

HUDSON Newsletter



Inside Newsblasts . .

. . . and Automotive News

Tomorrow's Motor Car Today

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JANUARY JOURNAL — Janus, the Romans' "God of Beginnings", for whom this month is named, is usually pictured as having two faces, looking in opposite directions . . . Suggesting that we look backward and forward — to take stock of what has been accomplished, to make plans for the New Year (and to start figuring our income tax) . . . Astrologically, people born from December 21 to January 20 are ruled by Capricorn. They are supposed to be energetic, creative, enthusiastic and generous. Their weak points are self consciousness and a fear of ridicule . . . We are now, unquestionably, in the second half of the Twentieth Century . . . So, a Happy and Prosperous New Half Century to you all!

"Live your life so that whenever you lose, you are ahead."—Will Rogers



AUTOMOTIVE NEWS CAPSULES — California issues a special driver's license for motorists who learned to drive in a car with automatic transmission; makes it illegal for them to drive a car with a conventional clutch . . . A Hartford, Connecticut newspaper has found that 52 per cent of the cars in its area are used for work or business; 13 per cent for shopping and only 16 per cent for social or recreational purposes . . . In Kentucky, toy automobiles, powered by a one and one-half horsepower engine and capable of four to six miles per hour, are subject to motor vehicle laws.

"Children have more need of models than of critics."—Joubert

THE TIME TO BUY? — Many folks are wondering if now is the time to buy a new car. They hear so many conflicting stories that they have every right to be confused . . . Here are two points to consider: (1) While credit restrictions are tougher, your Hudson Dealer can doubtless work out a deal on terms to suit you. (2) If you need a new car, it may be wise to protect your needs now, while you can get a good deal on your present car. The best thing to do is this: Talk it over with your Hudson Dealer.

"The happiest women, like the happiest nations, have no history."—George Eliot

WHAT'S IN A NAME? — A city directory canvass has uncovered a very successful young insurance man in a southern city named Mason Dixon. The personable salesman declares that his father named him deliberately and with a full knowledge of its implications. "An unforgettable name is an asset wherever you go . . . Furthermore," continues young Dixon, "it has been an invaluable business asset. A customer called yesterday for me to write him out a policy. He said that he had listened to spiels from a dozen other agents, but that he was most impressed by the Mason Dixon Line."





THOUGHT STARTERS -- Appearances are deceiving. The early bird may have been up all night . . . Fewer divorces might result if the ceremony read, "Love, humor and okay" . . . He made "Who's Who" by knowing "What's What" . . . Preventive war reminds one of the old saying: "Drink a pint of carbolic acid and you won't catch cold" . . . The gal who marries a man for his money usually earns it . . . Too many parents are not on spanking terms with their children . . . People living beyond their incomes should act their wage . . . Green is quieting to the nerves -- particularly folding green . . . "The rich collector left 500 watches, and it will require some time to wind up his estate" . . . A person is really grown up when he hates noise . . . This country needs more bazookas and less palookas . . . Living in the past at least is cheaper.

"Have you ever considered what a drab old world this would be if women were as homely as men?" -- Luke McLuke

FASCINATING FACTS -- The elephant's trunk contains more than 4,000 muscles, a greater number than is found in the entire human body . . . Survey of 690 companies shows that "hidden" and "fringe" payments total 23.7c an hour -- or 16% of the payroll . . . The National Livestock Producers estimate that the average person in the United States eats more than 10,000 pounds (or five tons) of meat during his life. That's the equivalent of 33 hogs, 10 lambs, eight steers and four calves . . . Sweet potatoes are rich in carotene, which changes in the body to vitamin A . . . As the rabbit is an animal of flight, its ears are large and turned backward to hear sounds behind him. Most animals of prey have their ears standing forward to catch the sound before them . . . All Hudson engines develop their maximum power on regular grades of gasoline.

"That a man is known by the company he keeps is one of the basic axioms of human society." -- Fulton Lewis, Jr.

BUY FOR THE LONG RUN -- As you contemplate the purchase of a new car -- remember this: Be sure you buy for the long run. Be sure that you get the one that is built to stay new the longest -- one that will give you the most years of troublefree service . . . Every car Hudson builds -- from the low-priced Pacemaker to the Fabulous Hornet is built to the same exacting standards. There's nothing cheap -- nothing "light" about them. They are built for years of rugged wear. Hudson knows no other way to build a car.

"More harm has been done by old men trying to retain influence than young men seeking to attain it." -- Owen D. Young

AIRPORTS GO AGRICULTURAL -- Managers of landing fields these days need to know about as much about rotation of crops as they do about aeronautics for success -- at least they do around Toledo . . . Toledo in 1950 put 180 acres adjoining the Municipal Airport into cultivation -- 40 acres of sugar beets, 40 acres of oats, and 100 acres of soybeans. Wheat was sowed last Fall, and the city estimates its gross income from the projects at \$10,000.

"Inflation is prosperity on the cuff." -- Wm. J. McHale

ONE-SECOND SERMONS -- Temptations are certain to ring your doorbell, but it's your fault if you ask them to stay for dinner . . . Many a reformer stumbles over a pile of trash around his own door and then sallies forth to clean up the world . . . It's hard to give away happiness without keeping some for yourself . . . It's a good idea not to have enemies. Don't fight. Don't get even. Ignore. Life is too short for grudges and vengeance . . . It might be more embarrassing to have to preach what you practice . . . More persons limit their capacity for accomplishment and enjoyment by believing nothing, rather than believing too much . . . Conscience makes a good private secretary.

"I've noticed two things about men who get big salaries. They are almost invariably adaptable men. They quickly get the other fellow's view. They are more eager to do this than to express their own ideas. And they state their own point of view convincingly." -- John Hallock

HUDSON Newsletter

SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

REMEDY FOR LOOSE-FITTING TIRE CHAINS — Do your tire chains fit so loosely that they keep slipping around the tires? You can prevent this by drawing them up tight with a screendoor spring stretched over the side wall of the tire and fastened to the chain with S-hooks at three or four points.

Wives: Gals willing to do battle at the drop of a dish



ONE-EYED DRIVERS — Whenever you see a single headlight coming toward you, think the way the experts do. The light that has gone out is on your side. Give the other fellow all the room you can.

Fanatic: Person who can't change his mind and won't change the subject

POOR TIRES FORWARD — The old proverb says: "Put your best foot forward" but in winter your best tires should be on your rear wheels to give you the most possible traction on snow and ice. So, look over your tires and change them around if the rear tires show the most wear. Your Hudson dealer will do this for you at little cost.

Short term bonds: Modern matrimony



STOPPING TRUNK-COMPARTMENT LEAKAGE — Trunk compartment leaks in some older cars can sometimes be stopped simply by inserting a piece of small-diameter rope or cord between the fold of the rubber gasket. The cord will often expand the gasket enough to provide a watertight seal at the juncture of the car body and trunk door.

Heavy rubber: More ounce to the bounce

REMOVING RUST FROM CAR TOOLS — Car tools and parts stored for some time may become rusted. To remove the rust from them, mix a saturated solution of ammonium citrate, soak tools in it for an hour or two, then rub off with a wire brush or steel wool. Or, combine one cup of lye, a half-cup of washing soda, one quart of water, and a half-teaspoonful of potassium permanganate. Soak and scrub with steel wool. Use rubber gloves when using lye.

Inflation: Stuff you suddenly ain't got when that old tire blows out

UNTHAWING FROZEN LOCKS — Having trouble with frozen garage- or car-door locks these winter mornings? Try filling a hot-water bottle with scalding water and applying it against the locks. This often works when other methods fail.

Net Profit: Fish

WINDOW SHADE PROTECTS CLOTHING — A discarded window shade doesn't take up much space in the trunk compartment of your car and you'll be glad you have it the next time you change a tire or make emergency roadside repairs. Unrolled to serve as a mat, it offers excellent protection against damaging your clothes.

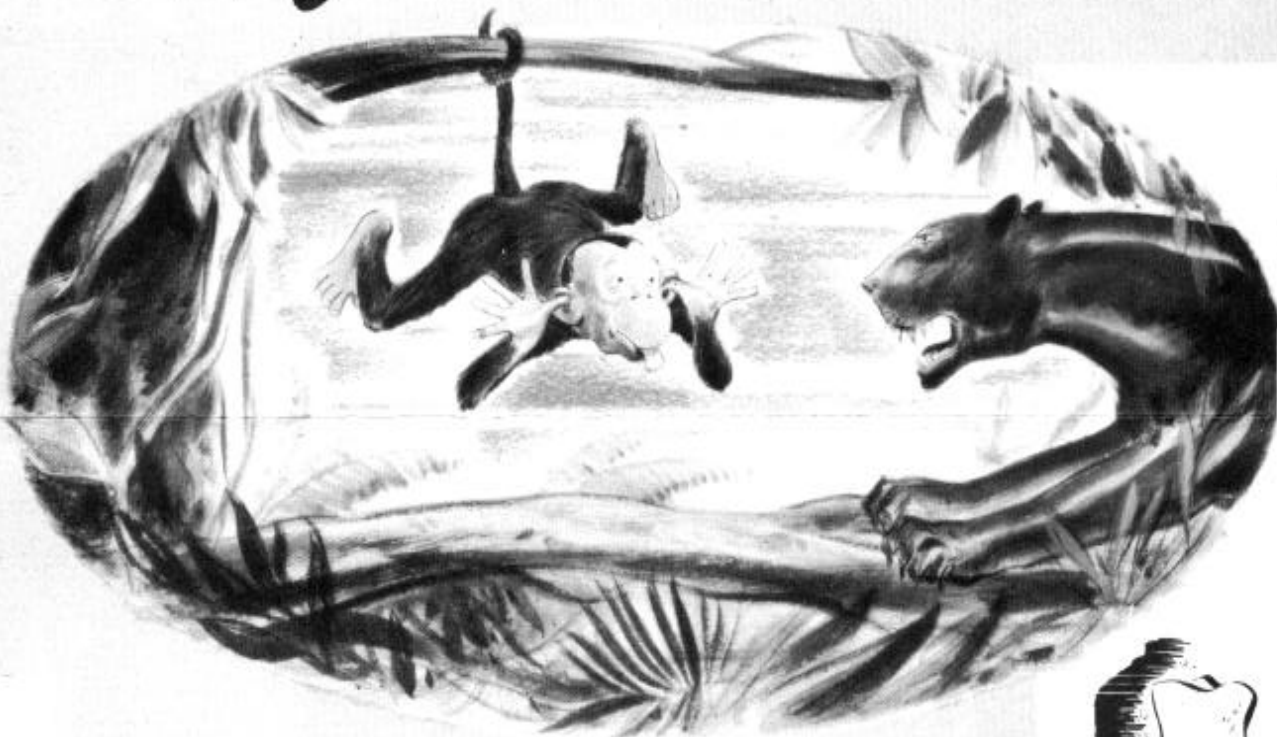


"You've got to blow whistles to sell peanuts."—Arthur "Bugs" Baer

TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON



Mother Nature knows best



**And what
Mother Nature
done for Y**

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Like kids let out from school, a troop of ring-tailed monkeys come rollicking through the jungle tree-tops. Chattering little Tarzans, they swing from branch to branch with nimble "hands" and agile hand-like feet.

In a leaf-hidden crotch a hungry panther lurks. Along the limb on which he crouches one merry monk comes cake-walking. Like a streak of light the great cat pounces. With a shriek the monkey leaps in vain for a too-distant branch, and the panther watches eagerly to see the hapless monkey smash to the ground.

But even as frantic hands and feet miss their mark, the monkey lashes out with its long tail which coils securely about the branch, and now—dangling safely out of reach—the monk mocks the enraged feline.

Thus Mother Nature provides her children with wonderful skill and equipment PLUS certain reserves that mean life or death during desperate danger. Like the monkey's tail, that *extra* safety may come in mighty handy some day.

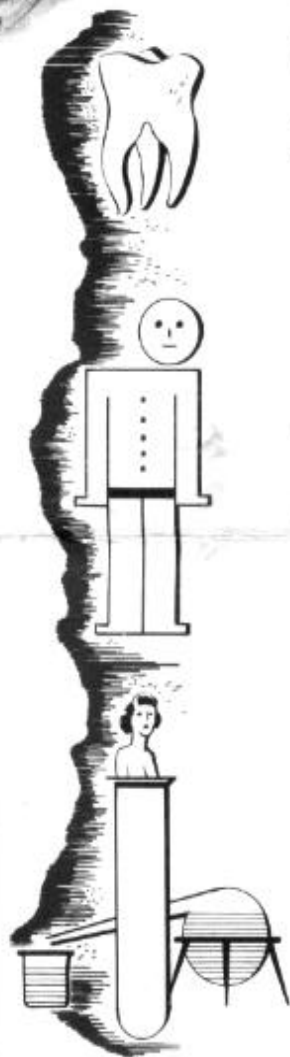
P. S.—Don't feel too badly about that panther missing a meal. He'll do all right. For Mother Nature has gifted him as well. Look at that huge paw. With it he pads silently through the jungle . . . climbs tallest trees . . . and seizes elusive prey.

How similar is the cat-like ride of the best-designed motor car . . . smooth and surefooted as the panther's paw . . . a level, smoothly flowing, hug-the-road ride on the roughest road or fastest curve.

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On the highway as in the jungle

... there's no place for designer's whims or untested experiments. As suggested by Mother Nature's notebook, the things you want in an automobile are time-proven, true-to-life things.

You want a car that gives almost human response to your every wish—whether prowling like a panther through thickest traffic or devouring hill and highway like a racing greyhound.

You want full command of the road at any speed, the jet-like performance that only a super-powerful high-compression engine can give you... an engine of proven high-output L-head design... the simplest, most efficient, most economically serviced engine in general use today... with built-in brawn at every point, in every detail.

Mother Nature Sets Design Pattern

You want a motor car in which vital internal parts as well as over-all design follow Nature's pattern for swift creatures—a car of "step-down" design with lowest center of gravity and sturdy well-knit body-and-frame. Even when standing still it has that "alive" look—the sleek, streamlined beauty of a living, breathing animal—poised, ever alert to bound into instant motion!

And you want the added protection afforded by Triple-Safe Brakes—the finest hydraulic brakes PLUS a mechanical reserve set that automatically "take over" should the hydraulic pressure fail, as it may, of course, in any car because of accident or neglect.

You'd Be in Trouble with Lop-Sided Steering

To overcome the handicaps of conventional lop-sided steering systems, you want true Center-Point Steering in your car... the perfectly balanced, feather-touch, dead-center steering system that banishes "wheel fight" even at highest speeds and on roughest roads... lets you "turn on a dime" and makes parking simple.

You want your car to have a clutch that imitates Nature's method of transmitting motion smoothly and powerfully through solid bone and fluid tissues—a Fluid-Cushioned

Clutch that gives you a life-like driving sensation instead of the head-snapping jolt characteristic of old-fashioned dry clutch operation, or the lifeless action of power-wasting, all-liquid, "jelly-fish" clutches.

All these and many more important features are yours in Hudson for 1951—and yours in a degree impossible in any other car. Why not begin enjoying them NOW?



HUDSON for '51 IN FOUR MATCHLESS SERIES

THE FABULOUS HORNET

The "star" of the four outstanding 1951 rugged custom series and a magnificent newcomer to the line. Powered by the sensational H-145 engine that introduces miracle H-Power to motoring. America's greatest performing automobile. Truly "performance unlimited."

THE LUXURIOUS COMMODORE

The ultimate in motoring luxury, styled and appointed to complement the finest highway travel in the world. Available with high-compression, high-output Super-Eight or Super-Six engine.

THE RENOWNED SUPER-SIX

Combining marvelous beauty, roadability and amazing performance made possible by the most powerful of all America's six-cylinder engines with the exception of the famed Hudson H-145.

THE LOWER-PRICED PACEMAKER

The car that completely upsets old ideas of motor-car value by bringing you unmatched Hudson roominess, beauty, performance and ride—for only a few dollars more than lowest-priced cars!

All with Famous Hudson "step-down" design • America's lowest center of gravity • Sky-liner styling • Luxurious interiors • More inside room than any other car • Built-in long life, with economy and freedom from service • Rugged Monobilt body-and-frame • High-compression, high-output engines • Triple-Safe Brakes • Optional Super-Matic Drive selective automatic transmission or Hydra-Matic Drive fully automatic transmission • Exclusive Fluid-Cushioned Clutch • Superhard chrome alloy cylinder block, toughest in the industry! • Highest resale values... plus a host of other exclusive beauty, comfort, safety and performance features!

HUDSON HITS THE HEADLINES

HUDSON THE CHAMP IN MEXICO — Hudson performance means something extra south of the border, too. Mexico's gruelling, 266-mile-long First Annual Coast-to-Coast Acapulco to Vera Cruz Auto Race over tortuous roads has been won by a 1950 Hudson Super-Six in 8 hours; 49 minutes and 17 seconds . . . The Hudson Super-Six averaged 62.7 miles per hour over roads laid along mountain trails and studded with hairpin turns and switchbacks. The pace was so fast and the course so difficult that only 11 of 38 starters finished the race . . . Just for icing on the cake, the pilot car was a 1951 Hudson Hornet, which negotiated the distance 15 minutes faster than the winner!

"At close range, talented people seem so ordinary that you are inspired to have faith in yourself."—Paul Larmer

429,000 MILES AND STILL GOING STRONG — Elsewhere in this Newsletter is a paragraph entitled, "Buy For The Long Run." That item takes on deep significance in an unsettled economy in view of the Hudson experience of Clarence O. Muhme of 25630 Plymouth Road, Detroit . . . Mr. Muhme has travelled 429,000 miles in his 1941 Hudson, the last 67,200 miles while hauling a 6,000 lb. trailer across the United States. Two years ago, when Muhme decided to travel over the country via trailer, he had his 1941 Hudson, with 362,000 miles on the speedometer, overhauled. Most of the repair work was a motor rebuild job. The bill amounted to \$277.79. Mr. Muhme said the bill represented all the major repairs during the first 362,000 miles . . . Muhme had little trouble on the trip and commented: "My hat is off to Hudson!"

"The biggest dog has been a pup."—Joaquin Miller

Places To Drive Your Hudson in January

- Jan. 1 Tournament of Roses and Michigan vs. California, Pasadena, Cal.
- 1 Oklahoma vs. Kentucky, Sugar Bowl, New Orleans
- 1 Texas vs. Tennessee, Cotton Bowl, Dallas
- 1 Clemson vs. Miami, Orange Bowl, Miami
- 1 Mammers' Parade, Philadelphia
- 5 Old Christmas Celebration, Rodanthe, N. C.
- 5-8 Los Angeles \$15,000 Open Golf Tournament, Pacific Palisades, Cal.
- 6 Greek Epiphany Ceremony, Tarpon Springs, Fla.
- 6-7 Miami Sunshine Regatta, Miami, Fla.
- 8-12 33rd Annual Pinehurst Field Trials, Pinehurst, N. C.
- 8-12 35th Annual State Farm Show, Harrisburg, Pa.
- 12-20 National Western Horse Show and Rodeo, Denver, Colo.
- 17 Opening Day of Racing, Hialeah Park, Miami, Fla.
- 26-28 35th Annual Winter Carnival, Newport, N. H.
- 26-Feb. 4 Winter Carnival, St. Paul, Minn.
- 27-28 Ski Championships, Laurel Mountain, Pa.
- 30-Feb. 10 Florida State Fair, Tampa
- January (entire month) Thoroughbred Racing, Santa Anita, Arcadia, Cal.

PRAYER DOES HELP — Some months ago, Parade Magazine published a story depicting Hudson employees conducting prayer meetings during their lunch hour, praying for the valiant men bearing arms overseas . . . Heartfelt response from American G. I.'s in Korea for the prayers offered by Hudson workers has been sent along to Hudson Motor Car Company. Typical of the many letters received was this one: "I recently received from home a clipping showing your employees praying for the men overseas . . . My men and myself wish to express our thanks and appreciation to all of you. A nation that prays together stays together. Sincerely, Frank H. Gardner, 2nd Lt. Infantry, Co. A. 23 Inf. Regt., A.P.O. 248, P.M., San Francisco."

"How sad that the child wonder of the film grows up; yet it could be worse. Some don't."—H. V. Wade

FRONT PORCH SERVICE STATION — A Hudson Owner tells us of a gentleman in Eaton County, Michigan, who is getting more sleep these nights — now that he has a gasoline can on his front porch. He used to assist stranded motorists as often as five times a week . . . Now he just pokes his head out into the midnight blackness and says: "There's a gallon of gas right by the door. Help yourself." He breaks even on the deal. Some folks don't even bring back the can, but others return it with a dollar. Anyhow, he is enjoying more shut-eye on these long winter nights.

"A word to the wife isn't sufficient."—John Fahrner, Jr.

HUDSON PLANT IMPROVEMENT — Introduction of the 1951 Hudson models and the H-145 engine required extensive changes at Hudson's main plant. Improvements include a new engine assembly line, termed one of the best in the industry . . . The entire length of one building has been spanned by a flush-type floor conveyor with individual pedestals to support each engine until completely assembled and ready for its block test.

JAMMED IN JANUARY'S SNOWBANK -- Mike and Spike piled their car into a snowbank and started a track through it. Mike shoveled one and one-half times as fast as Spike, but was tuckered out after nine minutes and had to quit. Spike shoveled only six shovelfuls a minute, but worked one and two-thirds as long as Mike in completing the passage. How many shovelfuls of snow did they dispose of to get through? . . . The answer is on page four.



"Men, who can manage men, manage men who can only manage things."—Will Durant

DAFFYNITIONS -- Divorce: A lot of blame foolishness . . . Landlord: Fellow who looks for the handwriting on the wall . . . Politician: Man with straddlesores . . . Feminine touch: Something that gets into the husband's pay envelope . . . Lady wrestler: Glamazon . . . Good old days: When you couldn't see through the politicians and the candy bars . . . Kindergarten teacher: Gal who knows how to make the little things count . . . Flood: River too big for its bridges . . . Atomic bomb: Destruction in the large economy size . . . Gentleman: Fellow who doesn't blow his knows . . . Harp: Nude piano . . . Court ship: Interlude between lipstick and mopstick . . . A formal complaint: Dressed beef . . . Crack of dawn: "Good morning" . . . Sentence structure: Jail . . . Contour plowing: Easiest way around a hill . . . Six feet: Height of a girl's ambition.

"The human mind has an entrance and an exit. The exit is much larger."—John W. Raper



PUTTING THE BUGABOOS TO REST -- Have you ever questioned the origins of superstitions? Two of the best known hoodoos concern walking under a ladder and horseshoes . . . Bad luck is supposed to result from walking under a ladder because the ladder leaning against a wall forms a triangle -- and a triangle is symbolical of the Trinity. To walk under a ladder, therefore, was practically a defiance of things sacred . . . Horseshoes represent good luck through the ancient belief that the Devil always travelled in circles. He was consequently interrupted when he arrived at either heel of the shoe.

"I have 100 good reasons for speaking to you today. Ninety-nine of them are monetary."—Ogden Nash

BEWARE OF FAMILIAR CROSSINGS -- Ninety-six per cent of all grade crossing accidents occur at crossings with which the motorists involved are thoroughly familiar, say safety experts of the Baltimore and Ohio Railroad . . . Carelessness, because of familiarity, rather than mechanical failures of cars or crossing safety devices, is the principal cause. Twenty-five per cent of the accidents are caused by motorists driving into the sides of trains which are already on crossings. Only 10% of the mishaps are due to cars stalled on the tracks because of driver panic or mechanical failure.

"Words without ideas are like sails without winds."—Howard W. Newton

FOR THE LADY OF THE HOUSE -- You can prevent candles from dripping on your best linens by chilling them in the refrigerator for several hours before using them. To lighten dark varnish on woodwork, strip off the varnish with varnish remover. Apply a commercial bleaching compound until you have the color you like. Sand well, and apply several coats of polishing wax . . . Glassware will gleam if you add a few drops of lemon juice to the rinsing water . . . Most silk lampshades can be effectively washed by brushing them with a soft brush dipped in lukewarm soap suds . . . If a leaky water pipe calls for emergency repairs, soak two-by-six inch strips of cloth in a thick solution of Plaster of Paris and wrap tightly around the pipe until the plumber arrives.

"We are watching weekly observances very carefully, and we intend to sponsor a National Week, to honor all the weak in back, mind, body and morals. This will be followed by a National Week Weak, in which EVERYTHING will be honored, but weakly."—Ollie James



SIGNS OF THE TIMES -- Notice in window of Pittsburgh music shop: "Bebop spoken here" . . . Marine Corps enlistment pamphlet advises: "Ask the man who is one. Ask the man who was one" . . . Detroit realtor using applied psychology on signs in front of houses just sold: "Too Late" . . . Advertisement of plumbing firm: "Get down in the sewer with us. See how the other half lives. We have it, if we can find it" . . . San Francisco firm sells "Waterproof Rain-coats" . . . Proud attraction of Oakland, Cal. theater: "No Popcorn."

"My horse closed with a thunderous rush of inertia to finish 14th."—Joe Williams

TYPOGRAPHICAL TIDBITS -- Caption under cartoon of two advertising executives: "Let's ask him for an unsolicited testimonial" . . . Selective service officials received a filled-in draft questionnaire in an envelope bearing this injunction: "Do Not Open Until Christmas" . . . The Brazil (Ind.) Daily Times hails the installation of two-way radio by the police in this fashion: "It will make it more difficult for justice to escape the clutches of the law here than ever before" . . . Sober-faced item in the Daily Californian, campus publication: "Mr. ---- has been promoted to replace Mr. ----, who avoided the draft by joining the Army."

"Tact is giving a person a shot in the arm without letting him feel the needle."—Lady Lester Keffer

NEWS OF NEW THINGS -- A new anti-static liquid, to treat all kinds of plastic phonograph records, will keep them dust-free and eliminate crackling noise and static electricity . . . An ingenious "Egg-Topper" cracks egg shells without breaking the yoke. It does away with jagged edges that pierce the egg yoke and makes it simple to separate the white from the yoke for cakes, puddings and other dishes . . . A new portable backrest, which fastens to the bleachers, is just the thing for the ball game. It comes with or without a reversible, rubberfoam cushion . . . Application of two or more colors to any surface with just one coat is possible through the development of a new enamel. There are 16 color combination possibilities.

"You don't have a complex—you are inferior."—Earl Wilson

CABBAGE JUICE HELPS ULCERS -- The Stanford University School of Medicine reports that healing of ulcers has been greatly accelerated in 52 of 55 patients by daily consumption of a quart of cabbage juice . . . The raw cabbage juice contains an anti-ulcer factor called Vitamin U, which X-Ray findings prove to be markedly effective. Four or five pounds of cabbage are required to make a quart of juice, which may be processed in any electric liquidizer.



"In our country, there are too many wide-open spaces entirely surrounded by teeth."—Charles Luckman

ANSWER TO JAMMED IN JANUARY'S SNOWBANK -- It's simple arithmetic. Mike shoveled nine shovelfuls a minute for nine minutes. Spike shoveled six scoops a minute for 15 minutes. Together they moved 171 shovelfuls . . . And the moral is: Don't drive into a snowbank, unless you're young and husky!

"The trouble with the world is that the stupid are cocksure, and the intelligent full of doubt."—Bertrand Russell

GRIDIRON QUIP OF THE YEAR -- Now that the last Bowl game has been played and all returns are in, Hudson Newsletter nominates a remark by an Indiana University player as the pigskin crack of 1950 . . . A defensive left halfback for the Hoosiers, who was quite proud of his shiny, white teeth, was taking it pretty hard when one of his choice front ones was found on the turf after a scrimmage play. It was his first dental loss . . . "But what made it worse," explains the halfback, "was the scrub who did it. He looked over the line on the next play and said, 'You now have 31'. Would you like to try for 30?' " . . .

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

Your Hudson Reporter