

HUDSON Newsletter



Inside Newsflats . .

. . . and Automotive News

Tomorrow's Motor Car Today

BURGDORF MOTOR COMPANY

2727 South Jefferson Avenue

St. Louis 4, Missouri

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ATTENTION: HUDSON NEWSLETTER READERS — Hudson Motor Car Company hopes that you are enjoying a friendly monthly visit from the Hudson Newsletter. We would like to ask you some questions: (1) Are you receiving more than one copy of the Hudson Newsletter each month? What are the names of the Dealers who are sending you the Newsletter? . . . (2) Is there any error in spelling in your name or in your address? . . . (3) Do you like to receive the Newsletter and do you wish to continue receiving it? . . . (4) Do you have any suggestions for the improvement of the Hudson Newsletter? . . . We would appreciate hearing from you. Please address your correspondence about these or any other matters to Hudson Newsletter, 431 Howard Street, Detroit 31, Michigan.

"Your sole contribution to the sum of things is yourself."—Frank Kane

DAFFYNITIONS — Schmo: Guy who can get it for you retail . . . Executive: Man who wears out several suits to every pair of shoes . . . Alimony: Matter of wife and debt . . . Permanent Wave: Navy career girl . . . Dress designing: Living off the fad of the land . . . Saddlebag: Equestrienne . . . Coronation robe: Reign coat . . . Jostling: Politicians marching shoulder to shoulder . . . Comic strip: Clumsy fan dancer . . . Tree surgeon: Branch manager . . . Adolescent: Minor with major problems . . . Fast sea liner: Binacle of success . . . Hair-brain: Barber college teacher . . . Hippity-hop: Rabbit transit . . . Dan Cupid: Character with a beau and error . . . Mal de mere: Hide and sick . . . Tomorrow: Day devoted to mowing lawns, washing cars and balancing family budgets.

I'LL TAKE NOTRE DAME AND GIVE YOU A TOUCHDOWN




"Stop crying about how hot the weather is. At least you don't have to shovel it."—Robert Wittner

FAMOUS LAST WORDS — This losing streak doesn't mean a thing. They always lose most of their games on the road . . . How are you going to keep in the black when your neighbors are always buying things you can't afford? . . . Everybody but the coach admits we're going to have an undefeated season.

"One on God's side is a majority."—Wendell Phillips

COLOR QUIZ — With Autumn's annual display of color just around the corner, here's a little test of your color intelligence: (1) On a clear day three gas balloons, the same size, are released simultaneously. They are colored red, yellow and blue. Which disappears from sight first, second, last? . . . (2) Who has the wider range of color vision: A mouse, a dog, a horse or a man? . . . (3) Although there are literally thousands of colors, if you ask people their favorite color, 90% will choose one of two colors. Your favorite color will probably be one of them. What is the other color? . . . Answers appear on page four.



WAIT FOR
A TEACHER

SIGNS OF THE TIMES — Window invitation in Newport, Kentucky, restaurant: "Air-Conditioned Ladies Invited" . . . Little Rock barber shop features a "Hair Cut While You Wait" . . . Oakland, California has a bar called "The Hollow Leg" . . . Cleveland safety sign had this admonition: "School - Don't Kill a Child" - and beneath, in childish scrawl: "Wait for a Teacher" . . . Notice in Indianapolis tavern: "If our bartender fails to thank you, the roof is on the house" . . . Worthy aim of San Francisco Toastmistresses' Club: "To teach women how to speak and say something at same time."

"Most trouble is produced by those who don't produce anything else." — Paul Larmer

FOOTNOTES ON DEMOCRACY — Elmo Roper and Dr. Julian Woodward, two well-known pollsters, have found that only half our voters cast a ballot on election day. During any year, only one citizen in eight sounds off in some manner to his elected representatives . . . Only one in 14 contributes any money to a political campaign, although getting elected is almost impossible today for an honest candidate in moderate circumstances. Only one person in 10 works on an election in any manner . . . This means that not one in 10 American adults takes the interest in public affairs which the textbooks tell us is necessary to the continuance of our present system of government. Don't you be one of these 10.

"The most narrow-minded make the broadest statements." — Maurice Lazare

CAT-NIPS — Her aim is flawless when she throws herself at a man . . . She can get anything she wants when she really wants to put something on the bawl . . . She is one of America's 10 less-dressed women . . . She has skin like a beach towel . . . With that hairdo, they ought to keep her in the broom closet with the other mops . . . Nobody knows where her husband gets the money - but she's cutting some awfully thick peelings off a small potato . . . She can keep a secret - she was engaged three months before her husband knew it.

"Love at first sight saves a lot of time." — Bruce Caldwell



TYPOGRAPHICAL TIDBITS — From the personals column of the Harrodsburg (Ky.) Herald: "Mrs. Blank is ill from having a tooth distracted" . . . Ad in Oakland, Calif. suburban paper: "Lawrence: Please come home. Mother has left. Where is the money so I can pay the milk bill? Lydia" . . . Report in Waterbury (Conn.) American: "Public whipping, a holdover from Colonial days, is permitted only in Delaware and Maryland and ordered only in rear instances."

"Failure is like drowning. Falling into the water isn't fatal, but staying there is." — Joseph Salak

AUTOMOTIVE NEWS CAPSULES — An insurance company has been licensed in Oklahoma to write auto liability on persons who state on their applications they will not take a drink during the life of the policy. Such risks to be written at 25% below standard rates . . . The average motorist pays 73 cents in taxes every time he buys ten gallons of gasoline . . . Louisiana has reduced its state gasoline tax rate from 9c to 7c per gallon, and now joins Florida, Kentucky, Mississippi, North Carolina, South Carolina and Tennessee for top gas tax rate distinction. Previously, Louisiana had topped all others by at least two cents.

"That statement is as meaningless as the smile on a stuffed moose." — Bugs Baer

THOSE BEAUTIFUL WORDS — A national poll of diction experts has uncovered the ten "most beautiful" words in the English language . . . They are: Mother, cellophane, melancholy, belladonna, flamingo, wilderness, tambourine, lavender, memory and bellboy . . . "Money" ranked far down the list.

"When I read those Washington bureau reports, I am reminded of my five old Confederate ancestor who wrote a book called 'An Unbiased History of the Civil War from the Southern Point of View'." — Barton Hillis

HUDSON Newsletter SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

SOLUTION TO PARKING LOT PROBLEM -- It usually happens at least once to every motorist: When driving into a parking lot bordered by logs, the front bumper of his car slips over one of the logs and then cannot be freed by backing up. What to do? Pile loose earth behind each wheel in the form of mounds. These will raise the front of the car enough when backing up to let the bumper clear the logs.



Youthful Figure: Something you're apt to get if you ask a woman how old she is

HOW TO REPAIR SMALL TEARS IN UPHOLSTERY -- Small tears in fabric upholstery can sometimes be repaired by using a hot flat iron and mending tape (sold in various colors at most five-and-ten-cent stores). Best way to use the tape: Carefully bring the damaged edges of the upholstery together. Cut a similar colored patch of tape larger than the area to be mended and round the corners. Place the patch under the tear, adhesive side up. Press the hot flatiron down lightly and rotate. Do not slide back and forth -- and do not use an iron that is too hot (set for "wool"). Otherwise, it may damage the upholstery.



Bankrupt: A man who lived high, wide and had some

TIP ON TIPSY MOUNTAIN DRIVING -- The safety rule, "If you drink, don't drive," applies doubly strong when traveling through mountainous country. Here's why: The intoxicating effect of alcohol increases with the altitude. So, if a driver drinks a cocktail or two at an elevation of 5,000 feet he'll feel it much more an hour later at 10,000 feet.

Minority Rule: A baby in the house

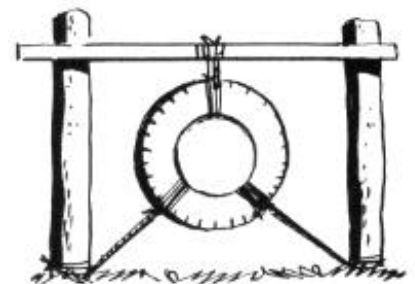
BEWARE OF OVER-OILING GENERATOR -- Over-oiling of your generator can prevent the brushes from making proper contact with the commutator. So, don't let a filling station attendant oil your generator unless you're SURE it's due for it, in accordance with the manufacturer's lubrication schedule for your car. And then, insist on ONLY the amount (just a few drops in most cases) and type of oil specified.

Flirtation: Attention without intention

TESTING BRAKE EQUALIZATION -- One simple method by which a driver can check brake equalization is to feel the brake drums after a series of light brake applications. An unusually hot or cold brake drum indicates the brakes need adjustment.

Relations: What countries break off and in-laws break with

TIRE TARGET FOR FOOTBALL ACCURACY -- That old tire you've been saving in your garage can be put to good use if you have a budding gridster in your family. Suspend the tire from a tree, a horizontal bar, or between goal posts. Anchor at bottom as shown. Have your football-minded youngster fire at this target from different angles and distances and while running. (It's best to have someone throw the ball back to the passer, saving time and giving catching practice.)



TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON



What Stock Car

COLOR . . . ACTION . . . DRAMA . . . T

But these races are far more than tests of more serious side of stock car racing that

As a Hudson owner you may wonder what stock car racing means to you.

"I don't intend to do any racing," you say. "I have no desire to own a racing car. I never drive faster than normal speeds, so what do I care about stock car events?"

It's a good question, and the answer is important.

As you know, it is impossible for a prospective buyer to judge accurately the relative merits of various cars through a casual examination or on the basis of claims.

Therefore, smart buyers are taking advantage of the record established in stock car racing, which affords an impartial test of the important features of competitive makes—features which largely determine owner satisfaction.

In this rough, tough competition between cars just like the public buys from dealers, every make is compared directly with other makes for power, durability and safety—the very qualities that are so vital to you in your daily driving!

And Hudson, with 31 victories in 35 starts in stock car races so far this year, proves it has these great qualities in measures no other car can match! Brilliant power and performance? Yes! Rugged durability? Of course! Safety? Beyond compare!

But the big advantage Hudson has over all other makes is "step-down" design with its lowest center of gravity in any American car.

On small tracks, drivers may never get a chance to

Line-up for a stock car race, supreme safety. Before the winner is determined Hudson) car after car will be forced

On the crowded highways you travel, the sure, easy handling of a Hudson pays off again and again in terms of greater safety and peace of mind for you and members of your family.

Skilled pit crews stand ready inside the track to hustle breakdowns back in the race, but a Hudson keeps going—with fewer pit stops—thanks to the rugged durability of chassis and body that helps keep YOUR Hudson out of the repair shop.

Again the checkered flag for Hudson! The exclusive "step-down" design and dependable, unfaltering engine are the major factors behind the fact that Hudson holds 15 times more official records to date in stock car events than any other car.

Races mean to you

There are thrills at the famous Stock Car events. Speed. Beneath the glamor and glory lies a fact important to Hudson owners everywhere.

drive at top speed. For example, in relating how he won the Darlington (South Carolina) "Southern 500" classic, Herb Thomas, one of the country's leading drivers, said: "I never had my Hudson engine wide open. What enabled me to win was Hudson's lowest center of gravity with the almost unbelievable road-clinging performance made possible by 'step-down' design, plus the ability of my engine to keep running without a single stop for repairs throughout the race."

What makes Hudson a consistent winner in these stock car events is its ability to stay on the road . . . hug curves securely . . . negotiate rough spots surely and safely . . . take advantage of narrow openings with bursts of flashing acceleration. Add to all these qualities the greater safety of the rugged Monobilt body-and-frame* construction; Triple-Safe brakes; the durable power-plant with reserve power when needed, and you have the reasons why a Hudson keeps running and running . . . stays out of the repair pits . . . and WINS.

Race drivers are agreed that a 150-mile stock car race is equivalent in wear and tear to 50,000 miles of ordinary driving. This means that it would require several years of driving any car to determine the qualities which three or four stock car races prove so conclusively, namely, that in competition, on a fair and equitable basis with all other stock cars, Hudson is superior on every important count.

That's what these stock car events mean to you as an owner!

*TRADE-MARK, PATENTS PENDING.

test of automobile performance, durability, (and records prove it will doubtless be a off the track or into the pits for repair.



Roll-over on a curve (note flying tire at right) . . . a thrill NO driver wants! Real satisfaction for the Hudson driver is the assurance that his powerful, smooth-running, sweet-handling car will run mile after mile, with minimum stops for repairs.



Sometimes it's necessary to STOP to win! You may never come this close to a smash-up but it's reassuring to know that your Triple-Safe brakes with a reserve mechanical system will let you stop in time just as this Hudson did.



Thundering at 80 miles per hour around curves you'd hesitate to take faster than 30! Another opportunity to prove for you that your Hudson is second to none in hug-the-roadability.



A traffic jam at 80 to 100 miles per hour! That's stock car racing in which Hudson consistently proves tops in maneuverability . . . flashing acceleration . . . fast, positive braking—all qualities so essential in your every-day driving too.

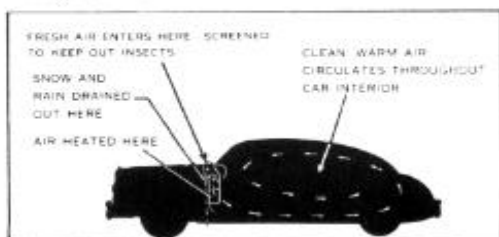
HUDSON HEADLINES AND BY-LINES

HUDSON OWNERS CHOOSING NEW COLORS — Recent months have revealed quite a change in Hudson buyers' demand for the various colors and color combinations available. Many new shades and combinations — some of them quite striking — have been developed. It is interesting to note the high favor in which they are regarded by new Hudson buyers . . . For example, an increasing number are choosing color combinations, the most popular being in two tones of blues and greens. In fact, various shades of these two colors are chosen by more than half of all Hudson buyers, in combinations or as "all over" paint jobs . . . More and more buyers are choosing darker bodies with lighter tops, the most popular top color being Ivory. . . . The trend is definitely toward lighter or medium shades. Light blue heads the list. Light blue-green comes second, with light gray and ivory following in order. Black is still the preferred dark paint, but now many buyers are choosing an ivory top to give their cars an even more distinctive appearance . . . Hudson offers a choice of 12 solid colors and 19 two-tone combinations, so the buyer has a wide range in which to exercise his choice. There are enough to suit the most exacting.

"An investment in knowledge always pays the best interest." — Ben Franklin

Number 17 in a Series on How to Take Care of Your Hudson

PROPER OPERATION OF HUDSON WEATHER-CONTROL — With cooler weather in offing there will be many occasions when you will want to take off the chill of early morning or late evening. Then, too, the windows of cars parked outside overnight will be covered with dew or frost, and this you will want to remove . . . Hudson Weather-Control was designed and built into the body structure as a combined ventilating and heating unit. It operates with a minimum adjustment of controls and, once adjusted to suit your requirements, it will function faultlessly without further adjustment . . . To circulate warmed fresh air throughout the



car, set the automatic temperature control lever located on the left side of the dash panel slightly to the right of center position (further to the right if more heat is desired). As soon as your engine temperature gauge begins to move to the right (usually less than one mile after a cold start), open the cowl-top ventilator. Fresh warmed air, thermostatically controlled to the degree you have selected, will then circulate throughout the car so long as the car is in motion . . . Whenever your windshield or windows fog or frost, turn the blower control knob (located to the right of the temperature control lever) to the high position for quickest defogging or defrosting. In extreme weather after defrosting, it may be necessary to keep the blower operating in low position continuously to keep windshield and windows clear of fog and frost. If five or six passengers are carried, it may be necessary to operate the blower in high position at least part of the time. . . . It is important to remember that the Hudson-Weather Control must be operated with the top ventilator open. The degree to which it is opened regulates the volume of air circulated throughout the car. The separately controlled blower operates the defroster unit and also provides warmth when the car is standing still with the motor running . . . In warm weather with the temperature control lever to the extreme left, or off position, and the blower also in off position, cooled, clean, fresh air enters the car through the cowl-top ventilator.

PLACES TO DRIVE YOUR HUDSON IN SEPTEMBER

- 1 "Southern 500" Race, Darlington, South Carolina
- 1 Pikes Peak Auto Hill Climb, Colorado Springs, Colorado
- 1-6 Oregon State Fair, Salem, Oregon
- 1-6 Maine State Fair, Lewiston, Maine
- 1-7 National Amateur Championships USLTA Tennis, Forest Hills, N. Y.
- 1-9 Michigan State Fair, Detroit, Michigan
- 5-7 Lewiston Roundup, Lewiston, Idaho
- 8-12 Colorado State Fair and Rodeo, Pueblo, Colorado
- 9-12 Cigar Harvest Festival, Hartford, Connecticut
- 11-13 National Sweet Corn Festival, Hoopston, Illinois
- 12-14 World's Championship Rodeo, Fort Madison, Iowa
- 13-24 National Amateur Baseball Tournament, Battle Creek, Michigan
- 18 Little Brown Jug Harness Race, Delaware, Ohio
- 19-20 Grand Prix Road Race, Watkins Glen, N. Y.
- 21-28 New Jersey State Fair, Trenton, New Jersey
- 22-24 50th Annual Convention of AAA and Cavalcade of Antique Automobiles, Washington, D. C.
- 26-27 Cranberry Harvest Festival, Plymouth, Mass.
- 26-28 Louisiana Sugar Cane Festival, New Iberia, La.
- 27-28 Valley of the Moon Vintage Festival, Sonoma, Calif.
- 27-Oct. 4 40th National Dairy Cattle Congress, Waterloo, Iowa
- 27-Oct. 6 New Mexico State Fair, Albuquerque, N. M.
- 29-Oct. 4 Arkansas Livestock Show & Rodeo, Little Rock, Arkansas

THOUGHT STARTERS — The tongue runs fastest when the brain is in neutral . . . Do it today — tomorrow there may be a law against it . . . Silence is not always golden. Sometimes it's plain guilt . . . This year's graduate deserves sympathy. In almost any direction he looks, he runs the hazard of finding work . . . He's guaranteed to find a difficulty for every solution . . . Doubts produce no dividends . . . Some idiots deny themselves their natural advantages . . . Speak well of your enemies — you made them . . . More politicians should confine their cutting remarks to taxes . . . One thing about ignorance — it causes many interesting arguments . . . Vacation greeting left over from the summer: "The scenery is here. Wish you were beautiful."

DO IT TODAY-
TOMORROW
THERE MAY
BE A LAW
AGAINST IT

"Nobody would have crossed the ocean if he could have deserted the ship in a storm." —Charles Kettering

ONE-SECOND SERMONS — Honesty is the best policy — and your conscience pays the premiums . . . Faith remains our soul support . . . If you can't bring yourself to love your enemies, at least treat your friends a little better . . . We all have three temptations to avoid: The temptations to recline, shine and whine . . . Bishop Clifford Northcott observes: "Nothing left loose ever does anything creative. No horse gets anywhere until he is harnessed. No steam or gas ever drives anything until it is tunneled. No life ever grows until it is focused, dedicated, disciplined."

"Long-range goals keep you from being frustrated by short-range failures." —Charles Noble

MR. AVERAGE AMERICAN — Ever wonder just who is this "average guy" everybody talks about, but everybody denies being himself? The Census Bureau has put an end to the mystery . . . Mr. Average is native-born, 30 years old, married and living with his wife and two children. He has finished one year of high school and is employed as a semi-skilled worker in manufacturing . . . He makes \$3,000 a year. This provides him with a one-family, mortgaged, detached house containing a refrigerator, radio, gas-burning kitchen range, and telephone. If he doesn't have television, he is about to get it. The chances are even that he belongs to a church. He may have voted in the last election and is a veteran of World War II.

"Big shots are little shots who kept shooting." —Christopher Morley



THOSE OLD PIANO ROLL BLUES — In this day of the drooping dollar, there is at least one item that is cheaper than it was 25 years ago — player piano rolls. A San Francisco piano firm reports that the rolls used to sell for \$1.25, and now they're just an even dollar . . . Approximately 1,000 player pianos are still churning out their ricky-ticky music in the San Francisco-Oakland area alone . . . Tastes among the player set never vary. Although the modern hit tunes are available on rolls, the steady favorites remain "Merry Widow Waltz", "Nola" and "Alexander's Ragtime Band".

"Doing something for someone else is a high form of recreation." —Gerald Fitzgerald

FASCINATING FACTS — In about 45 minutes, the American steel industry can make as much steel as an entire year's output during the Civil War . . . A drop a second from a leaking tap can waste as much as 175 gallons of water a month . . . More than 90% of all species of flowers have either an unpleasant odor or none at all . . . The average work day for the American farmer is 11.5 hours. It was 12.8 at the peak during the war . . . Gazelles, prairie dogs and dozens of desert animals pass their whole lives without touching a drop of water. The liquid necessary for their bodily needs is obtained through chemical action in their digestive tracts. Starchy parts of their food are converted into water.

NEWS OF NEW THINGS — Flooded cellars, fishpools or trenches can be emptied at the rate of 300 gallons per hour with a new inexpensive gadget called a Drainmaster. It's just a short piece of brass pipe that fits between two sections of garden hose . . . There's now a complete new wallpapering outfit for amateurs who want to paper their own walls. Instructions and equipment are detailed . . . If you've been having trouble with sticky drawers, there's a new ball-bearing assembly that can be glued into woodwork or fitted by means of attached flanges. It's said to make it easy to open and close drawers . . . Women will like a new fluid that darns socks, patches jeans, mends sheets, turns up hems, puts in zippers — "faster and better than needlework", according to the manufacturer . . . A new portable grill is about the size of a brief-case when folded, but has over two square feet of cooking space when open. It weighs only nine pounds . . . For addresses of suppliers of these products, write Hudson Newsletter, 431 Howard Street, Detroit 31, Michigan.

"Some never learn anything because they understand everything too soon."—L. P. Blount



HOW TO REMEMBER NAMES — Do you forget a name just as soon as you have been introduced to a person? This is a habit that can cause you embarrassment and cost you advancement. Here are five simple methods of developing a flair for names that will work: (1) Whenever you hear a name, repeat it at once . . . (2) Use it two or three times in speaking to the man to whom you are introduced . . . (3) Whenever you use the name, take a mental snapshot of the person . . . (4) Write down the names at night of those you have met during the day. Note in your mind's eye their clothes, the subject of conversation, and take another mental snapshot of how they look . . . (5) Make it a business to call up new names and faces, and connect the two.

"Executive ability is deciding quickly and getting somebody else to do the work."—J. G. Pollard

KID HOBBIES CHANGING — The rising cost of living has even caused drastic revisions in the hobbies of kids, says the American Hobby Federation. Many youngsters' allowances have been cut, and children themselves find hobby costs outpacing income . . . Two years ago, stamp collections had No. 1 appeal. But that has now given way to the collecting of seals and labels. Reason: They're cheap, plentiful and infinitely varied . . . Here are the top ten kid hobbies of 1952: (1) Seals and labels. (2) Autographs. (3) Model plane making. (4) Woodcraft. (5) Insect collecting. (6) Stamps. (7) Painting. (8) Dolls. (9) Photography. (10) Model railroading.

"As a cure for worrying, work is better than whiskey."—Thomas Edison

SUGAR-COATING ALWAYS HELPS — It's not what you say, but how you say it. Tide Magazine puts across another corollary to that old axiom by quoting a publisher's representative who sells advertising . . . Here are three thoughts by this successful man that could apply to many other situations: (1) Never use the word "cost" . . . say "investment". (2) Don't tell a man that his contract is expiring; tell him that it is up for renewal . . . (3) When you come across someone who has a million reasons for not advertising, you can usually bring him up short with, "You could use another customer, couldn't you?"



"A dog is only a wolf that has arrived at an understanding with people."—Clarence Flynn

ANSWER TO COLOR QUIZ — (1) The blue balloon would disappear from sight first, followed by the red and then the yellow . . . (2) Man has the widest range of color vision . . . (3) People with blue eyes have as their favorite color blue. Those with brown eyes choose red.

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

Your Hudson Reporter