

HUDSON Newsletter



Inside Newsblasts . .

. . . and Automotive News

Tomorrow's Motor Car Today

BURGDORF MOTOR COMPANY

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JULY WILL BE JUMPING! — July will be barely ushered in before everybody leaps into his automobile and heads for mountain and beach on the long July Fourth week-end. The last firecrackers will not have been exploded until the political fireworks start in earnest at Chicago on July 7 — convening time for the Republican National Convention . . . Then after a brief interlude, the Democrats take over the same hall at Chicago on July 21 for another round of pyrotechnics . . . Astrologically, Cancer has its day from June 22 to July 23. People born under that sign are supposed to be conservative, home-loving folks — but every now and then they surprise their closest friends with unpredictable behavior.

"The root of all evil is a pretty hard root to dig up these days." — Kathryn Gelander



A SURE BAROMETER ON PRESIDENTIAL ELECTIONS — In this heated election year, there's one almost certain way to determine how the election will swing in November, according to the New Bedford (Mass.) Standard-Times: Just find out how the voters feel in one or more of eleven counties which have never been wrong in a Presidential election since the War Between the States . . . These eleven counties are Strafford and Coos (N.H.); Jasper and Palo Alto (Iowa); Albany and Laramie (Wyo.); Fayette (Penn.); Marion (W. Va.); Vanderburgh (Ind.) Belmont (Ohio), and Crook (Oregon). Mr. Gallup and Mr. Roper are good, but the wise politicians watch these eleven counties.

"It takes a heap of mowing to make a yard a lawn." — Clyde Moore

DAFFYNITIONS — College crime: Panty larceny . . . OPS: Office of Potato Shortage . . . Surrey: Fringe benefits . . . Juvenile cowboy: Hoppychrondriac . . . Monopoly: 280-pound man in a phone booth . . . Quarter horse: Nag with two bits in his mouth . . . Illegal: Sick bird . . . Cauterize: Flirtation . . . Banquet: Dollar meal that you pay \$5 for . . . Withholding: High cost of earning . . . Marriage: Legalized gambling . . . Laziness: Lassitude and loungitude.

"Television is just one more nail in the coffin of personal effort." — Barbara Ward

VICE PRESIDENTIAL QUIZ — The major party conventions this month will nominate not only presidential candidates, but almost equally important choices for the Vice Presidency. . . . See how much you know about vice-presidential candidates of the past. (1) Who was Wendell Willkie's running mate in 1940? (2) Who were Franklin D. Roosevelt's vice-presidents during four campaigns? (3) Who was James Cox's Democratic partner in 1920 and (4) Who ran for Vice-President on the Democratic ticket under William J. Bryan in 1900? . . . Answers appear on page four.



HAVE A GOOD VACATION! — Before you start on your vacation, here are a few items to check before leaving home: Water spouts, gas, windows. Be sure to stop the paper and milk, and assure yourself that your insurance will not lapse because of a forgotten payment. Don't forget such things as washcloths and soap, makeup and cleansing tissues, hand lotion, deodorants and medications. . . . Also be sure to take along camera and film, playing cards, reading material, stationery, pen, stamps and travelers checks. . . . Then have your Hudson Dealer check your car over thoroughly to insure you a trip with trouble-free driving. Hudson Newsletter wishes you a happy and relaxing vacation!

"I can't understand them. They're talking scribble."—Richard Dabl

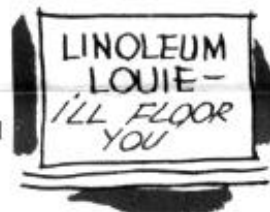
AUTOMOTIVE NEWS CAPSULES — In the past year, the automotive industry has turned up enough dormant scrap metal to equal the weight of more than 55,400 average automobiles. . . . An increasing interest in highway finance and related road problems is evidenced by the creation of special legislative highway study committees in at least five states — New Jersey, California, New York, Virginia and Michigan. . . . There are still some 16 million prewar cars on the highways which are nearing the end of their usefulness. . . . According to traffic authorities, if a person takes only 10% more time to drive from here to there, his chances of arriving at his destination without an accident are 90% greater.

"To paint a fine picture is far more important than to sell it."—Edward Jewell

TYPOGRAPHICAL TIDBITS — Quoting from a United Press dispatch from Detroit, "Secretaries worth about one million dollars, most of them non-negotiable, have been stolen from the closet of a wealthy lumberman." . . . From a story in the St. Petersburg (Fla.) Independent: "In return, the Navy often permits visitors to come aboard and insect its craft." . . . The woman's page of the Buffalo Courier-Express states that "Miss Smith has 1,500 hours' lying to her credit." . . . Social note in the Syracuse (N.Y.) Herald-Journal: "Mrs. Jones wore black shoes and white house which displayed her shapely figure to advantage."

"Why reeks the goat on yonder hill who seems to dote on chlorophyll?"—Richard Armour

SIGNS OF THE TIMES — Advertising message of Chinese restaurant in Columbus, Ohio, featuring home delivery service: "Food Rushed To You Peiping Hot!" . . . Sign on San Rafael, California, nursery: "We Have Every Blooming Thing" . . . Notice on grocery at Grand Rapids, Michigan: "Closed For Three Days. Gone North to Plant Potatoes." . . . Slogan of social club in Cincinnati: "More Talk and Less Action" . . . Invitation in window of West Coast corset shop: "Let Our Miss Madeline Belittle Your Figure" . . . Sign outside San Francisco steam bath emporium: "Willy Hadda, Massage."



"We are so concerned with back yard gossip that we miss the beauty of front door chimes."—Evan C. Pedrick

ALL-AMERICAN PARENTS — Frank Leahy, football coach at Notre Dame, and Mrs. Leahy have eight children who are so well behaved and adjusted that they are another daily testimonial to the Leahy coaching genius. . . . "I may be old-fashioned," says the Irish mentor. "But I think respect, obedience and courtesy are disappearing in too many American homes. We want our kids to learn these things." The hairbrush is the instrument of discipline, but is only wielded in extreme cases. "It works better now to ration their rights to watch television," observes Leahy. . . . The Leahy home-coaching system may sound formal and old-fashioned, but it works miracles. The children are happy, spontaneous and show a feeling of security.

"I mused while shaving that no woman will ever be elected President, so long as women bustle up to a counter and insist on being waited on ahead of any number of men who've been standing there longer."—Harlan Miller

HUDSON Newsletter SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

FOR THE LADIES . . . (#1) WHAT TO TAKE -- "To look her best on a week-end trip," say travel experts, "a woman needs the following (all fitting into a 21-inch suitcase): FOR OVERNIGHT: Nightgown. Robe. Slippers. Soap in soap-dish. Washcloth in shower cap. Small towel. Toothbrush in case with tooth powder. Cosmetics, nail polish and remover, deodorant, and cologne (all in plastic bags) and cleansing tissue. Hair and clothes brushes. Steel hangers. Travel alarm clock. Hair pins. FOR TOMORROW: Shoes in plastic rainboots. Extra stockings. Slip. Panties. Bra. Blouse. Dress. Gloves. Scarves (3). HANDY TO HAVE: Travel iron with cord. Collapsible ironing board. Sewing kit. Spot remover. Safety pins. Writing materials. Aspirin. Band-aids. Cotton. Folding umbrella. Bandana. Sweater.

Gnu: An animal whose common habitat is in crossword puzzles

. . . AND (#2) HOW TO PACK IT -- Pack suitcase in layers, heavy items first. Fold suit skirt lengthwise, with bottom hanging out one side. On top of this place jacket -- sleeves folded across front -- shoulders toward suitcase hinge. Now fold skirt over jacket and bottom of jacket over skirt. Tissue paper in folds and between layers prevents wrinkles. Sweater needs less space and won't wrinkle if rolled. Roll stockings in gloves to prevent runs. Pack spillables in pliofilm bags. Pack nightgown, robe, and slippers last as you'll need them first. Tuck in check-list as reminder not to leave anything behind.

Selective Service: Weed the people



WHAT -- NO SOAP? -- Rub a bar of soap over a piece of wet muslin. After it has dried, cut the muslin into small pieces (2- or 3-inch squares) and tuck them into your glove box. Then when touring you'll always have a miniature wash-rag to take with you for a quick clean-up in gasoline station and restaurant washrooms that might be "fresh out" of soap.

Aviator's Goggles: Fly specks



FOR CRIB-SIZE TOURISTS -- Many motor courts and hotels furnish cribs, but if none is available -- and you don't want to pack even a folding one in your car -- just move baby's bed against the wall and line the open side with chairs.

Budget: A method of worrying before you spend instead of afterward

HOT WEATHER HINTS -- (1) Check your radiator regularly for sufficient coolant, as it evaporates much more rapidly in warm weather. (2) Likewise your battery -- inspect weekly to see that water always covers the plates. (3) Be sure that your fan belt is in good clean condition, neither too tight nor loose -- $\frac{3}{4}$ -inch play is perfect. (4) Clean air cleaner oftener in dry dusty weather.

Diplomat: A man who convinces his wife that a woman looks stout in a fur coat

AUXILIARY CONTROL FOR GARAGE LIGHT SWITCH -- If your garage light is controlled by a single on-off switch of the type illustrated in the sketch at right you can easily arrange to operate the switch from any convenient second location in the garage. Simply attach a cord to the switch and run the cord through screw eyes as shown.



TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON





Will we win the

Decathlon?

XV OLYMPIAD



Helsinki's magnificent stadium,
site of the 1952 Olympic Games.

The Olympics!

Supreme test for athletic prowess . . .

And supreme test *within* the Olympics is the DECATHLON, where the victor must excel not merely in one or two but *ten* events combining speed, strength, balance, agility and endurance . . . to be acclaimed "*world's greatest athlete . . . !*"

In the last seven Olympic Games held since 1912, the United States has won four Decathlons (1924, 1932, 1936 and 1948). The 1912, 1920 and 1928 Decathlons were won by Sweden, Norway and Finland respectively.

Our keenest 1952 rivals again come from Scandinavia, but ALL nations covet the Decathlon's award for *all-round superiority*—most important accolade for man . . . or machine.



HIGH JUMP

Olympic Record—6 ft.
1936—Johnson—USA

A "take-off" timed to the . . . surging, coordinated p . . . a "must" in this Deca . . . which U. S. athletes hav . . . often than the contestants . . . nations combined.

100 METER RUN

Olympic Record—10.3 s
1932—Tolan; 1936—Dillard—

By the time "muscle-bour . . . get started, the "century . . . over! An Olympic Decathl . . . like a good automobile, m . . . great acceleration of res . . . unburdened by excess bull

SHOT PUT

Olympic Record—56 ft.
1948—Thompson—USA

Try tossing a 16-pound w . . . time! Like heaving an a . . . your backyard, the Decathl . . . calls for tremendous streng

TO W

events, an athlete i

ALL the Decathlor

400 METER RUN



Olympic Record—46.2 sec.
1932—Carr—USA; 1948—Wint—Jamaica

Less than 50 seconds for one-quarter mile is *fast*! This most gruelling dash of all the Olympic sprints features speed and durability . . . which is a perfect description of outstanding Hudson qualities, too!

JAVELIN THROW



Olympic Record—238 ft. 7 in.
1932—Jarvinen—Finland

From the need of primitive man for protection against animals evolved this ancient sport in which the spear soars through the air with the same smoothness that Hudson conveys you, relaxed, to distant destinations.

1500 METER RUN



Olympic Record—3 min. 47.8 sec.
1936—Lovelock—New Zealand

In the last Olympic Games, a U. S. entrant made sports history by slogging through the 1500 muddy meters in the total darkness of a dismal night in London—to triumph over the world's best Decathlon performers.

THE 10 EVENTS OF THE

Decathlon

Records shown here are all-time Olympic—not Decathlon—records.

110 METER HURDLES



Olympic Record—13.9 sec.
1948—Porter—USA

The racking hurdles call for speed, power and coordination—the same performance with which a motor car of well balanced design floats you comfortably over the roughest roads without "breaking stride."

BROAD JUMP



Olympic Record—26 ft. 5 1/4 in.
1936—Owens—USA

Speed . . . a final burst of power and blazing "take-off" . . . graceful level flight . . . then *land on your feet!*

DISCUS THROW



Olympic Record—173 ft. 2 in.
1948—Consolini—Italy

Hurling the "platter" far in excess of a hundred feet demands the utmost in power and perfect timing.

POLE VAULT



Olympic Record—14 ft. 3 1/4 in.
1936—Meadows—USA

Only a victory by France in the 1906 Olympic Games has marred the United States' record of complete domination in this event.

*Trademark and patents pending

15 ENTRIES • 14 WINS

In the fiercely competitive automobile industry many cars claim various awards. As in the Olympics, there may be merit in winning the heel-and-toe shuffle or the sculptoring contest. But your admiration goes to the *all-round* winner—and Hudson holds *more official records* to date in *stock car racing* than any other car—15 entries, 14 wins!

Win your driving laurels with Hudson . . . *Olympian* among motor cars.

IN any one of these must be *good*. To excel in them a winner proves himself **BEST!**

HUDSON HEADLINES AND BY-LINES

No. 15 in a Series on How To Take Care of Your Hudson

PROPER LUBRICATION -- Proper lubrication takes on added importance in hot weather driving, because with more consistent use of the car, lubricants thin out and dissipate more quickly . . . Present day high speed driving, fast acceleration and closely fitted precision machined parts, place engine and chassis lubrication in the category of highly specialized services. No single lubricant will suffice for all moving parts. The varying load demands and operating conditions, which the various parts are subjected to, call for different types of lubricants to minimize friction and reduce wear . . . For your guidance, a small Lubrication Chart is attached to the cover of your "Owners Manual" which will provide you with the recommended lubricants and proper intervals of application.

"You can't divorce government from politics any more than you can separate sex from creation."—James Forrestal

HUDSON WASP CLASS "D" WINNER IN ECONOMY RUN -- Driver Jim Abbott of Low Angeles recently piloted his Hudson Wasp to a Class D triumph in the 1952 Mobilgas Economy Run, which topped its class with 47.7830 ton miles per gallon and 20.4638 actual miles per gallon in the 1,415-mile run from Los Angeles to Sun Valley, Idaho . . . The arduous course ranged from 70 feet below sea level to 8,000 feet above, and offered a test under every normal driving condition that might be encountered by the average motorist in a year's driving.

"There is nothing so habit-forming as resting."—Hy Sheridan

MORE DEFENSE ASSIGNMENTS FOR HUDSON -- Hudson's prominent role in the national defense picture was demonstrated recently when one of the first rocker arms produced by Hudson for Wright R-3350 reciprocating engine was turned over to the Air Force. This was the start of several R-3350 components being manufactured by Hudson for the Wright Aeronautical Corporation of Woodbridge, N. J. Crankshaft and propeller shafts, also being made at Hudson, will soon follow in production.

"Money talks all right. Now it's delirious."—Bruce Caldwell

ALIBI CHART FOR SALESMEN -- A Hudson owner sends us this: A disgusted sales manager who grew weary of hearing lame excuses from his men posted this alibi chart on his wall: January - People spent all their bucks for the holidays. February - All my best customers gone South. March - Everybody's worrying about income tax. April - People spent too much on Easter clothes. May - Too much rain; farmers worry . . . June - Not enough rain; farmers worry. July - Everybody away on vacations. August - Everybody still away. September - Everybody back, broke . . . October - Customers waiting to see how Fall Clearance comes out. November - Everybody too upset over elections. December - Customers spending all their money on Christmas.

PLACES TO DRIVE YOUR HUDSON IN JULY

- 2-6 Pennsylvania Dutch Folk Festival, Kutztown, Pennsylvania
- 3-5 Black Hills Roundup, Belle Fourche, South Dakota
- 4 American Legion Fireworks Display, Estes Park, Colorado
- 4 Aqua Carnival, Gold Beach, Oregon
- 4 Stampede, Ely, Nevada
- 4 Big Car Race, Darlington, South Carolina
- 4 Water Carnival, Ouray, Colorado
- 4-5 National Forest Festival, Manistee, Michigan
- 4-6 1952 Pow Wow, Tappanish, Washington
- 7-19 Grand Circuit Harness Racing, Saratoga Raceway, New York
- 9-11 National Cherry Festival, Traverse City, Michigan
- 9-12 Rodeo and Wild West Show, Butte, Montana
- 10-12 Southeast Tobacco Festival, Moultrie, Georgia
- 11-12 Maine Brailer Day, Belfast, Maine
- 16-19 Cherry Festival, North East, Erie County, Pa.
- 17-23 Fine Arts Festival, Greeley, Colorado
- 18-20 Rock Island Railroad Centennial, Adair, Iowa
- 21- Grand Circuit Harness Aug. 2 Racing, Roosevelt Raceway, Westbury, L. I., New York
- 22-26 Cheyenne Frontier Days, Cheyenne, Wyoming
- 23 Watermelon Festival, Mineola, Texas
- 25-27 Miss Oregon Pageant, Seaside, Oregon
- 26-28 Sesquicentennial Celebration, Massena, New York
- 27- Sesquicentennial, West Aug. 2 field, New York
- 29- Shakespearean Festival, Aug. 2 Camden, Maine

THOUGHT STARTERS -- He broke his collar bone and is just sitting home knitting . . . It isn't too hard to make hay, but it's getting difficult to stack it up . . . Women rarely get ulcers - but they have to live with guys who have them . . . Most aggravating thing about the younger generation is that we no longer belong to it . . . Some of the tax collectors need a special kind of fountain pen - one that writes under hot water . . . A little boy thinks a balanced meal is a cookie in each hand . . . A girl wastes a lot of valuable time looking for an ideal man before she starts looking for a husband . . . He's in favor of the two-party system - parties morning and night.



"Big government is the most inflated thing in the United States today."—Sen. Harry Byrd

FASCINATING FACTS -- The women could out-vote the men by two million in our land if they desired to do so. The census showed there were 49,419,000 women over the age of 21 in the United States, and a mere 47,499,000 men who could vote . . . Wood is an excellent insulator because it contains dead air spaces . . . Over 90% of today's drug prescriptions couldn't have been written 15 years ago . . . For every engineering man-hour on a typical World War II plane, there are 100 engineering man-hours required on today's typical guided missile.

"A salmon swimming up the Columbia River passes under jurisdiction of twelve Federal agencies."—V. B. Gerard

ONE-SECOND SERMONS -- Napoleon said God was always on the side of the heaviest battalions - and Napoleon was defeated by raindrops at Waterloo and by snowflakes at Moscow . . . No man is poor who has a sterling character and a heart of gold . . . A man may be lifted out of the slums without God, but only God can lift the slums out of him . . . Don't think the Bible is dry inside because it is dusty outside . . . Ability to face the facts about yourself is the sign of maturity . . . The best time to say nothing is when you feel like saying plenty . . . More men are needed who know God other than by hearsay.

"The main trouble with child psychology is that children don't understand it."—Kay Ingram



JUVENILE ANATOMY -- A young man in a Covington, Kentucky sixth-grade hygiene class turned in this sparkling description of the human body . . . "Your head is kind of round and hard, and your brains are in it and your hair on it. Your neck is what keeps your head out of your collar. It's hard to keep clean. Your shoulders are sort of shelves where you hook your suspenders on them . . . Your spine is a long bone in your back that keeps you from folding up. Your feet are what you run on, your toes are what always get stubbed. And that's all there is of you, except what's inside, and I never saw that."

"When a person says he's human, he's usually apologizing rather than boasting."—Olin Miller

FAMOUS LAST WORDS -- There's no air in the spare . . . Here come the bank examiners . . . Putting on a little weight, aren't you? . . . I'll show that smart aleck - I've taken some lessons in Judo . . . If you folks will stay awhile, I'll get my old accordion out . . . My hair is so thick and curly—I'll never be bald.

"Life is no super-highway. You need a bulldozer all the way."—Paul Larmer

MISSOURI SPRINGS A SURPRISE -- California and Florida are just a little embarrassed over recent figures that show that the unlikely state of Missouri tops all other states in the percentage of folks 65 years of age or older. Missouri's percent of the over-65 group is 10.8% . . . California and Florida, where presumably so many "retirees" go to live out the sunset of their lives, wind up with percentages of 8.2% and 8.6% respectively.

"A politician is a man who can stand up and rock a boat himself and make you think he's the only person who can save you from a terrible storm at sea."—Cal Tinney

NEWS OF NEW THINGS -- A new "super-flyswatter", designed for greater speed and accuracy in swatting insects, has a whip-action handle and blade. Entirely plastic, it is claimed to wash easily and not to snag fabrics . . . A new wall coating of plastic is sprayed on in a single coat and is said to form a continuous web that will bridge wall cracks up to two inches . . . Travel may be revolutionized with a new, inexpensive portable shower. It has a compact shower attachment that fastens to the bath tub by suction cups . . . Leather wastebaskets are claimed to be fire-proof and stainproof with a new removable steel lining . . . A sewing machine that tacks labels on garments, eliminating handsewing, is now available. It also tacks cuffs and pads . . . Names and addresses of suppliers of these items may be obtained by writing to Hudson Newsletter, 431 Howard Street, Detroit 31, Michigan.



"Everybody wants to get into da act."—James Durante

CAT-NIPS -- She thought she was hearing the still, small voice of conscience, until she found a cricket in the house . . . She got a ring around one finger and wrapped him around another . . . When she's around, he's just a small, voiceless minority . . . She has some kissproof lipstick, but hasn't had a chance to try it out . . . She's merely a matrimonial hitch-hiker . . . She's changed the color of her hair so many times that she's forgotten what it was originally . . . She's just hanging onto him for dollars and sentimental reasons . . . She could have been the cream of society, but she fell in the yogurt.

"All roads lead to roam."—Elaine C. Moore

FOR THE LADY OF THE HOUSE -- Try wiping your iron on a cloth dampened with kerosene to prevent your clothes from scorching while being ironed . . . For safety's sake, never place a small rug at the head or foot of stairs . . . Moisture-proof bags, used to keep leafy vegetables fresh in the refrigerator, should be washed at least once a week . . . To prevent wooden salad bowls from warping, never soak them in water. Keeping them away from heat also helps . . . To keep egg yolks fresher, place them in a dish of cold water and set them in the refrigerator . . . Instead of wasting those left-over slivers of soap, put them into a small turkish toweling bag and use it as a combination of soap and washcloth.

"In politics the men do the talking and the women do the work."—Sen. Robert Taft

NEW TAXES ON OVERNIGHT PARKING -- To rake in a little extra revenue, some communities now license motorists who want to park overnight on the street. In Monterey Park, California, you need a city-issued parking permit on the windshield to leave your car by the curb overnight. The cost is \$7.50 for six months. No trucks are allowed . . . In Milwaukee, motorists pay \$4 a month. They get a permit only if there's no garage or parking lot within two blocks of their homes. In the first 15 months, Milwaukee took more than \$330,000 out of the pockets of long-suffering motorists, who seem to be Taxation Target No. 1.

"We see things not as they are, but as we are."—Maurice Lazare

ANSWERS TO VICE PRESIDENTIAL QUIZ -- (1) Charles McNary was Willkie's running mate in 1940. (2) Roosevelt's vice-presidents were John Garner (1932 and 1936), Henry Wallace (1940) and Harry Truman (1944). (3) Franklin D. Roosevelt was the Democratic vice-presidential nominee in 1920. (4) Bryan's fellow campaigner in 1900 was a name familiar in that generation as it is today -- Adlai E. Stevenson.

"He vibrates like a bushel of banjos."—Red Smith

HOW MUCH IS A BILLION? -- Here's a figure that brings home the immensity of a billion, in these days of global spending: The propeller of an airplane travelling 300 miles per hour would turn a billion times if the plane would cruise continuously -- 24 hours a day -- for nearly two years.

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

Your Hudson Reporter