

HUDSON Newsletter



Inside Newsblasts . .

. . . 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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-
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1953

LET'S BE FAIR TO APRIL — When the poets and the song-writers tell us about April showers, they're using poetic license. The fact is that there are very few places in the United States where April is the month of heaviest rainfall . . . A glance at the almanac will prove to you that April is taking blame that rightly belongs to the early months of summer, June and July. Those are the months when, if you wash your Hudson, you're more likely to bring rain than you are in April.



"The trouble with most chlorophyll jokes is that they smell".—Jimmy Melton

THOUGHT STARTERS — When a woman has everything to gain and nothing to lose, she's probably making a bet with her husband . . . If you think it's tough keeping up with Joneses, think how tough it is for the Joneses . . . At least tax returns let a man say he's the head of the house . . . The girl who thinks no man is good enough for her might be right, and may be left . . . The key to success fits the schoolhouse door . . . No two people are alike and both of them are glad of it . . . People who sleep like a baby haven't got one . . . Even if robots replace men, the most successful ones will still be those with the right connections.

"It's better to have loved and lost than to have no grounds at all for breach of promise".—Clyde Moore

THE FLOWERS THAT BLOOM IN THE SPRING — Perhaps you can identify the flowers that are beginning to bloom, but do you know what their significance is? Test yourself with this quiz . . . (1) What flower says "I love you?" (2) What flower tells the time of day? (3) What flower is named for a mythical character who fell in love with his reflection in the water? (4) What flower suggests an unmarried man? (5) What flower sold one day each year is the sign of consolation? You will find the answers on page four.

"Sometimes one pays most for the things one gets for nothing".—Albert Einstein

AUTOMOTIVE NEWS CAPSULES — Of the 6,000 cars towed away from restricted parking areas in New York City last year, 600 were never reclaimed, and had to be sold at auction . . . Colorado law prohibits motorists from equipping their cars with such gadgets as colored bug deflectors, signal lights mounted in their rear windows, foxtails, and objects such as window curtains and baby shoes which obstruct vision . . . A compulsory auto liability insurance bill now before the New York legislature is being closely watched by legislators in other states. The bill has the support of powerful politicians in the Empire State, and of many mutual insurance companies.

DAFFYNITIONS -- Home Freezer: Apartment house janitor . . . Comic relief: When the life of the party goes home . . . Estimate: Half the cost of any job . . . Fortified: The number that follows forty-four . . . Bore: A poor shot who keeps aiming to please . . . Diplomat: Man who can convince his wife she looks fat in a mink coat . . . Painless dentist: One who charges modestly . . . Idealist: Person who wants to make hell fireproof.



"To avoid colds, avoid people".—Dr. John H. Dingle

NEWS OF NEW THINGS -- A tackle belt for the fisherman is designed to hold license, lures, hooks, cigarettes, etc., in nine watertight plastic containers . . . A paint roller manufacturer now offers attachments which will produce 24 different designs on a wall . . . A new product is a premixed wallpaper adhesive which the maker says is water soluble, making it easy to remove the paper merely by soaking it through with water . . . An acid-neutralizing cartridge which the manufacturer says will prevent rusting in fuel tanks is now on the market . . . For scrubbing pots and pans without damaging the hands, the housewife may use a new steel-wool holder of metal and plastic, six inches long . . . The names and addresses of suppliers of these products may be obtained by writing to Hudson Newsletter, 431 Howard Street, Detroit 31, Michigan.

"We didn't all come over on the same ship, but we're all in the same boat".—Bernard Baruch

BE KIND TO YOUR HEART -- That delicate machine which keeps you going will give you better service if you will give it the same good care you give your Hudson . . . Here are a few rules which will add to the mileage your heart can give you: Don't run or walk fast to catch a bus or to be on time for an appointment. Don't walk against a high wind. Don't do unnecessary climbing, or climb rapidly . . . Never jump out of bed; get out slowly. Don't work for long periods at top speed, even on a desk job. Get the proper amount of rest; when you are lying down or asleep, your heart gets a breather.

"After you have children, the economic law reverses to Demand and Supply".—Marcelene Cox

TYPOGRAPHICAL TIDBITS -- The Grand Forks (N. D.) Herald issued this report of the arrival of a sensitive baby: "Leon weighed nine pounds, eleven ouches" . . . Ominous housing note from the Bismarck (N. D.) Tribune: "Typical features were rumbling, low-slung lines, extensive window space, natural woods" . . . A farmer whose hog had won first prize at the county fair ran this ad in the weekly paper: "Due to the illness of my wife, I request that my friends and neighbors wait about a week before they come to see the big hog" . . . Rising cost of living ad in a midwestern paper: "For Sale - Gabardine topcoat, size 42 to 44. Cost \$5, will sell for \$10."



"Friendship, business, democracy and hash all depend on man's faith in his fellow men".—Gus Edson

READY-MADE SLUM -- Disgusted by thoughtless tenants who spoil the atmosphere of new housing developments, Amsterdam, Holland, authorities created a man-made slum for quarrelsome persons and hooligans . . . In this "model village," the homes have flat, concrete walls, crack-proof pavements, built-in drainage pipes and steel lamp posts. Flush safety-glass windows foil boys who throw stones. No two entrances adjoin and a few doorways overlook one another . . . About 130 undesirable families have been transferred from the better projects into this "hooligan haven."

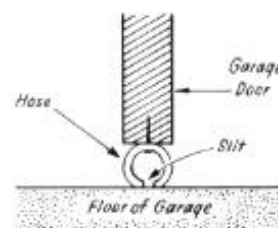
"If you want prompt action on any matter in Washington, make 30 copies. If you want very prompt action, make 80 copies. But if you want doggone prompt action, make one copy and take it to the proper office yourself".—Robert A. Lovett

HUDSON Newsletter

SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

WEATHERSEALING GARAGE DOOR — Does air and dirt blow through the bottom of your overhead garage door because it does not fit snugly against the floor? Try this: Slit a length of garden hose and nail it to the bottom edge of the door, as shown in the sketch at right.



Fashionable Wedding: Where the father sticks a rose in his shotgun.

BLOWOUT "DO'S" AND "DON'TS" — Know how to handle your car in case of a blowout? "Hang onto the wheel and keep your head!" is the first advice of expert drivers. If it's a front tire, the car will swerve toward the side of the blowout. If it's a rear tire, the back end will start to sway from side to side. Concentrate on keeping the car going straight. Don't take your foot off the accelerator. On the contrary, increase your speed slightly. That will pull you out of the swerve. When you are certain you have the car under control, apply brakes lightly.

Egotist: Person in love with nothing.

GOT A DUSTY CONCRETE FLOOR? — Another "recipe" for eliminating dusty concrete floors: Apply three coats of a solution consisting of one part sodium silicate and three parts of warm water. Apply with a brush.

Home Cooking: The greatest chow on earth.



FOR K-9 MOTORISTS — Give your dog a comfortable "paw-rest" that will stay put and help keep him from scratching your car's window trim. Just slit a length of garden hose and clamp it over the partly raised glass as shown in the sketch at left.

Inexperienced Gardener: One who's rough around the hedges.

WATCH THE GROUND! — Every time you walk up to your car — watch the ground! Professional drivers habitually look for telltale dribbles on the pavement as timely warning of water leaks (before the engine overheats); oil leaks (your engine may be losing oil, not burning it).

Columnist: Man who deals in spat news.

TAKE THE BUMPS EASY — Don't take bumps too fast just because your car is equipped with independently sprung wheels. You may escape the shocks of such driving, but the tires do not.

Propaganda: Baloney disguised as food for thought.

IF A FUSE BLOWS AND YOU HAVE NO SPARE — As an emergency repair when a car fuse blows, wrap the foil from a cigarette package around the blown fuse and re-install it in the fuse clips. A word of caution: Do not drive any longer than necessary with this emergency "fuse." It should be replaced with a new one at the first gasoline or service station you come to.



TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON





NOW! At Your Hudson Dealer's Showroom . . .

The exciting wonder car... the Hudson **JET**

THE IDEAL SECOND CAR FOR HUDSON OWNERS!

Yes, here's a brand new **KIND** of car, combining brilliant performance, economy and custom car features never before known in the low price field!

Smartly styled in the Continental manner, the Jet brings you fresh, exciting beauty . . . with glamorous, finely appointed interiors.

It's a compact, easy-to-handle, easy-to-park car—yet it has plenty of room for six passengers . . . and the roomiest luggage compartment of any low price car!

And *performance!* The Jet has more power in relation to weight than any other car in the low price field! And only Jet's lower center of gravity makes this tremendous power safe and practical.

Here, then, is a car that gives you flashing getaway . . . a car capable of sustained high speeds with the smoothest ride . . . one you can drive all day without being fatigued!

Because it is engineered for trouble-free driving, the Jet offers a new measure of economy, and durability. It embodies the famous Monobilt all-welded unit construction—the strongest, safest, quietest body-and-frame construction ever devised. This construction, together with "step-down" design and low center of gravity, provides roadability and stability never before known in the low priced field.

In fact, the Hudson Jet has performance, luxury and safety comparable only to the fabulous Hudson Hornet . . . the car which was proved the greatest performer in America in 1952 by capturing every official AAA stock car record, plus 47 out of 54 officially sanctioned stock car races! Built with the same precision workmanship, oversize parts and finest materials, the Jet is truly a high quality car throughout.

You have to see it and drive it to know that there's no other car in the world like this new Wonder Car. Your Hudson dealer cordially invites you to visit his showroom and see for yourself what an outstanding new car Hudson offers in the Jet.

A new KIND

of car in the

low priced field



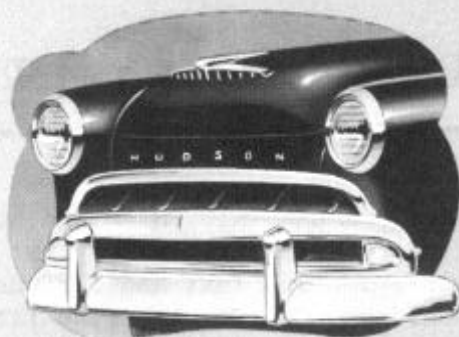
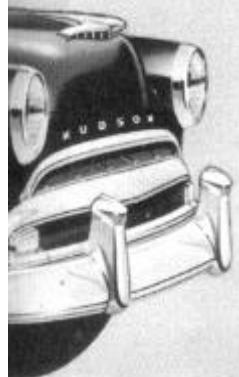
**STURDY,
UNCOMPLICATED
ENGINE DESIGN**

Here is the rugged Jet engine . . . built for sensational performance on low-cost fuels. Its rugged design means thousands of miles of dependable service.

**CHROME ALLOY
CYLINDER BLOCK**

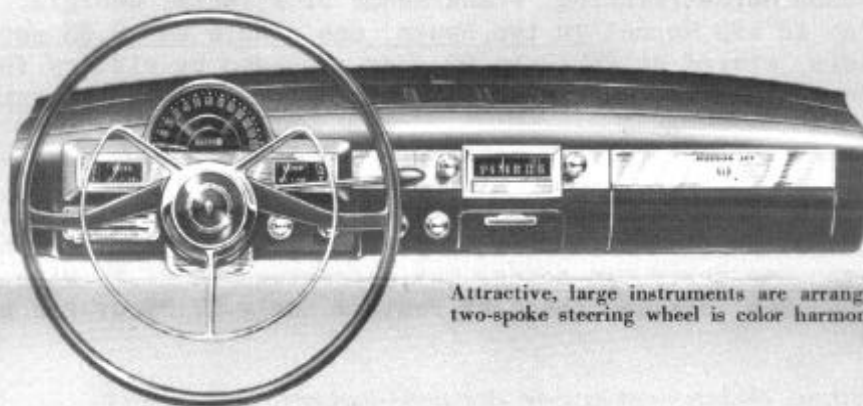
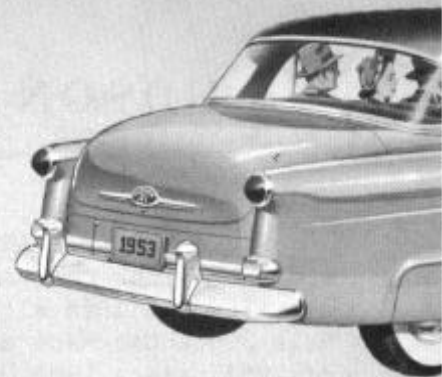
The toughest, most wear-resistant engine block in the industry. It will outlast ordinary cylinder blocks by thousands of miles.





DISTINCTIVE CONTINENTAL STYLING

Low, swept-back fenders . . . massive wrap-around bumpers . . . modern design headlights . . . impressive streamlined hood ornament . . . all quality details with an exclusive custom look.



ULTRA MODERN EASY-TO-READ INSTRUMENT PANEL

Attractive, large instruments are arranged for instant visibility. The slim two-spoke steering wheel is color harmonized to blend with interiors.

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ed field**

LUXURIOUS COMFORT, SPACIOUS ROOM, SUPERB STYLING

Unmatched by any other low-priced car! Nothing has been spared by Hudson Jet designers to bring you fine-car features and conveniences.



**RDY,
OMPLICATED,
INE DESIGN**

is the rugged L-head engine . . . built to give tional performance on ost fuels. Its uncompl- design means more of dependable power.

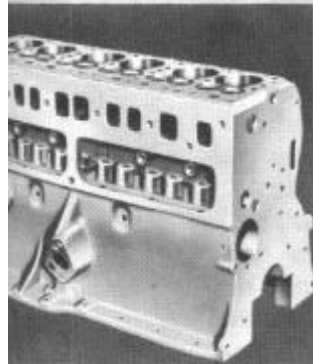


EXCEPTIONAL VISIBILITY

Full-circle vision, unequalled by any other low-priced car. You can drive with confidence knowing that you have full, unobstructed vision in all directions.

RICH, NEWLY STYLED DOOR PANELS

Wide, high doors make it easy for even tall people to enter and leave the new Hudson Jet with easy comfort.



SPACIOUS LUGGAGE COMPARTMENT

Plenty of room for all the luggage your family will require on a long trip! And you don't have to remove the luggage to remove the tire.



H HUDSON H HEADLINES AND B BY-LINES

HUDSON STARTS THE 1953 SEASON WITH STOCK CAR TRIUMPH — The zooming sport of stock car racing, which was dominated by Hudson victories last year, is starting out 1953 with the same Hudson flavor . . . The fast and furious AAA 100-Mile Stock Car Race at Carrell Speedway in Gardena, California, (the first AAA race of 1953) saw a 1953 Hudson Hornet winning. Frank Mundy of Atlanta, Georgia, negotiated the rugged course in his Hornet in two hours, one minute and 8.33 seconds . . . The Gardena classic, staged on February 22, was preceded by victory for Hudson a week before in the United Racing Association's stock car race in California.

"The happiest people are those who have the most interesting troubles".—Arnold Glasow

THEY STAY PUT IN MICHIGAN — A recent survey shows that Michigan leads the nation in the percentage of people who own their own homes. More than two-thirds of the residents of Michigan own their own homes. The percentage is 67.5, with Minnesota second at 66.4 . . . New York has the most renters, only 37.9% of its people owning their own homes.

"Women prefer men who have something tender about them—legal tender".—Kay Ingram

No. 23 in a Series on How To Take Care of Your Hudson

USING RUST INHIBITORS — Nearly all the anti-freezes on the market today contain chemicals to prevent rust formation in the cooling system. Since rust forms more rapidly in the higher temperatures of summer driving, you may want to continue

this protection by adding Hudson Rust Inhibitor after draining anti-freeze in the Spring . . . Here are a couple of other tips to help you get more enjoyment out of your Hudson:

USE OF LOW GEARS — Most people have ridden with drivers who take a couple of blocks to get their cars into high gear after starting. Low and second gears use far more gas than high gear. The owner who drives in first and second only long enough to get started, and then shifts into high at 20-25 M.P.H., saves both gasoline and service expense . . .

SPEEDOMETER DRIVE CABLE — If your speedometer needle flutters, it is a good indication that the cable is dry and needs lubrication. A very dry cable, of course, will also be noisy. Your Hudson Dealer has a special speedometer cable grease which will not become hard and stiff when cold. It will also do much to eliminate both noise and "flutter."

"I was better off before I learned to talk".—T. Harry Thompson

HUDSON IN THE NEWS — In recent publicity releases, both Mr. A. E. Barit, president and Mr. N. K. Van Derzee, vice-president in charge of sales, have announced that as a result of ever increasing public demand the volume of sales of Hudson cars in 1953 was running some 25% ahead of comparable periods in 1952. Dealer stocks are at a low point because of the demand and the factory is being pressed by the dealers for additional cars to fill their orders . . . Mr. Barit also said that Hudson Motor Car Co. is now delivering against some of its defense contracts and is about ready to start deliveries on the balance of them. The schedule calls for a steady increase from month to month, but plans are such that there will be no interference between defense and automobile production.

PLACES TO DRIVE YOUR HUDSON IN APRIL

- 2-5 Florida State Championship, Miami Trap and Skeet Club, Miami, Florida
- 5 Easter Sunrise Services, Red Rocks, Denver and Garden of the Gods, Colorado Springs
- 5-8 Spring Corn Dances at Cochiti, San Felipe, Santo Domingo and other Indian Pueblos, New Mexico
- 6-9 Copley Antiques Show, Boston, Mass.
- 8-12 National Cherry Blossom Festival, Parade, Ball and Pageant, Washington, D. C.
- 8-16 Miami-Havana Powerboat Fleet Cruise, Miami, Florida
- 11 19th Annual All Breed A.K.C. Dog Show, Richmond, Virginia
- 11-18 Latin-American Fiesta, Tampa, Florida
- 13 Opening of Baseball Season by President, Washington, D. C.
- 15-19 Iowa Antique Show, Cedar Rapids, Iowa
- 18 Great Inferno Ski Race down Tuckerman Ravine, Mt. Washington, N. H.
- 21-24 Annual State Music Festival, Greensboro, N. C.
- 24-May 5 Maryland House and Garden Pilgrimage Sponsored by the Federated Garden Clubs of Maryland, Headquarters, Hammond - Harwood House, Annapolis, Maryland.
- 25 Historic Garden Week in Virginia, More Than 250 Private Homes, Gardens and Shrines Will be Open to the Public, Statewide
- 25 Coatsville Horse Show, Engle-side Farm, Coatsville, Pennsylvania
- 26 National Senior Giant Slalom Championships, Arapahoe Basin, Colorado

THE WAY THEY TALK IN HOLLYWOOD -- After a prod is bankrolled and all the thespes are inked, the studio tries to lens a cheapie that will be labelled oke fodder by crix and exhibs, and a sock at arties, nabes and ozoners alike . . . Give up? Here's the English translation of this Hollywood jargon: After the money to make a picture has been raised and all the actors signed, the studio tries to film a low-budget picture which will be approved by critics and theater owners alike, and will make money at art theaters, neighborhood theaters and drive-ins.



"Few things are more expensive than a girl who is free for the evening". — Earl Wilson

THE QUIET WHEEL OF FORTUNE -- Dignity has come to the gambling rooms of a Las Vegas hotel. Silent slot machines have been installed, and instead of the clatter of filthy lucre, a jackpot is announced by the flashing of subdued lights . . . However, to give the jackpot winner his due attention, his name is announced over loudspeakers in the bar and coffee shop and at the crap tables . . . Additional refinements suggested are chimes for winners at the roulette wheels, and rubber dice for the nervous crapshooters.

"Worry is interest paid on trouble before it falls due". — Dean Inge

FOR THE LADY OF THE HOUSE -- To keep your nail polish smooth to the last drop, store it in the refrigerator between manicures . . . To remove scratches from a mirror, apply rouge to the scratches with a small piece of hard felt which has been dipped in water. Keep the applicator damp and rub the surface gently . . . To drain excess oil from fried fish, place the fish on dry bread, which will absorb the oil . . . If you can't place poisons in the medicine chest beyond the children's reach, pins stuck in the corks of poison bottles will mark them as dangerous.

"Curiosity is free-wheeling intelligence". — Alistair Cooke

FAMOUS LAST WORDS -- It's on sale . . . Today I'm going to pick the daily double . . . Our remittance will be in today's mail . . . So you want one more for the road; what do you want for a chaser, a cop? . . . No two houses in this subdivision will be alike . . . My tax refund should be here by now . . . They'll be glad we dropped in . . . You don't need your umbrella . . . This year's golf balls don't go as far.



"Another way to split heirs is to contest a will". — Bruce Caldwell

HOW BOSSES RATE -- Two eastern college researchers have discovered through a poll that 63% of American secretaries are well satisfied with their bosses, and only 15% are thoroughly dissatisfied . . . The investigators offered these suggestions for bosses who wish to be high on their secretaries' popularity list: Treat her as a person, not a machine. Praise in public, correct in private. Give greater consideration to her ideas. Make her feel you prefer her to any other secretary. Don't work her too hard or keep her overtime except in emergencies . . . Explain new office methods to her fully. Show that you think her capable of assuming her responsibilities. Good rules for us to follow in all our personal relations.

"The guy who cuts a wide path rarely cuts a long one". — Don Marshall

BRIEFING FOR BARBERS -- On the theory that barbers can find good use for new topics of conversation, a Peoria manufacturer holds a special open house for the city's 200 barbers once a year . . . The guests are welcomed by the company president, see movies and hear talks about the company's products, and are treated to lunch and a tour of the factory . . . When the barbers chat with their customers, the company is sure to get the benefit of much word-of-mouth advertising.

"Some people get older, others grow older. Those who get older will in all likelihood live a drab and monotonous number of years. Those who grow older will do so aggressively and creatively". — Ben L. Grossman



SIGNS OF THE TIMES — A California bakery advertises "Canasta cake — it melts in your mouth" . . . Unwanted offer on a restaurant sign: "Dinner \$1 — Dessert Thrown In" . . . A playground equipment store advertises: "It Takes Two to Teeter-Totter, Too" . . . A nylon shirt manufacturer boasting that his products are easy to wash and need no ironing, "The Wife You Save May Be Your Own" . . . One-world cafe sign "Australian Cafe—Fine Italian Food" . . . A paint contractor seeking to keep the curious out from under his workmen posted this notice: "Caution—Dangerous Painters Above" . . . A Memphis laundry returns all its shirts with a band asking, "Have You Kissed Your Wife This Morning?"

"Behind every man who succeeds there's a woman—and she usually catches him".—Jim Dilley

NEW TV POPULARITY TESTER — If you want to know the most popular television show in your area, ask your city water commissioner. In several cities, water department workers, hunting the causes of sudden changes in the use of water, claimed that the changes could be tied directly to television . . . During the popular programs, the public sits still. When they're over, people get up, walk around, and have a drink of water or do the dishes, water the lawn, and so forth. Momentarily, there might as well be a major break in the mains.

"Even the speech of foolish people is valuable if it serves to guarantee the right of the wise to talk".—David Cushman Coyle

CATNIPS — You should have seen her beam when she put on her new slacks . . . I never believed in evolution until I saw my wife's relatives . . . I haven't seen her for a year and I hope my luck holds out . . . She's so smart she reads nothing but five-dollar books . . . They're so chic they painted their garage doors "His" and "Hers" . . . I know my mother-in-law lives only a stone's throw from us because I throw stones at her . . . Two mint juleps and she goes home with a southern accent . . . That chip she carries on her shoulder is just a splinter from her head . . . She affects me just like the ocean; she makes me sick.

"The world is moving so fast these days that the man who says it can't be done is generally interrupted by someone doing it".—Elbert Hubbard

FASCINATING FACTS — A California supermarket owner provides a toll-free phone for husbands who've forgotten what they were sent to the store for . . . Men's sport shirts outsold dress shirts almost 3 to 1 in the U. S. last year . . . The picture on a TV screen is composed of about 210,000 tiny dots . . . More than one-fourth of U. S. farms are not operated by their owners . . . There's a drive-in theater in Little Rock, Ark., which has a balcony—built into a hillside . . . A New York apartment building is now equipped with a vending machine at which the housewife can purchase cartons of milk at the drop of a coin.



"The man who invented the eraser had the human race pretty well sized up".—John M. Henry

ANSWERS TO FLOWER QUIZ — (1) Red rose, (2) Four o'clock, (3) Narcissus, (4) Bachelor button, (5) Poppy.

"When money talks these days, it's probably asking what happened".—Franklin P. Jones

THE EARLY GARDENER — Soon it will be time to go to work in your yard, and the sooner you do several tasks, the better results you will have this year . . . Plant trees and shrubs as soon as possible. Feed and seed your lawn early, too. Use a spreader to fertilize your lawn; the spreader will save its own cost in one year by distributing the fertilizer more economically. Do not seed until a week after fertilizing . . . Trim your evergreens just after the new growth begins. Don't prune any flowering shrub until after it has finished blooming.