

HUDSON Newsletter



Inside Newsblasts . . .

. . . and Automotive News

Tomorrow's Motor Car Today

BURGDORF MOTOR COMPANY

2727 South Jefferson Avenue

St. Louis 4, Missouri

Phone Prospect 2621

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JANUARY
1953

Welcome 1953 — When the gaiety of the holiday season finally passes, there is perhaps no finer way to start off the New Year than to resolve to live up to the Golden Rule. This is more than high and religious idealism. It is the best possible guide to day-to-day living — at home, where we work, or in the realm of world affairs . . . All of us in Hudson wish you a Happy, Prosperous and Peaceful 1953!

"To his dog, every man is Napoleon. Hence the constant popularity of dogs." — Aldous Huxley

LADIES
FUR COATS
MADE TO ORDER
YOUR SKIN
OR MINE

SIGNS OF THE TIMES — Slogan of company that makes fire-place equipment: "Everything Your Little Hearth Desires" . . . Sign on San Francisco restaurant: "Chicken Dinner — Eat Here or Take It Home and Enjoy It" . . . Sign on Cincinnati florist's truck: "Be Careful! The Next Load Might Be Yours." . . . A prominent N. Y. advertising agency has a room reserved for its personnel who are close to losing their tempers in dealing with client. It's labelled: "IRE ESCAPE" . . . California store has this card on its establishment: "Open 11:30 to 5:30 Most of the Time. Open Other Times, Some of the Time" . . . A drug company advertises its product: "The Only Shave Lotion With Chlorophyll. A Regular Jack-of-All-Blades."

"Hollywood is disappointed today. The spotlight has shifted to Washington scandals." — Hedda Hopper

GRAMMAR QUIZ — Here's an examination to check your knowledge of grammar and proper usage of the English language. Find the common mistakes in each of the following sentences . . . 1. I'm mad at her because she doesn't agree with me. 2. Of course I knew that Madison was the capital of Wisconsin. 3. If I tell you I am him, will it make any difference? 4. While I am grateful for your offer, I cannot accept it . . . Answers may be found on page four.

"It is much easier to be critical than to be correct." — Disraeli

A TRIBUTE TO TEACHERS! — An anonymous author salutes the unsung teacher with this well-deserved eulogy: "A teacher is Courage with Kleenex in its pocket, Sympathy struggling with a snow-suit, and Patience with papers to grade . . . A teacher really does not mind sniffles, squirmings, stomach aches, spills, sloth and sauciness. Neither does she disintegrate before tears, trifles, fights, futility, excuses, parents who spout, little boys who shout, and little girls who pout . . . Most of all, a teacher is somebody who likes somebody else's children — and still has strength left to go to the P.T.A. meeting . . . Thank heaven for teachers!"



DAFFYNITIONS -- Executive mansion: Dwight House . . . Political baptism: Ducking the issues . . . Mongrel: Several kinds of thoroughbred . . . Jack of all trades: Internal Revenue collections . . . Divorce proceedings: Who's Whose . . . Failure: Line of least persistence . . . Student body: Art model . . . Defeated candidate: X-terminated politician . . . Expert: Person who takes something you already know and makes it sound confusing . . . Counter attack: Monday morning rush in basement store . . . Bul-rushes: Police raids . . . Reno: Sue city . . . Experience: Something you'd like to have if you didn't have to live through it . . . Gossip: Something that goes in one ear and out the mouth.

"Be kind, for everyone you meet is fighting a hard battle."—Ian MacLaren

WHITE HOUSE LADIES HAVE "FOLKSY" NAMES -- Mamie Eisenhower will be no departure from the tradition of first ladies of this country carrying down-to-earth names. Conspicuous by their absence have been the regal names which have been heard in the palaces of Europe . . . There has been no Henrietta, Maria, Catherine, Anne, or even Elizabeth in the White House . . . But there have been two Elizas and one Bess. There was Anna and a Hannah. And twice we have had Marthas, Abigails, Julias, Ellens and Ediths. This is the first Mamie at the Pennsylvania Avenue address.

"Getting things on the cuff is the quickest way to lose your shirt."—Margaret Schooley

CATNIPS -- Every room in her house is The Powder Room. She explodes in all of them . . . Everybody has faults, but she doesn't have anything else . . . Any dress on her looks like a slip-cover . . . She refused to marry him two months ago, and he's been drinking ever since. That's carrying a celebration too far . . . She's a decided blonde. She decided last week . . . She stopped the calendar at 32 years of age, but her face won't co-operate with her . . . If she goes out twice with a man, she wants to altar him . . . She's rather the absent-minded type. She forgets she's married . . . She doesn't park a car — she abandons it.



"We are taught as children to give and compelled as adults to grab."—Margaret Halsey

FAMOUS LAST WORDS -- Just sign here, and we'll talk it over . . . These winding streets don't bother me. I know this town like a book . . . This Christmas, we're going to keep our charge accounts down to the bone . . . And the only thing that kept me from bagging that deer was a sudden gust of wind . . . We'll be up in plenty of time on New Year's Day to eat a good dinner and see the Bowl Games.

"All things come to him who waits—provided he knows what he is waiting for."—Woodrow Wilson

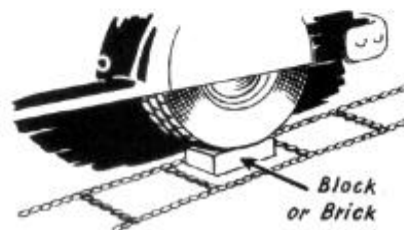
DOES THIS AFFECT YOUR MILES PER GALLON? -- Different types of road surfaces have been studied by engineers and highway groups for many years as to their effect on mileage. Professor Ralph A. Mower of the University of California points out that tests conducted in Iowa in 1934 and in Kansas ten years later showed essentially the same results . . . The average mileage, at the average speed of 43 miles per hour, on concrete roads was 19 miles to a gallon. On various asphalt-treated and road-mix surfaces, it was 18.6 miles per gallon. On smooth gravel roads, the mileage was 17 miles per gallon and on loose gravel, only 14 mpg. On soft wet gravel, the figure dropped to 11 miles per gallon — and on barely passable mud, the motorist averages just seven miles per gallon.

"Never give in, never, never, never, never—in nothing great or small, large or petty—never give in except to convictions of honor and good sense. Never yield to force; never yield to the apparently overwhelming might of the enemy."—Winston Churchill

HUDSON Newsletter SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

EASY WAY TO PUT ON CHAINS — Lay chain on pavement in line with wheels. Place half-brick or 2 x 4 block in space near end (see sketch). Drive up on block, and chain is free to be pulled over wheel and fastened without tugging or binding. Use two blocks, carefully positioned, to raise both wheels at once. Needing little space, blocks can be stored with chains.

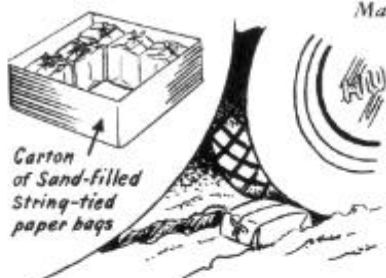


Wedlock: The fall of roam

THAWING DAYS AND FREEZING NIGHTS — It's possible to park in slush or mud only to find your wheels "frozen in" when the temperature drops. If you weren't able to locate a dry place to leave your car, don't forget to give your wheels a quick check before attempting to drive away. It's better to chip the ice from around your tires (being careful not to damage the sidewalls) or to wait for salt to thaw it than to drive off leaving parts of your treads behind!

Sunday School: A device that gives Dad first crack at the comics

EMERGENCY WINDSHIELD SCRAPER — The back of an ordinary pocket comb is handy for scraping snow and sleet from an icy windshield. You'll find it is easy on fingers and glass.



Matrimony: The only state that allows a woman to work 18 hours a day

PAPER-BAG SAND "BOMBS" — To free your car when stuck in ice or snow, carry a carton containing a few small paper bags packed with sand, ashes or gravel and tied with string. Handy, they take little room and make no mess . . . yet one tossed under a helplessly spinning wheel usually provides plenty of traction.

Argument: When two people are trying to get the last word first

NEW ALL YEAR — Keep your new Hudson license plates looking new (or brighten up old ones if your state doesn't issue new tags at this time) with a coating of wax or — better still — clear lacquer. Many plates will not be replaced for two years and a little protection from winter weather and road salts will keep them from rusting, spotting, discoloring, and looking out of place on your spick-and-span new Hudson.

Vacation: Sleeping on your own time

TO THAW FROZEN RADIATOR — Pour a kettle of boiling water slowly down the rear of the radiator in a narrow path so that it flows directly over the lower hose connection. This is where freezing usually occurs. Until this bottleneck is thawed, water that may be boiling in the motor block cannot move and no amount of driving will melt the ice-bound radiator. On the other hand, once this obstruction is dissolved (and even the narrowest path melted through the frozen radiator) warm engine water can CIRCULATE, and quickly thaw the rest of the radiator as you drive.



TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON





It's the "LITTLE *that count*

THI

How's Your TEMPER? QUIZ

Write "YES" or "NO" to the following:

- 1 Are you irritated by over-and-over juke box tunes, prattling disc jockeys, monotonous whistling or humming? _____
- 2 A zipper jams, buttons pop, shrunken shirts strangle you. Bothered? _____
- 3 If your car wouldn't go, would that get your goat? _____
- 4 The pop-corn cruncher, the chewing-gum snapper, the paper-bag rustler . . . when one of these sit beside you in the movies would you like to shoot or strangle him? _____
- 5 Someone reads over your shoulder; your fountain pen leaks; your watch is wrong. Do you pop your cork? _____
- 6 Does it irk you a lot to clank along in a noisy, flat-wheeled trolley . . . or an automobile that rides like one? _____
- 7 Dog (not yours) yapping; kids (not yours) yapping; click of taxi-meter (if you're paying). Do noises like these get you rattled? _____
- 8 Do these people perturb you—the appointment-breaker, the crab, yourself? _____
- 9 If you had a car that left you in the lurch at traffic-lights; cost you lots for service; locked you out . . . would you burn? _____
- 10 Ever vexed by faulty 'phone connections; TV or radio static or commercials? _____

*How do
you rate?*

0—2 "yesses" You're a saint!
3—6 " Average disposition
7—10 " Hey, don't throw that!!!

PAGE
Experiment

FR

Subjects:
(4m, 2f),

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FROM PSYCHOLOGY CASE-BOOK

USTRATION TOLERANCE TEST

5 businessmen, 5 sorority pledges, 6 professional people
8 college students (m), 4 skilled workmen, 6 teachers (f).

Subjects shown 10 "tests" on table, 5 mental (pencil and
5 mechanical (puzzles, etc.), and were impressed that "persons
ability should excel" in such tests (thus establishing high success-
l. Actually, none of the tests were solvable! Before being left
but observed through secret window) in overheated room,
were informed they had exactly 25 minutes to complete tests.
noisy clock with sweep-second hand prominent. One leg of table
than others. Table and stool of similar height, making for extreme
fort. Comfortable chair nearby, but collapsible. Pencils with
d leads and smudgy erasers. Unshaded light shining in subjects'
Electric alarm bell rings intermittently. Strange people wander
gh room carrying unusual objects. Horn blasts near subjects' ears.

lt: All subjects provoked to anger and aggressive non-reasoning
ity. Subjects of higher intelligence reveal greater frustration
ance. As a group, successful businessmen "went to pieces" earliest
teachers least vulnerable . . . others in order listed above.

—Adapted from Boston University

THE CONSTANT DRIP OF WATER

. . . will keep you awake all night!

"Little things don't bother ME!" you boast, but try-
ing to lock them out costs you more energy than swinging
a pick . . . and can wreak havoc on your health.

Petty frustrations pile up 'til finally the elastic band
snaps, Roman candles pop in your head, and butterflies
swarm in your stomach.

So you BLOW YOUR TOP! Here's what happens:

Irritation mushrooms into rage causing your adrenal
glands to shoot a 100-proof solution through your veins
that races your heart; speeds your breathing; tenses
your muscles (causing shakiness); makes you glare, sweat,
and maybe even splutter.

Thus, Mother Nature gives you a "shot in the arm"
—(dandy for a cave-man battling a sabre-tooth tiger!)
but no state in which to sell a client, discuss your mother-
in-law . . . or drive a car. With tension leading to anger,
bad judgment, and headachy fatigue, no wonder there
are so many accidents.

Neurologists say an improperly-designed motor
car can be one of the worst offenders. But such cars
"suffer" too, for every squeak, jolt, and engine-clatter
wears out parts as well as passengers.

For your psychological well-being, Hudson has
developed a new kind of car with keen attention to
"little things"—minimizing driving annoyances, adding
pleasure—little things that loom LARGE!

Some of the "SOOTHING THINGS"
that Hudson provides

R_x FOR YOUR MOTORING MENTAL HEALTH

And how they are EASED
by Hudson "Antidotes"

Psychological
Irritants

NOISE

Minimized by

Squeak-free, rattle-resistant Monobilt Body-and-
Frame.* Soundproofed against pavement hum and
road roar. Quiet, L-head "in-line" engine with
fewer parts. Radio speaker on top of dash that
doesn't blast in driver's ears.

ROUGH
RIDE

S-m-o-o-t-h-e-d by

"STEP-DOWN" Design. Cradles you in lowest
center of gravity. Splay-mounted springs and
stabilizers do away with lurch and sidesway.
Center-Point Steering. No wheel-fight or wander.
Easy to park. Engine *balanced* to banish vibration.

EYE
STRAIN

Eased by

Wide "picture window" windshield and rear win-
dows. Non-glare instrument panel top, reflection-
free side windows. Teleflash Signals that warn you
without watching.

STALE AIR

Freshened by

Filtered fresh air scooped up *above* exhaust zone.
Bodies draft-insulated against cold and heat.
Optional Weather-Control enables you to control
winter temperatures.

WORRY

Turned to CONFIDENCE by

Surrounding box-section steel girders protect pas-
sengers. *Safest car in the world.* Reserve mechanical
brakes for extra safety. Reserve power for
emergencies.

DIS-
COMFORT

Turned to PLEASURE with

More roominess, more comfort, smoother ride.
Exceptionally easy handling qualities. Plenty of
"places to put things." Dependability—assurance
of fine performance as proved by a record of cap-
turing every available A.A.A. record in 1952.

Plus many, many more . . .

*Trade-mark. Patents Pending.

Hudson

★ The car that gives
you a SUPERIORITY COMPLEX!

H HUDSON H HEADLINES AND B BY-LINES

TEAGUE WINS NATIONAL STOCK CAR CROWN — Racking up a brilliant series of victories in his first season of A.A.A. stock car competition, Marshall Teague has been crowned the 1952 King of the stock car drivers . . . Teague's stand-out performance in strictly stock events has focused attention on the "step-down" design construction feature of Hudson cars, which provides a very low center of gravity and results in unusual roadability and cornering ability. The ability of Hudson to outperform competition resulted in a total of 45 Hudson victories in 1952 . . . Hudsons won every stock car event sanctioned by A.A.A. Other Hudson drivers who won one or more races were Frank Luptow, Jack McGrath and Frank Mundy.

"Two can live as cheaply as one, but it will be a quiet life."—Bruce Caldwell

HUDSON OUTSIDE VISORS OFFER WINTER PROTECTION — No factor should be overlooked that contributes to Winter driving safety — and that includes a Hudson Outside Visor. It will guard the windshield from ice, sleet and snow, Winter sun glare and snow glare will be reduced . . . This beautiful visor, designed for Hudsons by Hudson Body Stylists as an integral part of your car and painted exactly the same color as your New Hudson, will add to your driving pleasure in the summer, too.

"Bonding companies claim fat men are honest. Thin men say they just can't run."—Quin Ryan

THE CONSTITUTION IN PROPER PERSPECTIVE — A Hudson Owner tells us what Harry Emerson Fosdick, a nationally-famous minister in New York City, has to say about our Constitution: "We Americans say that the Constitution made the nation. Well, the Constitution is a great document and we never would have been a nation without it, but it took more than that to make the nation . . . Rather it was our forefathers and foremothers, who made the Constitution and then made it work. The government they constructed did get great things out of them, but it was not the government primarily that put the great things into them . . . What put the great things into them was their home life, their religion, their sense of personal responsibility to Almighty God, their devotion to education, their love of liberty, their personal character."

"Already party platforms are forgotten, except by lovers of clean double entendre."—H. V. Wade

No. 21 in a Series on How To Take Care of Your Hudson.

PLACES TO DRIVE YOUR HUDSON IN JANUARY

- Jan. 3 Opening of 83rd Congress, Washington, D. C.
- 3-4 16th Annual "Carnival of the Silver Skates", Grotton, South Dakota
- 3-9 35th Annual Field Trials, Pinehurst, North Carolina
- 4 Calf Roping, Western Saddle Club, Squaw Peak Arena, Phoenix, Arizona
- 15-Mar. 14 Horse racing season, Sunshine Park, Florida
- 16-25 National Western Horse Show, Stock Show and Rodeo, Denver, Colorado
- 16-Mar. 3 Hialeah Park Horse Racing Season, Florida
- 17-Feb. 13 Annual Silver Sailfish Derby, West Palm Beach, Florida
- 20 Presidential Inauguration and Parade, Washington.
- Last week-end in Jan. 37th Annual Winter Carnival, Newport, N. H.
- 30-Feb. 8 Southwestern Exposition & Fair Stock Show, Fort Worth, Texas
- 31 \$100,000 Maturity Stakes, Santa Anita Track, Arcadia, California
- 31-Feb. 8 Annual Winter Carnival, St. Paul, Minn.

TIPS ON BETTER WINTER PERFORMANCE — The month of January, over a large part of the country, can be rough on motor cars unless owners take the necessary precautions to defeat the hazards of winter operation . . . Batteries should be continually checked. A weak battery may fail to start your car during a severe cold snap . . . Help your battery do its job by seeing that all lubricants are of proper viscosity. Oil that is too heavy will draw more battery power when turning the motor in starting . . . Brakes should be kept in proper adjustment to minimize any tendency to skid upon slippery streets when sudden stops are necessary. Correct wheel alignment will also reduce the tendency to skid or swerve on icy roads. The more tread you have on your tires, the better traction you naturally will get in snow or on ice . . . Engines require tuning for the best winter performance. Worn points, dirty spark plugs, faulty choke, clogged air cleaner, inefficient fuel pump, poor carburetor and spark adjustment are some of the other factors which can prevent efficient starting . . . By paying attention to these details, you may very well spare yourself annoying and uncomfortable inconvenience on a frigid January morning.

THOUGHT STARTERS -- The views expressed by many husbands are not necessarily those of the management . . . Puppy love doesn't require a dog tag . . . Plastic surgery must have started when somebody cut off his nose to spite his face . . . The cost of living is high - but the cost of enjoying it is exorbitant . . . Be careful what you start while you're trying to stop something . . . The honeymoon is over just a month after the wife gets her charge-a-plate . . . If you're discouraged, remember that "dough" begins with "do" . . . It isn't difficult to make a mountain out of a molehill - just add a little dirt . . . Old age plays no favorites . . . Often the bone of contention among nations is just above the ears of diplomats . . . You can run into debt, but from there on you have to crawl.



"Ananias wouldn't attract attention in this age of specialized prevarication."—Olin Miller

RECIPE FOR PRESERVING CHILDREN -- Here's a time-tested prescription for turning out boys and girls who enjoy their childhood to the fullest: One grass-grown field. One-half dozen children (or more). Several dogs (and puppies if in season). One brook. Pebbles . . . Method: Into the field pour children and dogs, allowing to mix well. Pour brook over pebbles till slightly frothy. When children are nicely brown, cool in warm tub. When dry, serve with buttermilk and fresh baked bread.

"How a minority, reaching majority, seizing authority . . . hates a minority."—L. H. Robbins

ONE-SECOND SERMONS -- What this world requires is more people who seek to understand, rather than be understood . . . Advice is a poor substitute for a good example . . . Remember 'way back when church collection plates got most of the money that filling stations now get on Sundays? . . . If you were someone else, would you want to be friends with you? . . . Some people refuse to join a church because of some slight imperfection in its administration. If there were such a thing as a perfect church, none of us could get in! . . . It's well to say the right thing in the right place. But far more difficult is to leave unsaid the wrong or unkind word at the tempting moment . . . Churches are sinners' hospitals - not clubs for saints.

"The best way to jingle coins in your pocket is to shake a leg."—Dan Bennett



THE DILEMMA OF WOMEN DRIVERS -- During the reign of Louis XV, it became fashionable for ladies to drive their own carriages through the narrow, crowded streets of 18th century Paris. The results need not be explained to any male auto driver, who considers himself a superior breed . . . The King told his minister of law and order to put a stop to it - but this was a delicate problem as many of the ladies had great power in court. If he issued a direct order, he might well lose his post . . . A direct order proved unnecessary, however. The minister only issued an ordinance stating that ladies under 30 years of age were forbidden to drive carriages.

"In an argument, the best weapon to hold is the tongue."—Don Alban

FASCINATING FACTS -- Tests show that, all factors being equal, people hear better in bright light than in dimness or darkness . . . A leaky faucet, dripping once each second, may waste 700 gallons of water in a year . . . Dairy cows can now be noseprinted for positive identification, just as human beings can be finger-printed . . . The American Medical Association says there actually is such a thing as being scared to death. Fright merely sets off a chain of emotional reactions that can wind up in a rapid, disorganized beating of the heart.

"For the great task ahead, there are the standard prescriptions. Blood, sweat, and tears. Pass, punt and pray. Git thar fustest with the mostest. But all these seem to involve work."—H. V. Wade

NEWS OF NEW THINGS -- A new bath-spray head, made of clear plastic, has a built-in thermometer that shows the temperature of the water. It's especially useful in bathing babies . . . There's a new multi-purpose power tool for woodworking hobbyists who have no space for an extensive work shop. It combines a circular saw, drill press, jointer and sander into a powered unit only three feet square . . . It is claimed by the manufacturer that people with their hands full will find a new wall light switch extremely easy to turn on and off. The switch is said to work silently and responds to a slight pressure from an elbow or free finger . . . A new soft concrete for basement-less houses is claimed to have the resiliency of oak floors and about four times the insulating properties of regular concrete. Tile, linoleum, terrazzo or carpeting can be laid directly on the concrete . . . Names and addresses of suppliers of these products may be obtained by writing to Hudson Newsletter, 431 Howard Street, Detroit 31, Michigan.



"Be dissatisfied enough to improve, but satisfied enough to be happy."—Rev. Carroll Word

THE SUCKER SEX -- The usually business-like Nation's Business recently carried a story by Cameron Shipp, purporting to prove that "Men Are the Sucker Sex." Here is some of his "evidence": "Three times as many men kill themselves for unrequited love as women" . . . "You may reasonably expect to live to 63, but your wife will make 68, and get your money" . . . "Men are more likely to catch anything except whooping cough".

"Some men can't even get along with their wives, but propose universal brotherhood."—Wm. Feather

TWENTIETH CENTURY PARODY ON GRAY -- The Michigan Educational Journal comes up with this revision of a classic poem from a by-gone day: The curfew tolls the knell of parting day; A line of cars winds slowly o'er the lea . . . The pedestrian plods his absent-minded way, And leaves the world quite unexpectedly.

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

TYPOGRAPHICAL TIDBITS -- From the Frankfort (Germany) Chronicle: "We want boys for American kindergarten, broken or good." . . . Advertisement in Richmond, Va. News Leader: "Asthma Spasms - Liberal Supply Free" . . . Classified ad from Cuba City, Illinois, News-Herald: "For Sale - Diamond ring, nearly two carot. Best of reasons for selling." . . . An insertion in the New York Times international edition offered for sale: "Beautiful feudal castle on wheels; interior includes kitchen, dining-room, bedroom, dressing-room, shower, toilet, with central heating, running water, hot and cold, gas, electric lighting, independent, 110 volts with batteries and generating set. This trailer is pulled by an 11 HP Renault" . . . Casualty report in El Paso, Texas, Herald-Post: "The high school and the bar at the State Orphans' Home were destroyed by fire."

"Doubt whom you will, but never yourself."—Bovee

AUTOMOTIVE NEWS CAPSULES -- Florida motorists with safe driving records would have their insurance rates reduced under a proposal outlined by the Governor's Highway Safety Conference . . . Rhode Island has a lower traffic death rate than any other state . . . New Jersey voters in November approved a referendum proposal to place the state's credit behind a \$285 million revenue-bond issue. This will finance completion of the 180-mile Garden State Parkway as a toll facility.

"Some people insist on attacking others while armed with pure ignorance."—Bob Cooke

ANSWERS TO GRAMMAR QUIZ -- Here are the corrected sentences. 1. I'm angry with her because she doesn't agree with me. 2. Of course I knew that Madison is the capital of Wisconsin. 3. If I tell you I am he, will it make any difference? 4. Though I am grateful for your offer, I cannot accept it.

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

Your Hudson Reporter