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Hudson-Essex

**Parts Bulletins**

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# HUDSON-ESSEX

## PARTS BULLETIN

February 10, 1932.

RE: - ACCESSORIES

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On the attached sheets are listed the various accessories which we are supplying for Hudson-Essex cars for 1932. All of these articles have been tested and approved by the Engineering and Service Departments and are offered with the assurance that they represent the best values and will give satisfactory service. Quite a number of these items have been especially designed for the new Hudson and Essex models.

The trunks which we are in a position to supply at this time are those designed for the Hudson and Essex Coupe models and a special extension type trunk which will fit Hudson and Essex Coach, Standard Sedan, Town Sedan and Special Sedan models. There will be a slight delay in furnishing trunks for the other models. We will, however, send you detailed information covering a very complete and attractive trunk program in the near future.

An Accessory Catalog is in the process of preparation and pending its completion you will be supplied with pamphlets describing the various items.

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D.S.4008

1932 HUDSON & ESSEX ACCESSORIES  
DEALER PRICE LIST

	<u>Dealer</u> <u>Price</u>	<u>Retail</u> <u>Price</u>
<hr/>		
TRUNK - #96176 STEEL, CURVED TOP DESIGN - - - - - F.O.B. Jackson, Mich. Length 37", Height 13-5/8", Width at bottom 13-1/2", Width at top 13-1/2". Fits all Hudson and Essex Coupe Models - - - - -	\$18.75	\$25.00
TRUNK - #96174 STEEL, CROWN TOP, - - - - - F.O.B. St. Paul, Minn. EXTENSION TYPE. Length 36", Height 18-1/2" Width closed 15-1/4", Width extended 27". Fits: Hudson Coach, Standard Sedan and Town Sedan, Essex Coach, Standard Sedan, Town Sedan and Special Sedan - - - - -	\$19.60	\$35.00
TRUNK RACK & TIRE CARRIER - - - - - F.O.B. St. Paul, Minn. FITS #96174 TRUNK. Trunk Rack #96827 - - - - -	\$ 4.50	\$ 8.25
Tire Carrier #96828 - - - - -	\$ 1.10	\$ 1.75
HORNS - - - - - F.O.B. New York Front mounted, Electric Trumpet Type, Chrome plated, Single #96805 - - - - -	Ea. \$ 6.00	\$10.00
Dual #96806 - - - - -	Pr. \$11.70	\$19.50
WINDOW WINGS - #96807 CLUB, SEDAN & BROUGHAM - - - - - F.O.B. Milwaukee, Wis. #96833 ALL OTHER MODELS Special design Clamp-on Type, Chrome fittings.  Plate Glass - - - - -	Pr. \$ 5.75	\$10.50
Shatterproof Glass - - - - -	Pr. \$ 7.75	\$13.50
LICENSE PLATE HOLDER, CHROME PLATED #96808 - - - - - F.O.B. Syracuse, N. Y. One piece type, fits New York and New Jersey plates - - - - -	Pr. \$ 1.30	\$ 2.00
Adjustable type fits all plates - - - - - (Specify type)	Pr. \$ 1.30	\$ 2.00
TOOL BAGS #96809 - - - - - F.O.B. Wyandotte, Mich. Heavy Canvas, reinforced construction. Fits tool box on 1932 models.	Ea. \$ 1.04	\$ 1.60

	Dealer Price	Retail Price
<u>HEATER</u> - - - - - F.O.B. Detroit, Mich.		
Efficient hot water type, especially designed for		
Hudson and Essex cars - - - #96813 Hudson - - - - -	Ea. \$14.00	\$23.50
#96810 Essex - - - - -	Ea. \$13.00	\$22.00
<u>CLOCKS</u> - - - - - F.O.B. Waltham, Mass.		
Special Hudson design, Triangular shaped, header model #96814 - - - - -	Ea. \$ 9.42	\$14.50
Special square design, curved sides header model #96815 - - - - -	Ea. \$ 9.42	\$14.50
Electric type, header model #96816 - - - - -	Ea. \$12.00	\$20.00
<u>MIRROR - CLOCK COMBINATION #96695</u> - - - - - F.O.B. Detroit, Mich.		
(Stem wind) Electric lighted Specially designed with oval mirror for Hudson and Essex cars, header model - - - - -	Ea. \$11.38	\$17.50
<u>BONNET LOUVRE COVERS #96817</u> - - - - - F.O.B. Detroit, Mich.		
Well made of formed sheet steel, black enamelled, fitted with anti-squeak strips. For 1931-1932 Essex models - - - - -	Pr. \$ 1.95	\$ 3.00
<u>SPRING COVERS #96818</u> - - - - - F.O.B. Fremont, Ohio.		
Double Coated Pyroxllyn Material, full felt lined, closed bottom type, easily attachable - Hudson or Essex - - - - -	Per Set \$ 2.70	\$ 4.50
<u>CAR UMBRELLAS</u> - - - - - F.O.B. Baltimore, Md.		
Supplied with case to match car trim		
Black Lisle #96819 - - - - -	Ea. \$ 4.85	\$ 7.50
Black Silk #96820 - - - - -	Ea. \$ 7.80	\$12.00
<u>SEAT COVERS</u> - - - - - F.O.B. Fremont, Ohio		
Correct fitting in two grades of material. Colors and patterns harmonize with interiors of new models		
<u>Seat Covers only - Grade "A"</u>		
For Hudson or Essex Coupe #96834 - - - - -	\$ 4.06	\$ 6.25
For Hudson or Essex Coach, Standard Sedan or Town Sedan #96835 - - - - -	\$ 7.48	\$11.50
<u>Seat Covers only - Grade "B"</u>		
For Hudson or Essex Coupe #96836 - - - - -	\$ 3.41	\$ 5.25
For Hudson or Essex Coach, Standard Sedan or Town Sedan #96837 - - - - -	\$ 5.53	\$ 8.50
<u>Seat &amp; Sidewall Covers - Grade "A"</u>		
For Hudson or Essex Coupe #96838 - - - - -	\$ 8.13	\$12.50
For Hudson or Essex Coach, Standard Sedan or Town Sedan #96839 - - - - -	\$13.00	\$20.00

	Dealer Price	Retail Price
<u>SEAT COVERS Cont'd.</u> - - - - - F.O.B. Fremont, Ohio		
<u>Seat &amp; Sidewall Covers - Grade "B"</u>		
For Hudson or Essex Coupe #96840 - - - - -	\$ 5.53	\$ 8.50
For Hudson or Essex Coach, Standard Sedan or Town Sedan #96841 - - -	\$ 9.75	\$15.00
<u>METAL TIRE COVER</u> - - - - - F.O.B. Detroit, Mich.		
Two piece type - for fender well spare tire mounting. Lacquer finish or prime		
Hudson, size 17 x 6.00 each #93241 - - - - -	\$ 7.80	\$12.00
Hudson, size 17 x 6.50 each #93242 - - - - -	\$ 9.10	\$14.00
Essex, size 18 x 5.25 each #93240 - - - - -	\$ 5.53	\$ 8.50
<u>METAL WHEEL COVER</u> - - - - - F.O.B. Detroit, Mich.		
For rear mounted spare tires. Covers wheel and tire completely.		
Hudson, size 17 x 6.00 each #96514 - - - - -	\$ 8.78	\$13.50
Hudson, size 17 x 6.50 each #96518 - - - - -	\$ 9.75	\$15.00
Essex, size 18 x 5.25 each #96510 - - - - -	\$ 8.13	\$12.50
<u>CHROME PLATED BONNET DOORS</u> - - - - - F.O.B. Detroit, Mich.		
Hudson #96751 - - - - -	Ea. \$ 1.30	\$ 2.00
<u>SPOTLIGHT</u> - - - - - F.O.B. Chicago, Ill.		
Powerful 6" size lens, chrome plated, fitted with Lumerith control ball to match interior fittings. Hudson #96822 - - - - -		
Essex #96821	Ea. \$ 9.00	\$20.00
<u>ROADLIGHT</u> - - - - - F.O.B. Cleveland, Ohio		
Mounts below and between Headlamps. Automatic in operation. Turns with movement of steering wheel.		
Hudson or Essex --		
#96823 6-1/4" size - Single - - -	\$15.00	\$25.00
#96824 7" size - Single - - -	\$18.00	\$30.00
#96825 6-1/4" size - Double - - -	\$24.00	\$40.00
#96826 7" size - Double - - -	\$30.00	\$50.00
<u>SUPER POWER DOME CYLINDER HEAD</u> - - - - - F.O.B. Detroit, Mich.		
Cast Aluminum - High Compression for use with ethylized or anti-knock fuels.		
Hudson 7:1 Compression Ratio (2) #38702 - -	\$23.25	\$30.00
Essex 6-1/2:1 Compression Ratio #38700 - -	\$18.95	\$25.00
<u>RIGHT HAND TAIL LAMP</u> - - - - - F.O.B. Detroit, Mich.		
(Complete with attachments)		
Essex Town Sedan & Coach #96490	\$ 4.55	\$ 7.00
Essex Special Sedan, Standard Sedan and Coupe #96489		

	Dealer Price	Retail Price
<u>SNAP-ON WIRE WHEEL SPOKES</u> - - - - - F.O.B. Detroit, Mich.		
Stainless Steel		
Hudson (Per wheel) #38924 - - - - -	\$ 3.25	\$ 5.00
Essex (Per wheel) #38923 - - - - -	\$ 2.93	\$ 4.50
<u>FABRIC TIRE COVER</u> - - - - - F.O.B. Detroit, Mich.		
Fitted with chromium rings		
Essex (18 x 5.25) #93181 - - - - -	\$ 3.64	\$ 5.60
Hudson (17 x 6.00) #93182		
Hudson (17 x 6.50) #93183		
<u>RIGHT HAND WINDSHIELD WIPER</u> - - - - - F.O.B. Detroit, Mich.		
(Complete with attachments)		
Hudson or Essex #96709 - - - - -	\$ 3.25	\$ 5.00
<u>GLOVE BOXES #96696</u> - - - - - F.O.B. Detroit, Mich.		
Specially designed and finished to match instrument panel. Right Hand box fitted with dis- appearing ash tray.		
Hudson or Essex - - - - -	Pr. \$ 9.75	\$15.00
<u>INSIDE VISORS #95579</u> - - - - - F.O.B. Detroit, Mich.		
Swivel type mounted on windshield header. Trimmed to match car interiors.		
Hudson or Essex - - - - -	Pr. \$ 4.55	\$ 7.00
<u>CIGAR LIGHTER</u> - - - - - F.O.B. Detroit, Mich.		
Specially designed for Hudson and Essex cars. Windshield header installation.		
Hudson #96698 - - - - -	Ea. \$ 1.14	\$ 1.75
Essex #96697 - - - - -	Ea. \$ 1.14	\$ 1.75
<u>WIRE WHEEL SNAP-ON RIM</u> - - - - - F.O.B. Detroit, Mich.		
Chrome Plated. Easily installed		
Essex #38875 - - - - -	Ea. \$ 1.30	\$ 2.00
Hudson #38876		
<u>CHROME PLATED RADIATOR GRILLE #96147</u> - - - - - F.O.B. Detroit, Mich.		
Standard Essex Grille chrome plated - - - - -	\$ 7.48	\$11.50
<u>RADIATOR SHUTTERS</u> - - - - - F.O.B. Chicago, Ill.		
Specially designed for Hudson and Essex cars, thermostat operated type. Installed between radiator core and grille		
Essex #96832 - - - - -	\$13.00	\$20.00
Hudson #96831		

# HUDSON-ESSEX

## PARTS BULLETIN

April 25, 1932.

RE: -- PHILCO TRANSITONE RADIO

Arrangements have been completed such that Dealers may now obtain Philco Transitone Model 7 Automobile Radio through their Distributor at the following attractive prices (not installed and not including aerial) —

WHEN ORDERED IN LOTS OF 5 OR MORE IN ONE ORDER

	With B Battery Box	Without B Battery Box
F.O.B. Philadelphia	36.30	34.75
F.O.B. Chicago	37.80	36.25
F.O.B. San Francisco	38.30	36.75

WHEN ORDERED LESS THAN 5 IN ONE ORDER

F.O.B. Philadelphia	40.30	38.60
F.O.B. Chicago	41.80	40.10
F.O.B. San Francisco	42.30	40.60

Battery box should be ordered for 1932 Coupes and previous model Hudson-Essex. Other models 1932 Hudson-Essex will not use battery box.

Suggested installed price (not including aerial) East of Rockies -- \$66.15  
West of Rockies -- 71.15

Aerials are available as car option in Essex and Hudson 119" (Closed Models) at \$5.00 list extra. Aerials are standard in production in Hudson Special Sedan, Suburban, Touring Sedan and 7-Passenger Sedan.

Installation of radio can be made effectively by the Dealer or local arrangements may be made with Philco Transitone Service Stations. Approximate cost \$5.00 to \$7.50.

See your Distributor at once for further details.

HUDSON MOTOR CAR COMPANY

D.S.4011

Detroit, Michigan



# HUDSON-ESSEX

## PARTS BULLETIN

October 11, 1932.

RE: TERRAPLANE TRUNK EQUIPMENT

In response to numerous inquiries from the field concerning trunks for the Essex Terraplane Coach and Sedan models, we have made arrangements with the Bellevue Manufacturing Company, Bellevue, Ohio, to supply to Hudson-Essex distributors and dealers exclusively, a suitable trunk, trunk carrier, spare tire carrier, rear bumper guard bar and gasoline tank filler extension.

This combination has been developed under factory supervision and we believe represents the only equipment available which provides adequate carrying capacity and at the same time does not detract from the appearance of the car. As will be observed from the attached illustration, the lines of the trunk closely follow the body contours and the form fitting construction which permits the trunk to fit close to the body with a welt covering the joint, gives the appearance of a built-in job.

The trunk is of the pressed steel type, lined throughout with a sound deadening material and fully weather-proofed. The rack and spare tire carrier are well designed and constructed and provide an exceptionally rigid mounting.

Enclosed with the descriptive literature is a post card order form giving prices and terms. Orders should be placed directly with the Bellevue Manufacturing Company, Bellevue, Ohio.

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HUDSON MOTOR CAR COMPANY

D.S.4014

Detroit, Michigan.

# HUDSON-ESSEX

## PARTS BULLETIN

April 12, 1932.

RE: SHOCK ABSORBER REFILL SERVICE KITS

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The Monroe Auto Equipment Company of Monroe, Michigan, are now supplying a Service Kit comprising special oil, filler, parts and tools for refilling Monroe Shock Absorbers, and included in the kit is a large indoor sign calling attention to the need for shock absorber service. Full information including prices, et cetera, will be found on the attached catalog sheet.

The regular retail price for refilling a set of our shock absorbers is \$1.50. The Monroe Kit will provide you with a very substantial profit per operation and as virtually all the Essex cars you are servicing are equipped with Hydraulic Shock Absorbers, you are assured of a good volume of business.

We suggest that you aggressively promote the sale of Shock Absorber Refill Service. In addition to its profit possibilities, regular servicing of the shock absorbers will materially add to customer satisfaction. Many complaints on riding comfort, front wheel stability and shake, are found to emanate from shock absorbers filled with improper oil or devoid of oil and therefore inoperative. Monroe Cushion Fluid Oil and Kits may be procured from your Monroe Service Station or through your Hudson-Essex Distributor.

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D.S.6084

# HUDSON-ESSEX

## PARTS BULLETIN

August 11, 1932.

RE: CARTER CARBURETER 243S - MODEL K - TERRAPLANE

Attached is specification sheet with motor tune-up chart and parts list, also list of Carter Carbureter distributors.

Carter distributors are authorized to make gratis replacement of parts that fail within warranty. Labor is charged for, regardless of warranty. In case a labor charge appears to be unjustified, a carbureter within warranty should be shipped transportation prepaid to the manufacturer, Carter Carburetor Corporation, St. Louis, Missouri, together with full car information and details covering the complaint. In no case will a replacement be made until the material involved has been presented to and passed upon by the carbureter distributor or manufacturer.

Supplementing the activities of the carbureter distributors are 800 General Cabinet Stations, usually authorized electrical service stations. These organizations have Carter stocks and facilities for carbureter service work. In most cases they are prepared to handle warranty replacement of parts.

Discount on carbureters and parts is 25%. This is increased to 33-1/3% on procurement of the Carter Carbureter Cabinet with a small assortment of parts. Circular on the cabinet will be mailed promptly.

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HUDSON MOTOR CAR COMPANY

D.S. 6091

Detroit, Michigan.

PRINTED  
IN  
U.S.A.

(THIS BULLETIN HAS BEEN FORWARDED DIRECTLY TO DEALERS)

## ESSEX Model "K" Six 1932



## "TERRAPLANE"

Car Serial No. 350000  
Motor Serial No: 5000 and Higher  
Numbers

Down-Draft Carburetor Model 243S—List Price \$12.00

### Starting the Engine.

If the engine is cold, pull the choke knob out as far as possible, turn the ignition switch key to the right and pull the starter knob out. When the engine "fires" push the choke knob in until the engine runs evenly. Return the choke knob gradually to the full "in" position as the engine warms up. The choke knob should never be out any further than necessary to maintain even running of the engine.

If the engine is warm from previous running use the choke sparingly. In most instances the engine will start immediately without the use of the choke if the accelerating pedal is held in a slightly depressed position while the starter is used. Do not under any circumstances work the accelerator pedal rapidly when starting.

The carburetor has throttle valve interconnected to choke valve. When partially choked, the connector link opens throttle valve slightly, resulting in a fast engine idle during warming-up period. When choke control is pushed in to normal running position, the action of interconnecting link is eliminated, allowing throttle valve to close to normal idling position, equivalent to a speed of approximately 5 miles per hour.

In warm weather, heat control damper should be placed mid-way between winter and summer positions. Only in exceptionally hot climates should heat control be put in summer position. It should be re-set for cold weather.

### Performance and Fuel Economy.

The carburetor is only one of many factors which control performance and fuel consumption. Much time and money are wasted in the common attempt to obtain satisfactory performance through carburetor adjustments, whereas good practice demands that this unit be untouched until the motor has been correctly tuned and conditioned as instructed below. These operations should be performed in the order named.



Spark  
Plug Gap  
.025"

### Motor Tune-up—Be Accurate! Always use Feeler Gauges!

#### First—Spark Plugs

Clean spark plugs, setting gaps all alike with gauge at .025 inch. A wider gap reduces speed and power; a closer setting causes uneven idle of motor.

#### Second—Distributor

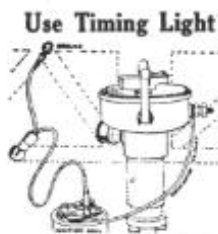
File breaker points to an even contact. Use gauge, setting at .020 inch. A wider "break" produces less spark—a closer setting causes late spark.



Breaker  
Points  
.020"

#### Third—Ignition Timing

Use timing light. For commercial fuel, distributor should be set so that breaker points separate at top dead center. Fly wheel mark after lettering "6 CYL. UDC 1-6" to be opposite pointer on fly wheel housing. For Ethyl fuel, points should separate  $\frac{3}{4}$ " before top dead center of piston travel ( $\frac{3}{4}$ " mark on fly wheel to be opposite pointer on housing).



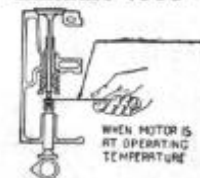
Use Timing Light

If pre-ignition occurs with proper timing, do not set back spark, but remove carbon from motor. Late spark is the commonest error in service work, encourages carbon formation, reduces power, and is the principal cause of waste of fuel.

#### Fourth—Valves

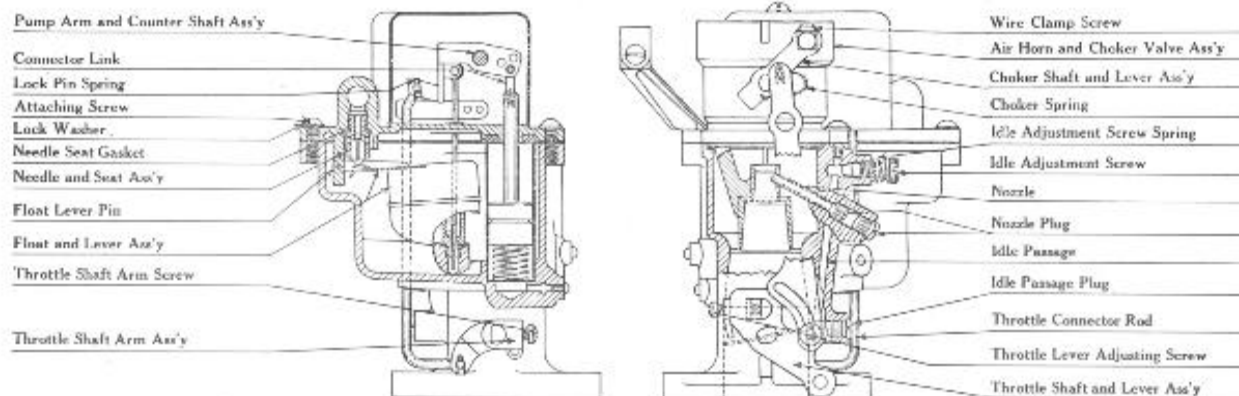
Set all intake valves at .006 in., exhaust at .008 in., after motor is well warmed up, using feeler gauge. If set closer than this, valves may fail to close when motor temperature is above normal. Quiet operation is to be obtained by careful, even setting with accurate gauge, rather than by tappets set closer than standard.

Intake .006"  
Exhaust .008"



**Caution:** Change worn or leaky flange gaskets. Tighten manifold bolts and test compression before adjusting carburetor.

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IN  
U.S.A.



### Fifth—The Carburetor

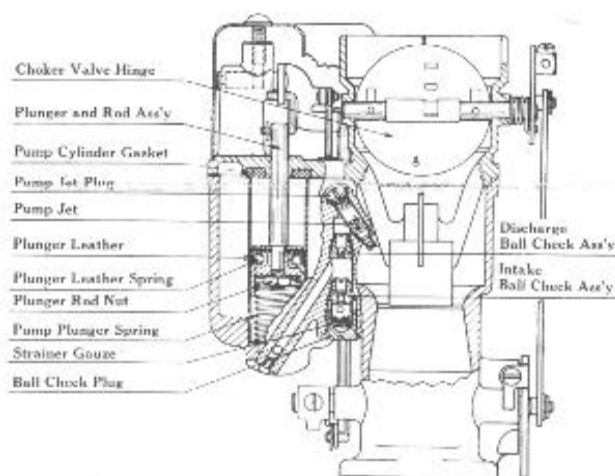
This unit has but a single fuel-supply adjustment—to regulate the idle. First set throttle lever adjusting screw so that motor runs approximately 300 rpm. Then set idle adjustment screw so that motor fires evenly without "loping" or stalling. The correct setting is one-half to one full turn open. Turning screw out gives a leaner mixture.

If a good idle cannot be obtained by these adjustments, remove low speed jet tube and clean thoroughly with compressed air. Examine soldered joint in tube for leaks and see that tube seats air-tight in body casting, top and bottom. If not, replace with a new tube of identical specifications. Never change a low speed jet tube from one carburetor to another.

(Note: A correct idle is impossible unless spark plugs and tappets are set accurately as specified.)

### Accelerating Pump.

This pump is very efficient and gives maximum acceleration on about one-half of the quantity of fuel used by the common carburetor accelerating well. When the throttle is opened, it discharges a spray of fuel against the secondary venturi, insuring instant acceleration.



Pump arm is provided with three holes for connector link, giving short, medium and long strokes. Medium stroke is correct for ordinary temperatures and standard gasoline. Short stroke should be used in extremely hot climates, high altitudes or with high test fuel. The long stroke is for use in extremely cold climates.

It is important that the counter-shaft that operates the accelerating pump be lubricated at least once every 5,000 miles. To lubricate this shaft, remove screw attaching dust cover and fill threaded hole with a good grade of graphite grease.

Increased resistance on foot throttle indicates a clogged pump jet. Pump jet and ball check strainer should be removed and cleaned with compressed air, which, in many cases, will remove the dirt or lint. All jets and ball checks must be seated gasoline-tight.

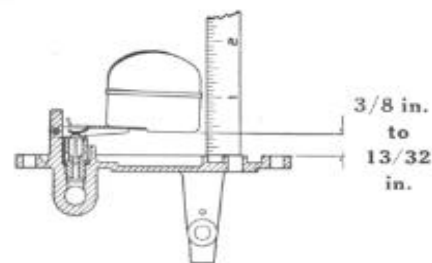
Poor acceleration may be due to loose plunger, worn or damaged plunger leather, or sediment in pump cylinder. If necessary to replace plunger spring or leather, make certain that nut inside plunger cup is screwed down tight to avoid air leaks. Always use loading tool in replacing plunger in cylinder, to avoid damage to leather.

### Float Level— $3/8$ to $13/32$ inch.

If carburetor loads up after considerable service, float level should be checked. Wear on lip of float lever will, in time, raise float level.

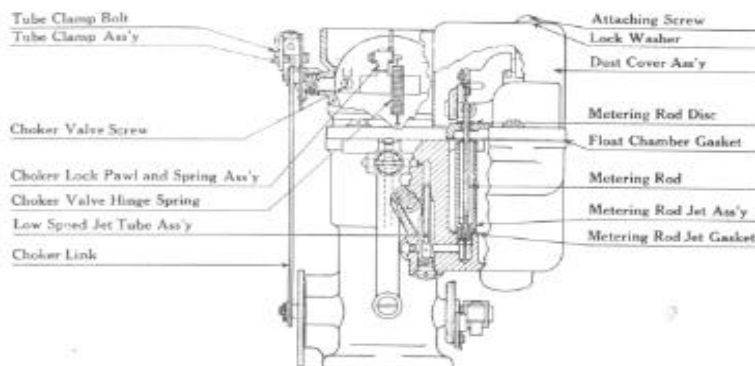
To check float level, remove dust cover. Disconnect metering rod, throttle connector rod and plunger shaft. Take off float chamber cover and remove cork pump gasket from cover. Place steel scale on metal rim which holds pump gasket. Measure to nearest point of float.

To reset float, bend lip of float lever. A very slight bending is sufficient to change float level. Be sure lugs on float lever permit float to drop at least one-half inch from  $\frac{3}{8}$ " level, or to a point  $\frac{7}{8}$ " from float chamber cover. When replacing float chamber cover, be sure gasket seals air-tight against body.



### Fuel-Air Ratio.

Each carburetor is calibrated to provide maximum power and mileage on standard gasoline in normal altitudes, and flow-tested to determine accurately the volume of air and fuel comprising the mixture. Leaner than standard fuel mixtures are obtainable by the use of special metering rod listed.



Great care must be used in changing metering rods. Remove dust cover, take off pin spring and turn rod  $\frac{1}{4}$  turn counter-clockwise to disengage it from pump arm. Be careful not to lose disc on rod. Insert new rod (with disc in place) **holding it vertical** to insure rod entering jet in float chamber. With throttle closed, turn rod  $\frac{1}{4}$  turn to engage pin on pump arm. If lower end of rod is in place in jet, rod will engage pin on pump arm readily and hang vertical from pin. Any difficulty in re-assembling will indicate rod has not entered jet, in which case carburetor will not function.

Replace pin spring and dust cover. Be sure lock washer is under head of attaching screw.

## Carburetor Specifications

### Model 243S

For Essex "Model K" Six-Cylinder Engine: 2-15/16 in. Bore, 4  $\frac{1}{4}$  in. Stroke

**Dimensions:** Flange size, 1  $\frac{1}{4}$  inch S. A. E.  
Primary venturi, 11/32 inch I. D.  
Secondary venturi, 11/16 inch I. D.  
Main venturi, 1-3/16 inch I. D.

**Low Speed Jet Tube:** Jet, No. 71 drill size.

By-pass in body, No. 55 drill size; Economizer in body, No. 48 drill size.

**Float Level:** Distance from float (at free end) to float chamber cover to be from  $\frac{3}{8}$  to 13/32 inch when needle is seated. (See cut.)

**Accelerating Pump:** Low pressure type, with adjustable stroke.

Discharge Jet: No. 72 drill size.

Intake ball check, No. 62 drill size.

Discharge ball check, No. 45 drill size.

**Outside Vent:** No. 50 drill size. No inside vent.

**Idle Port:** Keyhole type. Length, .176 inch; width, .040 inch. No. 54 drill at bottom.

**Idle Port Opening:** .028 to .032 inch with valve closed tight.

**Main Nozzle:** In primary venturi, angle 30°. Size, No. 40 drill. One No. 52 cross drill 1/16 in. from end.

**Metering Rod (Standard):** Economy step, .060 inch diameter. Power step, .048 inch diameter. Length, 3-25/64 inch.

**Metering Rod Jet:** No. 50 drill size.

**Throttle Lever** at left. In center of travel points forward.

**Throttle and Choke Valves** inter-connected to open throttle valve from .022 to .026 inch when fully choked.

**Choker** in air horn; butterfly type, split valve.

**Choker Lever** at left; when open, points up.

**Tube Support Bracket** in rear on air horn.

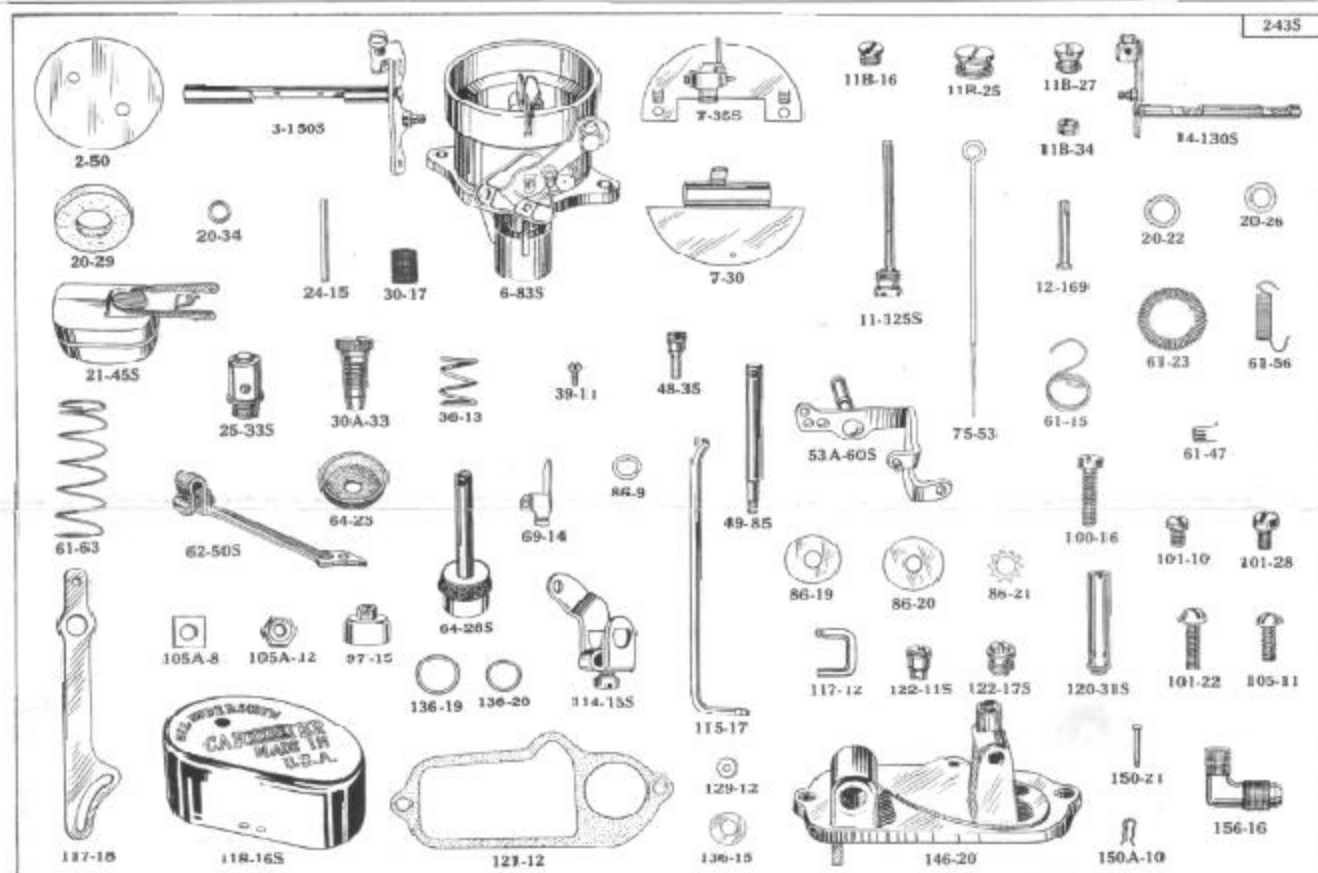
**Gasoline Intake:** Square vertical needle. No. 48 drill size hole in needle seat.

**Gasoline Line Connection:** 5/16 inch S. A. E. Elbow.

**Set Idle Adjustment Screw**  $\frac{3}{8}$  to 1  $\frac{1}{4}$  turns open. For richer mixture, turn screw in. Do not attempt to idle engine below 300 rpm.

Viewing carburetor with flange down and float chamber at right.





## Essex "Model K" Six 1932-2435—List Price \$12.00

Part No.	PARTS PRICE LIST	List Price	Part No.	PARTS PRICE LIST	List Price
2-50	Throttle valve	\$ 0.10	64-25	Plunger leather	\$ 0.25
3-150S	Throttle shaft and lever assembly	.60	64-28S	Plunger and rod assembly	.90
6-83S	Air horn and choker valve assembly	2.20	69-14	Choker lock pawl	.10
7-30	Choker valve hinge	.20	75-53	Metering rod (.060-.048")	.30
7-35S	Choker valve and lock pawl assembly	.40	75-65	Metering rod (.062-.048"), 1 size lean	.30
11-125S	Low speed jet tube assembly, jet No. 71 drill size	.30	86-9	Lock washer	.01
11B-16	Pump jet passage plug	.10	86-19	Plunger washer (inner)	.03
11B-25	Ball check passage plug	.10	86-20	Plunger washer (outer)	.03
11B-27	Nozzle and idle passage plug	.10	86-21	Plunger lock washer	.01
12-169	Main nozzle (No. 40 drill size)	.30	97-15	Plunger cup	.15
14-130S	Choker shaft and lever assembly	.40	100-16	Throttle lever adjusting screw	.05
20-22	*Needle seat gasket	.05	101-10	Wire clamp screw	.05
20-26	*Metering jet gasket	.05	101-22	Attaching screw	.05
20-29	Pump cylinder gasket	.06	101-28	Throttle shaft arm screw	.05
20-34	Nozzle gasket	.05	105-11	Tube clamp bolt	.05
21-45S	Float and lever assembly	.80	105A-8	Tube clamp nut	.05
24-15	Float lever pin	.05	105A-12	Plunger rod nut	.05
25-33S	Needle and seat assembly	.80	114-15S	Throttle shaft arm assembly	.20
30-17	Strainer gauze	.10	115-17	Throttle connector rod	.15
30A-33	Idle adjustment screw	.30	117-12	Connector link	.05
36-13	Idle adjustment screw spring	.10	117-18	Choker link	.10
39-11	Throttle and choker valve screw 2 for	.05	118-16S	Dust cover assembly	.50
48-35	Pump jet, No. 72 drill size	.15	120-31S	Metering rod jet assembly jet No. 50 drill size	.60
49-85	Plunger shaft	.20	121-12	Float chamber gasket	.10
53A-60S	Pump arm and countershaft assy.	.40	122-11S	Discharge ball check assembly	.25
61-15	Choker spring	.10	122-17S	Intake ball check assembly	.25
61-23	Plunger leather spring	.10	129-12	Metering rod disk	.02
61-47	Choker lock pawl spring	.05	136-15	Washer	.01
61-56	Choker valve hinge spring	.10	146-20	Float chamber cover	1.00
61-63	Pump plunger spring	.10	150-21	Choker valve bracket pin	.05
62-50S	Tube clamp assembly	.25	150A-10	Lock pin spring	.01
			156-16	Gas line elbow	.30

List price of \$5.00 per 100 applies to parts listed at \$0.05 each.

List price of \$1.75 per 100 applies to parts listed at \$0.03 each.

List price of \$1.25 per 100 applies to parts listed at \$0.02 each.

List price of \$0.50 per 100 applies to parts listed at \$0.01 each.

Metering rods are marked with step dimensions in thousandths, thus: rod part No. 75-53 (steps .060" and .048" diam.), marking "60-48." Rods should be ordered by part number.

\*Gaskets so marked must be soaked in warm water for 15 minutes before using.

**CARTER CARBURETOR CORPORATION, ST. LOUIS, MO., U. S. A.****MILEAGE AND POWER**

The following data indicates how the normal economy of a car capable of giving 20 miles per gallon at 20 miles per hour will vary under different driving conditions.

**1. Constant speed tests (fixed throttle).**

20 miles per hour.....	20	miles per gal.
30 " " ".....	19.7	" " "
40 " " ".....	18.3	" " "
50 " " ".....	15.9	" " "
60 " " ".....	12.2	" " "
70 " " ".....	8.0	" " "

**2. Continuous running test.**

Accelerate with wide open throttle from 15 to 30 miles per hour, then close throttle and decelerate to 15 miles per hour, and repeat (average speed). 20.2 miles per hour..... 14.7 miles per gal.

**3. Continuous running test.**

Accelerate with wide open throttle from 15 to 30 miles per hour, then slow down rapidly with brakes to 15 miles per hour, and repeat (average speed). 20.5 miles per hour..... 8.6 miles per gal.

**4. Traffic stop test.**

Start in second gear and accelerate with wide open throttle to 25 miles per hour, then shift to high gear and run at 25 miles per hour to .2 miles from starting point, then stop and repeat without idling more than enough to shift to second gear..... 9.9 miles per gal.

**5. Accelerating in high gear (wide open throttle). ....(about) 8.0 miles per gal.****6. Accelerate in second gear (wide open throttle). ....(about) 4.0 miles per gal.****OTHER CONDITIONS WHICH IMPAIR THE ECONOMY**

- Excessive idling.
- Racing motor while standing still.
- Excessive choking.
- Late spark.
- Valve tappets set too close.
- Dragging brakes.

The following table shows the increase in the development of power necessary to drive four popular 1931 cars at varying speeds from 20 to 73 miles per hour.

20 Mph.	30 Mph.	40 Mph.	50 Mph.	60 Mph.	70 Mph.	73 Mph.
3.8 H.P.	8.6 H.P.	17.1 H.P.	26.7 H.P.	44.5 H.P.	62. H.P.	
4.2 "	9.3 "	18.5 "	30. "	50. "	70.6 "	
4.5 "	9.1 "	17.4 "	31. "	50. "	70.6 "	
4.5 "	9.1 "	17.4 "	31. "	50. "	71.2 "	81. H.P.

It is significant that it requires approximately 10 additional horsepower to increase the speed of a six-cylinder car about 3 miles when it is running at 70 miles per hour.

Among the factors that cause variations between these cars are: frontal area, axle ratio and tire size.

This data was prepared by the engineering department of a leading car manufacturer and is passed along to you so as to put you in a position to enlighten your customers on a subject about which there is much loose talk but little concrete knowledge.

**CARBURETOR***Carter Carburetor Corporation*

By P. G. S.



# CARTER CARBURETER DISTRIBUTORS

Explanation of Symbols: E—Eastern District EC—East Central District W—Western District WC—West Central District

## ALABAMA

EC—Birmingham, Birmingham Elec. Bat. Co., Ave. B & 23rd St.  
EC—Montgomery, Auto Electric Service Co., 224 Molton St.

## ARIZONA

W—Phoenix, Moloney Bat. & Ignition Co., 223 E. Van Buren St.  
W—Phoenix, Spaulding Auto Elec. Co., 309 W. Van Buren St.

## ARKANSAS

EC—Fort Smith, The Ft. Smith Auto S. Co., 906-12 Rogers Ave.  
EC—Hot Springs, F. C. Stearns Hdw. Co.  
EC—Jonesboro, Griffin Motor Sales Co.  
EC—Little Rock, 555 Inc., 3rd and Broadway.  
EC—Texarkana, Goodyear Service, Inc., 5th St. and State Line Ave.

## CALIFORNIA

W—Los Angeles, Electric Equipment Co., 1240 S. Hope St.  
W—Oakland, Motor Electric Co., 2539 Webster St.  
W—San Diego, Carlson & Simpson, State at Ash St.  
W—San Francisco, Automotive Service, Inc., 950 Van Ness Ave.

## COLORADO

W—Denver, Spitzer Electrical Co., 809 Broadway.

## DISTRICT OF COLUMBIA

E—Washington, Miller-Dudley Co., 1716 Fourteenth St., N. W.

## FLORIDA

E—Jacksonville, Lovejoy Company, 925 Main St.  
E—Miami, Patten Sales Co., 75 N. E. 1st Ave.

## GEORGIA

E—Atlanta, Auto Electric & Magneto Co., 477 Spring St., N. W.  
E—Savannah, Savannah Elec. Battery Co., 402 Bull St.  
E—Valdosta, R. H. Bassford, 209 W. Hill Ave.

## IDAHO

W—Boise, Oakley & Sons, Inc., 1101 Idaho St.  
W—Pocatello, Billmeyer, Inc., 8th and Center Sts.

## ILLINOIS

WC—Aurora, United Auto Service, 111 Holbrook St.  
WC—Chicago, Albany Park Service Station, 2919 Lawrence Ave.  
WC—Chicago, Ballantine Service Corp., 717 W. 66th St.  
WC—Chicago, Kostka Brothers, 2350 S. Crawford Ave.  
WC—Chicago, Midstates Auto Elec. Co., 2446 Indiana Ave.  
WC—Chicago, Motor Car Service & Ign. Co., 5630 Broadway.  
WC—Danville, Hornor & Shutt, Inc.  
WC—Decatur, Decatur Battery Service, Inc., 347 E. Main St.  
WC—Galesburg, P. & M. Electric Co., 280 So. Seminary St.  
WC—Joliet, Joliet Auto Service, 636 Cass St.  
WC—Oak Park, Nilsen Auto Electric Serv. Co., 649 Madison St.  
WC—Peoria, Electrical Testing Co., 300 Knoxville St.  
EC—Quincy, Abbott Electric Co., 113 N. 10th St.  
WC—Rockford, Peterson Battery & Elec. Co., 207 S. Winnebago St.  
WC—Rock Island, Lohse Elec. Serv., 1600 4th Ave.

## INDIANA

EC—Ft. Wayne, Auto Elec. & Radio Equip. Co., Baker & Harrison  
WC—Gary, Ballantine Service Corp., 39 E. 5th Ave.  
WC—Hammond, Auto Electric & Equipment Co., 257 Douglas St.  
EC—Indianapolis, Equipment Service Co., 727 N. Illinois St.  
EC—Indianapolis, Gulling Auto Elec. Co., 401 N. Capitol Ave.  
EC—South Bend, Peterson Battery & Ignition Co., 325 S. Lafayette Blvd.  
EC—Terre Haute, Terre Haute Battery & Elec. Co., 32 N. 5th St.

## IOWA

WC—Des Moines, Standard Bearings Co., 1014 Grand Ave.  
WC—Dubuque, B. & G. Battery & Elec. Co., 11th and Iowa Sts.  
WC—Sioux City, Chas. S. Wilson, 627 Water St.

## KANSAS

WC—Wichita, E. S. Cowie Electric Co., 230 S. Topeka Ave.

## KENTUCKY

EC—Lexington, Kentucky Ignition Co., Inc., Rose and Vine Sts.  
EC—Louisville, Kentucky Ign. Co., Inc., 953 S. 3rd St.  
EC—Paducah, Story Electric & Battery Co., 615 Jefferson St.

## LOUISIANA

EC—Alexandria, Chain Tire & Electrical Co., 5th and Jackson Sts.  
EC—New Orleans, Suhren, Inc., 1319 St. Charles Ave.  
EC—Shreveport, Chain Bat. & Auto. Sup., Inc., 719 Marshall St.

## MAINE

E—Bangor, Arvid L. Ebbeson, May and Summer Sts.

## MARYLAND

E—Baltimore, Parks & Hull, Inc., 1031 Cathedral St.  
E—Cumberland, Treiber Elec. Service Co., 218 N. Mechanic St.  
E—Hagerstown, Weil Bros., Inc., 53 W. Franklin St.  
E—Salisbury, Salisbury Battery Co., 605 W. Main St.

## MASSACHUSETTS

E—Boston, Jackson Electric Co., 124 Brookline Ave.  
E—Springfield, Krohne's Service Sta., 833 Columbus Ave.  
E—Worcester, Jenkins & Robinson, Inc., 69 Central St.

## MICHIGAN

EC—Detroit, Auto Elec. & Serv. Corp., 90-100 Selden Ave.

## MINNESOTA

WC—Duluth, United Electric Service Co., 301-7 E. Superior St.  
WC—Mankato, Mankato Service Co.  
WC—Minneapolis, Reinhard Bros. Co., Inc., 11 S. 9th St.  
WC—St. Cloud, Stevenson's, 18-20 Fifth Ave.  
WC—St. Paul, Gruber Auto Elec. Co., 263 W. 4th St.  
WC—Winona, Winona Battery Co., 178 W. 3rd St.

CANADA—Toronto, Auto Electric Service Co., Ltd., 15 Broadalbane St.

## MISSISSIPPI

EC—Greenwood, D & N Auto Parts Co., 420 Howard St.  
EC—Jackson, Noel's Auto Elec. Service.  
EC—McComb, Noel's Auto Elec. Service, 109 Third St.  
EC—Meridian, Motor Service Company.

## MISSOURI

WC—Columbia, Funk Bros.  
WC—Kansas City, E. S. Cowie Elec. Co., 1819 Wyandotte St.  
EC—St. Louis, Fred Campbell Auto Sup. Co., 2806 Locust St.  
EC—St. Louis, R. A. MacGuire, Inc., 2824 Locust St.

## MONTANA

WC—Billings, Auto Electric Company, 2408 First Ave., No.  
WC—Butte, Auto Electric Equipment Co.  
WC—Great Falls, Starter & Battery Co.  
WC—Missoula, Mincoff Ign. Service, 130 West Pine St.

## NEBRASKA

WC—Lincoln, Parkhurst Auto Elec. Co., 1637 "P" St.  
WC—Omaha, Carl A. Anderson, Inc., 1515 Jones St.

## NEW JERSEY

E—Camden, Harry K. Pape, 1429 Haddon Ave.

## NEW MEXICO

W—Albuquerque, Automotive Service, Inc., 4th and Copper Sts.

## NEW YORK

E—Buffalo, The Battery & Starter Co., Inc., 883 Main St.  
E—N. Y. City, Automotive Elec. Serv. Corp., 106 W. 63rd St.  
E—Rochester, C. L. Hartman Corp., 18-20 N. Union St.

## NORTH CAROLINA

E—Charlotte, Carolina Rim & Wheel Co., 306 N. Graham St.  
E—Raleigh, Carolina Rim & Wheel Co., 114 E. Davie St.

## NORTH DAKOTA

WC—Fargo, United Electric Service, Inc., 312 First Ave., North.  
WC—Minot, Reinhard Bros. Co., Inc.

## OHIO

EC—Cincinnati, Tri-State Ign., Inc., 212 East Eighth St.  
EC—Cleveland, Cleveland Ign. Co., 1301 Superior Ave., N. E.  
EC—Columbus, Columbus Ign. Co., 32 S. 5th St.  
EC—Dayton, H. C. Haenggi Co., 410 S. Ludlow St.  
EC—Toledo, Fort Meigs Auto Electric, 310 13th St.  
EC—Youngstown, Electric Equipment Co., 817 Market St.

## OKLAHOMA

WC—Ardmore, Auto Elec. Sales & Service Co.  
WC—Oklahoma City, American Elec.-Ign. Co., 708 N. Broadway.  
WC—Tulsa, Chalmers Elec. Serv. Co., 10th and Detroit Sts.

## OREGON

W—Portland, Wheel & Rim Serv., Inc., Cor. 14th and Everett Sts.  
W—Portland, Sunset Electric Co., 9th and Glisan Sts.

## PENNSYLVANIA

E—Harrisburg, United Automotive Service, 236 S. Cameron St.  
E—Philadelphia, Sullivan Bros., 445 North 63rd St.  
E—Pittsburgh, Wilcox Bros., 5157 Liberty Ave.  
E—Scranton, Scranton Auto Ignition Co., 317 Adams Ave.  
E—Sunbury, Gheen Battery Service, 25 N. 5th St.

## RHODE ISLAND

E—Providence, W. R. Burns Co., 45 Broadway.

## SOUTH DAKOTA

WC—Aberdeen, Reinhard Bros. Co., Inc., 317 S. Lincoln St.  
WC—Sioux Falls, Power Electric Company, 108 S. Dakota St.  
WC—Watertown, Cave Motor Supply Co., 113 W. Kemp St.

## TENNESSEE

EC—Knoxville, R. T. Clapp Co., Broadway & Magnolia Ave.  
EC—Memphis, McGregor's, Inc., Union and Marshall Aves.  
EC—Nashville, The Chapman Co., 1227 Broad St.

## TEXAS

WC—Amarillo, E. S. Cowie Elec. Co., 213 E. 8th Ave.  
WC—Dallas, Beard & Stone Elec. Co., Inc., 701 N. Pearl St.  
W—El Paso, Western Battery & Magneto Co., 614 Montana Ave.  
WC—Fort Worth, Generator Serv. Co., Inc., 1115 Commerce St.  
WC—Houston, Beard & Stone Elec. Co., San Jacinto at Polk Ave.  
WC—San Antonio, S. X. Callahan, 425 North Flores St.  
WC—Waco, Beard & Stone Elec. Co., 828 Franklin St.

## UTAH

W—Salt Lake City, Automotive Serv. Co., 473 S. Main St.

## VERMONT

E—Burlington, Herberg Auto Service Co., 204 Main St.

## VIRGINIA

E—Norfolk, Tidewater Elec. Corp., 711 Granby St.  
E—Richmond, Richmond Bat. & Ign. Corp., 1319 W. Broad St.

## WASHINGTON

W—Seattle, McAlpin-Schreiner Co., Inc., 12th & East Pine Sts.  
W—Seattle, Sunset Electric Co., 1530 11th Ave.  
W—Spokane, Gill & Fahey, 167 S. Lincoln St.  
W—Yakima, Traub Bros., Inc., 115 S. 3rd St.

## WEST VIRGINIA

E—Bluefield, Groseclose Auto Electrical Service, Cor. Mercer and McCulloch Sts.  
E—Wheeling, Ohio Valley Battery & Ign. Co.

## WISCONSIN

WC—Eau Claire, Rogness Battery & Elec. Co., 208 S. River St.  
WC—Milwaukee, Wisconsin Magneto Co., 918 N. Broadway.

Winnipeg, Beattie Auto Elec., Ltd., 176 Fort St.

# CARTER CARBURETOR CORPORATION ST. LOUIS

*Servicing Distributors.*

## CARBURETER

*Price List*

September 14, 1932

To Hudson Dealers:

FOR THE PARTS AND SERVICE MANAGER

Dear Sir;

The Carter Steel Service Cabinet - carburetor parts cabinets were originated by Carter, though now offered by other manufacturers - was developed to enable you to handle carburetor parts profitably.

As you will note from the cut, the Carter Cabinet is of the sectional type; therefore it can be expanded to take care of future requirements.

Please understand that this high grade container costs you nothing whatever - it will be consigned to you on the purchase of a Terraplane carburetor and a skeleton assortment of parts, at a special preferential discount, to apply on this and future purchases of Carter materials.

You would be getting the material in any case, but with the cabinet you secure a balanced stock, the quantities being based on experience with several hundred thousands of units of the same type on other cars.

Almost 13,000 progressive motor car merchants - the kind who handle Carter equipped cars - use and recommend the Carter Cabinet. If you will sign the requisition on page 3 and mail it to your Carter Distributor - see page 2 - prompt shipment will be made.

Yours very truly,

CARTER CARBURETOR CORPORATION

*P. G. Sedley*

P. G. Sedley, Manager,  
Parts and Service Division.

3150B  
PGS/IV



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## ALABAMA

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## COLORADO

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E—Miami, Patten Sales Co., 75 N. E. 1st Ave.

## GEORGIA

E—Atlanta, Auto Electric & Magneto Co., 477 Spring St., N. W.  
E—Savannah, Savannah Elec. Battery Co., 402 Bull St.  
E—Valdosta, R. H. Bassford, 209 W. Hill Ave.

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W—Pocatello, Billmeyer, Inc., 8th and Center Sts.

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WC—Chicago, Kostka Brothers, 2350 S. Crawford Ave.  
WC—Chicago, Midstates Auto Elec. Co., 2446 Indiana Ave.  
WC—Chicago, Motor Car Service & Ign. Co., 5630 Broadway.  
WC—Danville, Hornor & Shutte, Inc.  
WC—Decatur, Decatur Battery Service, Inc., 347 E. Main St.  
WC—Galesburg, P. & M. Electric Co., 290 So. Seminary St.  
WC—Joliet, Joliet Auto Service, 636 Cass St.  
WC—Oak Park, Nilsen Auto Electric Serv. Co., 649 Madison St.  
WC—Peoria, Electrical Testing Co., 300 Knoxvill St.  
EC—Quincy, Abbott Electric Co., 113 N. 10th St.  
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WC—Rock Island, Lohse Elec. Serv., 1600 4th Ave.

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EC—Ft. Wayne, Auto Elec. & Radio Equip. Co., Baker & Harrison  
WC—Gary, Ballantine Service Corp., 39 E. 5th Ave.  
WC—Hammond, Auto Electric & Equipment Co., 257 Douglas St.  
EC—Indianapolis, Equipment Service Co., 727 N. Illinois St.  
EC—Indianapolis, Gulling Auto Elec. Co., 401 N. Capitol Ave.  
EC—South Bend, Peterson Battery & Ign. Co., 325 S. Lafayette Blvd.  
EC—Terre Haute, Terre Haute Battery & Elec. Co., 32 N. 5th St.

## IOWA

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WC—Dubuque, B. & G. Battery & Elec. Co., 11th and Iowa Sts.  
WC—Sioux City, Chas. S. Wilson, 627 Water St.

## KANSAS

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EC—Louisville, Kentucky Ign. Co., Inc., 953 S. 3rd St.  
EC—Paducah, Story Electric & Battery Co., 615 Jefferson St.

## LOUISIANA

EC—Alexandria, Chain Tire & Electrical Co., 5th and Jackson Sts.  
EC—Baton Rouge, Barnes-Whitaker Co., Inc., 1205 Main St.  
EC—New Orleans, Suhren, Inc., 1319 St. Charles Ave.  
EC—Shreveport, Chain Bat. & Auto. Sup., Inc., 719 Marshall St.

## MAINE

E—Bangor, Arvid L. Ebbeson, May and Summer Sts.

## MARYLAND

E—Baltimore, Parks & Hull, Inc., 1031 Cathedral St.  
E—Cumberland, Treiber Elec. Service Co., 218 N. Mechanic St.  
E—Hagerstown, Well Bros., Inc., 53 W. Franklin St.  
E—Salisbury, Salisbury Battery Co., 605 W. Main St.

## MASSACHUSETTS

E—Boston, Jackson Electric Co., 124 Brookline Ave.  
E—Springfield, Krohne's Service Sta., 833 Columbus Ave.  
E—Worcester, Jenkins & Robinson, Inc., 69 Central St.

## MICHIGAN

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## MINNESOTA

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WC—Minneapolis, Reinhard Bros. Co., Inc., 11 S. 9th St.  
WC—St. Cloud, Stevenson's, 18-20 Fifth Ave.  
WC—St. Paul, Gruber Auto Elec. Co., 263 W. 4th St.  
WC—Winona, Winona Battery Co., 178 W. 3rd St.

CANADA—Toronto, Auto Electric Service Co., Ltd., 15 Broadbalt St.

## MISSISSIPPI

EC—Greenwood, D & N Auto Parts Co., 420 Howard St.  
EC—Jackson, Noel's Auto Elec. Service.  
EC—McComb, Noel's Auto Elec. Service, 109 Third St.  
EC—Meridian, Motor Service Company.

## MISSOURI

WC—Columbia, Funk Bros.  
WC—Kansas City, E. S. Cowie Elec. Co., 1819 Wyandotte St.  
EC—St. Louis, Medart Auto Elec. Co., Inc., 3134 Washington Blvd.

## MONTANA

WC—Billings, Auto Electric Company, 2408 First Ave., No.  
WC—Butte, Auto Electric Equipment Co., 114 E. Broadway.  
WC—Great Falls, Starter & Battery Co.  
WC—Missoula, Mincoff Ign. Service, 130 West Pine St.

## NEBRASKA

WC—Lincoln, Parkhurst Auto Elec. Co., 1637 "P" St.  
WC—Omaha, Carl A. Anderson, Inc., 1516 Jones St.

## NEW JERSEY

E—Camden, Harry K. Pape, 1429 Haddon Ave.  
E—Newark, Tire Trading Company, Inc., 237 Halsey St.

## NEW MEXICO

W—Albuquerque, Automotive Service, Inc., 4th and Copper Sts.

## NEW YORK

E—Buffalo, The Battery & Starter Co., Inc., 883 Main St.  
E—N. Y. City, Automotive Elec. Serv. Corp., 106 W. 63rd St.  
E—Rochester, C. L. Hartman Corp., 18-20 N. Union St.

## NORTH CAROLINA

E—Charlotte, Carolina Rim & Wheel Co., 305 N. Graham St.  
E—Raleigh, Carolina Rim & Wheel Co., 114 E. Davie St.

## NORTH DAKOTA

WC—Fargo, United Electric Service, Inc., 312 First Ave., North.  
WC—Minot, Reinhard Bros. Co., Inc.

## OHIO

EC—Cincinnati, Tri-State Ign., Inc., 212 East Elghth St.  
EC—Cleveland, Cleveland Ign. Co., 1301 Superior Ave., N. E.  
EC—Columbus, Columbus Ign. Co., 32 S. 5th St.  
EC—Dayton, H. C. Haenggi Co., 410 S. Ludlow St.  
EC—Toledo, Fort Meigs Auto Electric, 310 13th St.  
EC—Youngstown, Electric Equipment Co., 817 Market St.

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WC—Tulsa, Chalmers Elec. Serv. Co., 10th and Detroit Sts.

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W—Portland, Sunset Electric Co., 9th and Glisan Sts.

## PENNSYLVANIA

E—Harrisburg, United Automotive Service, 236 S. Cameron St.  
E—Philadelphia, Sullivan Bros., 445 North 63rd St.  
E—Pittsburgh, Wilcox Bros., 5157 Liberty Ave.  
E—Scranton, Scranton Auto Ignition Co., 317 Adams Ave.  
E—Sunbury, Gheen Battery Service, 25 N. 5th St.

## RHODE ISLAND

E—Providence, W. R. Burns Co., 45 Broadway.

## SOUTH DAKOTA

WC—Aberdeen, Reinhard Bros. Co., Inc., 317 S. Lincoln St.  
WC—Sioux Falls, Power Electric Company, 108 S. Dakota St.  
WC—Watertown, Cave Motor Supply Co., 113 W. Kemp St.

## TENNESSEE

EC—Knoxville, R. T. Clapp Co., Broadway & Magnolia Ave.  
EC—Memphis, McGregor's, Inc., Union and Marshall Aves.  
EC—Memphis, Automotive Elec. Serv. Co., Inc., 1095 Union Ave.  
EC—Nashville, The Chapman Co., 1227 Broad St.

## TEXAS

WC—Amarillo, E. S. Cowie Elec. Co., 213 E. 8th Ave.  
WC—Dallas, Beard & Stone Elec. Co., Inc., 701 N. Pearl St.  
W—El Paso, Western Battery & Magneto Co., 614 Montana Ave.  
WC—Fort Worth, Generator Serv. Co., Inc., 1115 Commerce St.  
WC—Houston, Beard & Stone Elec. Co., San Jacinto at Polk Ave.  
WC—Longview, Wadel-Connally Hdw. Co.  
WC—San Antonio, S. X. Callahan, 425 North Flores St.  
WC—Waco, Beard & Stone Elec. Co., 828 Franklin St.

## UTAH

W—Salt Lake City, Automotive Serv. Co., 473 S. Main St.

## VERMONT

E—Burlington, Herberg Auto Service, Inc., 204 Main St.

## VIRGINIA

E—Norfolk, Tidewater Elec. Corp., 711 Granby St.  
E—Richmond, Richmond Bat. & Ign. Corp., 1319 W. Broad St.

## WASHINGTON

W—Seattle, McAlpin-Schreiner Co., Inc., 12th & East Pine Sts.  
W—Seattle, Sunset Electric Co., 1530 11th Ave.  
W—Spokane, Gill Automotive Service, 167 S. Lincoln St.  
W—Yakima, Traub Bros., Inc., 115 S. 3rd St.

## WEST VIRGINIA

E—Bluefield, Groseclose Auto Elec'l Serv., Mercer & McCulloch.  
E—Wheeling, Ohio Valley Battery & Ign. Co.

## WISCONSIN

WC—Eau Claire, Rogness Battery & Elec. Co., 208 S. River St.  
WC—Milwaukee, Wisconsin Magneto Co., 918 N. Broadway.

Winnipeg, Beattie Auto Elec., Ltd., 176 Fort St.



# ORDER BLANK

Order From the Nearest Carter Distributor

(See Page 2)

1932

To \_\_\_\_\_  
Carter Carbureter Distributor

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Gentlemen:

Kindly ship us via Parcel Post  
Express

One Terraplane SX1-32 Cabinet Assortment, including Essex Model 243S Carbureter

—List Price (including carbureter) \_\_\_\_\_ \$41.50

Less Special Discount 33 1/3% \_\_\_\_\_ \$27.67 Net

Signed \_\_\_\_\_

Per \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## FOR PURCHASE ON OPEN ACCOUNT

If this shipment is to be made on open account basis, please give names of three sources of supply for credit references, provided you have not already established relations with Carter Distributor.

Name \_\_\_\_\_ Address \_\_\_\_\_

# CARBURETER

## Essex Model "K"—Terraplane SX1-32—Cabinet Assortment

Carbureter Model 243S and Essential Parts

Total List Value (Including Carbureter) \$41.50



Part No.	Location	NAME OF PART	List Price	Quantity	Amt.
2-50	B-1	Throttle valve .....	.10	2	.20
3-150S	A-5	Throttle shaft and lever assembly .....	.60	1	.60
6-83S	A-11	Air horn and choker valve assembly .....	2.20	1	2.20
7-30	B-2	Choker valve hinge .....	.20	1	.20
7-35S	B-3	Choke valve and lock pawl .....	.40	1	.40
11-125S	B-11	Low speed jet tube assembly (size 71) .....	.30	6	1.80
12-169	B-4	Main nozzle (No. 40 drill) .....	.30	6	1.80
14-130S	A-1	Choker shaft and lever assembly .....	.40	1	.40
20-26	B-14	*Metering jet gasket .....	.05	10	.50
20-29	B-32	Pump cylinder gasket .....	.05	10	.50
20-34	B-22	Nozzle gasket .....	.05	10	.50
21-45S	B-39	Float and lever assembly .....	.80	2	1.60
24-15	B-15	Float lever pin .....	.05	4	.20
25-33S	B-12	Needle and seat assembly .....	.80	4	3.20
30-17	B-16	Strainer gauze .....	.10	6	.60
30A-33	B-5	Idle adjustment screw .....	.30	2	.60
36-13	B-6	Adjustment screw spring .....	.10	4	.40
39-11	B-17	Throttle valve screw ..... 2 for	.05	2 Pr.	.10
48-35	B-18	Pump jet .....	.15	2	.30
49-85	A-2	Plunger shaft .....	.20	1	.20
53A-60S	A-3	Pump arm and countershaft assembly .....	.40	4	1.60
61-15	B-7	Choker spring .....	.10	4	.40
61-23	B-8	Plunger spring .....	.10	4	.40
61-47	B-23	Choker lock pawl spring .....	.05	2	.10
61-56	B-24	Choker valve hinge spring .....	.10	2	.20
61-63	B-9	Pump plunger spring .....	.10	2	.20
64-25	A-4	Plunger leather .....	.25	4	1.00
75-53	B-29	Metering rod (.060-.048) .....	.30	2	.60
75-65	B-30	Metering rod (.062-.048) 1 size lean .....	.30	4	1.20
86-19	B-19	Plunger washer (inner) .....	.03	3	.09
86-20	B-27	Plunger washer (outer) .....	.03	2	.06
97-15	B-25	Plunger cup .....	.15	1	.15
100-16	B-40	Throttle lever adjusting screw .....	.05	2	.10
101-28	B-43	Throttle shaft arm screw .....	.05	2	.10
105A-12	B-33	Plunger rod nut .....	.05	2	.10
114-15S	B-26	Throttle shaft arm assembly .....	.20	2	.40
115-17	A-7	Throttle connector rod .....	.15	1	.15
117-12	B-35	Connector link .....	.05	1	.05
117-18	A-10	Choker link .....	.10	1	.10
118-16S	A-8	Dust cover assembly .....	.50	1	.50
120-31S	B-34	Metering rod jet assembly (No. 50 drill) .....	.60	4	2.40
121-12	A-6	Float chamber gasket .....	.10	6	.60
122-11S	B-41	Discharge ball check assembly .....	.25	2	.50
122-17S	B-42	Intake ball check assembly .....	.25	2	.50
146-20	A-9	Float chamber cover .....	1.00	1	1.00
150A-10	B-36	Lock pin spring .....	.01	10	.10
156-16	B-44	Gas line elbow .....	.30	2	.60
243SR		Essex Carbureter Complete .....	12.00	1	12.00

Total List Price.....\$41.50

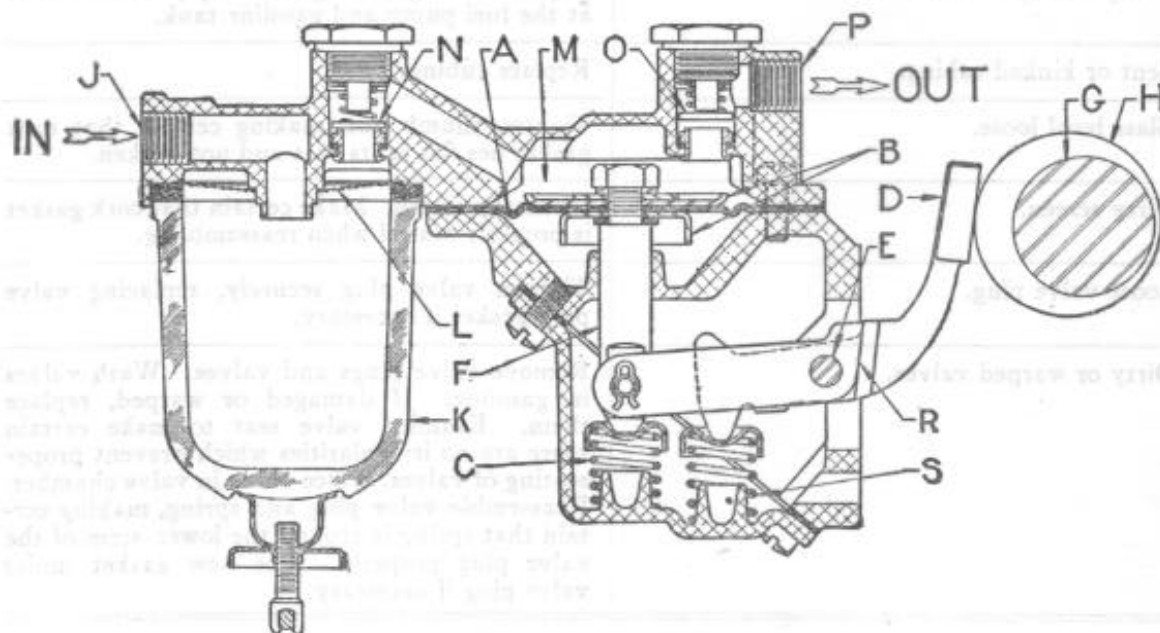
\*Should be soaked in warm water for 15 minutes before using.

Hudson-Essex Dealers' Discount on purchase of cabinet, 33 1/3%—without cabinet, 25%

PRINTED  
IN  
U.S.A.

# THE AC FUEL PUMP

## SERIES "B" AND "D"



## How It Works

By revolving shaft (G) the eccentric (H) will lift rocker arm (D), which is pivoted at (E) and which pulls the pull rod (F), together with diaphragm (A) held between metal discs (B) downward against spring pressure (C), thus creating a vacuum in pump chamber (M).

Fuel from the rear tank will enter at (J) into sediment bowl (K) and through strainer (L) and suction valve (N) into pump chamber (M). On the return stroke, spring pressure (C) pushes diaphragm (A) upward forcing fuel from chamber (M) through pressure valve (O) and opening (P) into the carburetor.

When the carburetor bowl is filled the float in the float chamber will shut off the inlet needle valve, thus creating a pressure in pump chamber (M). This pressure will hold diaphragm (A) downward against the spring pressure (C) and it will remain in this position until the carburetor requires further fuel and the needle valve opens. The rocker arm (D) is in two pieces split at (R) and the movement of the eccentric (H) is absorbed by this "break" (R) when fuel is not required.

Spring (S) is merely for the purpose of keeping rocker arm (D) in constant contact with eccentric (H) to eliminate noise.

## Service Hints

Service on the AC Fuel Pump is available through United Motors Service Branches and Authorized AC Service Stations, who are prepared with parts and fixtures for repairing all types of pumps. There are some service operations on this fuel pump that can, if necessary, be done without referring to the service station and these are tabulated on the reverse side of this sheet. In some instances trouble is attributed to the fuel pump which in reality is caused by some other condition. These should be carefully checked to avoid the needless replacement of fuel pumps.

## THE AC FUEL PUMP—Service Hints (*Cont'd*)

### LACK OF FUEL AT THE CARBURETOR

Check as follows:

Cause	Remedy
Gasoline tank empty.	Refill.
Leaky tubing or connections.	Replace tubing and tighten all pipe connections at the fuel pump and gasoline tank.
Bent or kinked tubing.	Replace tubing.
Glass bowl loose.	Tighten thumb nut, making certain that cork gasket lies flat in its seat and not broken.
Dirty screen.	Clean the screen. Make certain that cork gasket is properly seated when reassembling.
Loose valve plug.	Tighten valve plug securely, replacing valve plug gasket if necessary.
Dirty or warped valves.	Remove valve plugs and valves. Wash valves in gasoline. If damaged or warped, replace them. Examine valve seat to make certain there are no irregularities which prevent proper seating of valves. Place valve in valve chamber. Reassemble valve plug and spring, making certain that spring is around the lower stem of the valve plug properly. Use new gasket under valve plug if necessary.

### FUEL LEAKAGE THROUGH VENT HOLE IN BODY

Check as follows:

Cause	Remedy
Worn or punctured diaphragm.	Replace diaphragm.
Loose diaphragm nut or defective pull rod gasket.	Tighten or replace.

### FUEL LEAKAGE AT EDGE OF DIAPHRAGM

Check as follows:

Cause	Remedy
Loose cover screws.	Tighten cover screws alternately and securely. Also check inlet and outlet pipe connections.

### FLOODING OF CARBURETOR

Check as follows:

Cause	Remedy
Carburetor needle valve not seating.	Check carburetor for proper adjustment.

**IMPORTANT:** Do not attempt to disassemble the fuel pump further than described above, because it is absolutely necessary to use a special fixture in reassembling the pump when once taken apart. When the above remedies do not correct the condition, replace with a new fuel pump sending the old fuel pump to your nearest AC service station.



# HUDSON-ESSEX

## PARTS BULLETIN

September 29, 1932

RE: TERRAPLANE HAND STARTING DEVICE

Conditions under which an owner is actually required to hand crank an automobile are so rare today that cranking provisions are virtually useless. An owner in such an emergency will resort to requesting assistance in the form of towing or having his car pushed while in gear and will actually hand crank his engine only as a last resort. This is one of the reasons why provision for conventional hand cranking has been eliminated on the Terraplane model.

We realize, however, that there are some individuals who would find it difficult to adjust themselves to the fact that a hand crank is not provided, regardless of the fact that they may not have had occasion to crank an automobile for some years. For them we have designed a starting device which, through utilization of the reduction between the starter drive gear and flywheel gear, will with very little effort spin the engine over three compressions.

The device consists of a small starter pulley and a short sturdy cord with handle which can be conveniently carried under the seat or in the tool kit. In operation the cord is wound on the pulley, the assembly slipped over the hexagon extension shaft of the starter motor and after guiding the Bendix gear into engagement with the flywheel teeth -- a sharp pull of the cord spins the engine with sufficient momentum to effect an easy start.

This device will be carried under symbol Number 41100 and may be procured from your distributor on regular parts order. A nominal list price of \$1.00 each has been established on this device to owners and a net price of 75¢ each to dealers.

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