Plate.

Mounting stud uses hole in bumper provided for Medallion, which must be removed when the Grille Guard is installed.

Extra reinforcing clip and bolt at bottom.

Length overall 13 inches, giving about 7 inches protection above the top of bumper bar.

Same general design as regular bumper guard but considerably larger.

Packed in display carton.

FEATURES

Protection to expensive Radiator Grille, Center Strip and other parts.

Prevents bumper interlocking with subsequent damage to fenders.

Good looking because it matches perfectly the regular bumper guards and other design features.

AVAILABILITY

Stocked by all Buick G.M.P.D. warehouses.

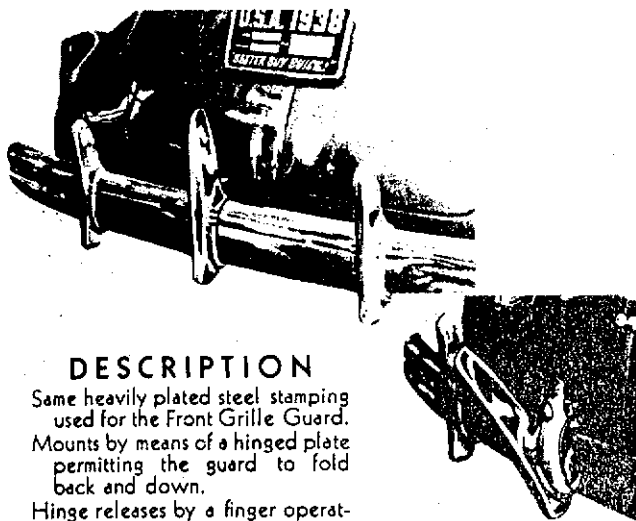
PRICE

List price \$1.85—not installed.

Time required .1 hour.

BUICK REAR CENTER GUARD

Part No. 980568



DESCRIPTION

Same heavily plated steel stamping used for the Front Grille Guard. Mounts by means of a hinged plate permitting the guard to fold back and down.

Hinge releases by a finger operated latch.

Packed in attractive display carton.

FEATURES

Protection for the rear light and lid handle assembly.

Prevents bumper interlocking.

Harmonizes with bumper guards and other rear parts.

Folds down and does not obstruct rear compartment or spare tire spaces.

Requires no tools to operate and no cutting of guard shield.

AVAILABILITY

Stocked at all Buick G.M.P.D. Warehouses.

PRICE

List Price not installed \$2.95.

Time required about .1 hour.

BUICK INVISIBLE BUG SCREEN

Part No. 980571



DESCRIPTION

Rust proofed 12 mesh wire screen 15 inches by 19 inches.

Steel reinforcing bars top and bottom, bound with fabrikoid.

Attaches in front of radiator core, back of the grille. Held in place by tension hooks at the bottom, and steel bar at top of grille sections.

Individually wrapped in cellophane.

FEATURES

Prevents entrance of insects into the radiator core and maintains radiator efficiency. Also keeps the engine space free from accumulations of bugs, flies, etc.

Vibration helps to keep the screen clean but it is easily cleaned by using a hose thru the front hood opening when necessary.

Concealed, therefore does not detract from appearance of car.

May be left installed the year around.

AVAILABILITY

Stocked at all Buick G.M.P.D. Warehouses.

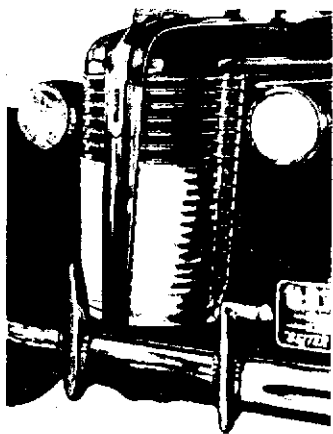
PRICE

List price \$3.95—not installed.

Time required about .1 hour.

BUICK TWIN GRILLE COVERS

Part No. 980570



DESCRIPTION

Two covers, one for each half of the radiator grille, covering only a part of the grille itself.

Heavy aluminum finish fabrikoid with embossed cross design resembling radiator grille bars.

Held in place by spring steel bars at top and bottom which have formed ends for snapping in place between the grille bars.

Individually wrapped in cellophane.

FEATURES

Improves engine and heater operation in cold weather by restricting the air flow thru radiator.

Permits cooling solution to flow more freely and thereby maintains more even radiator temperature.

Removes or replaces instantly and can be rolled together for carrying in glove box when not needed.

AVAILABILITY

Stocked in all Buick G.M.P.D. Warehouses except extreme south, however orders may be placed with any Buick G.M.P.D. Warehouse for shipment from nearest available stock.

PRICE

List price \$1.35.

Installation time, practically none.

BUICK AUTOMATIC CIGAR LIGHTER

Part No. 980569

DESCRIPTION

Equipped with the same tenite knob as used on regular 1938 production lighter and has the same general outward appearance.

Has automatic thermostat latch which holds the element in contact when it is pushed in. When the element becomes heated and ready for use, the latch releases, breaking the contact and pushing the lighter unit part way out.

Interchangeable with regular 1938 lighter and except for knob design, is interchangeable on all Buicks using thru panel lighters. Can be installed on practically any car.

Packed singly in attractive cartons.

FEATURES

Not necessary to hold lighter in while waiting for it to heat.

Simply push the knob. In about six seconds it snaps out with a click indicating that it is ready for use.

Heating element is exceptionally durable because it cannot overheat.

AVAILABILITY

Stocked at all Buick G.M.P.D. Warehouses.

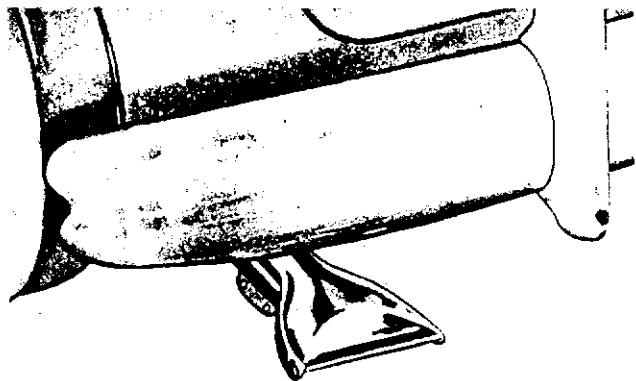
PRICE

List price \$2.25—not installed.

Time required .1 hour.

BUICK EXHAUST PIPE TRIM

Part No. 982088



DESCRIPTION

Steel stamping, heavy nickel chrome plate.

Baffled, so that hot exhaust gases do not strike the top surface.

1 7/8 inch pipe diameter, will fit pipes from 1 1/2 to 2 inch O.D.

Packed singly in attractive carton.

Self clamping flanges with two 1/4 inch bolts.

FEATURES

Dresses up the exhaust pipe which otherwise is generally rusty and objectionable looking.

Keeps exhaust gas down and away from the rear bumper.

Retains its brightness because the top section does not become overheated.

AVAILABILITY

Stocked at all Buick G.M.P.D. Warehouses.

This is an X item also used by Olds and Pontiac. All Dealer and Distributor orders must be placed with G.M.P.D. Warehouses. No stock carried at Flint.

PRICE

List Price \$1.00.

Practically no time required for installation.

BUICK REAR COMPARTMENT LIGHT

Part No. 980572



DESCRIPTION

Stamped and plated steel cover and reflector on a steel base which attaches to the inside top center of the rear compartment lid. (Note—Holes are provided in all lids for 1938, except coupes. Layout for drilling coupes in each package.)

Connects to tail lamp by lead wire having two bayonet connectors. Remove tail lamp lead and attach to one connector then attach other connector to tail lamp.

Gravity switch automatically lights lamp when lid is raised.

Can be installed on 1937 models by cutting off bayonet connectors and attaching lead wire to tail lamp terminal screw.

FEATURES

Lights rear compartment automatically. No separate switch.

Steel case prevents damage to light.

AVAILABILITY

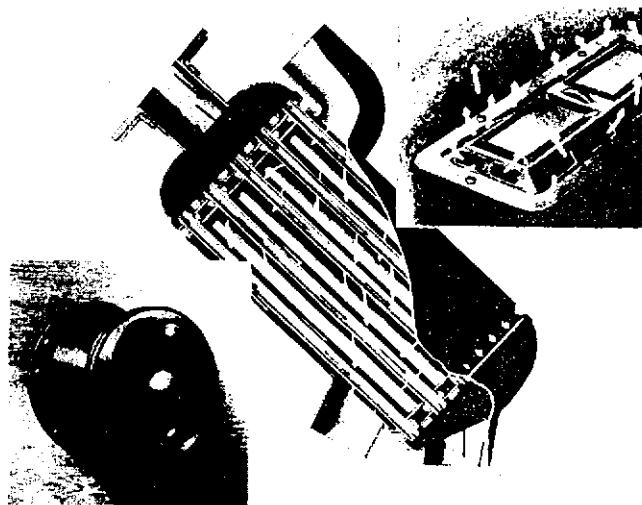
Stocked in all Buick G.M.P.D. Warehouses.

PRICE

List price \$1.25—not installed.

Time required about .2 hour, except coupes, .5 hour.

BUICK HOT AIR HEATERS



DESCRIPTION

- Welded steel unit in exhaust line under hood.
- Air intake from motor fan blast.
- Leak proof front and rear registers.
- Sound absorbent flexible heat pipes.

NOTE: Not equipped with windshield defroster outlets. For defrosting purposes in Hot Air Heater equipped cars, fan type defroster fan is recommended.

FEATURES

- Ample heat for both front and rear and rear passengers.
- Circulates fresh air thruout the car.
- Reduces frosting and steaming of door, window and windshield glass.
- Uses no battery current.
- Unusually quiet in operation.

AVAILABILITY

Shipped direct from factory only. Not stocked in G.M.P.D. warehouses.

PRICE — List, not installed

980539—Hot Air Heater 1937-38 "40" front.....	\$18.00
980540—Hot Air Heater 1937-38 "60" front.....	18.00
980541—Hot Air Heater 1937-38 "80-90" front.....	19.50
980542—Rear Register 1937-38 "40-60".....	6.50
980543—Rear Register 1937-38 "80-90".....	7.25

Combination list is as follows:

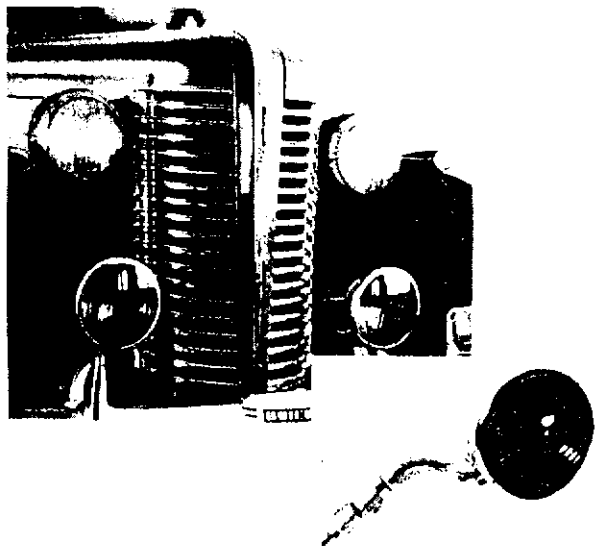
"40 or 60"—Front and Rear.....	\$24.50
"80 or 90"—Front and Rear.....	26.75

Installation time approximately 5 hours.

1 hour additional for rear register.

BUICK FOG LAMP

Part No. 982104



DESCRIPTION

Full Nickel Chrome plate on Steel.
Diameter 7½ inches with 6½ inch exposed lens.
Shallow design (4½ inch) for fender clearance.
Mounts on bumper bracket with malleable adjustable fitting.
Special switch so constructed that tail lamp operates when fog lamp is lighted.
Scientific reflector and lens design for greatest fog penetration.
Switch equipped with fuse.

FEATURES

Better illumination in fog, snow, or rain.
Especially effective on gravel or tarvia roads.
The amber beam gives sharp definition to ditch lines, bridges, etc.
Snappy stylish appearance.

AVAILABILITY

Stocked in all Buick G.M.P.D. Warehouses.

This is an X item used also by Olds and is not stocked at Flint. All Dealer and Distributor orders should be placed with the G.M.P.D. Zone Parts Warehouse.

PRICE

List price \$5.50—not installed.

Time required about .6 hour for one lamp or 1 hour for pair.

G. M. ACCESSORIES

A large variety of G.M. accessories is carried at all G.M.P.D. Warehouses. These items are purchased and controlled by G.M.P.D. and are not stocked at Flint.

All Dealer and Distributor orders for G.M. accessories must be placed with G.M.P.D. Zone Warehouses.

Partial list of G.M. accessories approved and released by Buick:

Part No.	Description	List Price
985290	Rubber Blade Defroster Fan	\$ 4.15
985268	Visor Vanity Mirror	1.00
985236	Peep Mirror 3½ inch	1.50
601521	Safety light (order Buick brackets by car model)	14.50
985153	Thermometer39
601231	Chamois (5 pieces)	11.50
405035	Battery Charger	8.50
985116	Glass Cleaner (8 oz.)50
985019	Pre Wax Cleaner (11 oz.)50
985085	Polishing Cloth39
985020	Auto Wax50
985249	Wax Pad25
985279	Cleaning Kit	2.29
363415	Body Polish (12 oz.)55

G. M. ACCESSORIES—Continued

363614	Body Polish (1 gal.)	\$2.80
985084	Chrome Polish	.93
985089	Spot Cleaner	.50
985260	Upholstery Cleaner (8 oz.)	Dealer Net 1.75
985262	Rust Remover (4 oz.)	.35
985263	Rust Remover (1 qt.)	Dealer Net 1.00
985239	Scum Remover (20 lb. pail)	Dealer Net 3.75
985214	Tar Remover (8 oz.)	.49
985201	Cooling System Cleaner	1.00
985202	Radiator Flush (16 oz.)	.49
985203	White rubber tire coating	1.00
985229	Black Rubber finish	Dealer Net 1.35
985093	Door Ease (12 sticks)	1.20
985175	Dripless penetrating oil (4 oz.)	.25
985196	Dripless penetrating oil (1 qt.)	.85
985195	General Use Oil	.25
985105	Sponge Display Unit	14.75
985106	Sponge—Small Grass	.23
985107	Sponge—Florida yellow	.39
985108	Sponge—Large velvet	.69
985109	Sponge—Large Sheep's wool	.98
985112	G.M. Anti-freeze—54 gal. Drum, per gal.	1.00
985113	G.M. Anti-freeze, 1 gal. can	1.00
985114	G.M. Anti-freeze, 1 qt. can	.25