

# HUDSON Newsletter



Inside Newsletters . . .

. . . and Automotive News

Tomorrow's Motor Car Today

## BURGDORF MOTOR COMPANY

2727 South Jefferson Avenue

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Phone Prospect 2621

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**A THANKSGIVING PRAYER**—Robert Louis Stevenson has given us this memorable Thanksgiving Prayer: "Lord, behold our family here assembled. We thank Thee for this place in which we dwell; for the love that unites us; for the peace accorded us this day; for the hope with which we expect the morrow . . . For the health, the work, the food, and the bright skies that make our lives delightful; for our friends in all parts of the earth, and our friendly helpers in this foreign isle . . . Give us strength to encounter that which is to come, that we be brave in peril, constant in tribulation, temperate in wrath, and in all changes of fortune, and down to the gates of death, loyal and loving to one another."

*"If you want to really know what a family is like, peek in its medicine cabinet."—Mona Kessinger*



**ODES TO THANKSGIVING DAY**—All of the warm and reverent spirit of Thanksgiving Day has been captured by William Sydney Porter (the renowned O. Henry) in "Two Thanksgiving Day Gentlemen": "There is one day that is ours. There is one day when all we Americans who are self-made go back to the old home to eat saleratus biscuits and marvel how much nearer to the porch the old pump looks than it used to . . . Thanksgiving Day . . . is the one day that is purely American" . . . Harriet Prescott Spofford, put it this way: "Dear the people coming home, dear glad faces long away. Dear the merry cries, and dear all the glad and happy play . . . Dear the thanks, too, that we give - For all of this, Thanksgiving Day."

*"Many a woman crams and packs far too much in a pair of slacks."—Olin Miller*

**NOVEMBER FOOTBALL MENU**—College athletic directors always save the best for the last on their gridiron schedules - so football fans have an exciting November to anticipate . . . Probably the Biggest Game annually, regardless of the horsepower of the two squads, is the Army-Navy battle at Philadelphia. This year it will be contested on November 29 . . . November 22 features such traditional tilts as California-Stanford, Indiana-Purdue, Ohio State-Michigan, Harvard-Yale, and Lehigh-Lafayette, who have been playing football games since 1884 . . . The Texas Aggies have never beaten Texas at Austin in their Thanksgiving Day scrap. If they should do it this November 27, residents of Austin might lock up and leave town.

*"Proven coal reserves are sufficient to provide coal strikes for 3,276 years."—Quin Ryan*

**DAFFYNITIONS**—Soil conditioner: Underground movement . . . Graft: Dip in the heart of Taxes . . . Hearing aid: Amendment to the constitution . . . Gossip-monger: Prattlesnake . . . Hydrogen bomb test: Deep sea fission . . . Native Californian: Shock absorber . . . Beer-baron: Malted millionaire . . . Egotist: Fellow continually blowing off self-esteem . . . Income: What you can't live within or without . . . Nickel: Something with which to make change for a quarter.

**ONE LITTLE OVERSIGHT**—Safety authorities tell of the man who took every precaution to lead a healthy life. He brushed his teeth twice a day. The doctor examined him twice a year. He wore rubbers when it rained . . . He slept, with the windows open, eight hours every night; he ate fresh vegetables; never smoked nor took a drink; got plenty of outdoor exercise . . . But his funeral is next Wednesday. He forgot to keep to his own side of the road.

*"Society is produced by our wants and government by our wickedness."—Yves R. Simon*



**CATNIPS**—She's one gal who has a good reason to have an inferiority complex . . . She may not know how to cook, but she can make her husband boil . . . She looks familiar. I must have seen her at the zoo . . . She doesn't need a bodyguard. All she needs is a body . . . She believes it's every man for herself . . . She claims that all men are beasts — and she fancies herself an animal trainer . . . She didn't wake up to the fact that he was in earnest about marrying until he eloped with her sister.

*"Every female loves to take care of the house until she gets to be all of six or seven."—Dan Bennett*

**PRESIDENT'S QUIZ**—In this month of a great presidential election, here is a searching examination of your knowledge of former presidents and facts about the highest office: (1) Who was the only president who never married? . . . (2) Who was our youngest president? . . . (3) Who was the first president to be elected by the House of Representatives? . . . (4) What is the minimum age of a person eligible to become president? . . . (5) Who was the only president to be tried on impeachment proceedings? . . . Answers appear on page four.

*"Golf is the game that turned the cows out of the pasture and let the bull in."—Floyd Miller*

**AUTOMOTIVE NEWS CAPSULES**—A great crusade for safety is flourishing in Georgia. Every Friday morning in the Atlanta Constitution, the Georgia Department of Safety publishes the names and addresses of all Georgians who have had their driving licenses revoked during the week. Names of cities and towns where revocations have occurred appear alphabetically in bold-face type . . . Statistics prove that locomotives are not afraid of automobiles at crossings . . . Until 1927, speeders in Peiping, China, received drastic treatment. Persons convicted of this offense were beheaded, and their heads displayed in a public place for the benefit of other potential law-breakers.



*"Our generation was brought up on the wrong side of the tax."—Jack Leonard*

**FAMOUS LAST WORDS**—Who wants to see our vacation films? . . . I haven't played for years, but deal me in — I'll try to catch on . . . Now, remember . . . tonight there'll be absolutely NO discussion of religion or politics . . . Why put anti-freeze in the radiator this early? It'll only boil out . . . I just want a minute of your time to give you the background on this situation . . . So it was going to be a nice, clean campaign, was it?

*"You've never had it so good, nor taken away from you so fast."—Clyde Moore*

**LANGUAGE WITHIN ARM'S REACH**—Writers and speakers would be lost without the human body as a prolific source of idiomatic expressions . . . A person may, for example, head the class, foot the bill, shoulder the blame, put the finger on a bandit, muscle in, put teeth in a law, win by a nose or scare the gizzards out of somebody . . . There are also new wrinkles, big heels, and lawless joints.

*"Happiness in this world, when it comes, comes incidentally. Make it the object of pursuit, and it leads us a wild-goose chase, and is never attained."—Hawthorne*

# HUDSON Newsletter SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

MAKE YOUR ANTI-FREEZE GO FURTHER — Expensive anti-freeze can be lost three ways: (1) BOILING — Summer rust and scale hold in the heat, causing overheated water to vaporize, reducing its quantity, and causing still more rapid overheating. Fall flushing is essential, using a chemical cleaner recommended by your Hudson dealer. (2) LEAKS — While your radiator connections are uncoupled to rinse and reverse flush the cooling system, examine hose for inside deterioration. After replacing, tightly check entire system for leaks. (3) OVERFLOW — Fill system a quart less than capacity to allow for expansion.



*History: Something that goes in one era and out the other*

HOW TO EMPTY A BOTTLE — If you ever have to fill your radiator or battery by pouring from a narrow-necked bottle, here's how to avoid the gurgling spurts with which water splashes from bottles — annoyingly slow. As you start to pour, give the bottle a couple of quick rotations, setting up a whirlpool that allows the water to pour out in a steady stream.

*Inflation: When a dollar to a doughnut is an even bet*

TIRE TIPS — If you feel your car isn't guiding right, stop and look at the tires. One may be going soft . . . and this precaution can save you a tire and tube. If a tire blows out suddenly, hold the steering wheel firmly, let up on the accelerator and don't brake until down to 15 miles per hour (the flat will slow you rapidly) . . . otherwise the car may swerve. Postpone blow-outs AND slow leaks by "breaking in" new tires and tubes like a new car. Take it easy the first 500 miles.

*Pin Money: Something father is always getting stuck with*

DRY INSIDE THE OUTSIDE — Rust won't ruin your doors from the inside out if rain and melting snow can run freely from those drain holes in the door bottoms. Clear them of any obstructions by probing with a wire. Scraping the door on a high curb may have flattened the flanges that form the drains on some cars. If so, pry the slots open again with a screwdriver. Excess weather-stripping that sometimes blocks the drain hole when the door is closed can be pared down with a razor blade.

*Middle Class: Those who manage to live in public like the rich and in private like the poor*

WET-WEATHER STARTING POINTER — When rain or snow has wet your motor so that it won't start, even more important than wiping off the porcelain insulators of the spark plugs is to dry off inside the distributor, particularly the contact points. Many a cold engine with a soaking wet cylinder head has started once the distributor has been dried.

*Bore: One whose shortcomings are his long stayings*

REMOVING WATER SPOTS — Spot remover or fabric cleaner will NOT remove spots on car upholstery left by water. Water spots closely resemble grease spots but can be removed only by the application of more water or steam. Sponge the entire area with a clean damp cloth. Wipe the area dry and brush the nap of the upholstery in its natural direction.



TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON





THE STRANGE CASE OF THE

# FISH WITH THE WANDERING EYE



## W

ant to be the life of the dinner-party?

Amaze your fellow-diners with a wealth of information concerning that succulent, flaky *fillet of sole* that curls brown and crisp on your platter.

(However, if the Mrs. slaved half the day whipping up this treat, better go easy.) Flounder—which is what “fillet of sole” really is—has many “proxies” among various “flat-fish” known less glamorously as fluke, blackback, yellow-tail, witch, megrim, grey sole, lemon sole, plaice, turbot, brill, and even hog choker!

Curiously, every “flat-fish” begins life swimming erect like any fish. But as he grows, he tilts . . . sideways. THE EYE ON THE LOWER SIDE MIGRATES RIGHT OVER THE TOP OF HIS HEAD UNTIL IT IS BESIDE ITS PARTNER, and the magically transfigured fish has adopted the undersea version of “step-down” design!

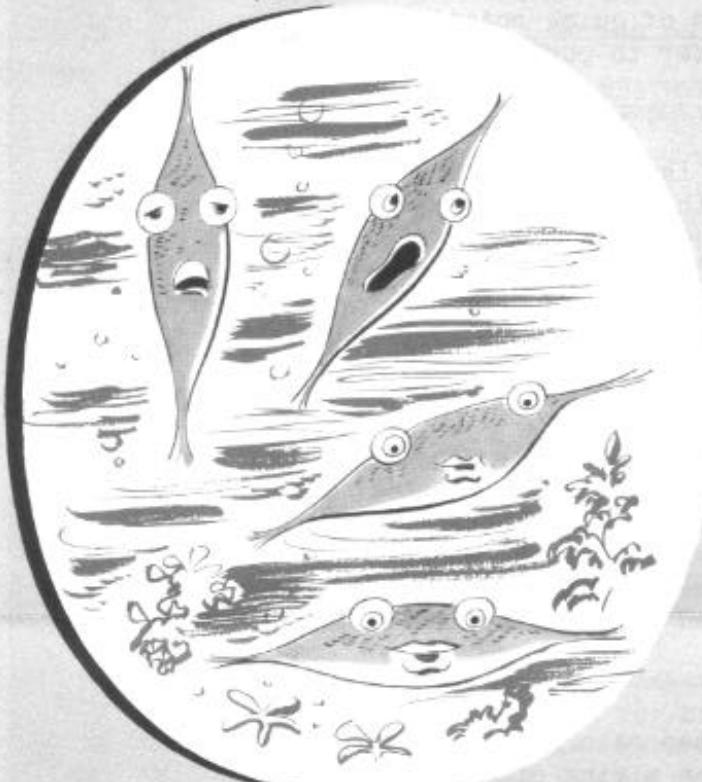
Science can't say how this happens, but you can see why.

## FISH POWER VS. HORSEPOWER

Water that slides soothingly about you in the bath-tub can smash you when roaring out of a fire-hose, and the same air that you now quietly breathe can blow your house down at hurricane speeds.

You know these simple facts but how did the flat-fish find out that, if he would transplant his eye and lie on his side, water currents would no longer buffet him? When ordinary top-heavy fish get pounded ashore during storms, the flat-fish with the low center of gravity glides unruffled through troubled waters enjoying life, probably making the acquaintances of lady flat-fish.

We don't know how much more “fishpower” the flounder's self-made “step-down” streamlining gives him compared to bulky bulging other fish. But we do know that *air*—being a solid just like *water*—REQUIRES HALF THE HORSEPOWER at 50 MPH of high-built cars by acting as a hindering mass that must constantly be “shoved aside.” Wind tunnel tests prove that at 100 MPH lowest-built Hudson lets the air *flow OVER* and *AROUND* the car to give you *vastly more USABLE horsepower* for greater fuel economy as well as a quieter ride.

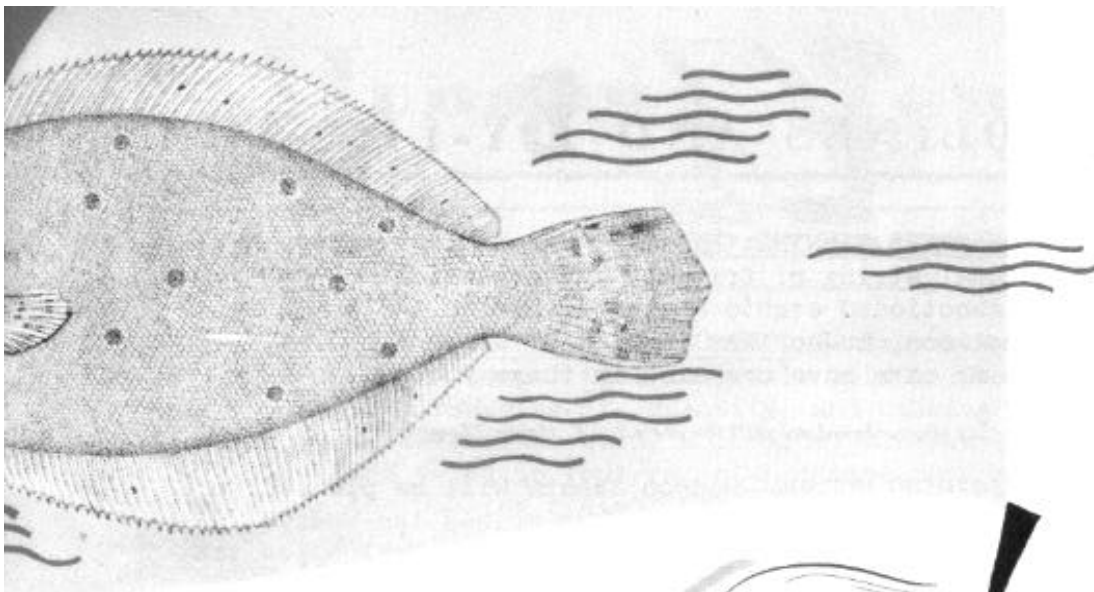


### RECIPE FILLETS OF SOLE (from “Good Maine Food”)

8 flounder fillets  
1 sliced onion  
sprig of parsley  
3 peppercorns

2 cups cold water  
salt and pepper  
2 tablespoons lemon juice  
2 tablespoons white wine

Simmer fillets, onion, parsley, and peppercorns in cold water 15 minutes. Place fillets in buttered pan, sprinkle with seasonings, lemon juice, and wine. Cover and bake in a slow oven (300 degrees) 10 minutes. Remove fish to hot platter and serve with egg sauce.



## THIS IS NO FISH STORY!

We didn't bring up this story of the flat-fish just to give you a biology lesson! We thought you'd enjoy comparing the flounder's startling change of shape, which gives him so many advantages among fishes, to Hudson's low-center-of-gravity design, which overcomes so many natural transportation obstacles.



Most fish *can't* sleep but experts claim the flounder *can*, because his low, streamlined design lets him relax and "take it easy." He has fewer elements to fight . . . advantages of his design. Step-down design makes for easier driving, less fatigue, and lets the driver drive relaxed.

Roving thousands of miles, a flat-fish may live 50 years. He is an example of long life, reminding you, again, of Hudson's long-distance DURABILITY.

Successful? Nature has crowned the flat-fish's spectacular experiment with superiority in the underwater war for survival . . . for instead of fighting obstacles he *overcomes* them . . . just as Hudson's modern Step-down design does!

**You're in the swim**

when  
you  
drive

# HUDSON

**Even Nature O.K.'s  
Step-Down Design!**



**ORDINARY CAR**

**HUDSON**



Sways on curves and crosswinds



Smooth, steady, safe ride

Poor streamlining holds car back



High center of gravity



LOWEST center of gravity

# H HUDSON H HEADLINES AND B BY-LINES

**STOCK CAR RACES? HUDSON KEEPS WINNING 'EM**—Many owners have asked to be kept advised of Hudson's sensational string of triumphs in national stock car races throughout the country . . . In sanctioned events sponsored by the A.A.A., the N.A.S.C.A.R., or similar organizations, Hudson has won, as of October 1st, 40 events out of 47. Practically all makes of cars have competed in these races.

*"The hand that lifts the cup that cheers should not shift the gears."—T. Harry Thompson*

**MANY FINE NEW DEALERS JOINING HUDSON**—Hudson owners will be pleased to know that many fine and outstanding new Hudson Dealers have joined the Hudson organization during the past 60 days. Contracts, representing potential sales that total over 5,000 new cars and over a million and a quarter dollars in new capital have been signed . . . Numerous additional franchises are also under consideration, and some substantial new dealers are in process of signing up . . . Many of these new accounts formerly handled competitive lines. They will give Hudson high grade representation in many vital locations.

## PLACES TO DRIVE YOUR HUDSON IN NOVEMBER

- Nov.  
1-2 *Grand National Livestock Exposition, San Francisco, California*
- 1-4 *Billings Market Week, Billings, Montana*
- 7-16 *Arizona State Fair, Phoenix, Arizona*
- 13-16 *Fifth Annual AKC Licensed Beagle Trials, Durham Meadows, Conn.*
- 15 *College Football—Missouri at Oklahoma; Army at Pennsylvania; Columbia at Navy; Oregon at Stanford; Washington State at California; Rice at Texas A&M; Texas at Texas Christian; Maryland at Mississippi; Duke at Wake Forest; Vanderbilt at Tulane; Alabama at Georgia Tech; Ohio State at Illinois; Notre Dame at Michigan State; Purdue at Michigan; Wisconsin at Indiana.*
- 22 *College Football—Indiana at Purdue; Michigan at Ohio State; Minnesota at Wisconsin; Notre Dame at Iowa; Maryland vs. Alabama at Mobile; Kentucky at Tennessee; Baylor at Southern Methodist; Texas Christian at Rice; Stanford at California; Southern California at U.C.L.A.; Yale at Harvard; Nebraska at Oklahoma; Kansas at Missouri.*
- 27 *Giant Santa Claus Parade, Detroit and New York City.*  
*College Football—Texas A&M at Texas; Cornell at Pennsylvania.*
- 29 *College Football—Southern California at Notre Dame; Army vs. Navy at Philadelphia; Rice at Baylor; Texas Christian at Southern Methodist; Tennessee at Vanderbilt; Georgia Tech at Georgia; Louisiana State at Tulane; Washington vs. Washington State at Spokane; Alabama vs. Auburn at Birmingham.*
- 29-Dec. 6 *International Live Stock Exposition, Chicago.*

*"Real trouble with the speed of light—it gets here too early in the morning."—Paul Larmer*

## No. 19 in a Series on How To Take Care of Your Hudson

**COLD WEATHER PRECAUTIONARY MEASURES**—Sudden drops to freezing temperature are to be expected at this season. Protect your car with anti-freeze and prevent inconvenience and expense . . . Before installing anti-freeze, thoroughly drain and flush the entire cooling system to assure unrestricted circulation. Also carefully check all hoses and gaskets for leaks or signs of deterioration . . . CAUTION: Do not use anti-freeze solutions containing calcium salts or other ingredients which promote electrolytic action. Also do not mix permanent and temporary anti-freeze solutions . . . Also, place a plastic windshield scraper in your glove compartment for removing outside frost and thin ice formations from windshields and windows. Some car owners carry a bag of rock salt and a shovel in their luggage compartment during Winter months. Rock salt spread thinly under, and in front of, rear wheels will give good traction if stuck in light snow or on ice. Snap-on chain links are handy for such emergencies . . . Your battery should be in tip-top shape to withstand the extra cold weather drain. Lubricants and motor oil, too, should be of a lighter viscosity, and your engine should be tuned for cold weather operation . . . Your Hudson Dealer can take care of these items and give you additional suggestions for better and safer Winter driving. He will be glad to be of service.

*"It is well for a man to respect his own vocation and claim for it the respect it deserves."—Charles Dickens*

**WALK AWAY FROM TROUBLE**—A Hudson Owner in the Middle West was recently impressed by the advice of his minister and sent along these fine words to us. This preacher was admonishing his congregation to live more quietly and peaceably in everyday relationships . . . "In nine cases out of ten," observed this clergyman, "the wisest policy is — if a man cheats you, quit dealing with him; if he is abusive, quit his company; if he slanders you, live so that nobody will believe him . . . No matter who he is, or how he misuses you, the wisest way is to let him alone; for there is nothing better than this cool, calm, quiet way of dealing with the wrongs we encounter."



THOUGHT STARTERS—One way to avoid losing your shirt is to keep the sleeves rolled up . . . Fishermen seldom complain about too many strikes . . . When things turn green these days, you don't know whether it's Spring, envy, or chlorophyll . . . America is suffering from hardening of the traffic arteries . . . We were in better shape when we had more whittlers and fewer chisellers . . . If you don't think people still believe in miracles, take a look at a beauty parlor sometime . . . Some of his humor is fit for a king - King Tut . . . The honeymoon is over when she's taken off the pedestal and put on a budget.



*"What's the use of a boarding house reach if there's nothing at the end of it?"—H. V. Wade*

YOUR OWN VITAL STATISTICS—Not one person out of a hundred can give his social security number, or even a fraction thereof. In fact, the average man, called upon for his hat size by a store clerk, is likely to get confused and give his postal zone number instead . . . Just for fun, try to recall your own social security number, your automobile license number, your shoe size, your waist size, your last address previous to your present one, and the number of your congressional district . . . You will do very well to recall more than half correctly.

*"Your ship won't come in unless you tow it."—Arnold Glasow*



FOR THE LADY OF THE HOUSE—There are always household tasks to be done - but there are step-saving ways to do them. Apply these short-cuts the next time the occasion arises: When your ironing boards needs recovering, tack on the cloth while wet. When it dries, the cloth will be tight and smooth . . . In baking, sour milk can be substituted for sweet milk if one-third of a teaspoon of soda is added to each cup of sour milk and the baking powder omitted from the recipe . . . A thermos bottle will always be sweet-smelling if it is filled once a week with a solution of cold water and a little baking soda . . . There's a new accessory bag for women that is slung over the shoulder and roomy enough to accommodate several books, magazines, and personal articles often carried on trips.

*"If the world is cold, make it your business to build fires."—Horace Traubel*

TYPOGRAPHICAL TIDBITS—This speedy age described by the Topeka Daily Capital: "He married a Topeka girl in 1951. They have an 18-month-old daughter." . . . Account of accident in the Louisville Times: "Smith was treated for head cuts received when his automobile swerved through a witch into a concrete abutment." . . . Higher finance, reported by Rockford (Ill.) Morning Star: "The man scooped up \$136 in \$5 and \$10 denominations." . . . Secondary note on price of food in Detroit newspaper: "Buy a government bond - have a steak in the future."

*"You don't get ulcers from what you eat, but from what's eating you."—Dr. Albert Cliffe*

SIGNS OF THE TIMES—A Schenectady, N. Y. beautician advertises: "Bunny-Tail - The Only Real Hare-Do in the World" . . . Sign on lawn near horse stables in Lexington, Kentucky: "Don't Eat The Grass" . . . Prize bull parading on election day in Huntington, Indiana, bore this notice: "I'm registered, but can't vote - You can!" . . . State highway sign in Vermont: "Gypsy Moths Are Not Allowed Past This Point" . . . Pittsburgh firm, offering funerals on the installment plan, has as its slogan: "Pay As You Lay" . . . Notice that appeared on Springfield, Ill. church bulletin board: "Of what use is Eternity to a man who does not know how to use the present hour? No services during August."

*"I was born in neutral. I can choose what gear I will shift into. I can either try to always rush away in high, and frequently stall my machine, or I can cultivate the meekness to start in low and be sure."—Gardner Hunting*

**NEWS OF NEW THINGS**—A combination gas and oil home heating system has been introduced. When gas supplies sometimes run low, the outside thermostat switches the unit to oil . . . A new home-type plow is claimed to lift snow up to two feet deep, propel it up and out a chute to one side. The maker says his gadget also handles slush, can throw it 10 to 15 feet to right or left of the machine . . . Homemade snow storms are now available for your Christmas decorations. The snow comes in a spray-dispenser . . . A new windshield scraper has a hard, plastic edge for removing sleet, ice and snow - and a soft rubber squeegee edge for cleaning bugs, rain and mud from the glass . . . Pre-fabricated knotty-pine room interiors are now made to order from plans supplied by architects or homeowners. The interiors come complete with facing for doors, windows, closets and decorative trim necessary to do the job, it is said by the manufacturers . . . A new fishing rod, made of stainless steel, is small enough to be carried in the pocket of a sport jacket. It measures only 16½ inches from tip to handle . . . Addresses of suppliers of these products may be obtained by writing to Hudson Newsletter, 431 Howard St., Detroit 31, Michigan.

*"Children adopt the beliefs of those whom they instinctively recognize as happy."—W. E. Hocking*

SOME PEOPLE HAVE  
THE RIGHT AIM  
IN LIFE, BUT NEVER  
PULL THE TRIGGER

**ONE-SECOND SERMONS**—When decency should protest, silence is sin . . . Too many people today are living on inherited spiritual capital . . . Promises to God should be as binding as those made at the bank . . . There has never been a patent on a matrimonial knot that grows tighter when pulled in opposite directions . . . The Ten Commandments are far more specific than the Atlantic Charter - and much better written . . . The great danger of the Church is not Communism, nor Fascism, nor Statism. It's somnambulism . . . In many cases, broadening the mind causes the conscience to stretch.

*"Look both ways before crossing a street . . . or a woman."—Ray Cvikota*

**FASCINATING FACTS**—In general, human births are most frequent in August and September and less frequent in April and May . . . It took the white man two centuries to spread himself over as much of the United States as the European corn borer has covered in 35 years . . . Real money could not be pictured authentically in advertising until Congress amended the federal criminal code last year . . . A doctor in a maternity ward found that newborn babies cry an average of 113 minutes a day . . . Diesel locomotives, on the average, carry a ton of freight 500 miles on a gallon of fuel oil . . . Warlike, quarrelsome tendencies are not learned from parents, but are inherited from them, according to a lecture recently delivered to the American Psychological Association.

*"I don't drink anything stronger than pop—and Pop will drink anything."—Joe E. Lewis*

**ANSWERS TO PRESIDENT'S QUIZ**—(1) James Buchanan was the only president who never married . . . (2) Theodore Roosevelt, 43 years of age, was our youngest president when he went into office . . . (3) Thomas Jefferson was our first president to be elected by the House of Representatives . . . (4) You must be 35 years old to become president . . . (5) Andrew Johnson was tried on impeachment proceedings and was acquitted.

*"My horse got off to a bad finish."—Herb Caen*

**PRACTICAL EDUCATION**—A former high school student wrote to his principal: "I want to know why you and your teachers did not tell and teach me about life and the hard, critically practical world. I wish I had been taught more about family relationships, child care . . . paying off a small mortgage, household mechanics, politics, local government, the chemistry of food, carpentry . . . how to budget and live within a budget . . . How to paint a house, how to get a job, how to be thrifty . . . how to buy economically and intelligently."

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

*Your Hudson Reporter*