

TERRAPLANE HUDSON

Service

TECHNICAL INFORMATION
PARTS—ACCESSORIES
MERCHANDISING

Issue 9

AUGUST, 1935

1935 Series

Hudson and Terraplane service men everywhere are doing their share towards selling more new Hudsons and Terraplanes by giving the kind of service that keeps owners constantly sold on their cars. It is not often, however, that service men have an opportunity to take a major part in a real new car sales campaign which is designed, not only to sell new cars, but also customer labor, parts and accessories.

Now you have such a campaign in the "National Safety Month" or "Gold Rush" campaign for August. Hudson and Terraplane service men everywhere should tie into this big campaign because it will not only increase new car business, but will also increase service volume.

This big safety campaign will bring many people to you for their "Free Safety Inspections" and the courteous and understanding manner in which you receive and handle them will determine the success or failure of the whole program.

Get ready to cash in on all the benefits to be derived. Be sure that every man knows all about the program and the important part he will play in its success.

Here is your opportunity to show the sales department how the service organization will fit in with a campaign designed to include it as an important factor.

M. M. ROBERTS
Sales Promotion Manager

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Safety Inspection

The Factory Sales Department in planning the August Safety Campaign have shown their confidence in the Service Department by placing their prospective customers in your hands. More than ever, Hudson Terraplane Sales in August will depend on the ability of the Service Departments to handle customers courteously, diagnose mechanical conditions accurately and make corrections rapidly and efficiently.

The national and local publicity, in the Safety Campaign, will bring owners of all makes of cars to your service station. Your contact with them must be such that they will want to do business with you. Failure to make this impression will "kill" prospects for new car sales, as the owner knows his contact is mainly with the service department after the new car is purchased.

The car owners are invited to come in for a safety inspection of their car. This should be given in the spirit of a desire on your part to render the owner and the public at large a real service. Greet the owner with a smile.

Make a careful check using the "Safety First" Inspection Report and turn it over to the used car appraiser promptly.

If the owner watches your inspection, he is interested in what you are doing. Explain your various tests and tell him what you find. You can build up the owner's confidence in your ability with just a few words of explanation and without loss of time in making the inspection.

Be sure your report is accurate as to the work necessary and the cost. You may have to do the work or the owner may go elsewhere for an estimate, but in either case your diagnosis and estimated cost of repair must be accurate or the owner may be lost as a new car prospect forever.

Repair work obtained from these inspections, like all other work, should be done as quickly as is consistent with good workmanship. *Be sure the job is finished when promised.*

Where new car sales do not develop from the contact, the owner should be followed up for service. These Safety Inspection cards should be put on file for future follow-up. They will be a big help in increasing Service Sales.

Preparation for Safety Inspection

Your receiving area should be put in good order and safety campaign posters hung prominently on the walls.

Arrange a space as near the entrance as possible, with all equipment necessary for the test and place the "Safety First" Inspection poster at this space as a guide to your mechanic and also the customer.

It is suggested that one man (or more if necessary) be assigned to this inspection work. The man should be trained to be able to go through the operations rapidly and thoroughly. This is important from a cost standpoint as well as to impress the owner of the knowledge and ability of the workman.

The suggested procedure is as follows:

- (1) Inflate tires to proper pressure.

- (2) Inspect tires and wheels, tighten wheel bolts if necessary. Note extreme tread wear or cut or bruised sidewalls. Note grease around wheels and brake drums, which might indicate grease leaks.

Brake Test

- (3) Use brake tester if available—otherwise make brake test on garage floor or in alley or street.

It is suggested that a space be marked off on a good floor or pavement for a brake test according to the local police requirements. The first line should be marked "Apply Brakes." The second line should be marked "Brakes O. K." If your local police department has no standard stopping distance for inspection purposes, the lines should be spaced 18 feet apart. A car driven up to the starting line at 20 miles per hour should stop before crossing the second line if the brakes are in good condition.

The clearance between the brake pedal and toe board should be noted when the brakes are fully applied and adjustment recommended when necessary. The car should also be stopped with the hand brake to determine its effectiveness.

If the car does not stop in a straight line, an adjustment should be recommended. Where uneven or erratic brake action exists, check shackles, center bolts and spring clips for looseness and springs for broken leaves.

Steering

- (4) Try steering wheel for play while the car stands on the floor to determine the need of adjustments in the gear or drag link.

Jack up the front wheels and test for bearing adjustment, king pin wear and tie rod end wear.

Try steering wheel for ease of movement from extreme left to extreme right to locate binding conditions.

Check toe-in.

Engine

- (5) Connect vacuum gauge to intake manifold to determine need of engine tune-up.

Clutch

- (6) Check clutch pedal clearance at floor board with clutch engaged.

Check clutch engagement and disengagement for possible chatter or slippage.

Lighting System

- (7) Head lamps can be tested against a white wall for focus, direction and intensity.

Turn lights on bright, dim, and parking and see that all filaments in all bulbs are operative. See that tail lamp lights with switch in all positions.

Signaling System

- (8) Check the stop light to see that it comes on when the brake pedal is depressed. Push horn button to test horn operation.

Windshield Wipers

- (9) Operate windshield wiper to see that it is in good mechanical condition and that blade wipes clean.

Transmission and Rear Axle

- (10) (Make this test either when driving on brake test or after other tests are completed.)

The car should be driven in all gears to check for gear noises and excessive lash in the driving system. Check rear axle for noise on both "drive" and "coast."

Equipment Necessary

- (1) "Safety First" Inspection Cards.
- (2) Air line for tire inflation and a pressure gauge.
- (3) Brake tester or marked floor.
- (4) Quick action floor jack.
- (5) Steering—Toe-in gauge.
- (6) Engine—Vacuum gauge.

Sell Heaters Now

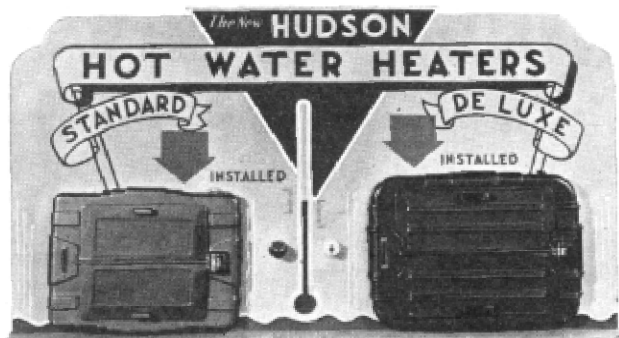
We have completed shipment of heater display stands to all of our distributors and dealers in the heater territories. They went out without cost, pre-paid, as part of our promotional material. In the event that any dealer did not receive one of these stands, he is to notify his distributor, who will see that one is shipped without delay.

The value of these stands is in having heaters displayed in them. The volume of your heater business this season will be influenced very largely by the display of heaters at this time to your owners.

Some people have the idea that we have to be in cold weather before we can interest our customers in something which they may not use until a little later. It has been proved so often that this reasoning is not sound, not only in this item but in many others.

In heater territories there is no reason why heaters cannot be sold to customers buying cars from this time on. It is so easy to involve them in the car payments together with other accessories and the additional payment is hardly noticed by the customer. Get them thinking heaters now and thinking about your heaters.

The sight of the heater itself and the fact that it is a Hudson heater and related to their Hudson or Terraplane car will have a tendency to bring it to their mind if they cannot be sold at this time. Your heater business can be made very profitable if you will take advantage of every angle in its merchandising.



Heater Display Stand

Service Personnel Knowing Customers

Dealers have stated to us that to their minds one of the most important things in connection with the beginning of a new owner's relations with them is to see that these owners get acquainted with the people in the organization who must contact them later.

Briefly, after the car sale has been consummated and the car is being delivered, which usually occurs from one of the Service Stations, the dealer sees that the new owner meets the Service Manager. In the case of the larger operations where service salesmen are employed, the customers in the main are received by these service salesmen and the owner is introduced to them likewise.

These men make it a point to go over the Owner's Service Policy, explain the 500-mile inspection feature of the owner's purchase, and, as important, use the occasion to get acquainted with the owner.

In some of the operations the car is delivered from the New Car Department rather than from the Service Station. In such instances, the owner is taken to the Service Station and acquainted with the people who will contact him when he comes to the station, and has an opportunity to see where his work is going to be done and also made to feel at home for his future visits.

We should not leave our owners stranded after the cars have been delivered to them. Just stop and think how an owner may feel after having purchased an article that cost him several hundred dollars to step into a department of the business later on as an absolute stranger. He doesn't know whom to approach and he feels anything but at home. This man has become a customer with whom the dealer hopes to do a lot of business in the future, both in the way of maintenance work and in future car sales.

Let's not leave the impression with Mr. Owner that our enthusiasm, special courtesy, and solicitation died at the time we got his money for the car.

Safety First Accessories

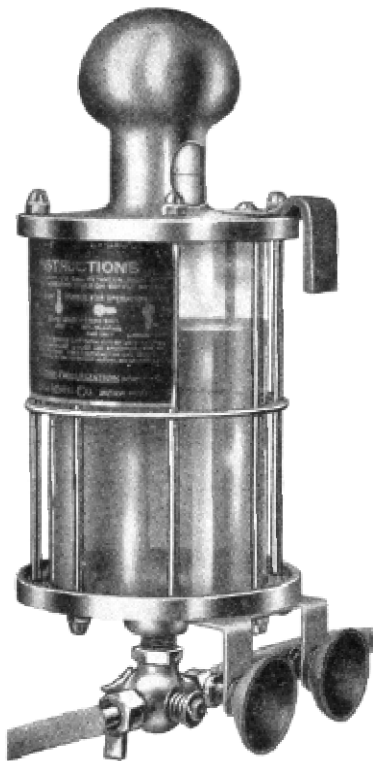
There are a number of accessories which are adapted to the August Safety Campaign. Real selling stories as related to safety can be built up around such items to increase your profits during the campaign.

- Front Bumper Guards
- Gas Tank Locking Cap
- Oval Rear View Mirror
- Inside Visor
- Tell-Turn Signal Lights
- Twin Horns—Air Electric
- Windshield Wiper Auxiliary Arm
- Windshield Wiper Vacuum Booster

Use the August Safety Campaign to increase your accessory profits.

Gasoline-Per-Mile Gauge

Practically every day the question of gasoline mileage is brought up either by the owner of a car you have sold or by a prospect you are trying to sell. The only answer to the question is an accurate test.



Gasoline-Per-Mile Gauge

You have probably, on at least one occasion, rigged up a one gallon can, and with considerable difficulty to prove your point and then failed because the prospect wouldn't wait until you were ready or you spilled the gas out of the can or a dent in the can reduced the capacity and you didn't show the mileage you should have shown. When the car ran dry you got out and disconnected it and reconnected the gas-line to the carburetor in order to get back to the shop.

All this work and uncertainty is unnecessary. The gas-per-mile gauge is accurate, can be installed in five minutes,

requires only two to three miles driving (not 20 to 30) to make an accurate test, any number of tests can be made without even stopping the car (tester filled by fuel pump while engine is running) and the car can be driven any distance with the testing equipment attached.

You can make a complete demonstration to the prospect with the tester attached or connect it in just a few minutes on either a demonstrator or owner's car to prove mileage. You can connect the tester, make a test and remove the equipment in less than fifteen minutes.

This is a real time saver in a service station. An owner who complains of low gasoline mileage has used some method of figuring which he believes gives him an accurate check. You can't convince him that he is wrong by arguing, but even if you could it would take much longer than to prove actual mileage with the gas-per-mile gauge.

The gauge is sturdily constructed and accurately calibrated. It is a small investment that can be used to make new car sales and to keep present owners satisfied at a fraction of the cost of other methods.

The gas-per-mile gauge (Tool No. J-750-T) is available through the Hinckley-Myers Co. of Jackson, Michigan. The list price is \$8.50.

HAVE YOU ORDERED YOUR HEATERS FOR YOUR HEATER DISPLAY STAND FROM YOUR DISTRIBUTOR?

Electric Hand Maintenance

The general public acceptance of the Electric Hand and the enthusiasm of owners of cars equipped with this convenient means of shifting gears takes it entirely out of the classification of "extra equipment." Its use will spread as more people become aware of its advantages.

Hudson and Terraplane dealers can enjoy a monopoly on the servicing of this unit. Testing equipment is available only to Hudson and Terraplane Dealers so that Independent or Specialized Service Stations are not now in a position to compete for this class of work unless you have not equipped your shop for it.

The only way to maintain this advantageous position is to handle this service so efficiently that the Specialized Service Stations will not find it profitable to invest in the necessary equipment. The Testing Kit (Part Number 47898) is available to Hudson-Terraplane Dealers at approximately one-third the price that would be charged through any equipment source. Every dealer should take advantage of this situation and get the equipment in his shop.

A complete test of the Electric Hand can be made with this testing equipment in only a few minutes. Without the equipment it may be necessary to remove each unit and replace it with a new one to discover where the trouble lies. This requires at least four and one-half hours.

Save yourself the embarrassment of trying to collect for several hours spent changing units when possibly only a minor adjustment requiring a few minutes is all that is needed.

Order Electric Hand Testing Kit Number 47898 from your Distributor now. Dealer net price, \$5.50.

Roller Tooth Steering Gear

There have been changes made in the worm bearing on the roller tooth type of gear to give smoother operation. The change in these bearings affects interchangeability of parts, so that it is essential that the following information be used when replacing parts in the gears of the roller tooth type.

Steering gears with the original type bearings are stamped on the center line of the steering gear housing near the filler plug with the number—523, while the assembly using the new type bearings are stamped—571.

The original type worm, No. 46046, is stamped—"04" at the end of the large portion of the worm, while the new worm, Part No. 48844, is stamped—"73," in a similar position.

The original type bearing, No. 40776, has a roller retainer of a dull-finished steel, while the new bearing, Part No. 48845, has a copper-plated roller retainer.

The complete steering gears are interchangeable as units, or the new worm, mainshaft and bearing can be substituted for the old worm, mainshaft and bearing. The bearing cups are not affected in this change.

Hudson Terraplane Tune-Up Kit J-819—Price \$4.50

This kit has been designed to provide all the special small tools needed for Engine Tune-up.

The Feeler Gauge set (J-815) includes blades of .005"—.006"—.008" for tappet adjustments—.010" and .014" as well as the .008" for brake adjustments and .020" for setting distributor breaker points.

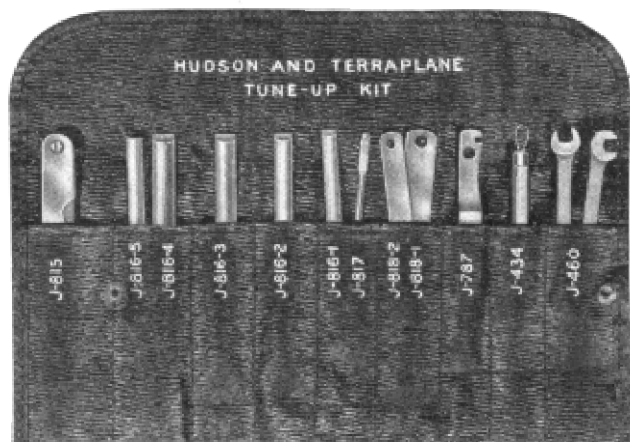
The Spark Plug Gap Gauge (J-434) is of the wire loop type, having .025" on one end and .022" on the other.

The Bending Tool (J-787) is used for adjusting spark plug gaps and aligning distributor points. The pair of distributor point wrenches (J-460) are of alloy steel.

The remainder of the tools are for carburetor work and include special screwdrivers for removing jets and plugs, metering pin gauge and two float level gauges. This is a very important group of tools as it provides an accurate means of adjusting the carburetor as well as tools for removal of the brass plugs and jets without damaging them.

The kit is put up in a neat leatherette folder and is a valuable addition to any mechanic or service salesman's tool kit. It is available through the Hinckley-Myers Company of Jackson, Michigan.

Price \$4.50.



Tune-Up Kit

Water Temperature Gauge

It is a strange commentary on human nature that when we do not have something we feel we need, particularly as regards the equipment on an automobile, we register a big demand for the item and then when it is made available the enthusiasm for some reason or other suddenly dies down.

We were asked by our field organization to place a Water Temperature Gauge in our accessory list, to be used in connection with the Terraplane special jobs of this year and the Challenger jobs of last year.

In January we sent an Accessory and Parts Merchandising Bulletin (Distributor No. 20—Dealer No. 15) to the field announcing that this temperature gauge was available as Part No. 48329, which now carries a list price of \$3.95.

Did you miss getting this information, or in your haste in reading the bulletin was the announcement missed? These gauges are available through your distributor and we have a stock on hand in Detroit at this time to take care of your requirements.

Accessory Groups

We are submitting to you a plan to increase your gross profit. This plan has been thoroughly tried out, with some variation, by several of our distributors and has proven highly successful, both from the standpoint of the ease with which it is put into effect and the extra amount of gross profit realized from each sale.

We know that you will agree with us that the sale of more merchandise will result in larger profits, and this plan is merely an addition of certain accessory groups to each automobile. Sell the automobile and the accessory group as one package and quote the completely delivered price.

In matching these accessory groups, consideration should be given to items which improve the appearance of the car and add to the owner's comfort, as such items are more readily salable. The additional profit on the various groups is ample to take care of the reconditioning and selling expense of used cars and will contribute considerably towards the net profit of each car sale.

Having this in mind, these accessory groups are surely worthy of the same amount of effort on your part that you use in making the sale of a car. In order to make it easier to present these groups to a customer, it is advisable to equip certain cars on your retail sales floor with these groups of accessories and include the price of each group in the delivered price of the automobile. This, of course, does not mean that a customer cannot buy a car with only standard equipment, because we are well aware that price is an important factor to many buyers and in such cases we want to take advantage of our standard low delivered prices.

Equip each of your salesmen with a list of these accessory groups and make it a part of his job to try to include one of these groups in the sale of every car. It will not only increase the gross profit of your sale, as we have stated above, but will put de luxe-equipped automobiles on the streets of your community. This will give you better advertising through your owners, especially when we compare these de luxe-equipped Hudsons and Terraplanes with competitive cars on the road.

A number of groups can be selected for the various car models and changed or varied to fit the individual transaction. However, these lists should be made up with the thought in mind of including such items as will especially appeal to the appearance and comfort of each particular model.

Let's take advantage of this opportunity to secure additional business, which will, in turn, result in greater profit.

HAVE YOU ORDERED YOUR HEATERS FOR YOUR HEATER DISPLAY STAND FROM YOUR DISTRIBUTOR?

Flat Rate Inserts and Flexible Covers

Have you secured sufficient copies of the latest Flat Rate set-up, which includes the 1935 cars, also the flexible covers which are used in connection with these inserts?

Irrespective of the rate applied against the time as used by your organization, it would seem rather difficult for your floor men to quote prices to your customers without this Flat Rate Book.

Even in the smaller organizations, it is almost necessary to have one book in the shop and another one in the office for bookkeeping purposes.

It is impossible to file claim certificates accurately with your distributor without the information contained in the book.

The time for each operation is definitely set forth in the book and it is only necessary for the dealer to apply the rate he uses against the time in order to arrive at the selling price.

One copy of the Flat Rate insert was sent to all distributors and dealers some little time ago. Extra copies are available through your distributor at our cost, which is sixty cents per insert, and the flexible covers may be secured at a price of seventy-five cents. We suggest you immediately look over your requirements on these items and place your order with your distributor in the event you need further copies.

Packaged Parts

We recently sent all Distributors and Dealers a folder which contained a list of all of the parts which we have in Unit Packages.

This list gave you the part number, the name of the part, the cars on which the parts are used, the piece list price, the quantity in the box, and the net price of the box.

We feel that this deserves special mention and is worthy of your reference when placing parts orders with the Distributors, and suggest that on the items noted you have them come in to you in such packages. They will make an excellent display for the benefit of your owners and independent shop customers.

Help Wanted

Almost every day some new problem comes up in your work whether you are a Service Manager, Parts Manager, Service Salesman, or Mechanic. These same problems often have to be solved by hundreds of other men in similar capacities with other Hudson and Terraplane Service and Parts Departments.

Tell us how you solved your problems of increasing service volume, parts and accessory sales, or how you did a repair job better or in less time. We will pass your solution on to the other fellows through the pages of this publication.

The other men will appreciate your help and may give you a good idea in return.

HAVE YOU ORDERED YOUR HEATERS FOR YOUR HEATER DISPLAY STAND FROM YOUR DISTRIBUTOR?

August Safety First Sales Campaign

In another page of this magazine there are some suggestions offered in connection with tying the August Safety First Inspection sales efforts in with the Service Department activities. We merely want to add a suggestion or two here which we think will be helpful.

Fast Moving Parts items are going to be required during this campaign and the dealer is wise who avails himself of the opportunity to increase his parts volume.

Have your Radio Stand with a Radio in it displayed where people can see it.

All dealers in heater territories have received Heater Display Stands. The occasion of the August effort is an excellent one to use in connection with approaching present Terraplane and Hudson owners on their future Heater needs. The stands will do little good, however, without heaters installed in them.

Have your Accessories displayed so that your customers will know you carry them in stock.

The purpose of the August campaign is to sell automobiles and the work of the Service Department can well fit into the entire set-up. Some owners will decide that at this time they are not going to trade in their cars, which is a tip to you to get busy with them on whatever service work they require as well as to interest them in heaters, radios, and other accessories.

Synchroscope: Part No. J-696— Price \$6.90



Synchroscope

The synchroscope provides the quickest and most accurate means of testing or setting the ignition timing. The test is made with the engine running and, therefore, no error can be introduced by lash in gears or inaccurate setting of the engine position.

This equipment can be used for checking synchronization of double point distributors and for setting timing. It is particularly valuable to the service salesman as he can check the timing simply by disconnecting the wire from number one spark plug and connecting the synchroscope to this wire and plug, then running the engine and watching the timing mark on the flywheel under the light of the synchroscope.

This synchroscope with a long-life bulb is available through Hinckley-Myers Co., Jackson, Michigan.

Key Cutting Kit

It is impossible for a distributor or dealer to carry a complete line of keys in stock; however, frequent requests are received for duplicate keys and usually the key is needed immediately.

The key cutting kit has been designed to permit quick duplication either from the old key or when only the key number is known. It is particularly adapted for automobile service stations, as it handles practically all types.

A code book (Fig. 1) is supplied in the kit which gives the necessary information to permit accurate duplication of keys of Hudson and Terraplane from 1925 to and including 1935 as well as keys for most other makes of cars built within the last ten years from the key number alone.

It is sometimes necessary to make a new key where only the blade of the old key is available or for some other reason the number is not known. A code finder

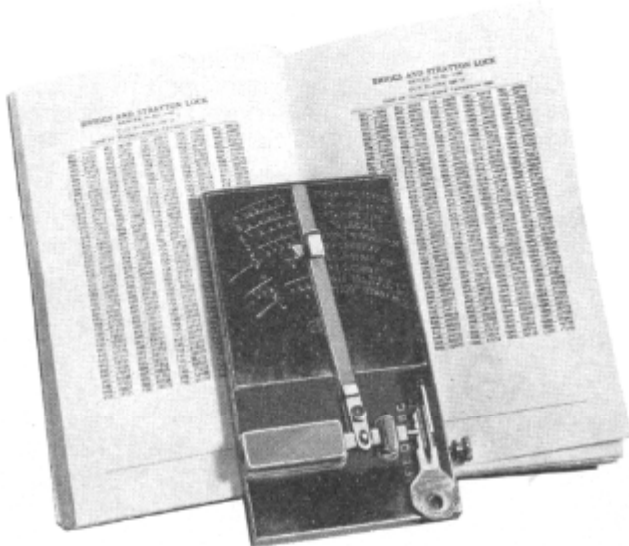


Figure 1—Key Code Book and Code Finder

(Fig. 1) is available (not included in kit) for this purpose and also for checking new keys to determine whether or not they have been cut accurately.

With this equipment it is possible to make a key that you know will work even if the car is miles away and you do not have an opportunity to try the key in the lock. This is a big advantage when the owner calls in on the phone to report the loss of his key, particularly if you have recorded his key numbers on the pre-delivery inspection card.

The actual cutting of the key is a very simple operation. The cutting fixture is clamped into a vise as shown in Figure 2. The disc is rotated to the one of three positions as indicated for various type locks. In the illustration the disc is in the correct position for cutting a key for the B & S locks used on Hudsons and Terraplanes.

Next the key blank is clamped into the hardened tool steel slide clamp. This clamp block has grooves in

HAVE YOU ORDERED YOUR HEATERS FOR YOUR HEATER DISPLAY STAND FROM YOUR DISTRIBUTOR?

the top corresponding to the tumbler positions on the key. These grooves act as guides for filing and determine the depth of each cut. Moving the lever to the various graduations on the disc raises or lowers the slide block, permitting cutting the key to the correct depth for each tumbler.

Suppose the key to be cut is for a number H679; the code book tells us to use a blank 098-U and gives the code as 1-5-1-3-1. First put the 098-U blank in the fixture as shown.

The first number in the code is "1" and it is noted that "1" does not appear in the graduations on the disc, so we will move to the next number, which is 5. This is the setting shown in the illustration. Now file the blank in the second groove from the left in the slide block.

The next number in the code is "1," so no filing is necessary in the third position.

The fourth number is 3. Move the lever to 3 on the graduations and file in the fourth groove from the left. The fifth number in the code is "1" and requires no filing, so that the cutting operation is completed and the key ready for use.

The kit includes the key cutting fixture, two special files, code book, ten blank keys and complete instructions. Only three types of blanks are necessary to permit cutting all types of keys.

The complete kit (Tool number J-775) is available through the Hincley-Myers Company of Jackson, Michigan, at a list price of \$6.75. The Code Finder (Tool J-776) is also available through the same source at \$5.00 list. Additional key blanks can be purchased for forty cents (\$0.40) per dozen in three dozen lots.

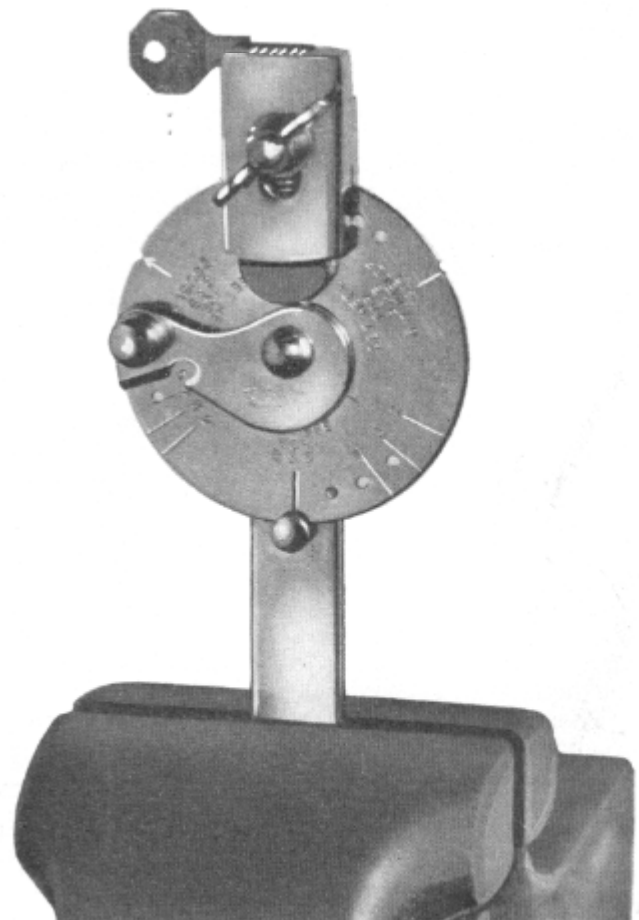


Figure 2—Key Cutting Fixture