

HUDSON Newsletter



Inside Newsletters . .

. . . and Automotive News

Tomorrow's Motor Car Today

BURGDORF MOTOR COMPANY

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IRELAND'S SCOTTISH SAINT — The wearing of the green on St. Patrick's Day, March 17, honors a man who was born in Scotland, but was carried off to Ireland by pirates when he was 16 . . . He escaped home to Scotland, but the lure of Irish soil was too much for him, and he returned to the Auld Sod as a man . . . St. Patrick's Day is the date of his death, not his birth. No one knows how old he was when he died in the year 493, but he was well past 100 . . . History says that St. Patrick personally founded more than 300 churches and baptized more than 120,000 people. The great day for the Irish honors one of Ireland's greatest men.

IT DIDN'T LOOK
LIKE THAT IN
THE CATALOG



"The three ages of man: The school tablet, aspirin tablet and stone tablet." — Oliver Beacon

FAMOUS LAST WORDS — Do you think I'll live long enough to pay the bill, doctor? . . . You'll have to go some to catch me inside a loan company office . . . Your editorials are an insult to my intelligence. Please cancel my subscription . . . What's the need of tipping in here? They give the waiters a percentage of the bill . . . Act quickly, as this sensational offer may be withdrawn at any moment . . . There's bound to be a better motel than this in just a few more miles . . . Our rookies look awfully good, and we are a cinch to get out of the cellar this season.

"If at first you don't succeed, don't take any more chances." — Abe Martin

WHERE EXECUTIVES COME FROM — You don't have to have a college degree to be a business leader. A recent survey shows that one-fourth of the presidents of 204 leading companies did not attend college. Of those who did, almost half attended either Yale, Harvard, Columbia, Princeton, Cornell, or the University of California . . . The average age of the 204 presidents was 58, with the oldest being in his 80s, the youngest in his 40s. Their average annual income from salary and bonuses is about \$120,000, the high being almost \$600,000, the low about \$25,000.

"Legislation does not stop corruption any more than the Ten Commandments stopped sin." — Clare Hoffman

WHO WORKS FOR WHOM? — Perhaps you know a friend's trade or profession, but could you give the title of his superior or employer? Here are the names of six jobs: (1) Busboy (2) Attache (3) Bailiff (4) Valet (5) Page (6) Hostler . . . And here are the titles of these workers' superiors: (a) Legislator (b) Sheriff (c) Ambassador (d) Gentleman (e) Horseman (f) Headwaiter . . . How many can you match correctly? The correct answers are on page four.



IT TAKES TWO
TO TANGLE

THOUGHT STARTERS — If you want to make a long story short, tell it to a traffic cop . . . When experience is the teacher, you get the test first and the lesson afterward . . . More laws are needed with teeth — wisdom teeth . . . A lot of people don't start economizing until they run out of money . . . There are plenty of modest people, but some of them are too conceited about it . . . The thing about the younger generation that aggravates him most is that he no longer belongs to it . . . Gossip often spreads faster over the sour grapevine . . . It wasn't the doctor who put us on a reducing diet — it was the butcher . . . Stopping at third base adds no more to the score than striking out.

"About as many persons have been caught by lipstick as by thumbprints."—Clyde Moore

THAT SENATE BEAN SOUP — The last thing Vice-President Alben Barkley did before leaving Washington's Capitol Hill was to get a U. S. Senate restaurant menu and tear out the recipe for the Senate's world-famous bean soup, "to serve down home with Kentucky cornbread" . . . Here is that renowned recipe: Take two pounds of small navy pea beans, wash and run through hot water until the beans are white again. Put on the fire with four quarts of hot water. Add one and one-half pounds of smoked ham hocks and boil slowly approximately three hours in a covered pot . . . Braise one onion chopped in a little butter and, when light brown, put in bean soup. Season with salt and pepper and serve. Do not add salt until ready to serve. This recipe will serve eight persons.

"A lovely woman is more to be patted than censored."—Ray Cvikota

SLY SLOGANS — A group of Detroit executives kid the great American love of mottoes with a "sort of make-believe" organization known as the Let's Have Better Mottoes Association. The presidency of the association changes monthly, being awarded for the "best" motto submitted . . . The present president won office with "Time is valuable — why waste it working?" Strong contenders included "Hang onto your Confederate money — the South will rise again."

"If inflation is with us much longer, wooden nickels will be worth a dime."—Harry Bosley

NUBS FOR HIS NIBS — Men's fashions experts say that the American male this year will turn to clothes with "a dimensional look." They say that men's clothing stylists have turned their backs on stripes, glen plaids, herringbones, etc., in favor of textured or nubby fabrics, such as silk and linen . . . If the experts can persuade him, this year's nobby dresser will go nubby.



"Too many parents tie up their dogs and let their 16-year-olds run loose."—H. F. Doolittle

GARDEN GADGETS — The garden supply manufacturers have spent the winter growing new ideas for gadgets for you to use in your yard this year. If you hate grass mowing, one company will sell you a chemical solution which is said to retard the grass's growth by as much as four months. At the other extreme, another company offers a substance guaranteed to grow grass on any bare spot. You can buy a gasoline-powered scythe, or a spring-loaded spade that kicks the dirt into the air once you've shoved the spade in the ground . . . Another company has come up with a lightweight cooker attachment which will hook over your garden cart, so you can cook your food outdoors and wheel the meal right up to the table . . . Manufacturers expect the billion-dollar garden supply business to increase by 20% or 30% this year.

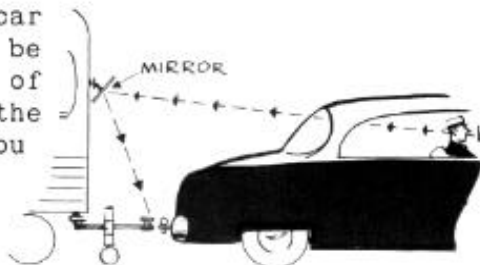
"Money may be the husk of many things, but not the kernel. It brings you food, but not appetite; medicine, but not health; acquaintances, but not friends; servants, but not faithfulness; days of joy, but not peace or happiness."—Henrik Ibsen

HUDSON Newsletter

SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

TIP FOR TRAILER OWNERS — Backing up your car so that it will engage the hitch on your trailer can be made a lot easier by attaching a mirror to the front of the trailer directly over the hitch. By positioning the mirror at an angle as shown in the sketch at right you will be able to see the hitch through the rear view mirror of your car.



Barber Shop Talk: Shear nonsense

MARCH WINDS CAN BE TRICKY — When driving past the last of a protecting windbreak of buildings, or emerging from a deep cut through a hill, be alert for the sidewise shove of buffeting cross-winds that can catch you napping at your steering. (Here's where you Hudson owners appreciate "step-down" streamlining that banishes wind-fight!)

Bedrock: Rooming bouse mattress

IT'S GOOD LUCK TO SPILL THIS SALT! — If you've used up your bottle of windshield de-icing fluid, swipe a salt shaker from your kitchen to carry you through the last few sleet storms of winter. Sprinkled on the windshield, salt will melt the ice which can be wiped away with a clean cloth.

Cold Storage: Handkerchief



YOU CAN CARRY MORE SUITS THIS WAY — That coat-hanger hook found in the rear of most cars is a handy device and it can be made even more serviceable by increasing its carrying capacity as follows: Twist a piece of heavy wire (a section from a common wire hanger is perfect) into a double loop as shown in the sketch at left. Fit the small loop over the car hanger and use the larger loop for carrying up to four coat hangers.

Alcatraz: The one pen that lives up to its lifetime guarantee

CAN YOU IDENTIFY YOUR CAR? — Sure you can . . . you think! But to big-time car thieves — who, in a matter of hours, can re-paint, swap accessories, switch tires, and transport many miles for disposal — it's child's play to change "unchangeable" motor and body numbers. A car thus altered is difficult for even the owner to recognize, and the police must have proof. Play safe by hiding your business card in the upholstery, filing secret marks on remote metal parts, tying a bit of colored string around one of the wires, or any other unnoticeable item that will remain unchanged and enable you to identify an otherwise unrecognizable car.

Recreation: Getting exhausted on your own time

CLEANING AIR-FOAM RUBBER CUSHIONS — If greasy or oily spots are to be removed from seats having air-foam rubber cushions, care must be taken to avoid damaging the air-foam. When using volatile-type cleaners, dip the cleaning cloth in the solution and wring the cleaning cloth almost dry. Then carefully remove the spot by working from the center of the spot outward. DO NOT SATURATE THE SPOT WITH THE CLEANING SOLVENT.



TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON



March winds—
April showers
Bring forth
May flowers

How to be your own

Weatherman

IT WILL RAIN IF:

Cats sneeze and scratch table legs; flies bite; dogs and oxen lie on their right side; no stars fall on a clear night; smoke goes downward; bees stay by the hive; cows scratch their ears; smell of pipe tobacco lingers longer; toads abound in the evening; clotheslines slacken; spiders spin and ants build; walls and pavements are damp; earthworms crawl forth.



Poetic Prophecy

Rain before 7, clear before 11. Wind in the west suits everyone best. Red in the morning, sailor take warning; red at night, shepherd's delight. On Thursday at 3 look out and you'll see what Friday will be. Mackerel skies and mares' tails make tall ships carry low sails. Moon and weather change together. Onion skin very thin, mild winter coming in; onion skin thick and tough, coming winter cold and rough.



Long-Range Forecasting

Foggy March, frosty May. If ice bears a man before Christmas, it won't bear a mouse after. Long hard winter if catfish belly is thick. Don't forget Groundhog Day. A serene autumn denotes a windy winter; a windy winter, a rainy spring; a rainy spring, a serene summer; a serene summer, a windy autumn. And don't wash your car on July 15! That's St. Swithin's Day. If it rains then it's supposed to pour 40 days, right to St. Bartholomew's Day (August 24) and "as Bartholomew's Day, so the whole autumn." That means rain into December, and since the period from December 25 to January 5 is supposedly a preview of next year's weather that means rain all year, and therefore—just because you washed your car on July 15—it could rain forever!



IT WILL SNOW

Turkeys refuse to walk with their backs to the wind; grouse shake their tails; rattle on trees; rabbit wood pops loudly;



IT WILL STORM

Foxes bark at night with their mouths turned up; sun has a red glow; leaves; birds stop singing; hair of red heads; under stern of ship.



Everybody talks about the weather, YOU CAN DO SOMETHING ABOUT IT

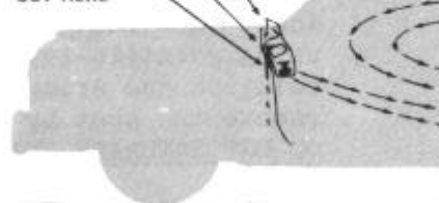
Enjoy Spring all year 'round in your car (exactly the amount you want) above the monoxide-laden exhaust rain and snow . . . bugs and dirt fi

With Hudson's optional Weather weather! On coldest days bask in whatever temperature you desire, head-to-toe comfort (plus fog-free

FRESH AIR ENTERS HERE—SCREENED TO KEEP OUT INSECTS

AIR HEATED HERE

SNOW AND RAIN DRAINED OUT HERE





Ever been caught in a blizzard without your overshoes? Or plan a picnic that ended in a downpour? Red flannels — take 'em off or put 'em on?

Hudson Newsletter comes to your rescue by compiling the weather wisdom of farmers, fishermen, rheumatics, and other serious students of weather — such as golfers and horse players.

Now *you* too can predict the weather by referring to the accompanying prognostications.

W IF:

... to come down from trees; cats sit
... to the fire; cows bellow in the eve-
... shake their feathers at night; dry leaves
... rabbits run to open country; burning
... adly; your back aches.

M IF:

... night; cats snore and sleep with their
... up; sea gulls sit on sand; old sheep
... has large spots; maple shows lining of
... top singing; prairie dogs bank up holes;
... heads becomes kinky; petrels collect
... of ship; your corns jump.

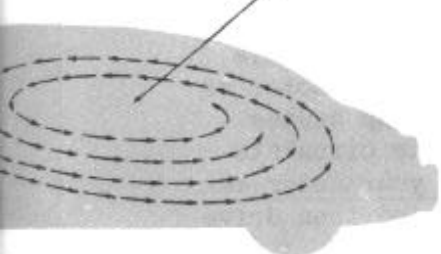
... the weather . . . but

SOMETHING ABOUT IT!

... your new *insulated* Hudson . . . FRESH
... ant) scooped up from the *clean air zone*
... exhaust areas of other cars . . . drained of
... dirt filtered out.

Weather Control, you make your own
... k in warm FRESH air conditioned to
... esire, circulated draft-free for healthful
... free windows!).

CLEAN, WARM AIR
CIRCULATES THROUGHOUT
CAR INTERIOR



IT WILL BE COLD IF:



Pigs store straw or grunt uneasily and huddle;
caterpillars have broad bands; lots of comets; geese
fly about 10 p.m.; prairie chickens come into creeks;
larks flock; you don't wear your coat.

IT WILL BE FAIR IF:



Crows fly in pairs; cats wash behind ears; red ball
sunset; rainbow in east; good fellows get together;
birds fly high; hit over second base.

FORECAST FOR YOU (As a happy Hudson owner)

Fair and pleasant. Dawn of a different motoring day in 1953
Hudson, NEW as tomorrow's sunrise! Sunny dispositions
(thanks to best ride) unclouded by usual motoring hazards
(safest car). Zephyr-silent engine precipitating as fast as
lightning into typhoon power. Speeds like the wind, yet you
"float on a cloud."

Sharp drop in upkeep. Cooler (under the collar—due to easy
handling). No "fumidity" (fuming over ordinary auto annoy-
ances). Visibility unlimited, Hudson-Aire Styling attracting
all eyes. An atmospheric "high" (quality) combined with a
fast-moving "low" (step-down design) will produce a long
period of fine, trouble-free motoring.

Storm warnings (to any car attempting to out-perform
Hudson). Eclipses all others.

Moon — that's what you'll do if you don't get a . . .

Beautiful NEW '53

HUDSON

HIGH TIDE of the
automotive world

HUDSON HEADLINES AND BY-LINES

THE HUDSON EMBLEM — Every now and then Hudson Owners query Hudson News-letter as to the significance of The Hudson Emblem. We are proud to explain the background of this fine, old insignia . . . Family crests were developed with symbols to represent family characteristics. Business emblems are designed to represent firms . . . Since 1909, the Hudson triangle has been the emblem of the Hudson Motor Car Company. In this emblem, ships symbolize the adventurous and pioneering spirit of bold and imaginative engineers — engineers who, in 40 years, have introduced more than 50 important Hudson firsts — engineers who have dared to lead in the past and who will continue to lead in the future . . . Fortresses typify the strength and integrity of the great Hudson organization — management, employees, the Hudson dealers throughout the world. More than 2500 Hudson employees have been with the firm for longer than 20 years! . . . Placed on the now-famous Hudson triangle shield, this "coat of arms" is a mark of distinction on cars of superb quality which today bring new meaning to a fine old name.

"It's a coronation if they precede you with a mace—an inauguration if they follow you with a batchet."—Bill Vaughan

INSTEAD OF HOLDING OUT YOUR HAND — Direction Indicators are becoming legally required equipment in more and more states. The fact is — a direction indicator is a Safety Accessory . . . It warns traffic front and rear that you intend to turn and in which direction. It also makes it possible for you to signal a turn at any time, regardless of the weather, without the distracting necessity of rolling the driver's window down and up. Women drivers especially value the feeling of driving security that comes from this helpful accessory . . . A Hudson Direction Indicator is one of the finest safety devices you can install on your car. Your Hudson Dealer will be glad to show you one.

"When you put your nose in another fellow's business, you also get your foot into it."—Ray D. Everson

A SHIP BUILDER'S CREDO — A Hudson owner submits this set of principles set forth during World War II by one of our "miracle" ship builders who achieved phenomenal success: (1) When you're in trouble, do something — even if it may be wrong . . . (2) If you can't go under, go over; if you can't go through, go around . . . (3) If you can't go right, go left; if you can't get an angle, take two plates and make it . . . (4) If you don't have the right material, go get it; if you can't find the right material, make substitutions . . . (5) If you can't substitute, improvise — If you can't improvise, make an innovation . . . (6) Above all, Get the Job Done.

"The best bridge between despair and hope is a good night's sleep."—Harry Ruby

PLACES TO DRIVE YOUR HUDSON IN MARCH

- 1 Coconut Grove Sunburn Sailing Regatta, Miami, Florida
- 2-6 33rd Senior's Golf Tournament, Pinehurst, N. C.
- 3-8 Sunny South Open, Miami Trap and Shoot Club, Miami, Florida
- 5-11 National Capital Flower & Garden Show, Washington, D. C.
- 6-8 North American Championships in Downhill and Slalom, for men and women and National Grand Slalom Championships, Mt. Mansfield Ski Club, Stowe, Vermont
- 8 Miami Mid-Winter Sailing Regatta, Miami, Florida
- 14 St. Petersburg-Havana Yacht Race, St. Petersburg, Florida
- 14-15 National Championship Downhill Slalom and Combined, Aspen, Colorado
- 15 Annual Imperial Polo Rodeo, Lakeland, Florida
- 18-32 31st North and South Invitation Golf Championship for women, Pinehurst, N. C.
- 19 Laguna Pueblo Ceremonial Dance, New Mexico
- 21-23 Iron Range Championship Curling Bonspiel, Hibbing, Minnesota
- 26-29 Azalea Festival, Wilmington, North Carolina

No. 22 in a Series on How To Take Care of Your Hudson.

TIPS ON CLEANING AIDS AND ENGINE WARM-UP — If your windshield and windows get dirty and cloudy and you do not have a cloth handy, a sheet or two of newspaper slightly dampened will make one of the best cleaning materials you have ever used. Wipe and polish with a dry sheet of paper . . . If your chrome shows signs of rust or is dingy from road salt, oils and grime and you do not have a chrome polish on hand — try Bon-Ami (cake or powder). It will remove the rust and grime, restore the lustre and not harm the finish. A light coating of auto wax after cleaning will give added protection for a considerable period . . . Particularly in cold weather, racing the motor or driving at high speeds before the motor is warmed up causes unnecessary wear, since the cold oil needs time to circulate fully and efficiently between moving parts. Let your motor run at a fast idle for a short while after starting and then drive at moderate speeds for at least 10 minutes.

AUTOMOTIVE NEWS CAPSULES — Wisconsin's legislature is debating a proposal to reduce the state's speed limits to a daytime maximum of 60 and a night maximum of 50 mph . . . Extra personnel at the Pennsylvania Turnpike gates now check entering vehicles for safety eligibility . . . Motorists leaving their cars unattended, with the key in the ignition, will soon be liable to fines and jail sentences in Eau Claire, Wisconsin. A Milwaukee police survey indicates that 80% of auto thefts are due to owner negligence . . . Philadelphia has banned parking altogether in its shopping area in the center of the downtown business district, in a drastic effort to relieve its traffic and parking congestion.

"Youth has its fling, but the old boys call the balls and strikes." — Bugs Baer

DAFFYNITIONS — Columnist: Fellow who learns his scandal at both ends . . . Jam session: Breakfast . . . Window washer: Man who goes to considerable panes in his work . . . Rhode Island: Texas after taxes . . . Labor-saving device: Husband with money . . . Golfing holidays: Tee leaves . . . Woman: Thing of beauty and a jaw to behold . . . Grouch: Fellow with severed jocular vein . . . Fortune teller: Dun & Bradstreet . . . Steering committee: Back seat drivers . . . Shimmy: The shake of Araby . . . Domineering wife: Woman made to order . . . Durable goods: Things that last longer than the time payments . . . Hot shower: Kissing the curls good-bye . . . Old-timer: Man who remembers when it was the help — not the boss — who worked 12 hours a day . . . Motorist: Fellow who sees a wreck and drives carefully for a few blocks.



BAR: LOADING-PLATFORM

"I have known a great many troubles, but most of them never happened." — Mark Twain

STEAKS ON THE INSTALLMENT PLAN — Next time you're wrestling with the monthly payments on the television set, storm windows and Aunt Mary's Christmas gift, don't be surprised to have your wife remind you, " . . . and don't forget the payment on that steak we had last Wednesday." . . . Yes, it's come to that in Pittsburgh, where a wholesale grocer has joined a bank in a food-financing plan. The grocer stocks the family food freezer and the bank pays for it, accepting the food as collateral. The consumer pays as he eats, on the installment plan. To get more food, he simply refinances his loan at the bank.



"Education today only develops the memory at the expense of the imagination." — Owen Johnson

CATNIPS — She's trying to make out a check so that the money will come from her husband's half of the joint account . . . She has a heart of gold and a head of ivory to match . . . Her new home is just 10 minutes from town — by telephone . . . They make a wonderful couple — something like maple syrup and hamburger . . . She ought to mix chlorophyll with the perfume she uses . . . With those big, dreamy eyes, you don't know whether she's romantic or stupid . . . She used to run home to mother, but now she just scampers straight to a lawyer . . . She has a little problem when she drops her eyelashes — she can't find them again.

"He jests at scars who never felt a wound." — Shakespeare

THE VALUE OF YOU — The next time someone says a man is worth his weight in gold, don't be too quick to deny it. The fact is that during his lifetime, a man probably will earn more than twice his weight in gold . . . Assuming that a man weighs 160 pounds, his worth in gold is about \$88,000. If he averages making \$5,000 a year during his working lifetime, he will have earned about \$175,000 or twice his weight in gold!

"My wife, when out buying, is always insistent that fabrics be moth and water resistant, resistant to wrinkles, resistant to gales. The only resistance she needs now is sales." — Derico Wisland

ONE-SECOND SERMONS — Character is not made in a crisis — it is only exhibited . . . Civilization is no longer at the crossroads, it is at the traffic light . . . When we begin to know not only what men do, but why they do it, we stand on the threshold of truth . . . Some people are so narrow-minded that they have to stack their prejudices vertically . . . This country could well afford to pay more heed to the church and the still small voice rather than to the giveaway programs and the loud cries of "I demand" . . . Emerson once said: "Most of the shadows of this life are caused by our standing in our own sunshine" . . . A smile goes a long way, but you're the one who must start it on its journey.

"Push; if you can't push, pull! If you can't pull, get out of the way!" — Elbert Hubbard



SIGNS OF THE TIMES — Thomas Edison kept this on his desk where he could see it every day: "When Down in the Mouth, Remember Jonah. He Came Out All Right" . . . A portion of the neon lighting went defective on the Hotel Sinton sign in Cincinnati, causing it to read: "Hot Sin On" . . . Slogan of cleaning establishment in Grand Rapids: "Out, Damned Spot!" . . . Sign on San Francisco candy truck: "Love Nest — Made Fresh Every Hour" . . . Notice on Kansas City bridge asks, "Are You Prepared to Meet Your Maker?" — and directly beneath appears, "Use Unguentine For Burns" . . . Warning in Baltimore church bulletin to people who officiate at services: "Ushers Should Supervise, Not Scrutinize."

"Some of those big government dams represent the world's costliest profanity." — Arnold Glasow

FOR THE LADY OF THE HOUSE — If you don't have a vacuum bottle, you can keep milk cold for four hours in lunch boxes by insulating the bottles in one-pound paper coffee bags . . . You can't mislay your shopping list if you jot your items on a shipping tag and tie it to your purse . . . You won't be continually pulling the wrong cord on the venetian blinds when you tie a narrow colored ribbon to the cord that closes the blind . . . Protect your old cast-iron skillet from rusting in the cupboard by heating it moderately after washing and rubbing waxed paper on it. While protecting, the wax is so thin that it does not affect the flavor of food . . . Cut flowers will stay fresher longer if a thin slice of soap is deposited in the vase water.

"Nine-tenths of wisdom consists in being wise in time." — Theodore Roosevelt

TYPOGRAPHICAL TIDBITS — An Illinois newspaper reported, "Governor-elect William G. Stratton today named Glen Palmer to be director of the Department of Conversation." . . . Intriguing classified ad in the Waupaca, Wis., Post: "For Sale — A-1 condition. Take it away for much less than cost of a new one. See it at John Gagliana grocery and restaurant." . . . Confining report from the Nashville Tennessean: "Cafe Operator Held in Beer Case." . . . Unusual punishment headlined in the Chicago Tribune: "Chicagoan Gets Two Years in France for Jewel Shop Robbery." . . . Travel note seen in the Ft. Payne, Ala., Journal: "Mr. and Mrs. Blank returned from a vacation visit to Carl's Bad Tavern in New Mexico."



"When you drive faster than sound, at least you can't hear the back-seat driver." — Jimmy Stewart

ANSWERS TO WHO WORKS FOR WHOM? — If you matched employee and employer correctly, your answers are: Busboy — headwaiter; Attache — ambassador; Bailiff — sheriff; Valet — gentleman; Page — legislator, and Hostler — horseman.

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

Your Hudson Reporter