

HUDSON Newsletter



Inside Newsletters . .

. . . and Automotive News

Tomorrow's Motor Car Today

BURGDORF MOTOR COMPANY

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THE LIVING MESSAGE OF CHRISTMAS -- In this joyous season when the inspiring music of Christmas Carols is sometimes almost inaudible because of the jingling static of the cash register, Hudson Newsletter believes it would be well to quote again one of the greatest writers of all time - a man by name of Luke: "And in that region there were shepherds out in the field, keeping watch over their flock by night. And an angel of the Lord appeared unto them, and the glory of the Lord shone around about them, and they were filled with fear . . . And the angel said unto them, 'Be not afraid, for behold, I bring you good news of a great joy which will come to all the people; for to you is born this day in the city of David a Savior, who is Christ the Lord. And this will be a sign for you: You will find a babe wrapped in swaddling clothes and lying in a manger' . . . And suddenly there was with the angel a multitude of the heavenly host, praising God and saying, 'Glory to God in the highest, and on earth peace among men with whom he is pleased!'" . . . Hudson Motor Company and its Dealers sincerely wish you a Merry Christmas! May this Season of 1952 inspire a feeling of the Best and the Noblest that is in us!

"One does not buy loyalty. One earns it, as one does respect." — John M. Somers

IT'S A CHRISTMAS TRADITION -- On a cold Christmas Eve in 1903, a Danish post office clerk saw two coughing children shivering in the snow. The sight so stirred him that he went to the King of Denmark and asked if it were possible to strike off a special stamp to raise money to help the sick. The monarch authorized the stamp for the next Christmas, when the first Christmas Seals appeared. The funds were used to fight tuberculosis . . . In 1907 the Christmas Seal idea spread to the United States. Today virtually all the work of the tuberculosis associations is supported by the sale of these stamps. So Buy and Use Christmas Seals - it's a Christmas tradition that saves lives and cheers many bleak outlooks.

"Keep your face to the sunshine, and you cannot see the shadow." — Helen Keller

CHRISTMAS QUIZ -- Here's a little exam that will get you in the jingle-bell and holiday spirit. (1) How many Christmas Islands are there? . . . (2) What is the old legend about the animals and birds on Christmas? . . . (3) What religious sect in the United States made the celebration of Christmas a punishable offense? . . . (4) From what piece of Christmas literature did the following come: "Not believe in Santa Claus? You might as well not believe in fairies." . . . (5) Who wrote this? "'Twas the night before Christmas, when all through the house." . . . You will find all of the answers on page four.

THOUGHT STARTERS -- What most of us need is more horsepower and less exhaust . . . A girl usually becomes a woman when she stops giggling and begins to calculate . . . The dollar that used to talk can hardly be heard these days . . . If business is looking up, it must be to where prices are going . . . There's no question that 1952 has certainly been lip year . . . It's harder to die a gentleman than be born one . . . A little alcohol removes the finish from some people faster than it does from the furniture . . . When streets are widened, some drivers have a terrible time trying to drive in three lanes at once.

IF MONEY CAN
TALK THEN
START TALKING



"There are damned few spare parts to repair a human body." --Walter Ross

TYPOGRAPHICAL TIDBITS -- From the N.Y. World-Telegram and Sun: "Mrs. North Jersey took the woman's way out last night, falling in a dead faint - but beautifully - when she heard she'd won the title of Mr. America." . . . Caption in Worcester (Mass.) Telegram: "Leominster School Board to Weigh Hot Lunch Head." . . . Radio schedule listing in Eastern newspaper: "1:00 - Back To God (If no World Series Game)" . . . Classified ad in California suburban paper: "For opera goers: Black velvet wrap with ermine collar. Also lady's bicycle with basket."

"Copying one book is plagiarism. Copying several is research." --Nathan Levine

SANTA BRINGS MANY NEW TOYS -- Santa Claus will be career-minded this Christmas . . . Star billing will go to purposeful toys designed to develop children's aptitudes and help them prepare for a wide variety of useful professions . . . Juvenile enthusiasm for Wild West play continues to be No. 1 favorite in the make-believe category, with Indian regalia showing strong. For the little girls, it will be a photo-finish as to whether dolls or people are the best dressed. The dolls will be the very exponents of fashion . . . New thrills will include walking dolls whose legs move naturally when their arms are held - no winding mechanism at all. Some will even talk in foreign languages with the aid of an electronic device.

"A modern Robinhood steals from the rich to pay his income tax." --Dorothy Greene

SIGNS OF THE TIMES -- Sign over expectant fathers' waiting room in Marin County (Calif.) Hospital: "Heirport" . . . Advertisement of Cincinnati barber shop: "Satisfaction Guaranteed or Your Hair Cheerfully Refunded." . . . Sign on florist shop on New York City's Madison Avenue: "Our Flowers are Good to the Last Droop" . . . Report by American Association of Nurserymen: "All plants and trees sold by nurserymen are absolutely guaranteed to contain chlorophyll." . . . Two powder rooms in building on Hunter's Point, San Francisco, are labelled: "Ladies" and "Women" . . . Sign in North Carolina: "Pies like mother used to make before she took up bridge and cigarettes."

"World brotherhood starts where your neighbor's lawn begins." --T. N. Tiemeyer

SWEET SWINDLE -- From out of the fabulous oil country of the Southwest comes the report of the master slick-talker of 1952. This gentleman solicited financial backing as an oil prospector and agreed to "post bond" to insure the return of the investors' cash in 10 years in case oil were not struck. He found a lot of subscribers to his plan . . . With the money in his pocket, he then went through the motions of drilling for oil. He was much more interested, however, in sending each investor a U.S. War Bond that would be worth \$100 in 10 years. Naturally, he bought the bonds for \$75 apiece, which brought him a neat profit of \$25 on each transaction . . . The frustrated authorities hauled him in, and admitted that there wasn't a law against it - but there oughta be!

"If you observe a really happy man, you will find him building a boat, educating his son, growing double dabbies, or looking for dinosaur eggs in the Gobi Desert. He will not be searching for happiness as if it were a collar button that had rolled under the radiator." --W. Bertram Wolfe

BEST SECOND-
CLASS MOTEL
IN RENO

SIGN IN NEVADA

HUDSON Newsletter SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

SEE BETTER THIS WINTER — Vision-obscuring droplets of rain, snow and sleet can be kept from freezing or clinging to your windshield by the application of solidified alcohol (canned heat, Sterno, etc.) which is cheaper and more efficient than other alcohol-glycerine preparations. When applying the alcohol, keep it off all painted surfaces.

Soda Clerk: Fizzician



PROPER PREPARATION PAYS OFF — Statistics show that the fellow who "can't afford" to have his car serviced for mid-winter motoring ends up by paying three times that amount by spring, plus exasperating delays and possible damage. For "winterizing" and other important services see your Hudson dealer. With factory methods and special parts, no one equals his "know how" concerning your Hudson.

Disc Jockey: A fellow who lives on spins and needles

ENGINE SHIELD FOR WINTER DRIVING — For quicker "warm-ups" and more consistent operation of your car engine at recommended temperatures during cold weather, wire a single thickness of burlap to the radiator core. While safeguarding the engine against cold, it will admit sufficient air to prevent overheating.

2- Strike sharply with this hand

Scandal: A breeze stirred up by a couple of windbags



1- Fit snugly with this hand

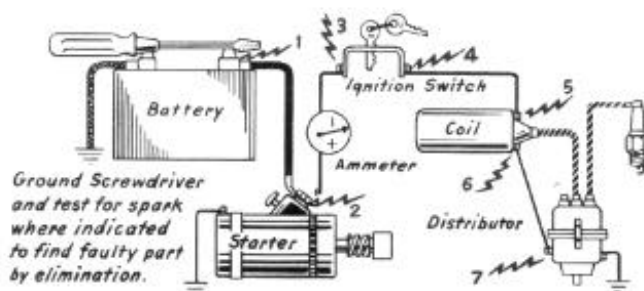
ONE PUNCH . . . AND IT'S ON AGAIN — After changing a tire it's easy to replace the hub cap (wheel cover) tightly. Just position the cap carefully at one side, then rap the opposite side sharply with the heel of your hand as shown in the sketch at left.

Santa Claustrophobia: Hemmed in by Christmas costs

A "LIVE WIRE" IDEA — If a sudden, extra-cold spell finds you without sufficient anti-freeze you can protect your car's engine with a household electric gutter defrosting cable. Looped over the motor block, it will also make for easy starting on coldest midwinter mornings — just the thing until your Hudson dealer supplies you with one of the new electric engine heaters.

Legend: A lie that's been aged

"WON'T START" CHECK LIST — If engine refuses to start, don't crank more than 15 seconds. Check fuel. Jiggle key continuously to assure contact. If starter turns sluggishly and lights dim, battery is weak and push will get you started. Tighten loose connections. Dry damp plugs. Disconnect a spark plug wire and, holding by insulation, hold $\frac{1}{4}$ inch from plug to see if spark jumps when someone turns motor. If no spark, test wiring as shown. If electrical system seems OK, remove air cleaner and look in carburetor for spurt of gas when accelerator is pumped. If none appears, disconnect fuel line leading to tank and blow through it to clear obstruction. (Remove gas cap to hear gurgling.) Make sure pin-hole in gas cap isn't clogged. Start walking.



TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON



How to S-T-R-E-E- your Christmas

Gift Suggestions To Help You Get

"... The giver makes the gift precious ..." (Anonymous)

Want to make a big hit with your gifts?

Select *unusual* gifts worthy of you.

Your loved ones will marvel at your thoughtfulness.

They will add to the value you've gained.

FOR HER



An inexpensive lapel ornament fashioned with loving care by some neighborhood craftsman? Swiss gloves, sheer hosiery, lingerie? Or jewelry, hand-hammered by Navajo tribesmen?

If it is to be that "extra special gift" you probably won't buy it in the biggest store. You know that in fine things, "biggest" isn't necessarily *best*.

FOR HIM



Another tie? Last year 193,000,000 ties made neckwear America's "biggest" gift.

If you decide on shirts, remember that the biggest mills don't always weave those of finest texture and most flattering fit. And shoes of custom quality that wear and wear aren't always stamped out by biggest shoe chains.

Pop won't be impressed by the manufacturer's "bigness" when you present him with trout flies, duck decoys, or golf clubs. In cherished gifts like these it's built-in *quality* he wants.

FOR

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A

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T-C-H as Stocking

et The Most For Your Money

Get off the beaten path?

ur friends' distinctive personalities?

tfulness, and their appreciation

from your gift-dollar.



EVERYONE

stmas dinner—right out of Dickens
lden-brown bird bulging with fixin's
pastries, pies, puddings.

l year it's handy to buy machine-
d and mechanically wrapped bread
out of mammoth factories. But
e Christmas you seek that cozy bake
for extra-special English plum pud-
Scotch shortbread, speculaas, and
achen.

r, if you're going to take Mother out
ne kitchen for Christmas, chances
you won't dine in one of those big
t-to-coast chrome and plastic "eat-
". For Christmas memories demand
ething special—crackling yule logs,
ow candlelight and cheerful holly
ot "bigness," but *best!*



FOR YOU . . . a ~~new~~ car . . . A New HUDSON

Like a precious gift, an automobile is something you don't buy every day.

INDIVIDUALITY is your reward from Hudson, the company big enough to bring you the economy of mass production, yet with a spirit of progressiveness that keeps you a step ahead of on-rushing progress.

Hudson's fast-moving team-work brings you TODAY many, many advantages that other owners won't know for years, plus *the eye-catching distinction of custom-crafted luxury and beauty.*

**These Make Fine Christmas Gifts for Your
Car . . . Your Friends and Relatives . . . You!**

It's no holiday for your car . . . there are shopping trips . . . places to go . . . winter sports . . . vacations. Why not give your Hudson a "Christmas Gift"? Your Hudson dealer can also help you solve your Christmas problem of "what to buy" for that long list of friends and relatives. And why not say "Merry Christmas" to yourself, too?

**Here are just a few items which
are sure to be appreciated:**

★ FROM \$1.85 to \$5.00:

Vanity Mirror—Just the thing for last-minute lipstick application, hat or tie straightening. Big 5" square of finest quality mirror glass. Spring clips quickly clamp on sun visor in front compartment.

Kleenex Dispenser—Sturdy metal dispenser with chrome plated door. Holds full box of tissues. Conveniently installed under instrument panel. Can be quickly re-loaded with new supply of tissues.

Traffic Light Viewer—Clear plastic prism makes overhead traffic signals easy to see. Fits any car and is easy to install.

Magnalite Emergency Lamp—Plugs into cigar lighter socket. Requires little current. 12-foot cord reaches any spot on car. Magnetized to adhere to any metal part of car and leaves both hands free to work.

★ BETWEEN \$7.00 and \$10.00:

Windshield Washer—Washes dirt, mud and grime from windshield even while the car is moving. Economical and easy to install.

Back-Up Lights—Help driver to see what is behind . . . to stay on road or drive when backing up at night.

Thermaster Jug—One-gallon capacity with exclusive fold-away faucet. All metal, unbreakable design. Is guaranteed to keep liquids hot for six hours or cold for eight hours.

★ FROM \$14.00 to \$23.00:

Outside Karvisor—Protects eyes of persons in car. Reduces sun glare and heat in front seat. Makes year 'round driving more comfortable. Designed exclusively for Hudson cars.

Directional Turn Indicator—Permits signalling turns with a flick of the finger. Easily installed. A truly fine gift, offering added driving comfort and safety.

Thermaster Portable Refrigerator—White, sanitary, porcelain interior. Removable ice container. Watertight. Double insulation with Fiberglass. A great aid when camping, hunting, fishing, picnicking, touring.

HUDSON HEADLINES AND BY-LINES

NEW HUDSONS STRESS BEAUTY, PERFORMANCE, DURABILITY -- Hudson will soon announce its line of 1953 cars--three freshly styled series which include the Hudson Hornet, record-smashing performer in stock car races, and two lower-priced running mates, the Hudson Super Wasp and the Hudson Wasp . . . The 1953 Hudsons have sleek, low sweeping lines and road-hugging appearance made possible only by Hudson's famed "step-down" design. With lavish interiors, a new array of sparkling colors in solid and two-tone combinations, and the added glamour of Hudson-Aire Hardtop Styling, the '53 Hudsons are the most beautiful and luxurious in company history . . . Interiors are decorator-planned to complement a wide range of exterior car colors. Trim appointments are color-harmonized with luxurious, long wearing upholstery fabrics in smart new weaves. Restyled door panels and gleaming chrome ornamentation further accentuate the lavish interiors . . . Hudson-Aire Hardtop Styling is offered on the Hudson Hornet and Hudson Super Wasp series at standard prices. Twin-H-Power, Hudson's revolutionary multiple fueling system, is available as optional equipment for the Hudson Hornet and Hudson Super Wasp . . . Twelve different models make up Hudson's '53 line. They are offered in a wide range of bright, new solid colors and two-tone combinations. The Hudson Hornet and Hudson Super Wasp are available in eight solid colors, four special colors, and 19 two-tone combinations. The Hudson Wasp offers six solid colors and six special colors.

"Next to working for money, marrying for it is probably the hardest way to acquire it."—Olin Miller

DON'T LET AN ACCIDENT MAR YOUR CHRISTMAS -- In the interest of perhaps preventing an accident which would mar the full enjoyment of the Holiday Season, we quote some statistics published by the Inter-Industry Highway Safety Committee. These figures show our acute need for pedestrian safety programs . . . In 1951, pedestrian fatalities totaled 9,000. Injuries totaled 175,000 . . . 5,600 pedestrian deaths occurred in cities and towns . . . 57% of the pedestrians killed, and 29% of those injured, were over 45 years of age . . . October to March are the deadliest months -- with approximately one-third of the pedestrian deaths occurring between 5 and 8 P.M. The four principal pedestrian "Danger Spots" are: Crossing at intersections; crossing between intersections; coming out from behind parked cars, and walking in the roadway . . . This reminder of the pedestrian problem is particularly timely, since we are entering the hectic Christmas shopping period when many pedestrians will be in and on the streets. Don't forget that -- as soon as you step out of your car -- you become a pedestrian . . . Mr. W. F. Hufstader, Chairman of the Highway Safety Committee, says: "If we all remember our individual responsibility behind the wheel and afoot, we would eliminate many injuries."

"What you don't know won't hurt you . . . but it may amuse others."—Bruce Caldwell

PLACES TO DRIVE YOUR HUDSON IN DECEMBER

- Dec. 1-4 *Antique Show, Hershey, Pennsylvania*
- 1-3 *State Bowling Tournament, Boise, Idaho*
- 3-31 *Barley Tobacco Auctions, Abingdon, Virginia*
- 4 *Economy Beef Show, St. Joseph, Missouri*
- 6 *Shrine Bowl Game, Charlotte, North Carolina*
- 14 *"The Messiah", 500 Voice Chorus, Des Moines, Iowa*
- 15 *Mt. Sunapee Chair Lift Opens for Winter Ski Season, New Hampshire*
- 19-30 *Christmas Story in Art, Richmond, Virginia*
- 20-21 *Pre-Season Giant Slalom and Cross Country, Cannon Mt., Franconia, New Hampshire*
- 24 *National Community Christmas Tree Lighting, Washington, D. C.*
- 25 *Deer Dance, Taos Pueblo, New Mexico*
- 27 *Annual Basque Ball, Boise, Idaho*
- 28 *Orange Bowl Regatta, Miami, Florida*
- 28-Jan. 1 *Southwestern Sun Carnival, El Paso, Texas*

TEN COMMANDMENTS OF HEALTH -- A reader of the Hudson Newsletter sends us these tried-and-true maxims for good health, the most precious asset you can have . . . (1) Take regular exercise. Organs and muscles become stronger with use . . . (2) Check your emotions. Fear, anger and other emotions can cause serious physical disabilities . . . (3) Keep an eye on your weight. The death rate of overweight people is far above normal . . . (4) Act your age. Don't overtax your heart -- and this is particularly applicable to persons over 50 . . . (5) Get sufficient sleep. Sleep is important to rid the body of fatigue poisons . . . (6) Don't smoke too much. The flow of blood through the arteries is slowed up by excessive smoking and . . . circulatory ailments result . . . (7) Watch your diet. Well-balanced menus are important for good health . . . (8) Drink plenty of fluids. A minimum of six glasses daily is necessary . . . (9) If you drink alcohol, drink moderately . . . (10) Have a regular medical examination. Periodic check-ups by a physician are vital, no matter what the age of a person.



DAFFYNITIONS -- Chlorophyll: Green stuff you can't fold and put in your pocket . . . Panumunjom: Useless Truceless . . . Chain store: A place where you can buy everything but chains . . . Los Angeles: Smogisburg . . . Divorce: Hearth quake . . . Defunct subway: Transit system really operating in the hole . . . Board of education: Shingle that Dad used in the woodshed . . . Post mortem: Device that proves the doctor was right . . . Bacteria: Rear entrance to a cafeteria . . . Poise: Raising the eyebrows instead of the roof . . . Eddie Arcaro: Winner of the gallop poll . . . Small town: Where nothing is going on every minute.

"You can't push anyone up a ladder, unless he is willing to climb a little."—Andrew Carnegie

FOR THE LADY OF THE HOUSE -- Although the electric candle is most widely used on the Christmas tree, there are many who feel that one large beautiful candle is preferable. To obtain the most colorful effect in using such a candle, place it in a wide bowl partly filled with water, or on a large platter . . . Remember all the odds and ends of ribbonette you have left over after Christmas gift wrapping? Take your little one and two-inch ends of colored bits and make a rainbow chain for your tree. They'll be much prettier than tinsel — and more original . . . Don't overlook the fact that you can use two stuffings for your Christmas turkey or goose. In addition to the large cavity, there is a smaller but still generous-sized one in the crop. You'll add to the meal with a second, different dressing.

"The world is going to hell in a handout basket."—Bill Woods

CATNIPS -- The man who marries her ought to draw combat pay . . . She may be a Dumb Dora, but she's full of bride ideas . . . She has such a bad cold that she can't drive above a whisper . . . She's trying to carry the torch for him, but it won't stay lit . . . She's the vacuum cleaner type — just purrs and takes in the dirt . . . If her husband doesn't go to work pretty soon, she's going to bare his last 10 years' income to all the neighbors . . . You can depend on her to quit dieting the day she gets married.



"When I have a good story to tell, I do not like to be hampered by facts."—Irvin Cobb

THE UNITED NATIONS YOU MAY NOT KNOW -- The Wall Street Journal recently reminded its readers that although the primary purpose of the United Nations is to keep the peace, about two-thirds of its budget is devoted to activities designed, as the U.N. charter puts it, "To promote higher standards of living, full employment and conditions of economic and social progress." . . . Through these activities, every American citizen may be surprised to know he is affiliated with the International Office Of Epizootics, the International Federation of Friends of Young Women, the World Movement of Mothers and the International League Against Rheumatism . . . He is also tied up with such agencies that are known, briefly, as the ECOSOC, ICCICA, ICITO, UNCURK, UNRAWPRNE, and most appropriately, the WHO. There are more.

"Lincoln owned but seven books. These, however, were books—not part of the decor."—H. V. Wade

FAMOUS LAST WORDS -- What's this corkscrew doing in Junior's Scout kit? . . . Let's all go on down South. I can make expenses at Hialeah . . . Well, if you kept up with me, officer, then you were speeding, too . . . And now to get back to our picture . . . It's a wonder you fellows wouldn't be out catching dangerous criminals — instead of picking on poor citizens for parking a few minutes overtime.

"There is no race of superior men on earth who do the impossible things. The important things are done by ordinary people. There is no use waiting for someone 'with superior qualifications' to do a job. Just pitch in and do it."—Reginald Heber Smith

NEWS OF NEW THINGS — A new vegetable slicer has nine parallel blades of rust-proof spring steel that are attached to a handle. By drawing the instrument across tomatoes, cooked beets, boiled potatoes, bananas and other soft foods, the housewife can make eight slices at once . . . A new pocket postal scale is said to measure accurately first-class letters and air mail up to four ounces, with readings in latest postal rates . . . Also new is a water filter that is claimed to convert ordinary tap water into chemically pure, soft water — satisfactory for automobile batteries, electric irons and other devices needing demineralized water . . . If you would like to add a dash of color to your white refrigerator, sink, bath tub or wash basin, there's a new refrigerator enamel with a porcelain-like finish that can be tinted with regular oil colors and applied with spray-gun or brush . . . For names and addresses of suppliers of these products, write Hudson Newsletter, 431 Howard Street, Detroit 31, Michigan.

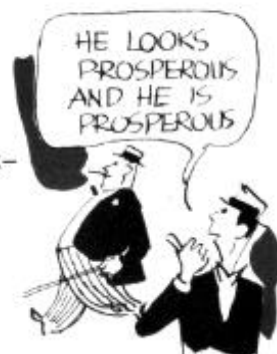
"What a child wants to say is just as important to him as a lawyer's words to a lawyer." — Elizabeth Robertson

Some Children
must learn
good manners
without seeing
any . . .

ONE-SECOND SERMONS — Juveniles who think it is smart and modern to "raise the devil" should be reminded that there is nothing more old-fashioned than sin . . . Devoted mothers make the best baby sitters . . . When a man leaves God, things start happening to him. When he comes back to God, things start happening for him . . . Prayer must not come from the roof of the mouth, but from the root of the heart . . . What many call conscience is merely fear of punishment . . . You find more of the milk of human kindness on your doorstep when you remember to return the bottles . . . When we own a good painting, we always put it in the best possible light. Why not do as much for our friends?

"You know, he's such a gentleman that he's almost a lady." — Herb Caen

FASCINATING FACTS — Checking on its old grads, an Eastern university found that those with the largest waistlines were making the most money . . . In case your piggy bank is on the verge of cracking, you may like to know that there are exactly 146 pennies in a pound . . . Nome, Alaska, is farther west than the Hawaiian Islands . . . In the old, peacetime Korea, hunting licenses read like this: "Hunting in public streets, shrines and temples is not permitted. Firing at buildings, people, cattle and street cars is forbidden."



"Uncle Sam has outdone Atlas. He's carrying the world with both hands in his pockets." — Paul Larmer

ANSWERS TO CHRISTMAS QUIZ — (1) There are three Christmas Islands . . . (2) At midnite, they are said to have the power of speech . . . (3) The Puritans . . . (4) "Is There a Santa Claus?" by Francis P. Church . . . (5) "A Visit from St. Nicholas", by Clement Clarke Moore.

"You need help to get to the top, but you can hit the bottom alone." — Walter Winchell

THAT'S HOW IT BEGAN — Ever wonder about the origin of many common expressions? Here's how two of our most-overworked phrases began . . . In the old days when most jail cells were furnished with little more than a small bed and a bucket, many a despondent prisoner committed suicide by standing on the bucket, tying his belt around his neck and the upper bar of the door — and kicking the bucket over. Hence the slang, "Kick the bucket" . . . Here's another one. During the time of the French Court, most nobles wore high wigs which often tangled with the toes of their shoes when they curtsied. To avoid such embarrassment, the royal master of ceremonies always intoned, "Regardez vos pieds et queues" — "Watch your feet and wigs." The British abbreviated this to P's and Q's.

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

Your Hudson Reporter