

# HUDSON Newsletter



Inside Newsletters . .

. . . and Automotive News

Tomorrow's Motor Car Today

## BURGDORF MOTOR COMPANY

2727 South Jefferson Avenue

St. Louis 4, Missouri

Phone Prospect 2621

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**SEPTEMBER SONG** — Ushering in Autumn on the 23rd, September in most sections of the nation means school days, state fairs, Jack Frost's first showing and pumpkin pies . . . The last Sunday in September brings the windup of the major league baseball campaign, and the day before sees the first of the major college football tussles . . . Historically September has been spectacular: The Pilgrims sailed from Plymouth in 1620, and 167 Septembers later found delegates of the 13 American colonies signing the U. S. Constitution. World War II began and ended in September . . . Astrologically, September's child may wind up being an old maid or bachelor, because he is inclined to be exceptionally critical. Supposedly, persons born from August 22 to September 23 have keen minds with a strong sense of justice.

*"Too many parents are sticklers for obedience—in other people's children."—Dr. L. R. Akers*



**EXERCISE A DUD FOR REDUCING** — A publication of the American Medical Association admits that exercise is a fine thing, but warns overweight people not to expect too much from it as a weight-shedding medium. Dieting is safer and easier . . . "To lose a pound of body fat by physical activity," says the article, "you would have to saw wood for 10½ hours, lay 14,731 bricks, do carpentry for 30 hours, shovel 114,000 pounds of sand, run 43 miles or wrestle five hours." . . . On top of that, exercise often puts a strain on a heart that is already overburdened by the demands of a tubby body.

*"He spells strictly by ear, and sometimes he can't bear so good."—Ollie James*

**CONSCIOUS OF THE COMMONPLACE?** — With the kids going back to their September school quizzes, here's a little exam on how keenly you observe objects that you see and handle almost every day: (1) How many matches are there in a booklet of paper matches? . . . (2) How many red and white bars are there on the United States flag? . . . (3) Does the buffalo face right or left on the buffalo nickel? . . . (4) Is the coin return on a pay telephone on the right or left side? . . . (5) What colors adorn the one, two and three cent stamps? . . . (6) What four words appear on every U. S. coin? (Correct answers appear on Page Four.)

*"Education is a success, if you don't learn anything except where to look for the answers."—H. V. Wade*

**THOUGHT STARTERS** — He's not really overweight — but according to the height-and-weight chart, he should be six inches taller . . . One of the best cures for love sickness is marriage . . . No man is really old until his mother stops worrying about him . . . Give an inch to a would-be dictator, and he thinks he's a ruler . . . Business is suffering from its OPS and downs . . . Jokes about old soldiers never die. They don't even fade away . . . The lady who wore unmentionables now has a grand-daughter who wears nothing to speak of.



#### HAZARDS FOR THE BRIDEGROOM

— A Hudson Owner and recent bridegroom recently sent this warning to other males who are about to take the plunge: "Unless a bridegroom is prepared for what is going to happen to his bathroom when he marries, the shock can easily unsettle him for months . . . On an average morning, the bathroom will resemble nothing so much as a Louisiana bayou strung thick with Spanish moss. When you have groped your way to the medicine cabinet through festoons of drying stockings and related articles, you will extricate your shaving gear from a teetering pile of jars and bottles and tubes containing pancake make-up, cold cream, cleansing cream, night cream, hand lotion, lipstick, eye shadow, cuticle softener, nail polish and eight shades of face powder . . . All open areas will be booby-trapped with left-over bottles and jars, an assortment of brushes and combs and 17,000 well-scattered bobby pins."

*"Sometimes a cad seems to have nine lives, too."—Ray Cvikota*

#### SIGNS OF THE TIMES

— Notice in barber shop window: "During the alterations, patrons will be shaved in the back." . . . Advertisement in Phoenix, Arizona, newspaper: "Cowboy wanted for dude ranch. Must be able to play guitar and canasta. We'll teach you how to ride." . . . Suggested slogan for Community Fund Drive: "Swell Your Chest" . . . Cemetery notice in Sheffield, England: "Owing to staffing difficulties, grave digging will be carried on by a skeleton staff." . . . Catchy San Francisco jaywalking sign: "Don't Walk Yourself to Death."

*"It would be much easier for people to be honest if they weren't selfish."—Olin Miller*

#### HAPPY BIRTHDAY TO THE FABULOUS HUDSON HORNET!

— Just a year ago, a magnificent newcomer to the Hudson line of fine automobiles was introduced to the public — the Fabulous Hudson Hornet . . . Since that time, it has proved to be one of the most popular automobiles ever produced by Hudson Motor Car Company in its long history. At the present time, it is accounting for nearly 40 per cent of Hudson sales . . . There's a reason for this tremendous popularity: Miracle H-Power from the sensational H-145 engine gives it motoring performance unlimited. Let your Hudson Dealer show you the Hornet's qualities of stamina, ruggedness, and road-ability — and you'll get on the Hornet bandwagon, too!

*"If there had been drunken driving in Moses' time, there would have been Eleven Commandments."—Paul Larmer*

#### THE ILLITERATE ELITE

— Bennett Cerf in his column in the Saturday Review of Literature tells of an informal reading poll taken by a book publisher aboard the Santa Fe's crack train, The Chief. This is a train that presumably carries the intelligentsia and the "Top Brass" in every endeavor . . . And what were they reading? Best sellers or profound books? Well, over half of those who were reading at all were scanning paper-bound quarter books . . . One woman indignantly hustled the interviewer out of her drawing room and complained, "Imagine allowing book agents on such a fine train."



*"I like this place. It's plain—without being gaudy."—Bob Sloss*

#### TYPOGRAPHICAL TIDBITS

— Funeral notice in Rochester, N. Y., Democrat and Chronicle: "Members of the Brighton Town Council will act as honorary bears." . . . Dad's Show announcement in Monrovia, Calif., paper: "If you're a tenor, bass, or barracuda, be at Duarte School at 7:30 P.M. Thursday" . . . Headline in Eastern newspaper: "Father of Ten Shot; Mistaken For Rabbit" . . . Beauty note in McAllen, Texas, Evening Monitor: "With or without a bathing suit, Barbara Blank is a mighty pretty girl" . . . Home hint in magazine: "When she washes dishes, he should wash dishes. And when she mops up the floor, he should mop up the floor with her."

*"In the flush of quick success, it is easy to forget the hard work, determination and willingness to learn that contributed to the success. In such a case, it is no jinx that gets a man down. It is his complacent discovery that he is a man of destiny."—Red Smith*

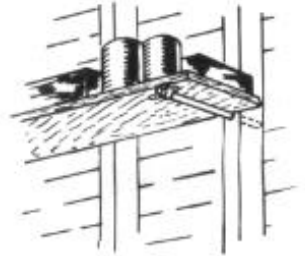
# HUDSON Newsletter SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

HOW TO GET NAMES OF WITNESSES -- In case of an accident, your success in obtaining the names and addresses of witnesses depends on diplomacy and tact . . . the use of the right psychology. "May I please have your name and address? It will be helpful to me," will receive greater cooperation from witnesses than "Did you see this accident? Will you sign your name and address here please?"

*Bore: A person whose shortcoming is his long staying.*

EASILY MADE GARAGE SHELF -- You can quickly make a handy shelf in your garage by boring two  $\frac{1}{4}$ -inch holes in the studding and inserting a piece of pipe (of the same diameter) in each hole as shown in the sketch at right. Metal straps can be used to fasten the pipe to the shelf.



*Ignorant: What all people are, only on different subjects.*

ON TAKING A CURVE -- On sharp curves, shimmy your front wheels a little . . . to relieve the strain on the sidewalls of your front tires and help keep your front wheels in alignment. Keep your ears open too. If your tires squeal you are going too fast. The proper way to take a curve is to slow up BEFORE you come into it and accelerate after you have passed the center. Keep your foot on the accelerator all the way around and stay in the right-hand lane.

*Timber Wolf: A lumberjack on the prowl in town on Saturday night.*



DESK FOR CAR -- If you travel a lot, sell, or have other reasons for needing to write while in your car, you can make a handy, quickly detachable desk which can be hung over the back of the front seat, by using strap iron formed into hooks which will hook over the seat in the same manner as does a baby's seat. See sketch.

*Rummage Sale: A device for moving things from attic to attic.*

ABOUT BATTERY "REJUVENATORS" -- With colder weather on the way, you may be wondering if your battery will see you through the winter. Maybe you feel you ought to have it "revitalized" with one of those "amazing" preparations that allegedly restore or prolong battery life. Take a tip from the findings of the National Bureau of Standards -- and DON'T! According to the Bureau, storage batteries cannot be rejuvenated by adding various preparations promoted for that purpose. Tests showed little or no difference between treated or untreated batteries.

*Family Tree: A device for tracing yourself back to better folks than you are.*

GREASING SHORTCUT -- Here's one for the owner who likes to grease his own car: You can fill your grease gun a lot easier if you provide a cap screw in the barrel to let out the air that is trapped in the gun as grease is forced into the barrel. (See sketch.) And here's another handy hint if you like to make minor repairs on your car: Paint the middle of your garage floor white. You'll be surprised how much light will be reflected upward onto the chassis and body the next time you have occasion to work under the car.





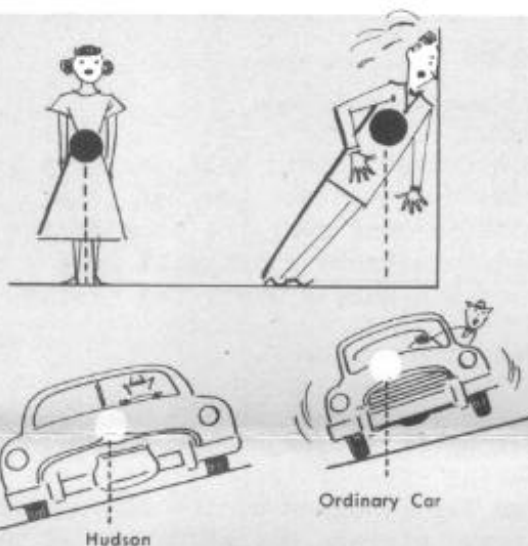
# TRY THIS . . .

"Every body persists in a state of rest . . ."

Newton's First Law of physics, propounded under the apple tree as Sir Isaac patiently waited for his girl friend, is good advice as you sprawl lazily in your backyard hammock on an extra-warm Indian Summer afternoon.

Or perhaps you prefer to keep cool like Archimedes, the ancient Athenian. Soaking in his tub he discovered specific gravity and, shouting his famous "Eureka! (I have it!)," dashed into the street with no clothes on . . . a course we do not recommend no matter how entertaining you find the following "after-dinner" tricks.

Though physics be all Greek to you, and you care not a fig about Newton, you may find interesting the following experiments that show you some natural laws with which engineers must cope.



For laughs, stand with your toes two feet from a wall on which you place your hands. Lean forward till your forehead touches. Now, without using your hands, you'll find that *no amount of "headwork" will enable you to stand erect!* (If you are a woman, you may be able to do it due to lower center of gravity.)

No matter whether it's you, a child's tower of blocks, or your automobile, no object can keep from toppling once its too-high center of gravity sways beyond its base.

Hudson gives you **LOWEST** center of gravity for greatest safety, hug-the-highway roadability, and hammock-ease relaxation.

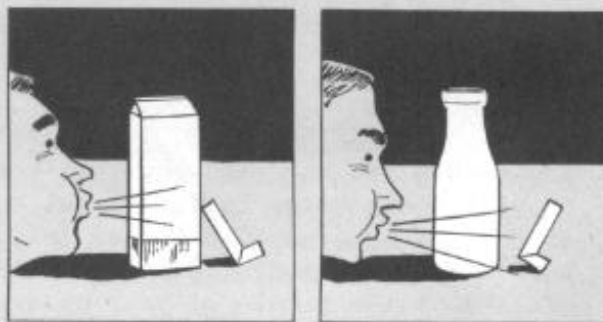
Got a cool drink handy?

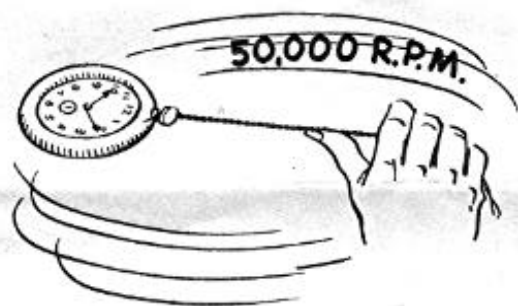
You'll need a square milk carton, a round bottle (or can), and a piece of cardboard (about  $\frac{3}{4}$  by 3) bent near one end. Stand it an inch and a half behind the bottle. Blow on the other side of the bottle and of course your breath slides smoothly around, whisking the card away.

Now place the card behind the milk carton and blow . . . The card falls *toward* you . . . the corners of the carton causing turbulence as the wind struggles past.

*Air resistance may steal 75% of an automobile's power!*

Hudson's **TRUE** streamlining lets the air *flow* by for maximum fuel economy.





As you recline, for instance, you might dangle your pocket watch by its chain . . . Absent-mindedly whirl it faster and faster. Say it weighs an ounce and you're swinging it on a couple of inches of chain—by the time it reaches 50,000 RPM (that's pretty fast!) your watch will exert a force of one ton!

But long before that it will fly apart as an auto engine would if it were out of balance.

To eliminate this damaging force, Hudson engine units are perfectly *balanced* before assembly. Then on giant electronic "brain-boxes"—first of their kind in the industry—each completed motor is balanced **IN MOTION** to bring you smooth, silent power-packed performance.

For an even more pleasant experiment—more restful than reclining in a garden hammock, more exhilarating than a tall frosted drink—enjoy a ride in the differently new Hudson!

Hudson is the **FIRST** car to *adopt*—rather than *fight*—those simple yet profound laws of dynamics, *laws no car can violate!*

These are the universal laws of physics, long known to science but only **NOW** introduced by Hudson into the newest of new cars.

But see for *yourself*. Be like the scientists of eternal fame . . . Archimedes . . . Newton . . . thrilling to the discovery of something *new*, something ageless and perfect . . . Try . . . **The DIFFERENT kind of motor car**



Take the outer page of this *Hudson Newsletter* and try to prop it up like a pup tent. Flimsy, isn't it? Would hardly support a fly . . .

Now roll this same paper into a cylinder, held in place by an elastic, and it will support a surprising number of big books!

This is the difference in automobile construction—Hudson's exclusive Monobilt Body-and-Frame\* welded 5,300 times into a rugged all steel unit of enduring strength, is the strongest, safest, most durable body made today!

\*Trademarks and patents pending.



Ordinary U-type member



Hudson's stronger all-around box-beam girder



Ordinary bolted-on body



Hudson's "all-around" Monobilt Body-and-Frame

# Hudson



# HUDSON HEADLINES AND BY-LINES

## No. 5 in a Series on How To Take Care of Your Hudson

**MAINTAINING PROPER FRONT END ALIGNMENT** -- With some of America's highways in bad condition and many city streets full of unavoidable chuckholes, some motorists are driving with front wheels out of line. To prolong tire life, and assure easy car handling and maximum safety, it is vital that proper front end alignment be maintained . . . Proper front end alignment depends on proper adjustment of these three items: (1) CAMBER, the outward tilt of the front wheels at the top; (2) CASTER, the backward or forward tilt of the spindle pins at the top and (3) WHEEL TOE-IN, the setting of the front wheels closer together at the front than at the rear . . . Accurate gauges and carefully calibrated equipment are essential for this job, and the man in your community who has this equipment is your Authorized Hudson Dealer . . . Be sure to see him periodically and be sure of safe handling at high speed. You will also assure yourself tire economy that means much to every driver.

*"The narrower the mind, the broader the statement."—Ted Cook*

**DAKOTA FARM FAMILY QUALITY-CONSCIOUS** -- Jamestown, North Dakota, is the county seat of Stutsman County, one of the richest agricultural counties in the upper Middle West. Five thousand of these productive acres are owned by the Heasley family, which has a reputation for "love of quality" . . . The Heasley farm home, for example, is one of the few in the community that used no wood in its construction . . . The Heasley family also leans to quality in the choice of an automobile, for no less than five Hudsons are owned by Mr. Fay Heasley, his son, a brother and two brothers-in-law.

*"Advice to the chickens: A cackle a day keeps the hatchet away."—Dan Bennett*

### PLACES TO DRIVE YOUR HUDSON IN SEPTEMBER

Sept.

- 1 Auto Racing, DuQuoin, Illinois, 100-Mile Race on fair grounds track.
- 1-7 Indiana State Fair, Indianapolis, Indiana
- 2-3 William Tell Festival at New Glarus, Wisconsin
- 2-7 Nebraska State Fair, Lincoln, Nebraska
- 3 Annual auto race—Pike's Peak Hill Climb, Colorado Springs, Colorado
- 7-15 Kentucky State Fair, Louisville, Ky.
- 8-10 Grape Day, with free grapes to everyone, Escondido, California
- 12-15 Westward Ho Round-Up, Parade, pageant, ballad contest, Pendleton, Oregon
- 15-17 Cherokee Celebration, Perry, Oklahoma
- 16 Motorboat Race, Albany to New York City
- 16-21 Kansas State Fair, Hutchinson, Kansas
- 16-22 Eastern States Exposition, Springfield, Massachusetts
- 20 Little Brown Jug Stake, \$65,000 Classic for Three-Year-Old Pacers, Delaware, Ohio
- 20-21 International Horse Show, Vancouver, British Columbia
- 22-29 Oklahoma State Fair, Oklahoma City
- 23-30 New Jersey State Fair, Trenton, New Jersey

**LAWRENCE WELK'S BAND GOES FOR HUDSONS** -- That famous maestro whose band plays the "Champagne Music", Lawrence Welk, recently became an enthusiastic Hudson convertible owner. Leader Welk's Hudson made such a hit with the rest of the orchestra that all ten members of the organization were Hudson Owners within a week . . . Anyone who knows the routine of America's dance orchestras realizes that these troupes travel thousands of miles in a year, often playing night after night in spots 500 miles distant from the previous stop . . . Lawrence Welk and His Champagne Music Makers selected Hudson as the car that will fatigue them less over long driving miles.

*"Integrity is the basis of all true-blue success."—B. C. Forbes*

**TEN AXIOMS FOR THE VENERABLE** -- Young people are offered streams of good and bad advice. Now comes a Hudson Owner with ten suggestions for happier living for the older folks: (1) Guard against sensitiveness. It is mostly an affliction of age. (2) Do not bewail the fact that you are old. If you were not old, you'd be dead. (3) Do as much as you can for your appearance. Well-kept antiques can be beautiful. (4) Morals never change, but customs and habits do. Cheerfully scrap a bushel of your old customs to conform to the present. (5) Remember you were once young . . . (6) No one is ever useless if he retains his mental vigor. (7) Learn to be self-sufficient. (8) Don't live in the past. (8) Believe and live your religion. There is no situation you and God can't handle. (10) Be as cheerful as sunshine; as firm as the law of gravitation, and as willing to change, when convinced, as the weather.



DAFFYNITIONS -- Temperamental movie queen: Star of rage and scream . . . Verbal blunder: Getting wrong word in edgewise . . . Bachelor: Fellow who enjoys mingle blessedness . . . Kidnaper: Juvenile taking a siesta . . . Alimony: High cost of leaving . . . Blue ribbon chicken: Pullet-zer prize . . . Cross-eyed teacher: Lady who can't control her pupils . . . Woodshed: Old-fashioned heir conditioning plant . . . Selective Service: Weed the people . . . Lazy workman: Fellow making week ends meet . . . Strapless gown: Holdup with witnesses . . . Pretty girl: Mmmmodel . . . Bathroom scales: Lie detector . . . Honeymoon: Man's vacation before working for for a new boss . . . Super-Salesman: Fellow who sells a Phi Beta Kappa man a double-breasted suit.



*"The height of folly will never get you to the pinnacle of fame."—Maurice Lazare*

DRIVE SAFELY AND WATCH FOR THE KIDS -- Millions of America's children are traipsing back to school this month, reminding us that education is really our strongest hope for a safer and saner world in the future. This battered globe has raced ahead in production, travel, communication, and most material things - but it can't seem to keep pace culturally and in learning how to utilize this new "civilization" . . . School days also remind us to drive safely near school zones to protect the priceless investment we have in our children. Very soon now, it would be a good idea to drive around to your Hudson Dealer and have him inspect the safety features of your car - horn, steering and wheel alignment, brakes and windshield wipers. A minor repair could save a young life.

*"She's gunning for him with a knife."—Herb Caen*



IT BEATS WORKING -- This rare business opportunity was recently advertised in the Georgetown, Ohio, News-Democrat: "Wanted - A single man, not over 25 years of age, to drive an automobile in a head-on collision with another automobile in connection with the Fayette County Fair. We already have one man . . . Both cars must be speeding at 45 miles an hour at point of crash - a 90-mile-an-hour impact - and drivers must give unconditional release in case of injury or death. Give price you want and all details in first letter."

*"The food in here is tres gastronomique—and the prices, I see, tres astronomique."—Alfred Hitchcock*

ONE SECOND SERMONS -- Your conscience is like the wheel on your car. It won't steer you wrong, unless you give it a twist . . . Too many of us conduct our lives on the cafeteria plan - self-service only . . . Faith is not trying to believe something regardless of the evidence; faith is daring to do something regardless of the consequences . . . The Ten Commandments and the multiplication table are in no danger of being outmoded . . . The average person looks at rich people and notes they are no happier than anybody else. And yet he deludes himself that he, somehow, would be immensely happy if he were rich . . . Gil Dodds, the great mile runner, signs his autographs: "Best wishes - Matthew 5:41" - This reference reads: "And whosoever shall compel thee to go a mile, go with him for two."

*"We have raised our standard of living. Now we must raise our standard of thinking."—John Randolph*

IT TAKES ALL KINDS OF PEOPLE -- A Hudson Owner believes there would be little labor-management difficulty if more people reviewed the object lesson of this story: A sea captain and his chief engineer disputed as to which of them was the more important to the ship's operation. Failing to agree, they resorted to the plan of swapping positions . . . The chief climbed to the bridge, and the captain dived into the engine room. After a couple of hours, the skipper appeared on deck, covered with oil and soot. One eye was swollen shut and he was considerably the worse for wear . . . "Chief!" he beckoned with a monkey-wrench, "you'll have to come down. I just can't make her go!" . . . "Of course you can't, Captain," retorted the engineer. "She's been aground for the last fifteen minutes!"

*"The comic book has become the principal cultural manifestation of our epoch, plus such additional inspiration as may be obtained from the second-hand car and the local tavern."—Robert M. Hutchins*



**OPTIMISTIC OPTICIANS** — Dorothy Parker is usually credited with the phrase, "Men seldom make passes at gals who wear glasses." But Miss Parker has earned nothing except undying hatred from the optical industry for her observation . . . Now a Cincinnati optician is attempting to counteract Miss Parker's poison with two new slogans: "There's a load of sex in girls who wear specs!" — and "Gals pass up the yokels for the man with bifocals."

*"Girls used to blush when embarrassed. Now they're embarrassed if they blush."—Bernard Lyons*

**NEWS OF NEW THINGS** — While a filter is trapping dust particles, it might as well get rid of odors, too. A new de-odorizing filter, for use with hot-air heating units in homes, offices and plants, is said to get the job done . . . A new emergency lamp for the home has attached to a regular light a flashlight with ordinary batteries. In case of power failure, a device controlled by electrical current turns on the flashlight . . . A new kind of light, plastic hip boot can be worn inside any shoe by a fisherman who wants to keep dry . . . Secretaries and typists will welcome a new copy holder with line indicator. It holds note pads and other copy work just above the typewriter carriage. A touch of the lever alongside the keyboard raises copy one, two or three lines at a flick . . . A new plastic-handled fishing rod only five inches long is said to be capable of casts 50 feet or more.

*"Talent is simply having more life than others."—Alphonse Daudet*

**FOR THE LADY OF THE HOUSE** — When you want to tie a package tightly, moisten the string first. The string won't slip and, when it dries, it will shrink and tighten . . . Standing on a folded bath mat while ironing is much less tiresome than standing on a hard floor . . . When buying towels, ask if they have been vat-dyed. This process is said to insure color fastness . . . If you're in a hurry to iron clothes, sprinkle them with hot water. Usually clothes may be ironed in 15 minutes . . . Chemists say: Add a dash of ascorbic acid to your tomato juice when canning, and it will contain vitamin C comparable to orange juice. Your tomato juice won't change color or flavor, and the sealed-in strength will last six months . . . A large sized desk blotter laid inside the door of the home should absorb most of the water carried in by shoes and rubbers.

*"Nothing becomes a General more than success in battle."—Gen. Omar Bradley*

**ANSWERS TO COMMONPLACE QUIZ** — (1) Twenty . . . (2) Thirteen . . . Seven red bars and six white bars . . . (3) The buffalo faces left . . . (4) The coin return is on the left side . . . (5) The one cent stamp is green, the two is red, and the three is purple . . . (6) United States of America.

*"Spinning a rope is lots of fun—if your neck ain't in it."—Will Rogers*

**AUTOMOTIVE NEWS CAPSULES** — Steady parkers in Daytona Beach, Fla., may be spared the trouble of putting coins in meters. The city is studying a plan to sell annual parking licenses.  HOLDERS could park in a metered space and ignore the meter . . . Directional signal devices will be required on all new vehicles in New Hampshire and North Dakota after January 1, 1952 . . . California and New Hampshire will demand stop lights on all motor vehicles after the first of the year . . . Tire experts say that tire supplies will be more adequate by year's end, but the ban on white sidewalls is likely to continue.

*"Spur not an unbroken horse; put not your ploughshare too deep into new land."—Sir Walter Scott*

**A NEW LITERARY GIANT?** — One of the recent books about criminal investigation contains as vivid description as you'll read about a certain state lobbyist: "He is bald with a monk's tonsure of gray fringe, and his face has the blank innocence of an enfant terrible about to light a giant firecracker under his nurse's chair. In manner, he is a combination of Falstaff, Little Boy Blue and Machiavelli, crossed with an eel." . . . The budding author: That man with the coonskin cap, Senator Estes Kefauver of Tennessee.

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

*Your Hudson Reporter*