

HUDSON Newsletter



Inside Newsflats . .

. . . and Automotive News

Tomorrow's Motor Car Today

BURGDORF MOTOR COMPANY

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FEBRUARY FLASHES — In the Fifth and Sixth Centuries, B. C., February was called the "purification month" and arrived as the last month of the year . . . In February, 1778, Americans were talking about the recognition of their new republic by France; in 1839, of the first American express, Boston to New York; in 1879, of the first five-cent store; in 1898, of the explosion of the Maine in Havana Harbor; in 1924, of the death of Woodrow Wilson, and in 1929, of Wilkins' flight over the Antarctic . . . Though the many great men born in February belie what the stars "say", astrologers claim that persons with a February birthday are gentle and modest and have leanings toward the less pretentious walks of life.

"A career woman is more interested in the shape of her future than in her future shape." — Earl Wilson



THE CAREFUL VALENTINE — February 14, with all of its lovely sentiment and expression of tender emotion, rivals Christmas as a day of good will on the American calendar. There are those, however, who warn us not to go overboard on Valentine's Day . . . One such sage put it this way: "Say it with flowers, say it with eats; Say it with kisses, say it with sweets . . . Say it with jewelry, say it with drink; But be very careful not to say it with INK!"

"Many a man in love with a dimple makes the mistake of marrying the whole girl." — Stephen Leacock

FEBRUARY BIRTHDAY SCRAMBLE — Many great Americans were born in February . . . Can you arrange these names of some of them in the order of the years of their births? Abraham Lincoln, George Washington, William Henry Harrison, Buffalo Bill, Thomas Edison, and Henry Wadsworth Longfellow. The answers are on page four.

"Being educated means to prefer the best not only to the worst, but to the second best." — William Lyon Phelps

TRAFFIC VALENTINES — The National Safety Council offers four Valentine messages for your thoughtful consideration: (1) To those in back of Straddlin' Jane, Her driving is a riddle; She never heard of a traffic lane, And breezes down the middle . . . (2) If you would like to live some more and in this life abide, Then don't get out the left-hand door upon the traffic side . . . (3) If repairs on your complexion will please your Valentine; Gals, don't choose an intersection to use that calcimine . . . (4) A traffic lane ain't lovers' lane — There's always trouble brewing; So keep your driving safe and sane and park to do your wooing.





HUDSON HONORED AGAIN -- Again for 1951 Hudson has been honored with the Merit Award of the American Society of Industrial Engineers. This coveted award is awarded strictly on merit. The ASIE is a non-profit organization of engineers who impartially analyze the qualities of products being considered. Hudson is deeply appreciative of this honor, and proud of the Awarding Committee's report, which, in part, said: "Hudson's 'Step-Down' design represents the most advanced ideas in design, styling, engineering and production. (It results in) true streamlining, greater riding comfort, greater driving safety, increased passenger protection and lower center of gravity." . . . That is truly an appraisal to keep in mind when you are buying for "the long run".

"A mistake is evidence that someone has tried to do something." — Andrew Mellon

HERE'S MUD IN YOUR EYE! -- February thaws and Spring rains feel mighty good after a bitter winter. But they are taking a heavy toll of top soil from America's fertile farms . . . A recent estimate by a Louisiana scientist is that the Gulf of Mexico contains 15,620,000,000,000,000 tons of mud and silt. That represents precious farm land which has been washed off the central portions of the U.S.

"Let us not pray for a light burden, but for a strong back." — Theodore Roosevelt

AUTOMOTIVE NEWS CAPSULES -- In the general election last November, Nebraska voters turned thumbs down on a one-cent gasoline tax increase passed by the 1949 Cornhusker legislature, as well as increases in motor vehicle registration fees . . . The National Highway Users Conference has estimated that more than 3,717 miles of roads on the state highway systems of the nation were "lost" in 1949 because the states diverted \$166,111,000 in highway use tax revenues to non-highway purposes . . . The Wisconsin Commissioner of Motor Vehicles has recommended increasing driver's license fees and annual renewal fees. The commissioner declares that present fees can not pay for the efficient examination of drivers . . . A professor of highway engineering at Purdue University pleads that just 10 per cent more efficiency at all levels of highway administration would make millions of more dollars available for new highway construction in Indiana.

"A well paid job doesn't wear you out. It's the bad habits it permits you to afford." — Hugo Bergstrom

HOW TO CURE TOWEL SNITCHERS -- A New York hotel manager has discovered that hotels can cure the towel-snitcher by using towels of a brownish-green - about the color of a GI's uniform. "You can even save on soap that way," says the hotelman. "The muddy shade seems to depress people so much that they quit bathing." . . . The souvenir impulse is so strong in some hotel guests that they will steal towels of almost any description - but a towel with that horrible green stops them in their tracks.



"Middle age is being too young to take up golf and too old to rush up to the net." — Franklin P. Adams

TYPOGRAPHICAL TIDBITS -- The Somerset (Pa.) Daily American has advertised a "deluxe, stork-lined buggy" . . . Item in Dallas Morning News: "I will not be responsible for any debts made by me personally." . . . Line in the Clark County (Kansas) Clipper: "A little bungle of love came to frighten the home of Mr. and Mrs. -----." . . . News item in the Salt Lake Desert News: "She was born in Blankville in 1879, and came to her parents at an early age." . . . Advertisement in an English newspaper: "Mrs. -----, having cast-off clothing of all description, invites inspection." . . . Recent headline in Buffalo Courier-Express: "UB Alumni Group Awards Baker Plague." . . . Hudson Newsletter itself recently printed this "typo": "A new spray is said to kill household insects for weeks after spraying." - To which one reader responded, "After which, I presume they are resurrected."

"Don't strut. The fact that you have a certain title or position does not prove anything except that maybe in selecting you somebody made a mistake that will be rectified later." — John Temple

HUDSON Newsletter SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

EMILY SAYS IT'S O.K. — According to Emily Post (and safety experts) it's O.K.—etiquette for the gentlemanly male driver to slide into the front seat ahead of the lady he is escorting, rather than risk his life by walking around and entering from the traffic side. It's better the boy friend should be a cad than a cadaver!



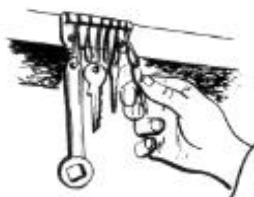
Earth: Big ball that revolves on its taxes.

COLD WEATHER STARTING AID — Here's an "oldie" that will still work on a real cold morning when your motor groans over but refuses to fire. Wrap rags around the intake manifold below the carburetor and soak with boiling water. In a few moments the metal gets warm enough to vaporize the gasoline so that it hustles into the engine full of pep and explosive power.

Lumberjack: Wooden nickels.

WEATHERPROOFING YOUR GARAGE — How to plug up those drafty chinks and cracks in your garage walls or other masonry? Tear a newspaper into strips, boil thoroughly in a pan of water, then pour off the "broth" and stuff the stewed paper tightly into holes and crevices where it will soon harden like cement.

Conversation: Mutter cycle.



HANDY TOOL HOLDER FROM KEY CASE — Don't throw away your pocket key case when its leather has become badly worn. Remove the metal part and screw or tack it to a wall or shelf in your garage as a handy holder for small tools and keys.

Joint promotion: Bar advertisement.

FIND YOUR BLIND SPOT — On a piece of paper mark two black dots three inches apart. Hold at arm's length, left dot in front of right eye. Cover your left eye and draw the paper slowly toward you, focusing constantly on the left dot. Suddenly the right one will vanish. By increasing the size of the dots you will be surprised how large your "blind spot" can be. The wise motorist will remember that this disappearing dot could sometime be a pedestrian, or even a truck! (To test other eye, reverse procedure.)

Wrestling: Brute farce.

GET MORE WINTER GAS MILEAGE — Good drivers know a cold engine should never be raced, but here's how to warm up your motor without wasting time, gas, and electricity (idling generally draws from your battery rather than from the generator). Simply start driving at moderate speed. An engine under load warms up quicker and you'll gain considerable mileage, for your motor will utilize about the same amount of gas in actual travel as it would waste during stationary idling time!

Electric blanket: Gadget encouraging sleeping at the switch.

WRENCH MAKES GOOD TIRE SPREADER — To hold a tire "open" while it is being cleaned, patched, or having a nail removed, spread the beads with a small monkey-wrench adjusted as shown.



TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON





Advice to a Young Man

ABOUT SWEETHEARTS

What does a wise man look for in the woman with whom he wishes to share his life?



1

APPEARANCE

His ideal wife is one who is good to look at, stylish without being ostentatious, and modern to the minute—a girl who can hold her own in any company. And just as sure as love in Spring, this young lady will reflect his taste in the other things he likes and in the things he buys.



3

ECONOMY

Gold diggers are taboo—in a wife or in anything else that requires maintenance. The wise young man always thinks of the long run—of the future—and of future demands on his income. The wife who will help him get the most mileage out of his paycheck becomes his business partner as well.



2

STANDING

His choice need not be an heiress or a woman with H.R.H. in front of her name. He wants a mate in his own social set whom he can support proudly on his own income. She is his "princess" and looks like a million. And it's exactly this suitability to his own environment that he demands in his home and in all his personal possessions.



4

STEADINESS

His wife must be amiable and able to take the bumps and hazards of life smoothly and calmly. She must have the inherent capacity to act promptly and instinctively in everyday family emergencies. He expects his hunting dog to be steady and dependable in the field—he wouldn't drive a car that "quarrels" with every rut and hill—he will expect steadiness in his wife.

Young Man



COMFORT AND COMPANIONSHIP

When the young married man steps into his home, he expects to experience a feeling of well-being — calm comfort, companionship and relaxation. He enjoys the solid assurance that comes to a man who is happy in his job—and he thrills to it just as he does to a comfortable and responsive automobile.



FIDELITY

No bright young man would want to contemplate life with a young lady whose faithfulness was suspect—or one who would not stick with him through thick and thin. And, in comparison, he would not want a car that "staggers" in buffeting cross-winds, "wandering" from the "straight and narrow".



FREEDOM FROM TROUBLE

The wise man is not looking for any "delicate darling" who will be forever whimpering about trifles and who must be constantly pampered. A wife who cannot measure up to the normal demands of married life becomes as discouraging as a car that spends its time getting service in the garage instead of giving it on the road.

• Yes, a direct comparison can be drawn between "the sweethearts" of home and highway. Choose each of them wisely!

SO THERE you have our advice to any man seeking the ideal wife. Similar qualities apply to the ideal automobile. We can't tell him exactly where to look for the former. But where else except in a new 1951 Hudson can he find all the motor car qualities he seeks?...

Appearance

Beauty that speaks for itself! Good looks... style... streamlined beauty... distinction—they're all outstanding Hudson attributes because Hudson is a *different* kind of car. This is reflected in Hudson's resale value, the highest in the industry!

Standing

Performance Unlimited! At home in any company are the new Hudsons with great high compression power plants, including the sensational new H-145 engine that introduces Miracle H-Power to motoring.

Economy

A Hudson doesn't have to be luxury-fed on premium gas... nor pampered into top performance. Hudson economy is *inherent* economy... designed and engineered for less wear, and simplified, inexpensive upkeep.

Steadiness

A Hudson uncomplainingly takes every driving exigency in stride... steadily, dependably. And *safely*! For Hudson's lowest center of gravity, rugged Monobilt body-and-frame and reserve mechanical brakes give you protection no other car can match!

Comfort and Companionship

"Step down" into Hudson for the world's best ride! A real hug-the-road ride... a smoother, "cushioned" ride... with passengers cradled down within the frame. And seats are widest! There's more head room too. And more elbow room. Comfort unlimited!

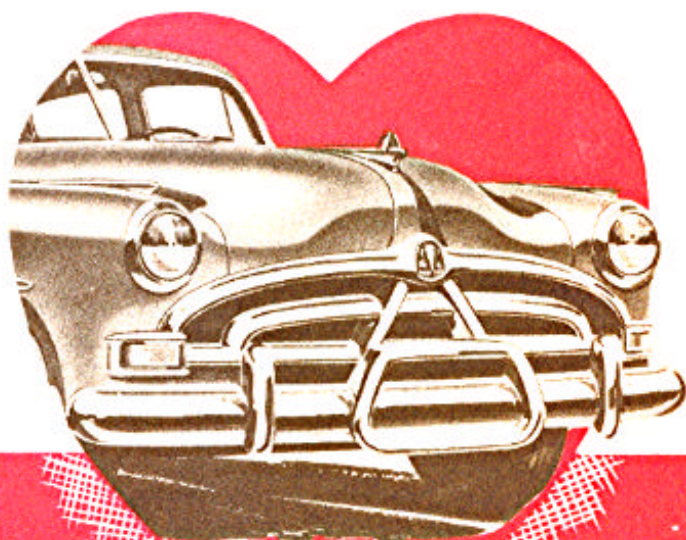
Fidelity

A Hudson "wears well"... *stays* faithful to its owner throughout tens of thousands of happy motoring miles. There's no "wheel fight"... no "wander"... no balking when the going gets tough.

Freedom from Trouble

Built to stay young! Long life is built into every inch of every Hudson. *Better make your next car the most durable car you can buy!*

HUDSON—AMERICA'S MOST DURABLE CAR



H UDSON H ITS THE H EADLINES

BIG THINGS IN A SMALL TOWN — Boone County, Nebraska, according to Rand McNally's Atlas, is just about like many other agricultural counties throughout the nation's bread basket. Boone County has twelve thousand people and 1600 farms, with an average of 273 acres per farm. Those farms produce about five million dollars worth of livestock annually. Beaver Creek courses through the county seat, Albion, which lies some 125 miles west of Omaha . . . Those are the more prosaic facts. What makes Boone County extra-special is that more New Hudsons are on the road in that area than any other make of car. Hudson not only makes a hit with the adults in Albion — the students at Albion High School are also Hudson rooters. Albion High offers driver training with a special Hudson sedan equipped with dual controls for instruction . . . The principal of Albion High was so impressed with the Hudson used that he bought a New Hudson himself. And every man who operates a gasoline station in Boone County, who has bought a new car in the last two years, has bought a New Hudson . . . Conservative and hard-working, the people in Boone County prefer the built-in long life, economy and rugged dependability of the New Hudson!

"Any old calloused citizen can stand misfortune. But it takes a good man to stand success."—Luke McLuke

POLICE ARE SATISFIED WITH HUDSON — Some months ago, these columns told the story of Montana's State Police driving Hudsons. Other police departments in municipal governments have swung to Hudson in recent months — among them Schenectady, New York; Brook Park, a suburb of Cleveland, and Charlevoix, Michigan . . . The boys in blue like Hudson, too.

"Moralists will note that the pure white snow gets dirty soon after landing in the city."—Clyde Moore

Places To Drive Your Hudson in February

Feb.

- 1 National Freedom Day Celebration, Philadelphia
- 1-4 Conclusion of Winter Carnival, St. Paul, Minn.
- 1-10 Florida State Fair, Tampa
- 3-18 Winter Sports Carnival, Petoskey, Mich.
- 4-10 Chicago Merchandise Fair, Palmer House, Chicago
- 5-9 National Field Trials for Bird Dogs, Grand Junction, Tenn.
- 6 Mardi Gras, New Orleans, La.
- 6 Mardi Gras, Biloxi, Miss.
- 9-10 Dartmouth Winter Carnival, Hanover, N. H.
- 11-18 Southwestern Livestock Show and Rodeo, El Paso, Texas
- 16-18 All-America Cutter Races, Jackson, Wyoming
- 16-22 National Date Festival, Indio, Calif.
- 17 National A. A. U. Track and Field Meet, New York City
- 17-18 Fifth Annual Thunderbird Meet, Arizona Snow Bowl, Phoenix, Ariz.
- 24 \$50,000 Widener Stakes, Hialeah Park, Florida
- 24-25 Fourth Annual Camellia Show, San Diego, Calif.
- 24-25 National Junior Ski Jumping Championships, Steamboat Springs, Colo.
- 24-March 4 California Mid-Winter Fair, Imperial, Calif.
- 26-March 2 31st Annual Seniors' Golf Tournament, Pinehurst, N. C.

HUDSON'S NEW EMPLOYEE PENSION PLAN — A new retirement benefit plan for Hudson employees, recently initiated, has already started to pay off for many deserving veterans of the company . . . A late newspaper photograph showed William Butler, 88, of Detroit, Hudson Motor Car Company's oldest retired employee, receiving his first retirement check . . . Early this year, nine employees retired with a total of 273 years and three months Hudson service. These men, most of whom worked in Hudson's machine shop, had an average Hudson experience of over 30 years.

"The Fuller Life includes a brush or two with the law."—Arthur "Bugs" Baer

ADDITIONS TO HUDSON DEALER ORGANIZATION — One hundred and ninety-four new Hudson dealers were signed by the Hudson Sales Corporation during August, September and October, reports N. K. VanDerzee, vice-president . . . "With the signing of these dealers, all of whom are substantial citizens in their communities, Hudson now has a total of 2300 dealers and distributors selling and servicing Hudson cars in the United States," VanDerzee observed. "Our present organization is the best financed, best equipped dealer body in Hudson's 41-year history."

"In rivers and bad governments, the lightest things swim at the top."—Ben Franklin

THE LAND OF OPPORTUNITY — Paul J. Carlson, Superintendent of Production at the Hudson Gratiot Plant, was recently interviewed on the Mark Adams Program over station WWJ, Detroit's NBC outlet. Mr. Carlson's life story was dramatized during the half hour radio program, which is a series illustrating the opportunities to be found in Detroit, and the benefits of our American way of life . . . Mr. Carlson came to Detroit in 1924 and started to work at Hudson on a drill press. Since that time, ability and application in his work have resulted in promotion after promotion . . . It's trite and hackneyed, but very true — America is the land of opportunity.

THOUGHT STARTERS — He was fired with enthusiasm — by the boss . . . Less appeasement might also mean fewer spoiled babies . . . Her gown kept her breathless and held him speechless . . . In a deep snow drift, impossible and impassable become synonymous . . . Sound arguments make the least noise . . . Careful driving on ice prevents a slayride . . . Members of the Smart Set didn't get that way listening to each other . . . No self-made man ever achieved success without the working parts . . . Inflation puts the fellow with a fixed income in a bad fix . . . She caught the bride's bouquet and the best man's eye . . . Never have so few draftees received so much advice from so many "old hands" . . . The girl who catches a good man knows when to close her trap . . . He adored her, and the feeling was nuptial . . . For spreading news, the female is faster than the mail . . . You're not an old dog if you're still learning new tricks . . . He's been drinking heavily ever since she left him, which is carrying a celebration too far.



"You've got to have some pepper to be worth your salt."—L. P. McNeil

FASCINATING FACTS — Some species of acorns contain more vitamin A by weight than yellow corn . . . American capacity to mine coal is 30% to 40% above demand . . . Forest fires sometimes travel forward faster than a deer can run . . . High prices for cocoa and peanuts are possibly signifying the end forever of the nickel candy bar . . . In swimming downstream, a fish must swim faster than the current or be suffocated by water entering its gills . . . Bicycles for children skyrocketed to a sales figure of 600,000 last year . . . There are 30,000 words in common American use, and the average person knows only about 10,000 of them.

"To lend takes dough; to borrow—crust."—Don Marshall

TAKING THE "IFFY" OUT OF "JIFFY" — When your wife says she'll be ready "in a jiffy" you can hold a stop-watch on her and find out how many "jiffies" she really takes . . . To physicists, "jiffy" is now the accepted term for the time it takes a light wave to travel one centimeter, or .00000000033357ths of a second.

"It is not a preventive war that is needed; it is a prevented war."—Tracy D. Mygatt



AUSTRIA LEGALIZES THE DOGHOUSE — Married life isn't what it used to be in Austria, and it won't faintly resemble the old times if Parliament changes the nation's 139-year-old laws governing relations of husbands and wives . . . Viennese husbands are moaning about a recommendation by a government commission to force a husband to don an apron and wash the supper dishes if the little lady gives the word. If the wife is the breadwinner, it will be her right to say where the family shall live. Furthermore, she'll have a say in family business matters. (Most American husbands will wonder how the Austrian male managed to keep it so good all this time).

"Notoriety is the bowl of fame."—P. K. Thomajan

NEWS OF NEW THINGS — A new four-way bathroom blower combines an instantaneous bathroom heater, a powerful cooling fan, a speedy hair dryer, and a rapid clothes dryer for hand washables . . . If television gives you eye-strain, you might try a new absorptive type of opticals. The lenses are made to reduce glare, make pictures sharper and minimize eye fatigue . . . A new tire compound is supposed to keep tires cool, prevent rims from rusting and freezing, and eliminate "creep" between tire and tube . . . A new way of dyeing pile-type, woven or hooked rugs, right on the floor, is available. The product is mixed with water and applied to the rug with broad strokes of an ordinary scrub brush.

"The wisest thing Woodrow Wilson ever said was one of the simplest, when he remarked that, as President, he liked to put a man on an important job to see whether he grew or 'just swelled'."—Malcolm Bingay

DAFFYNITIONS — Gizmo: A gimmick that improves on a gadget . . . Ac-cordion: An instrument a ticklish person can't stomach . . . N. Y. City: Impellit-territory . . . Gold Digger: Gal who doesn't want Tom, Dick or Harry — only Jack . . . Pun: Wagsimile . . . National Emergency: From Marshall Plan to martial plan . . . Imagination: What makes some politicians believe they're statesmen . . . Parking meter: Where a nickel still has purchasing power . . . Theory: Hunch with a college education . . . Short-tempered boss: Crabitalist . . . Busy Bridge: Car-spangled spanner . . . Savoire-Faire: French Know-how.

"Instead of loving your enemies, treat your friends a little better."—E. W. Howe



SIGNS OF THE TIMES — Metal plaque atop the 12 million ton Shasta Dam reads: "U. S. Government Property. Do Not Remove" . . . Resort advertisement: "We're not crowded with people, but peopled with people who don't like crowds" . . . Sign over spittoon in a Danville (Ky.) hotel: "If the atom bomb drops, jump in here. No one has ever hit it yet." . . . New York camera store urges shoppers to "please visit our bargain basement on the second floor" . . . Sign posted just outside Viectach, Bavaria: "If you drive carefully, you will be able to drive PAST our fine new hospital".

"A man who wants to lead the orchestra must turn his back on the crowd."—James Crook

FOR THE LADY OF THE HOUSE — Next time your ironing board needs recover-ing, tack on the cloth while it is wet. It will dry tight and smooth . . . A thermos bottle will always be sweet-smelling if it is filled once a week with a solution of cold water and a little baking soda . . . Shellac will not dry properly if not used within six months after it is made. The label on the can almost always gives the date for the last effective use . . . You can keep ice trays from sticking by cov-ering the shelves of the freezing compartment with waxed paper . . . To cut neat cubes of butter, place a piece of wax paper over the blade of the knife.

"In California, if you have television, the sun and social security, you don't need anything else."—Fred Allen

ONE SECOND SERMONS — The reward of one good deed, well done, is the power to fulfill another . . . True happiness is not attained through self gratification, but through fidelity to a worthy purpose . . . Aim high in life — the best fruit is usually found up and out at the sunlit branches . . . Prayers are the "fog-lamps" of life — they alone penetrate the mists of uncertainty . . . Phillips Brooks offered this challenge: "Do not pray for tasks equal to your powers. Pray for powers equal to your task" . . . Benjamin Franklin put it this way: "The most acceptable service to God is doing good to man."



"Inflation means to blow up. It can be conjugated thus: Inflate, inflated, busted."—Harold Sander

ANSWER TO "BIRTHDAY SCRAMBLE" — George Washington, 1732; William Henry Harrison, 1773; Henry W. Longfellow, 1807; Abraham Lincoln, 1809; Buffalo Bill, 1846; and Thomas Edison, 1847.

"Snobs talk as if they had begotten their own ancestors."—Herbert Agar

SEEK AN EXPERT'S OPINION — In such changing times as these, it is dif-ficult to offer specific advice to car owners concerning possible shortages in the automobile industry . . . However, the Hudson Motor Car Company's policy is to keep its Dealers well informed so they will be in a good position to advise Hudson Owners. Therefore, if you want to protect your new or used car needs, talk it over with your Hudson Dealer. You will find that he's anxious to counsel with you — and he will gladly give you the benefit of his advice . . . Our advice is to make your next car the most desirable car you can buy — a Hudson.