

HUDSON Newsletter



Inside Newsletters . .

. . . and Automotive News

Tomorrow's Motor Car Today

BURGDORF MOTOR COMPANY

2727 South Jefferson Avenue

St. Louis 4, Missouri

Phone Prospect 2621

Vol. 9
No. 1
JUNE
1953

JAUNTY JUNE — The women of Rome believed that June was named for Juno, the goddess of women and queen of heaven, and were convinced there could be no more favorable month for marrying than the month named for Juno . . . June 30 might rightly be called Caesar's Day, because when the old Latin calendar was reformed in the year 46 B.C., June had only 29 days, and Caesar added the 30th day . . . The sun reaches its farthest point north of the equator about June 21, providing golfers, gardeners and sun-bathers with the longest day of the year . . . For most of us, the world seldom looks more promising than on a sunny June day.

I courted my wife under ideal conditions—the moon was out and so were her parents.—Boots Birdsong



TYPOGRAPHICAL TIDBITS — Silly-question, silly-answer entry on a job application blank in a Philadelphia office: "Are you a natural-born citizen?" "No, Caesarean" . . . A Kansas paper reports that a woman "trying to close the door to the smokehouse during a high wind was severely bruised when a board hit her near the corner of the back porch" . . . Overdone hospitality item in the Honolulu, Hawaii, Advertiser: "A reptile-skin woman's pocketbook from Arkansas containing almost \$900 was taken on a brief sight-seeing trip yesterday" . . . Slick job offer in a want ad: "Payroll Clerk, Train in Oil."

There's no such thing as a popular tax—and that probably goes for bread puddings and baseball umpires, too.—Joe Williams.

AUTOMOTIVE NEWS CAPSULES — Sacramento, California is the latest city to successfully adopt "The Scramble," in which electric signals stop auto traffic in all directions while pedestrians cross at corners any way they please, including cater-cornered . . . The longest straight road in the U. S. is Route 46 in North Dakota, which runs 121 miles without a turn from near Streeter to near Hickson . . . National parks counted 41,516,664 visitors in the last recorded year, with Shenandoah Park in Virginia being the most-visited national site . . . An Indianapolis judge ordered youthful reckless drivers to pay their fines in weekly installments to be sure they, not their parents, had to pay . . . The average age of cars scrapped today is 13½ years, compared to a scrap age of only six and one-half years in 1925.

The value of a dollar doesn't change much; it does as much for folks as they'll do for it.—Olin Miller.

WOMEN WHO MADE HISTORY — Women have always played important parts in the history of the world. See if you can correctly match the following women with the movements or events which made them famous . . . 1) Susan B. Anthony, 2) Harriet Beecher Stowe, 3) Florence Nightingale, 4) Madame Marie Curie, 5) Clara Barton . . . a) The Civil War, b) The discovery of radium, c) Women's rights, d) The Red Cross, e) Nursing. You will find the answers on page four.



SIGNS OF THE TIMES —

Road sign in Korea: "Drive Carefully — You May Hit Your Own Replacement" . . . The 74-year-old bellhop in an Atlantic City hotel wears this sleeve insignia: "Bell Captain Emeritus" . . . Rich-Texan sign in a Dallas store: "License Plate Jewels" . . . Brutal-truth notice at a trucking company's loading dock: "No Loafing Here. Go to Office" . . . Fond farewell poster on a road leading out of Roanoke, Virginia: "You-All Come Again."

The way my dad ties a Windsor knot, it looks more like a loser. — Charlie Dresow

WHY IS IT CALLED A MONKEY WRENCH? — It has been possible to trace the origin of many animal names applied to tools . . . A crowbar has one end sharpened to form a beak similar to a crow's. A bucksaw is used on a four-legged frame, which German carpenters first called a bock, because it resembled the frame of a goat . . . The bulldozer gets its name from bull-dose, which in the 1800's meant the heaviest flogging or roughest treatment a man could stand. The goose-neck pipe and rat-tail file obviously get their names from their shapes. But no one has been able to satisfactorily explain what relation a monkey wrench has to the monkey wrench.

In the Mass Mind there is no mind, just mass. — Paul Crume

FOR THE LADY OF THE HOUSE — To take the foam off cooked jam or jelly, remove pan from the heat and press a sheet of wax paper against the hot surface of the jam or jelly; the foam will adhere to the paper . . . To lengthen the life of shirts, turn up the collar before laundering and leave collar up until the shirt is worn again . . . When spacing pleats in heavy drapery material, hold the pleats temporarily with snap clothes-pins . . . To keep all the juices in a pie, roll aluminum foil into a funnel and insert small end in center of pie before baking. As pie bakes, juices will bubble up into the funnel instead of overrunning the edge of the pie.

Those who live with too much tension seldom will enjoy their pension. — David Kandel

DAFFYNITIONS — Flippancy: What two men say just before they toss a coin . . . Stiff examination: The kind undertakers have to pass . . . Divorcee: Woman who gets richer by decrees . . . Intuition: Reading between the lyings . . . Convalescent: Patient who is still alive . . . Intense: Where the natives live . . . Legend: Well-aged lie . . . Old-timer: Man who can remember when there were more musicians than drum majors . . . Indian painter: Varnishing American . . . Hula dance: Wild waist show . . . Pin money: What dad gets stuck for.



Women could add years to their lives simply by telling the truth. — J. C. Salak

FIRST-AID CHECKLIST — An insurance company suggests that you will be able to give essential first-aid to anyone in your family providing your medicine chest holds the following items: Tincture of iodine. Burn ointment. Sulfathiazole ointment . . . Castor oil. Aromatic spirits of ammonia. Naphtha or laundry soap. One-inch and two-inch adhesive tape. Small-size adhesive dressings. One-inch and three-inch gauze bandage. Sterile four-inch-square gauze pads . . . Absorbent cotton. Two triangular muslin bandages three feet long on the sides. Safety pins. Scissors. First aid book. How does your medicine chest stack up?

Anyone can be a sure shot if he shoots first and draws the circles afterward. — Paul Larmer

LOOK OUT, CHICAGO — After growing almost 50% in population between 1940 and 1950, Los Angeles is off on another surge which may break even its own 1940-50 record . . . The California Taxpayers Association estimates that 338,000 new residents moved into the 4,000 square miles of Los Angeles county in 1952, the greatest yearly increase in the area's history . . . Of the 4,730,000 population of Greater Los Angeles, half live inside the widespread city limits, the other half in the 44 surrounding towns. Now the nation's third-largest city, Los Angeles is taking dead aim on second-place Chicago.

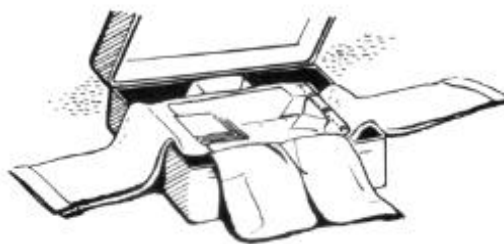
There is undoubtedly a certain satisfaction to be had in having a lawn entirely carpeted with grass, but the pleasant yards are those that show a little bare path worn somewhere between one house and the neighbors'. — John M. Henry

HUDSON Newsletter SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

HOW TO PACK A MAN'S SUIT — See sketch.

(1) Lay suit on bottom of suitcase, shoulders to rear. Let tail hang over front. (2) Lay first pair of pants on top of coat, with waistband at one side of suitcase. (3) Reverse second pair of pants over the first. Legs of both pants hang out over sides. (4) Put shirts, socks, and other clothing on top of second pair of pants. (5) Fold pants legs over other clothes. (6) Fold coat tails over everything. Close lid.



Comic Relief: When the life of the party goes home

CROSSING THE BORDER — Says Automobile Legal Association: When entering Canada, American motorists **MUST** obtain car permit from Canadian Customs; **SHOULD** carry birth certificate or naturalization papers; **MAY** bring back duty-free \$200 personal merchandise (\$500 if more than 12 days). Limit of stay, 60 days — extendable to six months. Pets admissible — dogs with veterinary rabies-free certificate — parrots subject to health regulations. Sporting rifles and shotguns admitted on filing report. Mexican requirements similar — dog, pet, and firearm regulations do not apply. U. S. auto insurance covers in Canada, special policy needed in Mexico.

Tact: To lie about others as you would have them lie about you

FOR THE VERY YOUNG TOURIST — Formula-feeding Baby on a trip is no trouble if Mom fills bottles with required amount of sweetening and sterilized water. Then, at bottle-time, she just pours in canned milk and warms in handy heating cup (available at your Hudson dealer, this wonder gadget plugs into the dashboard cigar lighter receptacle and will warm picnic snacks, too).



Culture: What makes us think we like something we know we don't

DON'T BATTLE THAT BEE! — The bee that buzzes into your moving car is just as anxious to get out as you are to have him go. Best bet is to keep still, while pulling car to a stop off pavement. Then get out, open all doors, and steer the insect out by gently waving a paper or handkerchief.

Bridegroom: A wolf who paid too much for his whistle.

MAKING A MOVIE FROM YOUR CAR? — **DON'T** try to hold camera in your hands. No matter how steady you **THINK** you are, you automatically over-compensate for every car motion. Merely set a tripod rigidly on the floor, or fasten camera firmly to car and the natural movement will be far less noticeable. For an exciting film, clamp camera in windshield and drive through busy traffic. Your audience will be thrilled by the closeness of passing cars.

Auto: Something your son can drive into the garage on the last drop of gas

PRETTY DRIVEWAY BORDER — Left-over asbestos shingles make a neat appearing edging for your garage driveway and flower beds when driven into the ground as shown. Colorful and rot-proof, they can be worked into attractive designs.



TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON





"Well, why don't you investigate Hudson's new Jet?"

Hugo

American
Automobile
Has a New

By TOM BLAKLEY



"Shh! Hugo, don't call the Jet a 'snazzy lookin' job' . . . tell him it's 'sleekly styled in the modern manner'!"



"Bet she thinks



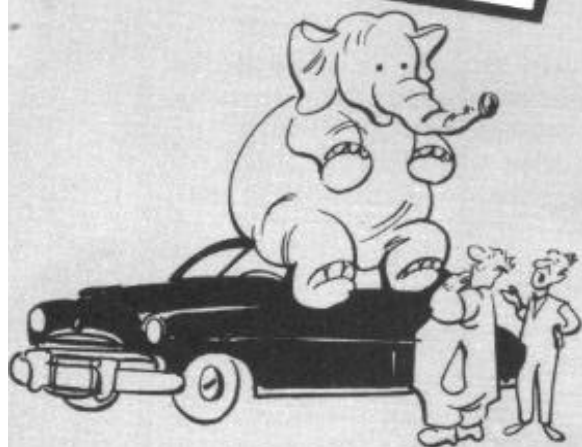
"What do you expect ME to do . . . starve to death while I'm waiting for 'em to break down?"



"It does too perform like a Hornet! You ain't got enough imagination to figure out how it does it. That's the trouble with you Sidewalk Superintendents. Why don't you drive it and find out?"



"Just like riding on a yacht, eh Hugo



"Gosh! Does seem to be pretty strong, doesn't it?"



"Well, Hugo, it's got more road clearance than most other cars. What do you want them to do, put it on stilts?"



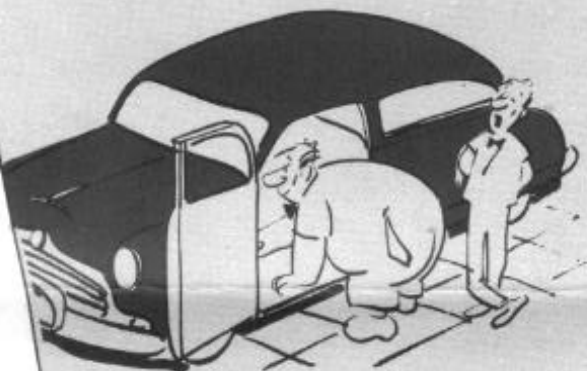
"You don't need horsepower to the Jet's performance"

*America's Best Known
Automobile Mechanic
a New Experience*

Known to motor car service men the nation over is HUGO—that lovable and inimitable garage mechanic created by Tom Blakley, perhaps the foremost cartoonist in the automotive service field. Here, artist Blakley invites Hudson Newsletter readers to accompany HUGO and his shop pal, Herbie, as they investigate the Hudson Jet.



"...hinks we're millionaires!"



"Hm . . . step-down, eh? Suppose the Russians will be claiming they discovered this first!"



"Let the Jet hug the road—I can find something better to hug!"



"...on your father's
Hugo?"



"I don't care if your laundry didn't come back. You don't have to wrap up this way. You can have Miami temperatures in zero weather with Hudson's Weather Control."



"Hugo says he's going to find out for himself. Fellow told him the Jet would turn around in the distance you could throw a cat."



"...eed to add any more horse
the Jet, Hugo . . . it's got
ormance-plus, now!"



"I won the bet! Went all the way to Casey's and back on one gallon of gas!"



"Hugo says the Jet would sure be his second car . . . if he had his first."

HUDSON HEADLINES AND BY-LINES

No. 25 in a Series on How to Take Care of Your Hudson

CHECK YOUR RADIATOR CORE — Although you can't readily see the condition of the radiator core of your Hudson, because the core is covered by the radiator grille, your cooling system will accumulate insects and dirt which block its air passages and cause the system to overheat . . . Your Hudson dealer will blow out the clogged passages with compressed air, or you can do it by using the garden hose to force water through the radiator, from the engine side.

If you see your neighbor planting seeds, his wife sewing and their children playing parlor games, it means their TV set is broken. —Quin Ryan

THE QUESTION OF WHEEL ALIGNMENT — An easy way to tell whether your car needs front wheel alignment is to watch for uneven wear of the front tires. If they have been kept properly inflated, uneven wear indicates that the wheels are out of alignment . . . When you notice uneven wear of the front tires, or find that your car is harder to control or is not holding the road well, why not let your Hudson dealer adjust your wheel alignment?

Women are like baseball umpires, they make quick decisions, never reverse them, and don't think you're safe when you're out. —Bill Gloer

FRANCE'S DINNER DETECTIVE — One of France's best-traveled but least-known men recently retired from a unique job. He is Gabriel Coudrais, who ate a meal in a different restaurant every day for 30 years, seeking out the country's best eating places for recommendation in the famous Michelin tourist guide . . . Coudrais

awarded eating places one, two or three stars, according to the excellence of their meals. Only seven restaurants now rate three stars, meaning "worth a special journey to eat here"

. . . To conceal his identity, Coudrais' picture never appeared, and he never visited a restaurant he was checking more than once a year, in order to be sure he always would be treated and fed exactly as any ordinary customer.

The pot calls the kettle black but the kettle keeps right on singing. —Raymond Duncan

DON'T LET THE SUN GET IN YOUR EYES — Banish sun-glare driving fatigue this summer by having your Hudson dealer equip your Hudson with Hudson Solex Glass made of scientifically tinted safety plate glass. Hudson Solex Glass offers you the cool comfort of tinted glass all the way around your Hudson . . . The degree of tint gradually increases from the bottom to the top of your Hudson's windows and windshield, deflecting the sun's rays and effectively reducing eye-strain for you and your passengers.

By the time you can afford the best, it isn't good enough. —William Feather

TO GIVE YOU BETTER SERVICE — In less than four years, Hudson service complaints have dropped more than 45 per cent. A committee of executives known as the Product Improvement Committee regularly scans all customer letters, and complaints are carefully investigated. Those that cannot be solved by ordinary means are referred to top management . . . In many instances incipient problems are corrected in production and prevented from reaching the owner. Every owner's letter is personally acknowledged . . . Regular Product Performance Reports are issued to each interested department, and complaints of any consequence remain on the list until licked. This procedure assures Hudson owners of a minimum of driving problems and a thorough follow-up of all complaints.

PLACES TO DRIVE YOUR HUDSON IN JUNE

- 1-3 *Maine Antique Show, Portland, Maine*
- 4-6 *Flying Fish Carnival, Catalina Island, California*
- 6-9 *Southwest Writers Conference, Corpus Christi, Texas*
- 8-10 *Butter Days, Sauk Centre, Minnesota*
- 8-12 *Salt Water Fishing Institute, Morehead City, N. C.*
- 10-14 *Portland Rose Festival, Portland, Oregon*
- 12 *Yale-Harvard Boat Race, New London, Connecticut*
- 15-20 *Colorado Festival, Estes Park, Colorado*
- 15-July 4 *Newark Rose Festival, Newark, New York*
- 16-19 *Gladewater Roundup, Gladewater, Texas*
- 18-20 *Blackfoot Stampede, Blackfoot, Idaho*
- 19 *Miss Michigan Contest, Muskegon, Michigan*
- 20 *Rhododendron Festival, Roan Mountain, Tennessee*
- 20 *Intercollegiate Rowing Regatta, Syracuse, N. Y.*
- 21 *Senior Fishing Derby, Lake Umbagog, Maine*
- 24 *Portuguese Fiesta, San Diego, California*
- 27-28 *Kaffe Fest, Willmar, Minnesota*
- 29-July 26 *Sarasota Summer Festival, Sarasota, Florida*

THOUGHT-STARTERS — Nothing makes you more tolerant of a neighbor's noisy party than being there . . . If you're having a hard time keeping up with the Joneses, wait a while and you'll meet them coming back . . . In free America, a street sweeper can become a professor, if he's willing to take the cut in pay . . . The trouble with dieting is that some of us seem to be sanforized . . . The woman who chooses her husband's clothes probably was the one who chose his wife.

I never knew a man troubled by melancholy who had plenty to do and did it.—Josh Billings



WHAT TV ACTORS EARN — When you're enjoying your favorite television program do you ever wonder what the actors are paid for entertaining you? An actor who speaks one line on a network program earns \$56 on a quarter-hour program, \$70.50 on a half-hour program, and \$84.50 if the program lasts an hour. If he speaks more than five lines, he is paid a minimum of \$79, \$140.50 or \$191, depending on the length of the program. This fee also covers rehearsal time of three to eight hours . . . If you're a dancer or singer, your pay increases as the size of the chorus decreases. Magicians, acrobats and other specialty acts start at \$225 and can make as much as \$1,012.50 for one show . . . The pay seems high, until you realize that few actors work steadily.

The best place to find sympathy is in the dictionary.—Leon Smith



FAMOUS LAST WORDS — Watch me catch this foul ball . . . My wife will be glad to come . . . Where do you keep your fire extinguisher? . . . First a few words from our sponsor . . . Aw, honey, it's early yet . . . Your hair's so pretty, is it natural? . . . I'll think it over and let you know . . . Play quietly, children . . . Let's try the high diving board.

Of course the hand is quicker than the eye, that's why you see so many black eyes.—Maurice Lazare

NEWS OF NEW THINGS — A plastic-lined storage container now on the market holds three gallons of anti-freeze for summer storage . . . Microwood is a new product consisting of finely-shaven wood laminated to a thin paper backing, which, according to the maker, can be fastened to any surface with ordinary adhesives. The material comes in rolls 27½ inches wide and up to 328 feet long . . . For the outdoor handyman, a manufacturer offers a weed-dabber consisting of a cellulose sponge and weed-killer container attached to a 30-inch handle, which the maker says will take the backache out of weed control, and will kill weeds without destroying large patches of lawn . . . For names and addresses of suppliers of these products, write Hudson Newsletter, 431 Howard St., Detroit 31, Michigan.

One should count each day a separate life.—Seneca

FASCINATING FACTS — Two of the main streets of Lake Jackson, Texas, are named This Way and That Way . . . The average housewife opens 775 cans of food each year . . . All New York city fireboxes are coated with a special chemical to aid in catching people who turn in false alarms . . . As far as your feet are concerned, a chiropodist says, being 20 pounds overweight is like carrying around a 50-pound sack of potatoes all day . . . A traffic survey shows that a city motorist has to make 50 driving decisions every ten minutes of driving.

Instead of trying to drown your troubles, take them out and give them swimming lessons.—Billy Sunday

EASY ANGLING — For customers who prefer activity more strenuous than fishing for the olives and cherries in their drinks, a Miami lounge built in the middle of Biscayne Bay offers fishing for real fish through trapdoors in the bar floor . . . And the owner sets up a free drink for every lucky customer who brings up a catch measuring longer than 18 inches.

Never have I enjoyed youth so thoroughly as I have in my old age. Nothing is inherently and invincibly young except spirit, and spirit can enter a human being perhaps better in the quiet of old age.—George Santayana

ONE-SECOND SERMONS — Good resolutions are like babies crying in church — both should be carried out immediately . . . You can avoid a lot of sorrow if you'll work today and worry tomorrow . . . Some folks think they are bearing their cross when they're only putting up with themselves . . . If you want your child to travel the right road, you must go that way yourself . . . Mud thrown is ground lost . . . About the best method of climbing higher is to remain on the level . . . Your neighbor will seem like a better man when you judge him as you do yourself.

A man would have a very small grocery bill if he could live on the words he has to eat. — Representative Walter Rogers



TAKE TWO VACATIONS THIS YEAR — Why spend these pleasant June days counting the hours till your annual vacation? Why not take two vacations for the price of one this year? Wish I could, you say . . . Well, you can have as many extra "vacations" as you want, and all you have to do to earn them is to change the pace of your usual routine . . . Spend a lunch hour sunning yourself and feeding the birds in a park. Spend an evening at an art gallery, or at a concert in the park. Take a different route to work, or lunch at a new restaurant . . . You'll be surprised how refreshed you'll feel for having spent just a short while away from your habitual routine.

Judging from what my wife spends at those afternoon sessions, she must be playing toll bridge. — John L. Ennis

THE SHORT OF HAWAII — With Hawaii likely to soon become our 49th state, a lot of people have been wondering where Hawaii's star will go in the flag, and some have been trying to decide how to abbreviate the prospective new state's name . . . Fourteen states use their first four letters for abbreviation. Nine use their first three letters. Nine use their first and last letters . . . Looks like Hawaii may have to join Utah, another state without a common abbreviation.

We can hardly wait for the inevitable voice behind us in the movies to complain, "In the book she only has two dimensions." — Bill Vaughan

THAT 50-MILLION-DOLLAR LINE — It's a fair guess that the four-inch center line which keeps you on the right side of the street or highway when you're driving costs Americans 50 million dollars yearly to maintain . . . No one knows exactly when the center line first was used. Some historians claim that Roman roads were divided by center lines in the days when Caesar's conquering legions marched.

Living in the past has one thing in its favor—it's cheaper. — Mary Singleton

CAT-NIPS — She goes to a palmist instead of a mind-reader; she has a palm . . . She didn't want to marry him for his money but she didn't know how else to get it . . . She has a speech impediment; once in a while she has to stop to breathe . . . She's so deceitful she acts like she believes everything I tell her . . . I don't know whether she uses perfume to attract men or bewilder them . . . She'd be more of a human being if she'd just cooperate with nature.



Some people who say "Our Father" on Sunday go around the rest of the week acting like orphans. — Rev. Martin B. Kober

PENSIONERS' PARADISE — Ryderwood, a one-time lumber town in the southwest part of the state of Washington, is being converted into a city strictly for retired people. After a lumber company ended operations in the town of 400 homes recently, a real estate company bought the entire town, including all the homes, a hotel, a church and a recreation center . . . The company plans a \$170,000 sprucing-up program, after which it will sell the homes to people aged 65 or more who are living on regular monthly pensions of \$130 to \$250.

Some people won't realize how good this world is until they reach their destination in the next one. — Harold Clarke

QUIZ ANSWERS — If you correctly matched the women on page one with the movements or events that made them famous, your answers are 1c, 2a, 3e, 4b, and 5d.

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

Your Hudson Reporter