

HUDSON Newsletter



Inside Newsletters . .

. . . and Automotive News

Tomorrow's Motor Car Today

Vol. 6
No. 11
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APRIL
1951

BURGDORF MOTOR COMPANY

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St. Louis 4, Missouri

Phone Prospect 2621

APRIL'S THE TIME FOR A NEW HUDSON — April brings more than showers and flowers. April also ushers in the big automobile buying season . . . If you're planning to buy, to protect yourself against the uncertainty of the future, better move quickly and see your Hudson Dealer. By placing your order promptly you will have a better chance to secure the exact model and color that you desire. And — it's certain that you'll get a better "deal" from your Hudson Dealer. With due consideration for the "long run" make your next car the most durable car your money can buy — a New Hudson.

"There's no half-way with that guy. Either you hate him or you dislike him." —Herb Caen



ARDENT APRIL — Etymologists disagree whether the name of this month comes from the Latin "aperire", meaning "to open", or from Aphrillis, Latin name for the Greek goddess, Aphrodite, ruler of love and beauty . . . In either case, it is the month in which traditionally a young man's fancy lightly turns to love, golf, baseball, new ambitions and the open road . . . Astrologically, ruled by Aries, persons born between March 21 and April 19 are supposed to be brain workers, creative and idealistic; pitfalls they must guard against are impatience and fickleness.

"Believing too firmly in the precept, 'love thy neighbor,' can get a man into a lot of trouble." —Joseph Salak

DAFFYNITIONS — Bachelor: Fellow foot-loose and fiancée free . . . French bathing suit: Costume cut down to see level . . . Washington: One place where sound travels faster than light . . . Rearmament: What Venus de Milo could have used . . . Progress: From dinosaur to Dinah Shore . . . Bigamist: Man who loved two well . . . Grand Canyon: Gorgeous gorge . . . Mao's spies: Peiping Toms . . . Nodding acquaintance: Yes-man . . . Angry customer: Counterfit . . . Twentieth Century: Muddle ages . . . Sixteen: When a lad turns from Boy Scouting to girl scouting . . . Bee farm: Where the best stings in life are free . . . Radio: No-inch television . . . Divorce: Struck union . . . Beauty contest: Lass roundup.

"The secret of my success? Clean living and a fast-moving outfield." —Lefty Gomez

CITIES RELY ON THE AUTOMOBILE — Automobile and taxis, with drivers included, carry an average of 60.3 per cent of the passenger traffic in surveyed cities exceeding 250,000 population . . . But this mode of travel is even more important in small cities; 86.5 per cent of the passenger load is borne by automobiles in towns of less than 50,000 population. Better have the most durable car your money can buy — a Hudson.



THOUGHT STARTERS -- Women are attractive at 20, attentive at 30, and adhesive at 40 . . . Whether we give top rating to health or wealth depends on which we haven't got . . . That pensive look often becomes expensive . . . This country needs the Spirit of '76 and the prices of '36 . . . The perfect guest is liked most for his shortcomings . . . About the only way for a bridegroom to attract any attention is to fail to show up for the ceremony . . . The government is now getting down to brash tax . . . Some people don't have much to say, but you may have to listen a long time to find it out . . . Many girls go for the simple things in life -- men!

"He has a great respect for the truth—and uses it sparingly."—Joe Palmer

MODERN DISEASES? -- A prominent New York physician disputes the contention that heart disease, cancer and accidents are civilization's three greatest killers . . . The doctor rather points the finger at these killers: (1) Calendars -- ever reminding of deadline dates; (2) Telephones -- jangling the nerves into fatigue and (3) Clocks -- inciting the urge to hurry.

"One good turn, and you have most of the bed covers."—Elaine C. Moore

PHANCY PHRASES PUZZLER -- Following, in fancy words, are phrases often heard. Can you give the common expression? (1) Sharply pointed piece of polished steel in a pile of dry grass . . . (2) Insect in the unguent . . . (3) High wind in a beverage pot . . . (4) Digit in the pastry . . . (5) Headgear in a circular area . . . (6) Placental mammals in the steeple . . . (7) Part of a chicken in a cranium covering . . . (8) Tiny toddlers among tall trees . . . (9) One pedal extremity in a hole in the ground and (10) Something decayed near the Baltic Sea . . . Correct answers appear on page four.

"Movies need more happy endings. Lately every picture I see has the couple getting married."—Jack Herbert

AUTOMOTIVE NEWS CAPSULES -- Massachusetts, whose Supreme Court a dozen years ago ruled that parking meter revenue could not be placed in city general funds, is now plagued with a surplus of cash from meter charges . . . Connecticut, Iowa, Michigan, New Hampshire, North Carolina and North Dakota have bills pending that would make directional signal devices mandatory on all new motor vehicles . . . Hudson proved that it had more ruggedness, stamina and durability when it captured the recent 566-mile Mexican Coast to Coast endurance contest over tortuous mountain trails, where only 11 of the 38 starters were able to finish. It again demonstrated this in the February 11th Daytona Beach Stock Car contest, when out of 72 cars entered, representing 12 makes, Hudson led the field.



"Lots of men are smart enough to catch on, but only a few are wise enough to let go."—L. M. Foster

BOOK OF MANY ENDINGS -- When Charles Dickens died in 1870, he was writing and publishing, in installments, a novel called, "The Mystery of Edwin Derood". Its plot and ending were jealously guarded secrets. He confided in no one . . . After Dickens' sudden death, 100 different writers attempted to complete the story. The book thus acquired more endings than any other in the history of English literature.

"Every word spoken by the President of the United States weighs a ton."—Calvin Coolidge

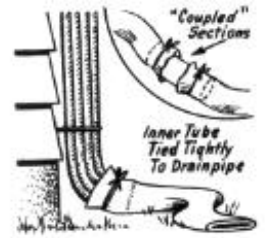
FERRETED FONE FACTS -- Telephone companies of the world, according to facts ferreted from "Telephone Statistics of the World", now have the physical facilities to connect almost any phone with over 67 million other phones on earth . . . By just picking up Mr. Bell's gadget, you can now phone such places as Malta and Gozo, Papua, New Guinea, Morocco and the Belgian Congo.

"Do not worry. Eat three square meals a day, say your prayers, be courteous to your creditors, keep your digestion good, exercise, go slow, and go easy. Maybe you require other things to make you happy; but, my friend, these I reckon will give you a good life."—Abraham Lincoln

HUDSON Newsletter SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

GOOD USE FOR OLD INNER TUBING — By equipping your drain-spouts with extensions of old inner tubing as shown in the sketch, moving them from time to time, you can prevent those ugly bare patches that develop beneath drainpipes. During summer these flexible extensions can be lengthened to run rain water to thirsty shrubs and gardens merely by adding any number of similar sections "coupled" together.



Calories: Eatonic energy

FRONT END O.K.? — Now that most of winter's icy road ruts have gone, here's how to determine if they did any damage: With equally inflated front tires drive 25 MPH down a smooth, straight road without crown or cross-winds, and your hands held lightly on the steering wheel. Your car should travel about 100 yards without tendency to turn. Try several times. Should the car keep wandering to one side, the wheels may be out of line. If it veers one way, then the other, loose steering connections or worn kingpins can be the cause. Better have your Hudson dealer check and remedy.

Mint: Only manufacturing concern that makes money without advertising

CLEAN WHEELS — After plowing through the slush, goo and gumbo of late winter and early spring, be sure to scrape or wash off all mud still stuck to your wheels, especially on those hidden inner surfaces. Even a small lump of hardened mud can unbalance a wheel enough to cause noticeable vibration at speeds as low as 40 MPH.

Spinster: Woman who is free, wide and twenty—once.



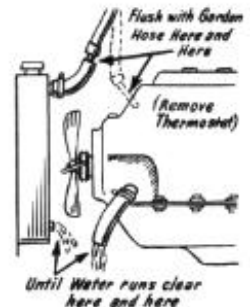
JUST IN CASE — To be prepared for possible shortages, save your permanent anti-freeze when you drain it this spring. But before you store it, pour it through a cotton-filled funnel (see sketch). You'll be surprised how much dirt can be thus removed from even a "clean" solution.

Skid row: Mooch of dimes

FOR SAFETY'S SAKE — If you're not a Hudson owner get the habit of stopping with your hand brake once in a while, while driving 10-20 MPH, to become thoroughly familiar with location and action of your hand brake in case it is ever needed in an emergency due to the failure of your regular hydraulic brake system. (Hudson owners can skip this one with complete confidence in their Reserve Mechanical Brakes which do this automatically.)

Midget funeral: Check for a small bier

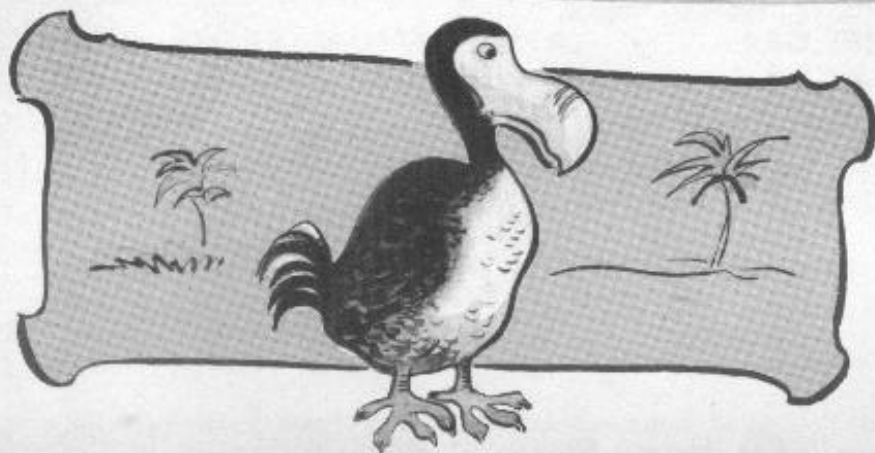
AFTER DRAINING WINTER'S ANTI-FREEZE — Whether you use a commercial cleaner, washing soda, or plain water, the sure way to rid your car's cooling system of heat-inducing rust and sludge (and even corrosion-causing cleaner residue) is to disconnect the hoses, remove thermostat, and — when engine is cool — flush with garden hose until water runs clear. (Flush heater separately, as particles sometimes become trapped in its core.) If water flows reluctantly from radiator it may be clogged and in need of reverse-flushing by your Hudson dealer.



TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON

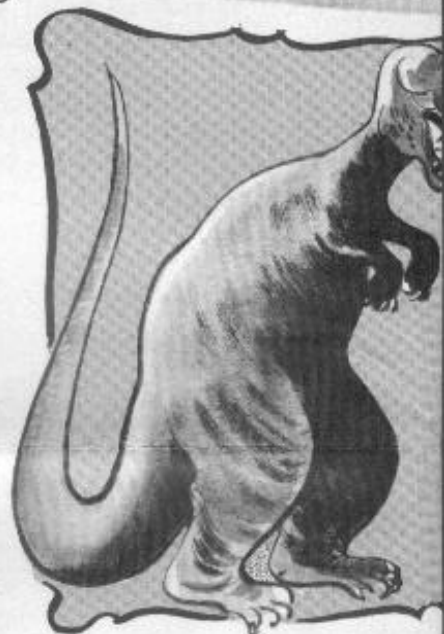


MOTHER NAT



"Dead as a dodo..." is an expression often used to tell the tale of those ponderous 40-pound flightless pigeons that once lived off the fat of the land. With the coming of man they made no attempt to escape or defend themselves, and they were soon overwhelmed by their sheer clumsiness.

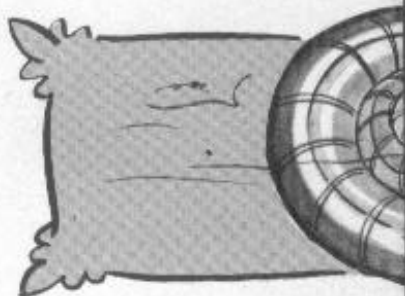
Mother Nature seldom makes mistakes, but when she does the same stern fate awaits *any* creature unable to "make the grade."



Is it a bird? Is it a fish? Is it an animal?

This mixed-up creature from Australia swims like a fish, lays eggs and has web feet and a bill like a duck, yet has fur and suckles its young like a mammal. When she dreamed up the duck-bill platypus it looks like Old Dame Nature couldn't quite make up her mind...

Is it a plane? Is it a submarine? Or could it possibly be an auto? In their confused search for a superficial "something new" some motor car manufacturers have caricatured their automobile's appearance. They have overlooked trim, dignified beauty,



Once the most abundant animal, the "Nautilus" dwindles toward extinction because it cannot tolerate inefficiency. Each year only a few survive at the big end of its spiral shell, the rest of the shell as a vacant space is always cramped despite appearances.

This may remind you of so many automobiles with their puffed-up body "shells" offering

Want to see Mother Nature's *most successful* creation? Just look in the mirror...

Secret of man's success is adaptability to "do the job," the job of surviving under any condition.

"Survival of the fittest" is likewise law in the automotive industry where, of 2200 former makes of cars, only 20 exist today! No matter how big the corporation... how boastful the advertising... how bizarre the styling... the only way a car can survive is to please *you*, the American motorist.

That's why Hudson—pioneer for 42 years—today enjoys spectacular popularity... simply by giving you THE automobile *best*

able to do the job automobiles were meant to do: provide transportation... safe, comfortable, efficient, economical, blending in the power and beauty radiated by all perfect cars.

But even more important to you than the long life of your company is the *long life* built into YOUR new 1951 Hudson. In hard, long, hard times like these no feature is more important than Hudson's famed *durability*.

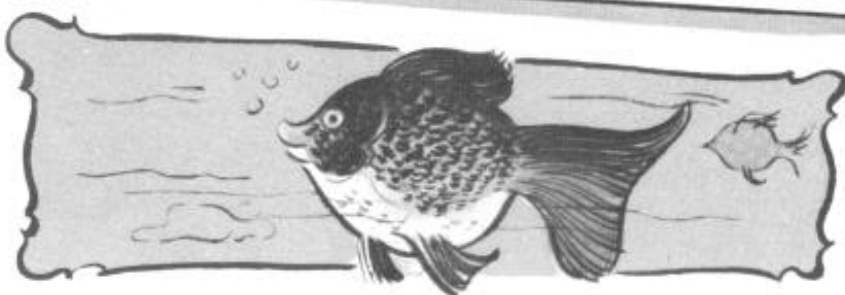
In this world where the unworthy fall by the wayside, make a mistake in framing your car buying decision. Invest your success of your motoring future to the *long-lasting*...

HUDSON.....America's Most Successful Motor Car

URE'S MISTAKES

The dinosaurs stamped stupendous footprints all over north-central and southwestern America millions of years ago—biggest, strongest, fiercest creatures that ever lived. But in spite of might and magnificence they too vanished from the earth. As climatic conditions changed they refused to adapt themselves to available foods.

A similar calamity threatens many of today's cars that depend on high-octane fuel for their best performance, because premium gas could become unavailable as in the last war. Hudson secures maximum performance on *regular* grades of gas. And *what* performance!



Put your pet goldfish in a lake with his country cousins, the carp, and he'll soon become "extinct." The rough, streamlined ancestor of our fishbowl goldfish is unencumbered by a droopy "ornamental" tail and soggy bulging body.

We can't blame Mother Nature for the grotesque goldfish. It is man's creation, bred to certain questionable standards of "style" like the French-Poodle, bustle, frock coat, and some automobiles whose major claim to fame seems to be a fancy tail fender.



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g far less inside room than Hudson.

Next time you see a Daddy-Long-Legs, watch how hesitantly he staggers across the floor. He actually seems *confused* as to which of his complex overhead-jointed legs to use next!

Likewise the acknowledged complexity of certain V-8 or "overhead-valve" engines (with extra gaskets, pumps, pulleys, bearings, plumbing, etc.) makes for noisy and more expensive operation when compared with quiet, simple, economical "straight L-head" engines—of which Hudson's Six and Eight are the industry's finest, having won more power-performance records than all others.



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Motor Car



HUDSON HEADLINES AND BY-LINES

HUDSON HORNET WINS DAYTONA BEACH RACE — Outstanding power, stamina, ruggedness and durability were demonstrated conclusively by the Hudson Hornet at the National Championship Stock Car Race at Daytona Beach, Florida, on February 11. A Hudson Hornet led the field of 72 entries, representing a dozen makes of cars, in the 160-mile grind and won by a substantial margin . . . The race course was over sand, country and beach roads and called for 39 laps, with some tortuous and dangerous turns involved. It was definitely a test of lasting qualities and road-ability . . . Some of the country's leading professional race drivers competed, including the winner of one of the Indianapolis 500-mile events, Bill Holland . . . At the conclusion of the race, driver Marshall Teague of the Hornet shouted at the microphones and newsreel cameras: "She's the best automobile on the highway today!"

"Often a dash of judgment is better than a flash of genius."—Howard Newton

THIS MAN WILL TAKE A HUDSON — Your Hudson Reporter recently struck up a conversation with a gentleman who was taking delivery of a New Hudson Hornet . . . It developed that he was a traveling representative of an organization employing seven salesmen. He commented: "This is my second Hudson — I wouldn't have any

other car. The seven of us, covering large western territories have an expense allowance for our cars, so we keep accurate cost records. My operating and maintenance costs were so much less that four of the others who formerly drove other makes are now driving Hudson, and a fifth is arranging to do so."

"Playing is simple. One need only touch the proper key at the proper time."—Johann Bach

NAVY ORDERS FOR HUDSON — The Hudson Motor Car Company will manufacture the Wright R3350 reciprocating aircraft engine under contract to the Bureau of Aeronautics and under a Licensing Agreement with the Wright Aeronautical Corporation, the Navy has announced . . . The R3350 Engine is used in several Navy aircraft, including the Douglas AD-4 "Sky Raider", a carrier-based attack airplane, and the Lockheed P2V "Neptune", an anti-submarine and patrol airplane, both of which have seen action in Korea, and the Martin P5M "Marlin", a new patrol seaplane . . . Production of the engine will be in the Detroit area, and a substantial quantity of machine tools will be furnished Hudson by the Government for this project . . . In commenting on the contract, Mr. A. E. Barit, president of Hudson Motor Car Company, said: "This is a large and important assignment and Hudson appreciates the responsibility this contract places on the company. Our best efforts will be used to fulfill our responsibility. Hudson car production will continue in the best interests of the economy."

"Words are like sunbeams. The more they are condensed, the deeper they burn."—Robert Southey

A MAN AND HIS MONEY — A Hudson Owner and Newsletter reader sends us this observation about the effect of money upon a man . . . "If a man runs after money, he's money mad. If he keeps it, he's a capitalist. If he spends it, he's a playboy. If he doesn't get it, he lacks ambition . . . If he gets it without working, he's a parasite. If he gets it after a life of hard work, then he's a fool who got nothing from life."

Places To Drive Your Hudson in April

- 1 Annual Passion Play, Bloomington, Illinois, every Sunday through May 27
- 1-30 National Annual Art Exhibit, Springville, Utah
- 1-30 51st Annual \$10,000 Added San Diego, California, Yellowtail Fishing Derby
- 2 Maple Syrup Festival, Vermontville, Michigan
- 2 Smelt Jamboree, Escanaba, Michigan
- 4 Trout Season opens in Michigan, Trout Festivals at Roscommon and Kalkaska, Michigan
- 5-8 Masters National Golf Tournament, Augusta, Georgia
- 6-8 U. S. National Table Tennis Championships, St. Louis, Missouri
- 6-8 Cherry Blossom Festival, Washington, D. C.
- 7-June 16 American Bowling Congress, St. Paul
- 9-11 N.A.A.U. Senior Boxing Championships, Boston
- 14-15 Tri-State Band Festival, Martinsburg, W. Virginia
- 14-15 25th Annual Flower Show, Coronado, California
- 16 Opening Day of Major League Baseball Season, AL—New York at Washington, NL—Pittsburgh at Cincinnati
- 16-21 51st Annual North and South Invitational Amateur Golf Championship, Pinehurst, North Carolina
- 16-May 19 Harness Racing, Yonkers, New York
- 26-29 Northeast Vermont Music Festival, Newport, Vermont
- 27-28 57th Annual Penn Relay Carnival, Philadelphia, Penna.
- 27-28 Annual Drake University Relays, Des Moines, Iowa
- 29 Opening of Music Week, Florida State University, Tallahassee, Florida
- 30 Teton Derby, Jackson, Wyoming

ONE SECOND SERMONS — You cannot go far enough or fast enough to outrun guilt . . . Peace of mind and a happy outlook are vital to good health. The surly bird catches the germ . . . The world needs to re-light the fundamental moral principles — otherwise civilization could be called on account of darkness . . . A little girl, repeating the 23rd Psalm, said it this way: "The Lord is my Shepherd, that's all I want."

"Most of the hero worshippers are their own heroes." — Luke McLuke

GOD MAY FORGIVE
YOUR SINS
BUT YOUR NERVOUS
SYSTEM WON'T

TYPOGRAPHICAL TIDBITS — A leading New York hotel received this letter: "I regret to inform you that I must cancel our reservation for next week due to an untimely murder in our family." . . . From the Mt. Morris (Ill.) Index: "The couple spent nine days last week in the East." . . . In the Greensboro (N.C.) Daily News: "A census bureau report revealed today that Southern girls do marry at an early urge." . . . The St. Petersburg Times reported: "The Duchess of Windsor counter-acted rumors by kissing her husband eight times on the gangplank."

"An egotist tries to impress others: a modest man knows it can't be done." — Bob Gordon

CHOOSE YOUR OWN COLORS — One of the more pleasant aspects of Spring are the colors around us — in the blossoms of trees, flowers and shrubs, the rainbows, the skies . . . Your Hudson Dealer can offer you many new rich, beautiful colors that will match your pride of ownership and harmonize with your Spring mood . . . You may have the color that is just right for you.

"Never do so many write so much about so little as the baseball correspondents in the Spring." — Red Smith



FASCINATING FACTS — A hormone obtained from the hog's pituitary gland has grown hair on bald rats and may possibly grow hair on bald people . . . In Sumatra the macaque monkey is trained to assist in the harvesting of cocoanuts . . . The total daily requirement of vitamin A for the average person is contained in the average serving of sweet potato . . . An electric ray fish weighing 20 pounds can discharge enough electricity to knock a man down. Hudson engines develop their maximum efficiency on regular grades of fuel.

"If everybody pulled in the same direction, a dentist would never get a tooth out." — Bugs Baer

FOR THE LADY OF THE HOUSE — To your favorite recipe for apple-pie crust, try adding one tablespoon of finely grated American cheese . . . Clean and brighten glazed chintz draperies and slip covers by shaking and brushing them on both sides, and wiping them with a slightly dampened cloth . . . In washing windows, use cold water to which a handful of washing starch has been added. You'll find little polishing is needed to make windows really shine when this solution is used . . . Hudson Dura-fab interior trim may be kept clean and new looking indefinitely by merely wiping it with a damp cloth and soap.

"By time a man can afford to lose a golf ball, he can't hit it that far." — Roy M. Gardner

GET A GOOD START WITH YOUR NEW HUDSON — When you take delivery on your New Hudson, be certain that several small details have been attended to . . . Be certain: (1) That the Owner's Service Policy has been properly filled in and that you understand its provisions; (2) That the Identification Card is filled in on both sides and that the ignition and door key numbers are recorded; (3) That the Radio Warranty Registration Card is filled in and attached to the radio and (4) That the battery is properly registered with a National Battery Dealer . . . These are measures to assure you of protection in emergencies.

"If you're filled with self-pity and sadness for this generation, just imagine yourself about 1250 A. D., starting off on one of the Crusades to drive infidels from the Holy Land—with never a V-mail letter from your chick, no penicillin, and 3500 miles by donkey." — Harlan Miller



SIGNS OF THE TIMES — Ad in the classified page of the LaGrange (Ga.) Daily News: "Our lost & found ads have found everything but the Lost Chord and the Missing Link." . . . Lost and found item in small paper: "Green fountain pen lost by a man full of red ink." . . . Whimsical notice above soda fountain: "All our soft drinks are guaranteed to be highly adulterated." . . . Dress shop window in Portland, Oregon, displays "Maternity fashions for the modern miss." . . . Bulletin board announcement at Veterans' Airport, Bloomington, Indiana: "Notice! Absolutely no flying over nudist camp located exactly eight miles SSW on a true course of 190 degrees."

"One way to keep your head above water is to keep out of expensive dives." — Rod Brasfield

WHEN CARDS REPRESENTED SOCIAL POSITION — Playing card historians say the four suits of our modern deck, were borrowed from the "Tarocchi" deck of the Middle Ages . . . Each suit represented a social position in life in those feudal days. The nobility was symbolized by swords; the clergy by cups; the tradesmen by coins and the peasants by staves. These symbols are, respectively, today's spades, hearts, diamonds and clubs.

"The child's sob in the silence curses deeper than the strong man in his wrath." — Elizabeth Barrett Browning

NEWS OF NEW THINGS — A new plastic sealer now plugs small leaks and also seals threaded pipe unions. Remaining liquid as long as a stream of air bubbles through it, it hardens in the absence of oxygen into a very tight seal . . . A new fabric is said to look and perform like chamois, but costs only about one-third as much. It may be used to clean walls and floors, to polish mirrors and windows and to wash cars . . . For golf bugs, there's a new kit pocket to be worn on the belt. It contains space for golf balls, cigarettes, matches, automobile keys and wallet. It's designed to allow full freedom of movement.

"After a fellow gits famous, it don't take long for someone t' bob up that used t' set by him in school." — Kin Hubbard

WHAT DO YOU USE FOR BOOKMARKS? — A Michigan newspaper reporter asked a librarian what she found in returned books. This odd assortment gives some fresh ideas on what kind of objects may be used for bookmarks . . . Included in the list: Bacon rinds, crackers, scissors, playing cards, snapshot negatives, jewelry, draft notices, letters and paper currency varying from \$1 to \$20 bills.

"I don't have any etchings; but, if you like, you can come up and see the handwriting on the wall." — Cedric Adams

ANSWERS TO PHANCY PHRASES PUZZLER — (1) Needle in the haystack . . . (2) Fly in the ointment . . . (3) Tempest in a teapot . . . (4) Finger in the pie . . . (5) Hat in the ring . . . (6) Bats in the belfry . . . (7) Feather in the hat . . . (8) Babes in the wood . . . (9) One foot in the grave . . . and (10) Something rotten in Denmark.

"She was a woman with a lot of dough to do the people good or do them—good." — Westbrook Pegler

APRIL FOOL — In Grand Rapids, Michigan recently, death came to an aged bachelor who earned pittance at odd jobs, sponged meals from friends, had only one frayed suit. A carefully-kept account book showed he never earned more than \$80 a month in his life. The most he ever spent for a meal was 37 cents . . . When his safety deposit box was opened, it contained \$50,000, mostly in blue chip securities, purchased one at a time over the years and cached away to appreciate . . . April Moral: Buy U. S. War Savings Bonds.

Send your correspondence to Hudson Newsletter,
431 Howard Street, Detroit 31, Michigan

Your Hudson Reporter