

### ewsletter



Inside Newslants . .

. . . and Automotive News

Tomorrow's Motor Car Today

Vol. 7 No. 5 OCT.

### **BURGDORF MOTOR COMPANY**

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OCTOBER — HARVESTS TO HALLOWEEN — October offers more than almost any other month in varied, colorful activity. The trees are clothed in their autumnal splendor as Nature pours out its cornucopia of rich harvest . . . The World Series stirs the nation for an entire week in October, and some of the better college football games will be contested on October's Saturdays . . . Such events as Columbus Day, Fire Prevention Week and Halloween keep things humming . . For those who like to read the stars, astrologers claim that those born under the sign of Libra have a keen sense of intuition and a flair for languages. But they must not allow themselves to be swayed by the thinking of others.

"Too many girls have a shape like a figure ate." - Ray Cvikota



FOOTBALL SEASON; WHE THE GIRLS WHISTLE AT BOYS IN SWEATERS

DAFFYNITIONS — Mal de mer: French for "You can't take it with you" . . . Legacy: Will power . . . Bus driver: The one fellow who tells women where to get off . . . Hangover: Something that occupies a head not used the night before . . . Bridegroom: Thing they use at a wedding . . . Repartee: Glib and take . . . Shuffle-board: Dance platform . . . Bartender: Doctor of fillosophy . . . Cafe society: Saloonatics . . . Horsemeat: Filly mignon . . . Mildewed currency: Untidy sum . . . Egotist: Person of low taste, more interested in himself than in me . . . . Has-been: Man who lives on the reputation of his reputation.

"If a comedian should become President, Godfrey wouldn't be the first or the worst." - Westbrook Pegler

AUTOMOTIVE NEWS CAPSULES — More accidents and more inflation are sending auto insurance rates up again — and way up in some states . . . Selling new and used cars, tires, batteries, petroleum products and other automotive equipment accounts for better than 20% of all U. S. retail trade . . . Recent estimates say that approximately \$1.4 million worth of road signs are destroyed annually by vandals . . . A Mid-western city was prohibited from installing new parking meters recently by O. P. S. regulations.

"If you don't like the weather in New England, just wait a few minutes." - Mark Twain

ANIMAL QUIZ — Here's a little examination to test your knowledge of the animal and bird kingdom. Are these statements true or false? (1) Squirrels have a strong memory for the places where they have buried nuts . . . (2) Venomous snakes are immune to their own poison . . . (3) A wild animal is more likely to attack you if you are afraid of it . . . (4) There is a bird that can fly backward . . . (5) Elephants live to be several hundred years old . . . Answers on page four.



THOUGHT STARTERS — Of course, money talks. But right now, it's delirious . . . His teeth have so many cavities he talks with an echo . . . Statistics may be made to prove anything — even the truth . . . He did his own electrical wiring and was thrilled to the fingertips . . . All things come to him who hustles while he waits . . . Would some power the giftie gie us to see some folks before they see us . . . Most men believe in heredity right up to the minute their sons make fools of themselves . . . The toast of the evening last night isn't so crisp this morning . . . Thrift is the best of the virtues — particularly in an immediate ancestor . . . He never takes a drink — you've got to hand it to him . . A fast dollar ignores all efforts at speed control . . . He drank like a fish and wound up with a splitting haddock . . . There would be fewer pedestrian patients if there were more patient pedestrians.

"Etiquette is learning to yawn with your month closed."-Lester Lanin

SIGNS OF THE TIMES -- Warning in Wisconsin hotel: "Chaperone your cigarets; don't let them go out alone."... Notable want ad in California paper: "Lost -- Black leather wallet containing personal papers, pictures and \$200 currency. Finder may keep wallet, papers and pictures, but I have a sentimental attachment for the money"... Cafe window notice: "Our steaks are so tender, we wonder how the cow ever walked."... One San Francisco restaurant does such a rushing 10 A.M. business from office workers that it has re-named the establishment, "Coffee Time"... Sign on newlyweds' car: "Under New Management"... Advertisement on worm stand: "You catch more fish with our worms. They really try!"

"He is one of the most promising young liars on the race track." - Alfred Vanderbilt

FAMOUS LAST WORDS — "We won't need reservations" . . . "Where'd that fifth ace come from?" . . . "If you don't like it, you know what you can do" . . . "Guess what, honey, I just sold the baby's play pen" . . . "There, those hooks are strong enough to hold any mirror" . . . "If he isn't old enough to drive now, he never will be" . . . "Park it double. We'll only be a minute" . . . "I can drink this stuff all night" . . . "If you didn't wear glasses, I'd slap your face."

"Reading is such a bother. I've got to take off my eyelashes to put on my eyeglasses." - Mae West

WOMEN SMOKERS UNPOPULAR WITH BACHELORS — From the Bachelors Protective Association News comes some interesting data from a survey of what single men think about women . . . In answer to the question, "Do most women prefer well-heeled men, rather than those who are merely interesting and intelligent?" — 61% answered "yes" . . . "Do you mind if a woman smokes a cigarette when she is walking along the street with you?" brought a reply from 82% that they certainly did mind . . . "Do women have a tendency to telephone men too often and talk too long?" met with only a 42% "aye" . . . Sixty-four per cent believe that women become over-possessive as soon as they become engaged, and a whopping 74% admit that they're still looking "for the right girl".



"A comic is a guy with a good memory who hopes no one else has." - Red Skelton

NO SPOOF -- HERE'S PROOF! -- With Winter creeping up on us, it's a good idea to see your Hudson Dealer and have him give your car a new Liquid Glaze Beauty Treatment . . Your car will glisten with new, long-lasting beauty, regardless of how old or new it is. Independent Testing Laboratories have proven that Liquid Glaze is easier on your car's finish, shows a higher gloss and retains greater gloss than several other well-known car finish treatments.

# HUDSON



#### TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

CHANGING TIRE WITHOUT JACK — Even though you don't have a jack along, you're not licked if a tire goes flat while traveling over a back dirt road . . . providing there are some rocks or bricks nearby. Place a fairly large flat rock in front of the flat tire, then slowly run the car up on it. Next, place another large flat rock solidly under the car axle or jack pad. Using a screwdriver, tire iron, or similar tool, clear enough dirt from under and around the first rock to provide clearance for removing the flat and mounting the pumped-up spare. After changing the wheel, fill up the hole and wedge rocks under and immediately ahead of the wheel so that when you drive slowly forward the car will climb enough to let it ease off the rock under the axle or jack pad.



Bald spot: Crisis coming to a head.

GHOST WRITING — After you've washed your car to remove the soap scribblings of Halloween, don't forget to protect the finish. Sandwich a gob of Hudson Automobile Wax in the center of ten or a dozen layers of cheese-cloth about five inches square to make a polish pad that will spread a uniform, streakless, easily-polished coating of wax.

Movies: TV without commercials.

BEATING AUTUMN IGNITION SHORTS -- Dampness from autumn dews and downpours can short your ignition and stop your engine. But water around plugs, distributor, or any part of your car's electrical system can be rapidly evaporated in an emergency by a few squirts from your fire extinguisher (carbon tetrachloride). Better still, waterproof your ignition wires with "PIB" which your Hudson dealer can supply.



HANDY GARAGE ACCESSORY — Tell your wife not to throw away any old muffin tin she might have. Mounted by a single screw to the underside of your garage workbench so that it can be swung out of the way, it makes a handy extra "drawer" for storing screws, bolts, nuts, and similar small items.

Hog: Garbage disposal unit.

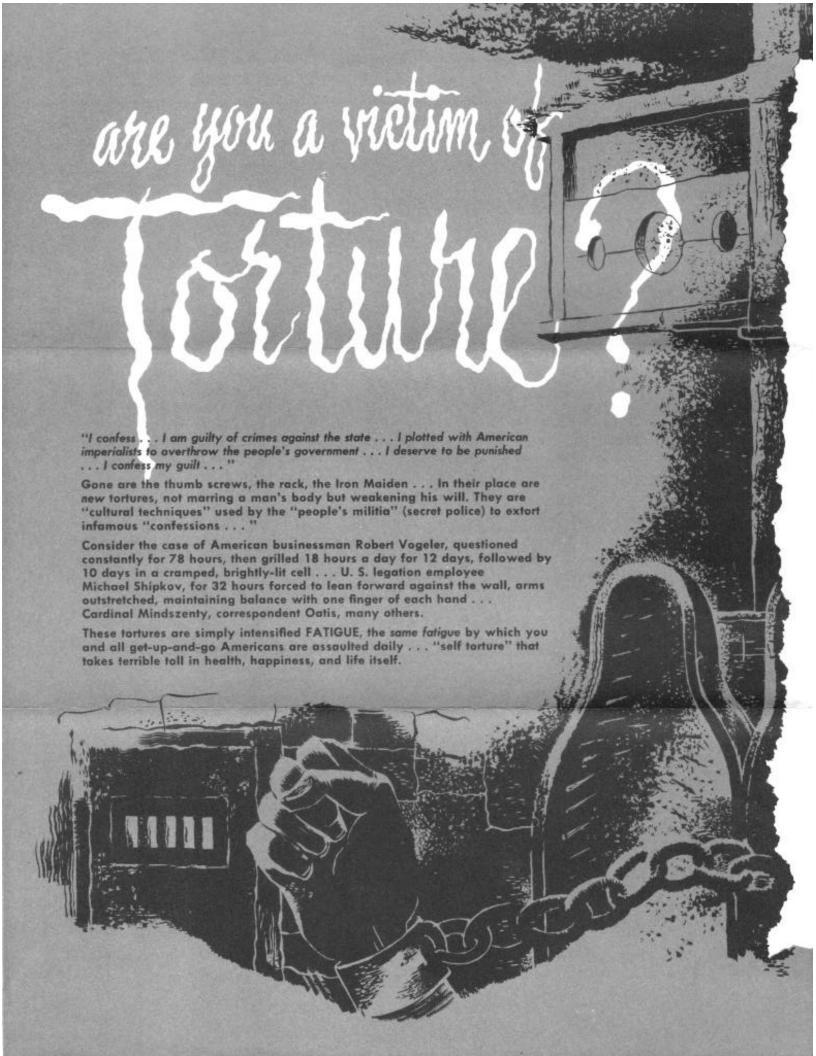
DON'T GET CAUGHT WITH YOUR THERMOMETER DOWN! -- Gentle autumn days don't deceive the weather-wise motorist. He saves money by "winterizing" his car ahead of time. Unless you plan a long trip before November, switch now to lighter lubricants for easier shifting, less motor drag, and longer battery life just when you'll need it most. It isn't too early in many areas to put in anti-freeze.

Back-slapper: Person who hopes to make you cough up something.

STOPPING LIGHT CORD BREAKAGE -- Does the pull cord on a large light in your garage keep breaking as a result of resting against the hot bulb? To keep it from touching the bulb and being burned when the light is turned on, thread the pull cord through a screw-eye mounted in the ceiling near the bulb in line with the pull cord.







Just as torture breaks the spirit, needless fatigue mounts into tension, anger, confusion, drowsiness, and -on the highway-mental numbness that may mean accident.

Hudson brings you FREEDOM from fatigue, discomfort, worry.

Liberating the American motorist from auto fatigue, Hudson's "car of the future"

pioneers new features for your motoring pleasure and well-being . . .

#### NOISE

The clanging of his cell door every 6 minutes for 10 days shattered Robert Vogeler's nerves . .

Psychologists say we suffer "fear reaction"—high blood-pressure, stomach "butterflies," etc.—from 45-decibel noises (the sound of an ordinary auto). YOU can waste 75% of your energy unconsciously "locking out" annoying noise!

#### SHOCK

Electric vibrators, and rubber-padded cells wherein victims are mercilessly bounced about are Iron Curtain methods of inducing strength-stealing fatigue through vibration. Similarly, slam-bang road-shock wears out drivers and automobiles. Even the minute sway of buildings often accounts for unexplained weariness in office workers.

#### STRAIN

. . My legs and shoulders began to get cramped and to tremble . . . I began to get red all over and ache . . . I was drenched with sweat and began to faint, although I had not exerted myself . . !" relates Michael Shipkov.

When part of your body is strained, you get tired all over.

SMOOTHNESS

SILENCE

Cushioned luxuriously in "step-down design's" lowest center of gravity, Hudson's balanced ride floats you over tortuous roads. And from Hudson's balanced engine flows smooth power to whisk you effortlessly through traffic or to blazing performance on the highway — always with a vital surge of power that gives you full command of the road at any speed.

With true streamlining banishing wind noise, Hudson is easy

on your ears. In addition to the quiet motor there are many

hush-hush advantages . . . silenced fan, thorough body insulation, freedom from body rattles and 'drumming'. The sound

of the road is transmuted into harmonious tones!

#### RELAXATION

Hudson brings you not only most room, but most comfortable room and the most enjoyable ride you can get. Driving and riding fatigue are banished. You ride relaxed, never conscious of rolling wheels and mechanical parts in motion. Instead, the sensation is one of floating across a mirror surface!

#### GLARE

"The light in my cell, on night and day, was very powerful; there was no escape from it . . ." And a Rumanian psychiatrist has designed a chamber so distorted in pattern that prisoners quickly "crack up."

Likewise, motoring glare and improper "see-ability" often result in eyestrain and headache.

#### VISIBILITY

Picture-window visibility on all sides . . . windshield reflection-free, as is the curved dash with softly glowing instruments centered for easy reading . . . Teleflash signals that warn you Picture-window visibility on all sides . only when needed . . . illumination for every purpose contributes to the pleasure, comfort, safety and convenience of the Hudson driver and passengers.

#### DEAD AIR

In windowless cells-chilled or super-heated-the atmosphere grows suffocating, and a devilish device sucks air until the prisoner is stupefied. Then he dreams—as we do when "trapped" in stuffy rooms and smoky cities—of country breezes; for just as bodies are exhausted by poor ventilation, fresh oxygen energizes weary muscles.

#### FRESH AIR

Summer and winter Hudson refreshes you with the desired amount of wide-awake country-fresh air, scooped in above the exhaust zone, screening out impurities and draining off rain or snow. You enjoy even temperatures in a body insulated from heat and cold. And you control your own temperatures to meet your driving preferences!

#### FEAR

The knock on the door at midnight . . . threats of the inquisitor . . menace, dread, suspense . . . the police state's most terrible torture is FEAR!

And in what we jokingly call the "Aspirin Age," ANXIETY eats up 80% of our energy. Bills, taxes, wars, keeping up with the Joneses, the pressure of driving in crowded traffic . . . all exact their quota of energy!

#### CONFIDENCE

You cruise in serene security surrounded by steel-girded Monobilt Body-and-Frame\* . . . guarded by never-failing Triple-Safe Brakes . . . you and your loved ones protected by reliable Hudson, "America's SAFEST Car."

Equally important is your self-confidence as a proud Hudson owner . . . prestige of possessing the car of the future . . . superiority that comes with its command of every highway . . . and the deep satisfaction of a shrewd investment in economical, trouble-free, long-lasting transportation.

SON . . . The car that sets the American motorist FREE!

## UDSON HEADLINES AND BY-LINES

#### PLACES TO DRIVE YOUR HUDSON IN OCTOBER

- 1- 2 Palm Springs Opens Celebration, California Opening
- 1- 6 AlabamaStateFair.Birmingham
- 1- 7 National Dairy Cattle Congress, Waterloo, Iowa
- 1-15 Grand Mesa National Forest Fall Color Week, Colorado
- 1-31 Colorado River Mara-thon, Needles, California
- Annual Harvest Festival. Stockbridge, Mass. 6
- Dog Show, Boston, Finger Lakes Kennel Club All Breed Dog Show, Carnell University, Isbaca, New York
- New 10rn
  8-13 3rd Annual Tobacco Fes-tival, Richmond, Virginia
  8-13 Grand Circuit Meeting, Wolverine Raceway, De-troit, Michigan
- National Fox Hunters Association Field Trials, Dawson Springs, Kentucky
- 12-14 National Moth Boat Regatta, Elizabeth City, N. C.
- National Farm Field Day, Cedar Rapids, Iowa 13
- Day, Cedar Ratiidy, lowa (College Football) Arkansas at Baylor; Navy at Rice; Texas at Oklaboma; California at Washington State; UCLA at Stanford; U. of Washington es. Oregon at Portland; LSU at Georgia Tech; Maryland at Georgia; Princeton at Pennsylvania; Harvard at Cornell, Yale at Columbia: Indiana at 13 vara at Cornell, Yale at Columbia; Indiana at Michigan; Northwestern at Minnesota; SMU at Notre Dame; Obio State at Wisconsin; Penn State at Nebraska; Missouri at Colorado.
- Colorado. Fall Foliage Fest. North Adams, Mass. Festival. 15
- 15-27 Grand Circuit Meeting, Yonkers Raceway, Yon-kers, New York 16-20 State Fair, Raleigh, North
- Carolina
- 19-20 Ak-Sar-Ben Coronation and Ball, Omaha, Nehr.
- and Ball, Omaha, Nehr. (College Football) Neb-raska at Minnesota; Kansas at Oklahoma; Marjuette at Tulsa; Michigan at lowa; Indiana at Obio State; Navy at North-western; Notre Dame at Pittsburgh; Army at Hartvard; Lafayette at Prince-ton; Cornell at Yale; Alabama vs. Tennessee at Birmingham; North Caro-lina at Maryland; Louisiima ai Maryland; Louisi-ana State al Georgia; Cal-ifornia at Southern Cali-fornia; Oregon at UCLA; Illinois at U. of Washing-ton; Texas at Arkansas; Rice at SMU; Texas A & M at TCU.
- 20-28 State Fair, Shreveport, Louisiana
- 26-Nov. 4 Grand National Livestock Exposition, Francisco, California
- (College Football)-lowa at Obio State; Illinois at at Obio State; Illimois at Indiana; Minnesota at Michigam; Purdue at Notre Dame; Nebraska at Nitre Dame; Nebraska at Risouri; Colorado at Oblahoma; Rice at Texas; Baylor at Texas A & M; Cornell at Princeton; Navy at Pennsylvania; Dartmouth at Harvard; Colgate at Yale; Maeyland at Louisiana State.

No. 6 in a Series on How To Take Care of Your Hudson

HOW TO JACK UP YOUR HUDSON -- Your New Hudson has special jack lifting pads built into the frame at the front and at the sides near the rear. You won't spring bumpers when you jack up your Hudson . . . When you have to lift your car, set the parking brake securely and block the opposite wheel nearest the one you are about to jack. Then position the jack base on a level and solid footing . . . If you are removing a rear wheel, you first need to remove the wheel cover which is a part of the rocker panel. This is most easily done after the car is jacked up -- by reaching under and raising the loop at each end of the attaching rod until the hook is cleared . . . Before jacking the car, remove the hub cap with a screwdriver and loosen the hub bolts one turn with the wheel bolt wrench. Then clear the wheel of the ground and finish the job of removing the hub bolts . . . When installing the spare, you'll save time and trouble by putting the pilot stud in the hub in the top position. Then slide the wheel onto the hub, using the pilot as a guide.

"In insurance lingo, you could say that our foreign policy has lapsed."-T. Harry Thompson

TEN GUIDEPOSTS FOR MODERN PARENTS -- A Hudson Owner sends us these tips for better relations between parents and children . . . (1) Give your children the support of love and confidence, with appreciation of the individuality of each . . . (2) Plan for good times with your children and try always to realize how things seem to a child . . . (3) Give your children a share in the tasks, plans and creative activities of the home . . . (4) Look for good which you can praise more than for faults which you must condemn . . . (5) Value curiosity in your children and stimulate in them the love of all things true and beautiful . . . (6) Teach your children to convert obstacles into opportunities . . . (7) Develop in yourself such qualities as you want your children to have . . . (8) Make your home a center of friendship and good neighborliness . . . (9) Share with your children in the fellowship of the church . . . (10) Lead your children into faith in God, that they may be workers with God in overcoming evil and promoting good.

"The Russians have an interferiority complex." - John Cameron Swayzee

TIPS FOR HUNTERS -- October 15 is a big day for many hunters in all sections of the country, as some of the choicest hunting seasons open. Here are a few words of solemn advice to these Nimrods: Don't load your gun until you are ready to use it. Never carry a loaded gun in your auto or into your house. Remember the "safety" was put on your gun for a purpose . . . Don't pull your gun, muzzle first, over a fence or through bushes. Use your gun only to shoot with, and not as a club to flush out game. Don't foul your gun muzzle with mud, snow or other debris . . . Always keep your gun muzzle pointed toward the ground when going through bushes or under low branches. In the open, carry your gun on your shoulder with the muzzle pointing up. Don't shoot at a moving object until you are positive it's game. Wear a bright red coat or hat or some distinctive color for your protection.

FASCINATING FACTS -- Armstrong County, South Dakota is a "backward" county that many others would like to emulate -- it doesn't have a single Federal employee! . . . The Federal debt of 260 billion means a mortgage of \$7,000 on the average American family . . . Astronomers do not know what is happening in the universe at present; they only know what was happening many thousands of years ago when light from the stars started on the long trip to the earth . . . The longest known flight of a homing pigeon was from Arras, France to China -- more than 7,000 miles . . . The common shrew will eat twice its own weight of food daily. It will starve to death in two or three hours if food is not obtainable . . . Great Salt Lake contains an estimated 400 million tons of salt.



"There's a new perfume that drives women mad. It smells like money." - Don Dornbrook

TYPOGRAPHICAL TIDBITS — An Indiana editor was severely factual in this description of a wedding: "For her corsage, she wore a corsage" . . . Ad in the Ft. Worth Press: "Girls' Wool Suits For Girls With a Navy Top and a Plaid Bottom" . . . Political inauguration story in Bedford (Ind.) Times—Mail: "During the afternoon, the new city officials will be administered their oats by the mayor." . . . A Mid-west resident, hard—hit by the Missouri floods, ran this ad in the New Orleans Times—Picayune classified section: "Lost — Brand—new, one—car garage, overhead door, red roof. Builder's sample. Will sell at cost. Left Kansas City July 13 by flood, should pass New Orleans about noon, July 29."

"Success is a journey and not a destination." - James J. Booth

FOR THE LADY OF THE HOUSE —— Prevent rust in garbage cans by pouring melted paraffin on the inside of a can. Coat both the bottom and sides . . . Save your temper when stringing graduated beads by laying them on a Turkish towel. They will not roll around or get out of place . . . During damp weather, a few grains of rice in a shaker will keep salt from packing . . . Loosen a cake which has stuck to the pan by placing the tin over a bowl of boiling water . . . To prevent house dust from getting under your fingernails when you are cleaning, scrape your nails over a bar of soap and fill them well.

"The Middle Ages gave us the two worst inventions of humanity-romantic love and gunpowder."-Andre Maurois



ELIMINATE THE NEGATIVE -- If you've been told that you look very couth and kempt, chances are that you're talking to a new fraternity of language historians who are compiling a new lexicon from words like "uncouth" and "unkempt", whose positive meanings have fallen into disuse . . . Fortunately for all of us, the campaign of these amateur entymologists has not progressed very well. Otherwise, we might hear people called gruntled, instead of disgruntled, and heveled, not just disheveled . . . And, if this language ever became popular, just how would you go about insulting a fellow who needed it? You could only sult him in reverse.

"If you aspire to the highest place, it is no disgrace to stop at the second, or even the third."—Cicero

JOHN BULL'S LONG ARM — A member of the London Stock Exchange was a bit reluctant to acknowledge the directive of his "call-up papers", as they call a draft notice in England. So the young man replied: "See Luke 14:20 (I have married a wife and therefore I cannot come)" . . . The War Office was unimpressed. Their answer went: "Your attention is drawn to Luke 7:8 (For I also am a man set under authority having under me soldiers, and I say to one Go, and he goeth; and to another, Come and he cometh)."

NEWS OF NEW THINGS -- A new portable washing machine is said to handle a five-pound load and is mounted on roll-away casters to permit easy storing. It has a powerful pump to empty wash water into sink or lavatory . . . Newly marketed plastic mirrors, about one-third as heavy as glass mirrors, are claimed not to shatter, are shock-resistant, and are not supposed to steam or cloud . . . You can now equip your telephone with a new luminous dial that is said to make it easy to dial your number in the dark . . . A new "air-conditioned" ironing board is constructed with a frame of expanded and pierced metal. This open-mesh top is claimed to give ventilation that lets garments dry quickly after ironing . . . A new doorholder that fastens to the top of the door and frame keeps the door open while a person with full arms is passing through . . . If you wish the names and addresses of suppliers of these products, write Hudson Newsletter, 431 Howard Street, Detroit 31, Michigan.

"You bear the calliope before you see the clowns." - Arthur (Bugs) Baer



ONE SECOND SERMONS -- America's number one need is for the uncommon man -- the man who has the capacity to think, the capacity for imagination and the capacity for faith . . . About the only moral exercise some people get is shadowboxing with their consciences . . . It might be better for America if the chaplain of Congress made the laws and the members of Congress prayed for the country . . . Pause to refresh yourself morally and spiritually. Don't be so busy sawing wood that you haven't time to sharpen the saw . . . The first one-way street that produced results was the straight and narrow way.

"The only parasite with value is mistletoe, and even that has got a lot of people in trouble." - Joe Palmer

HIGH COST OF DYING -- An official of the National Safety Council makes the staggering statement that "As you make a 10-minute safety speech -- two persons probably will be accidentally killed and 170 injured in this country while you talk. Costs will amount to \$140,000." . . . The national accidental death roll for 1950 was 90,000. Another nine million people were injured. These deaths and injuries cost the nation the appalling sum of over seven billion dollars in lost wages, property damage and medical charges . . . A rather high bill for carelessness.

"Don't try to be a superman. Just to be a man is sufficient in this world." - Arturo Toscanini

OLD ENEMY OF TROUT IN FOR SHOCK -- The sea lamprey has had quite a winning streak against Great Lakes trout, but he may be in for a rude shock . . . Lake Huron's trout stock had declined to a point where it is commercially non-existent. The annual trout catch in Huron's U. S. waters declined from 1,372,000 pounds in 1939 to 900 pounds in 1949. It's the same story in the other lakes, with the parasite even making disastrous headway in deep Lake Superior. As the abundance of lake trout has disappeared, the lamprey has directed his attack on whitefish, suckers, walleyes and chubs . . . But now, researchers on the staff of the U.S. Fish and Wildlife Service think they have the answer. They're setting up electrical barriers which stun the lamprey and keep him from reaching his upstream spawning grounds.

"From hero to zero can be a short trip." - Armin C. Oldsen

ANSWERS TO ANIMAL QUIZ -- (1) False. Squirrels frequently forget where they hide nuts . . . (2) True. Snakes are also immune to the poison of other snakes of their own species . . . (3) True. Human terror usually infuriates savage animals . . . (4) True. A hummingbird can fly backward out of the deep flower it enters in search of nectar and insects . . . (5) False. An elephant usually shows signs Your Hudson Reporter of old age at 50.