

HUDSON Newsletter



Inside Newsflats . .

. . . and Automotive News

Tomorrow's Motor Car Today

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BURGDORF MOTOR COMPANY

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WHEN EASTER COMES — The date of Easter Sunday depends on the moon . . . In 325 A. D., when thousands of pilgrims had begun to travel on foot to shrines to celebrate the Resurrection of Christ, it was decided to fix the date of Easter so these pilgrims could have the light—and protection—of the moon . . . Easter was set as the first Sunday following the full moon occurring on or next after the vernal equinox, which falls on March 21 by our calendar.

"Learn from the mistakes of others. You can't live long enough to make them all yourself." — Martin Vanlee.

TREES FOR THE BIRDS — Dogwoods, flowering crabapple and Japanese flowering cherry trees do double duty—blooming attractively in season and also giving board and room to a large variety of birds . . . In addition, these trees provide food for the birds which will help keep bugs out of your garden. Evergreens are good, too, because they produce seeds birds like to eat.

"Just when you get enough money to buy something you had classed as a luxury, it ceases to be a luxury." — Ray D. Everson.



TYPOGRAPHICAL TIDBITS — Chiropractic career note in the Lima (Ohio) News: "He quit school to work on his uncle's arm" . . . Short-short story in a classified ad: "Will exchange evening gown worn only once at a ball for a perambulator" . . . Why-chivalry-is-dead explanation in a New Jersey newspaper: "No governor in years has been able to love on the salary paid him" . . . Understandable oversight reported in the Dallas Morning News: "Parents of Six Admit They're Missing Pair."

"In Hollywood it's difficult to tell the difference between a genius and a guy in the midst of a nervous breakdown." — Ed Wynn.

AND YET SHE MOVES — For reasons best known to himself, the premier of Sweden has forsaken the chance to go about his official duties in a red and green 1930 Essex . . . After parliament turned down a request to buy two cars for official use, Stockholm University students bought the Essex for Prime Minister Tage Erlander . . . They ceremoniously presented him with the keys, crank, and a deed inscribed with the motto, "E pur si muove," Latin for "And yet she moves."

"Backward, turn backward, O time in thy flight—I've thought of a comeback I needed last night." — P. H. Raymond.

WHERE'S THAT CAR FROM? — It'll soon be vacation time, and you'll see many strange license plates on the road. See if you can identify some of them by their slogans . . . The slogans are Land of Enchantment, The Treasure State, Vacationland, Water Wonderland, and 10,000 Lakes . . . The states are New Mexico, Maine, Michigan, Minnesota and Montana. The answers are on page four.



THOUGHT-STARTERS — If the cows knew what milk's selling for now, they wouldn't be contented, they'd be hilarious . . . One way to keep your head above water is to keep out of expensive dives . . . The drawback to telling a good story is that it reminds the other fellow of a dull one . . . If some old-timer came back from the Great Beyond and saw the rooftops today, he'd think some lightning rod salesman took everybody in . . . Two can live as cheaply as one, if one is a vegetarian and the other a nudist on a diet.

"The school play had a happy ending—everyone was glad it was over."—Hi Tuttle

ARE YOU WEARING AN OLD WHITE DIAMOND? — Plain white diamonds may become as passe as Empress Eugenie hats if atomic energy comes into general use in the jewelry industry . . . British atom scientists have successfully changed the color of diamonds to green, blue and yellow by bombarding the water-colored gems with atomic particles . . . The news got out when jewelers were warned to be on the lookout for artificially-made blue diamonds, worth much less than the rare, natural blue diamond.

"Most TV families are composed of stupid husbands, smug wives and rude children, but they don't waste time watching TV."—Lois Osborne.

ATHEN'S UPRIGHT SALESMEN — Late buyers got the bargain prices in ancient Greece . . . The city of Athens had a regulation requiring pushcart salesmen to remain standing until their whole loads were sold, or pay a heavy fine . . . As a result, prices dropped rapidly toward the end of the day, when the urge to rest their weary legs overcame the sidewalk merchants.

"There are only two kinds of people in the world—those in the swim and those in the soup."—F. P. Madison.

DAFFYNITIONS — Minor operation: One performed on somebody else . . . Optimist: European learning to speak English . . . Pessimist: European learning to speak Russian . . . Z-Bomb: The absolute end . . . Intellectual: Guy who can't afford a TV set . . . Home Town: Where people wonder how you got as far as you have . . . Touch system: What a college student uses when he types home for money . . . Bachelor: Nobody's fool.



"After all else has failed, not many people will stoop to deceit. Most will try it first."—Franklin P. Jones.

NEWS OF NEW THINGS — As reported by their manufacturers . . . A hollow-handled shaving brush stores shaving cream for delivery at the squeeze of the hand . . . A new electric fuse glows when it ceases to function, and is not worn out until used in six different positions . . . A new 17-pound baby stroller folds up to a thickness of three inches and can be carried under the arm when not in use . . . For names and addresses of suppliers of these products, write Hudson Newsletter, 431 Howard St., Detroit 31, Michigan.

"Nothing changes the direction of a man's thinking quicker than spading up fishing worms while digging in the garden."—Bill Vaughan.

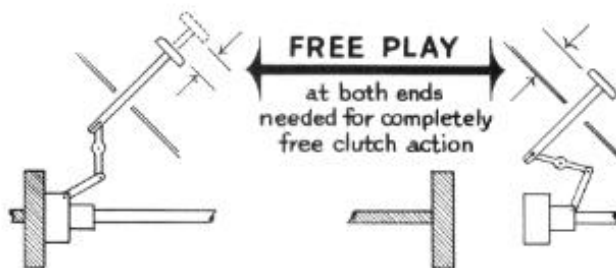
THE 7 STAGES OF MAN VS. WOMAN — "Whaa, I want my mama" . . . "Beat it, we don't want any old girl playing with us" . . . "Gee, Alice, you're beautiful" . . . "If you don't marry me, I'll shoot myself" . . . "Go on home to your mother and see if I care" . . . "She's considerably younger than I am, Alice, but she understands me" . . . "Kitchy-koo. Listen, Alice, she said 'Grandpa!'"

"Cursed is he that doesn't know when to shut his mind. An open mind is all very well in its way, but ought not be so open that there is no keeping anything in or out of it. It should be capable of shutting its doors sometime, or it may be found a little drafty."—Samuel Butler.

HUDSON Newsletter SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

FREE AT BOTH ENDS — You've often been told that the clutch pedal should be felt occasionally to see that there is about $\frac{3}{4}$ inch free play before starting to release. (This insures positive engagement of clutch during driving, and prevents SLIPPING with constant clutch wear.) However, it is just as important that there be $1\frac{1}{2}$ inch space between pedal and floor when clutch is completely disengaged so that clutch won't DRAG with clashing and wear on gears. (To test, with engine idling depress pedal to floor and shift into low. Keeping pedal depressed, shift into neutral and after a few seconds shift again to low. Clash indicates clutch not disengaging completely.)



Idler: A man who lives by the sweat of his frau.

SOLVING SOME TRAILER TROUBLES — (1) A sturdy approved hitch will prevent many problems. (2) Tow-bar should slant UP toward car. (3) Helper-springs or trailer-dolly will minimize see-sawing. (4) To load proper "hitch-ball weight" (check with car manufacturer) drive car on municipal truck scale and weigh with and without trailer attached, keeping trailer off scale. Difference is rear-axle load. Shifting trailer furnishings from front to rear will decrease ball weight, and vice versa. (5) Because of this load, rear tire pressure should be increased 4 to 6 lbs.

Guillotine: First real cure for dandruff.



WASTING GAS? — If you think your car is wasting gas, the installation of new or newly cleaned spark plugs provides a good chance to check. After driving 15 minutes, remove plugs and examine for sooty black deposit, an indication of too-rich mixture and incomplete combustion.

Island: A place where the bottom of the sea sticks up through the water.

MAYBE IT'S THE FLOOR MAT — Puzzling lack of power . . . dangerous failure to decelerate when you ease up on gas pedal . . . strange brake behavior . . . difficulty of clutch (if you have one) engaging or releasing completely . . . and other unexplainable peculiarities may be blamable on the rubber floor mat that may have shifted or in some way be binding the full, free action of the pedals. Take a look.

Preacher: The only man who can keep dozens of women quiet for an hour.

CHASING RADIO NOISES — **LOW HUM** — generator interference. Clean and tighten all generator connections. If this doesn't help, replace generator condenser. Sometimes generator commutator needs "turning down."
SHARP CRACKLE — (Like above, this sound increases with engine speed and ceases when engine is shut off) ignition noise. Clean and tighten wires at distributor, coil, and plugs. Check all grounds, especially antenna. **ERRATIC POPPING** (on dry days) — car-motion static. Inject anti-static powder in tires. Bend up curb "feelers." Other intermittent noises; sounds that remain after engine is off, and hissing that disappears when tuning knob is turned, are external (busses, bridges, weak stations, etc.) and usually short-lived.



TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON



"They're Off!" roar some 90,000 voices as the mighty Thoroughbreds explode from the starting gate at Churchill Downs for the 80th Kentucky Derby, blue-grass classic of gallant horses, beautiful women, southern gentlemen, jockey silks, and juleps.

Saratoga, Santa Anita, Hialeah, whatever your favorite handicap, in 90 thrill-packed seconds the "sport of kings" brings you the climax of 40,000,000 years "improving the breed," begun even before man was around to do any improving.

Like a miracle, Eohippus (the Dawn Horse)—the prehistoric, terrier-sized, five-toed swamp dweller depicted in sketch at right—evolved into our shaggy wild pony, fleet-hooved courser of the plains.

And then came that "man-made" miracle—the magnificent modern horse—fiery racer, ardent worker, faithful friend.

Horses



With the "one-hoss shay" for harness horses—Hackney, Standardbred, German Coach, Cleveland, and others—"high-steppers" with gaits that are smooth and fast. And with speed as shown by Dan Patch; Greyhound of the world's champion trotter, and many others (above), also a trotter. In the ring, or Main Street it was out of step" so complex reined to hobble natural stride.

Everything is Ho

Dobbin has been replaced by

All automobiles offer you hor

You wouldn't want a ponderous engine auto whose waste motion is a gait—and just as likely to get

What you want in YOUR car is with those s-m-o-o-t-h stand for style, endurance, and comfort

How similar to the Thoroughbred

Watch that Derby winner flash perfectly streamlined; horse and stout-hearted reserves while "going away"—and you'll see

Under the hood of your graceful, unburdened, unbridled horse grandstand honors among ow

In days of old, knights were bold . . . thanks to armor, sword, shield, lance, horse-armor . . . and rescued maidens—700 pounds of junk for a charger to lug around! No wonder the Middle Ages bred BIG horses, like today's Percheron, Clydesdale, Belgian, Suffolk, and Shire (often weighing 2500 pounds!). Popular as plow horses in Europe, these giants have been almost entirely supplanted in the United States by mechanized horsepower.

Everything is Horses...Horses



The True Importance of Horsepower

In 1776 James Watt advertised his newly-invented steam engine in terms miners understood. A horse walked 330 feet in one minute to hoist a 100-pound pail of coal—and 33,000 foot-pounds per minute still equals "one-horsepower."

The canny Scot erred on the conservative side, for his "horsepower" delivered more power than the average horse. Likewise Hudson Motor Car Company doesn't make extravagant claims of theoretical horsepower, but calls your attention to . . .

The Importance of TRUE Horsepower

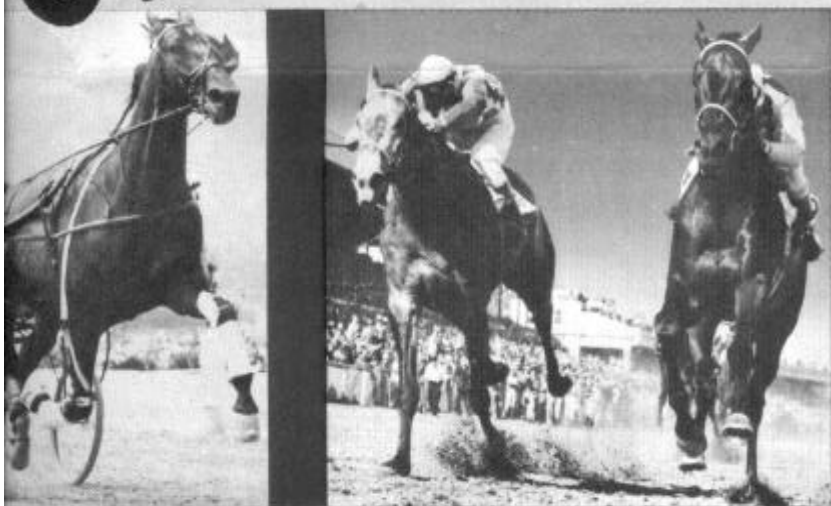
Put extra weight in that bucket, tangle the rope, jam the pulley, and even the *biggest* horse can't produce full power.

"Power" saddled with dead weight and hobbled by inefficiency merely eats up great quantities of fuel—be it oats or premium gas.

The power that *counts* is the power you GET!

Here's where Hudson leads . . . weight-free, super-strong Monobilt Body-and-Frame . . . direct-acting, highest efficiency engine (straight L-head) . . . proven on race track and highway . . . giving you *ALL the power you pay for*—all on standard gasolines! An INSTANT ACTION ENGINE with Super Induction—an entirely new and exclusive development—that gives you new power and performance at every point in the driving range! Touch your toe to the pedal and feel *instantaneous* response—not only at highway speeds, but in everyday traffic driving! There's no lag, no flat spot in power response.

Hudson's INSTANT ACTION ENGINES with Super Induction add greatly to driving pleasure, give a big bonus in safety. On today's crowded streets and highways, your margin of safety is often measured by the time it takes to pass other vehicles. Instant Action gives you more power . . . instantly . . . at any speed—at 30, 50 or even 70 miles per hour. This is the kind of power that is responsible for the fast getaway, for climbing hills in a jiffy . . . that gives you the spurt needed to avoid danger. This is *USEABLE* power . . . power that is available *right now . . . when you want it!*



ross shay" folks sought stylish Hackney, Standard-Bred, Mor-Coach, Cleveland Bay, etc.—with gaits tricky as a tango. As shown by the great pacer around of Hambletonian fame, a trotter, and the mighty Rod-o-a trotter. But on track, show street it was bad form to "get complex reins and shoes over natural stride.

Steeplechasers; Hunters "riding to the hounds;" bridle-path Walking Horses; cow-puncher's Quarter-horse and Palomino . . . the riding-horse reaches its peak in the Thoroughbred (the horse you see every day in every race track), tracing ancestry to three Oriental mares brought to Britain by Charles II. To sturdy English stock was added fabulous Arabian stamina, producing American immortals such as Lexington, Man o' War, Equipoise, and Native Dancer (left, above).

g is Horsepower . . . Horsepower . . . Horsepower

replaced by motor vehicles, but the world still moves by "horsepower."

offer you horsepower—BUT WHAT KIND OF HORSES?

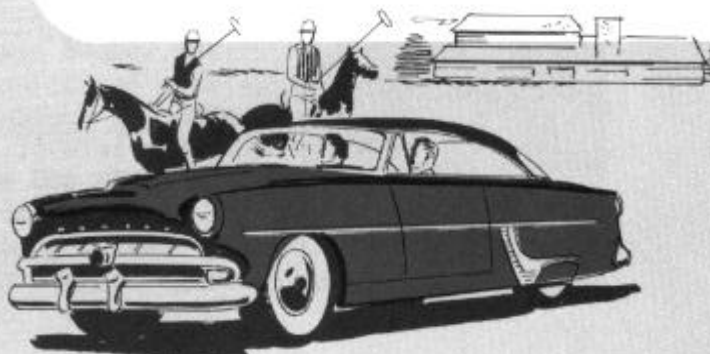
ant a ponderous percheron of a car with power buried by bulk. Nor an intricate—waste motion overhead valves clatter with the complexity of a harness horse's likely to get out of step.

in YOUR car is the jubilant "straightaway" power of a mettlesome riding-horse, so-t-h standards that years of scientific improvement have produced: ". . . speed, and comfort of riding."

the Thoroughbred, finest of horses, is Hudson—"Thoroughbred of motor cars."

by winner flash away at the post . . . speed with flowing ease . . . long, low per; horse and rider become as one . . . hugging the turns . . . moving ahead with serves while others strain their utmost . . . bursting into the home-stretch to win and you'll see the *living* version of "Step-down" design.

of your graceful Hudson a whole thundering herd of horses waits your command—bridled horses, alive with spirited power—*Thoroughbred horsepower* that wins you among owners of motordom's finest!



HUDSON HEADLINES AND BY-LINES

RAINY-WEATHER REFRESHER — Spare yourself foggy windows and personal discomfort in rainy weather by having us install Hudson Window Ventshades and Wing Rain Shields on your Hudson . . . These good-looking accessories make it possible for you to open the ventilator and windows without worrying about rain spattering your clothes or your Hudson's interior . . . Custom-designed, Hudson Window Ventilators and Wing Rain Shields add much to the comfort and beauty of your Hudson. Come in and see them today.

"One reason so many children are seen on the streets at night is they're afraid to stay home alone."—H. M. James.

AUTOMOTIVE NEWS CAPSULES — The only paved roads in Russia lead from Moscow to Leningrad and Minsk, with a few short side-roads to the south . . . At last count, there were 50,576 motels in the United States . . . To pass a driver's license test in Austria, the applicant must know all the workings of an internal combustion engine . . . Six and one half million Americans work in the automotive industry or businesses directly associated with it. That is more than 10% of all people gainfully employed . . . More than half the new cars sold are four-door models . . . Every tenth car in Helsinki, Finland was involved in an accident last year.

"One father is more valuable than a hundred schoolmasters."—George Herbert.

PLACES TO DRIVE YOUR HUDSON

APRIL

- 18 Easter Sunrise Services, Mirror Lake, Yosemite National Park, Calif.
- 18 Easter Sunrise Services, Garden of the Gods, Colorado Springs, Colo.
- 18 National Senior Giant Slalom Meet, Mt. Baldy, Calif.
- 19 Egg-Rolling Contest, White House, Washington, D. C.
- 19 Motorboat Parade and Aquatic Races, Leakesville, N. C.
- 19-24 Fiesta San Jacinto, San Antonio, Texas
- 22 '89ers Day, Guthrie, Okla.
- 23 All Nations Folk Festival, Mitchell, S. D.
- 23-25 National Trout Festival, Kalkaska, Mich.
- 25 White Water Parade, McKenzie River, Vida, Ore.
- 29-30 Shenandoah Apple Blossom Festival, Winchester, Va.

MAY

- 1 Kentucky Derby, Louisville, Ky.
- 1 Spring Wildflower Pilgrimage, Great Smoky Mountains National Park, Gatlinburg, Tenn.
- 1-7 Spring Garden Show, Oakland, Calif.
- 1-10 Black Hawk County Fine Arts Show, Waterloo, Iowa
- 1-10 House and Garden Pilgrimage, Annapolis, Md.
- 1-15 American Bowling Congress, Seattle, Wash.
- 5 Mexican Independence Day Fiesta, Nogales, Sonora, Mexico
- 5-7 International Aviation Trade Show, New York City
- 7-16 Mariposa Courthouse Centennial, Mariposa, Calif.
- 10-16 Tulip Festival, Holland, Mich.
- 11-15 Cotton Carnival, Memphis, Tenn.
- 14-15 National Powerboat Races, Elizabeth City, N. C.

BUG DEFLECTOR TABOO — Before you put a bug deflector on the hood of your Hudson, better check your state laws, because many states have outlawed the devices, calling them obstructions to clear vision and safe driving . . . Pointing out that manufacturers have gone to great expense to increase driver vision, the National Safe Drivers Association says, "If bug deflectors really were worth their salt, they would be put on cars at the factory."

"Time may be a great healer, but it's no beauty specialist."—Quentin Walters.

WELCOME, TRAVELER — Out-of-towners who are caught speeding in Tucumcari, N. M., receive instead of a ticket a coupon entitling them and their passengers to a free cup of coffee at a local restaurant. With the coffee comes a list of traffic violations to be avoided . . . Cookeville, Tenn., invites truck drivers to sleep there, and to put a card under their windshield wipers indicating when they wish to be called . . . Policemen waken the drivers, and the city gets the benefit of increased sales of gas and meals.

"Women just wouldn't get everything said if they spoke one at a time."—Arnold Glasow.

TIRES LOOK BETTER, LIVE LONGER — Early automobile tires looked like link-sausage hoops because they were designed to run on roads rutted by wagon wheels. Modern tires have flat treads, to grip today's paved highways . . . The average life of tires has improved, too, from 5,000 miles in 1908 to 30,000 miles today . . . Even better mileage is on the way, because a 100,000-mile tire has been built, and is expected to go on the market as soon as its price can be brought within the average car owner's reach.

ONE-SECOND SERMONS — There are too many porcupine Christians—they have a lot of good points but you can't get near them . . . People may doubt what you say, but they'll always believe what you do . . . Don't criticize your neighbor for not patterning his life like yours—God trusts every man with the shears . . . Faith is deaf to doubt, dumb to discouragement, blind to impossibilities . . . It's better that one man speak ill of you to all the world than that all the world speak ill of you to him.



"We owe a great deal to our government. The question is, how are we ever going to get the money to pay it?"—Groucho Marx.

EIN WEISSEN ELEPHANT — A nameless wit who works for a national magazine, reporting an Austrian lady's attempt to advertise her mansion for sale for one million dollars, advised his fellow workers, "Diese Frau has been gestucken mit a weissen elephant" . . . He added that the price "ist a lot of coconuten for ein Haus" . . . Declining the lady's ad, the linguistic menace concluded, "Nict dice! Fur die classified ads, versuchen die New York Times."

"Since Barnum said there was a sucker born every minute, the birth rate has increased and the population has become denser."—Olin Miller.

FOR THE LADY OF THE HOUSE — Leave a short length of the greens at the top and you'll have something to grip while cleaning carrots . . . Knitting needles in different colors help you keep track of the rows when knitting in a pattern . . . Chain used instead of a rod in a clothes closet keeps hangers from tangling and clothes from sliding together and wrinkling . . . Liquid shampoo is easier to apply from a clothes sprinkler.

"The only person less popular than a wise guy is a wise guy who's right."—Barry Sullivan.



CATNIPS — "She looks like a million dollars—in loose change" . . . "I feel sorry for the poor thing; she has no friends to speak of" . . . "She's been married so often the only way she could get a thrill out of Niagara Falls would be to go over them in a barrel" . . . "From the look of her house, she sweeps the rooms with a glance" . . . "He should call her 'Vacation Spot'." He married her as a last resort."

"Television is a medium on which few programs are considered well done without girls who are practically raw."—R. B. Bertrand.

3.5 MILLION REMBRANDTS — Judging from the sale of artists' supplies, interest in painting pictures has tripled in the U. S. in the last five years . . . An estimated 3.5 Americans spent \$50 apiece last year for the pleasure of painting pictures for themselves . . . Interest in home-painted art has boomed to such an extent that organizations having nothing to do with painting—like the American Chemical Society—now hold exhibitions of members' works.

"When an athlete can read his own newspaper clippings, higher education hasn't entirely failed."—Morrie Gallent.

DO SNAKES EVER LAUGH? — That's a sample of the type of questions a few visitors ask at a New York zoo, which tries to answer all questions about animals, yet can't be sure that some questioners aren't up to monkeyshines . . . Among other dandies zoo officials have faced are "What is a kangaroo's pouch lined with?" and "Which is more tender-hearted, the elephant or the hippo?" . . . One curious soul wanted to know "How do skunks stand each other?"

"I'm no physician, but I suggest that three months' steady plowing would cure any man of a nervous breakdown. Plowing is a mental tonic of great power. The plowman is master of the situation. Little by little he changes the surface of the earth. The plow may be slow but it is very sure."—A. G. Street.



SIGNS OF THE TIMES — A Waterbury (Conn.) restaurant displays this honest confession: "There are other places where you can pay more, but you'll never find one where you can get less" . . . A Los Angeles stable advertises: "Riding Lessons \$2.50. With Guitar \$3.50" . . . An Iowa church adjoining a high school's tennis courts put up a "No Trespassing" sign, which was removed promptly after the tennis players put up a sign of their own reading "Forgive Us Our Trespasses."

"If you want your wife to pay attention to what you're saying, tell it to another woman in a low voice."—G. Norman Collie.

PAINT POINTS — Paint manufacturers advise amateur home decorators that there's no such thing as an all-purpose paint . . . For places such as kitchens and baths, where spots and stains occur most frequently, use full gloss or semi-gloss paint, which washes easily . . . Flat wall paints are pretty, but redone patches will show, and so will places where you remove spots or stains . . . Rubber base paints are easiest to apply, and wash readily, but are not too satisfactory when used on wood; enamel is best there.

"All it takes to like some people better is a chance to see less of them."—O. A. Battista.

FASCINATING FACTS — All the tables at a West Pittsburg, Calif., restaurant are equipped with Scrabble games, and the losers pay the checks . . . A Chicago firm places egg-timers on all executive desks to remind them to hold long-distance calls to three minutes . . . The total life insurance now in force is \$304 billion, far more than the entire national debt . . . Only one-tenth of the world's surface has been accurately mapped . . . Last year we bought an average of 20 sleeping pills for each man, woman and child in the country.

"If all persons knew what each said of the other, there wouldn't be four friends in the world."—Blaise Pascal.

SAVERS ARE GAMBLERS IN TURKEY — When a Turk deposits his money in a bank, he takes a chance—not of losing his savings but of winning a house or a cash prize in a bank-operated lottery . . . Almost all Turkish banks conduct the lotteries, designed to persuade Turks to quit hiding their money at home. For each 100 piastres (\$35) deposited, the customer gets one lottery ticket free . . . Borrowers pay the lottery costs in higher interest rates on loans.



"I doubt whether anyone could read obituaries every day for a year and remain a bad person."—Robert C. Holliday.

KITCHEN-TABLE SECRETARIES — Businessmen having no need for full-time secretaries are taking advantage of a new secretarial system which employs only housewives . . . Each day, the businessman dictates to a tape recorder in his office. Each evening, a messenger picks up the recorded tape and takes it to a housewife-typist. She types the letters that night, and they are returned to the customer, ready to sign, the following morning . . . The businessman pays up to \$20 per week for 170 letters, of which the kitchen-table secretary gets 35% to 50%.

"One advantage of old age is you can take a nap every afternoon without being called lazy."—Dr. Julian Pathman.

WHERE THAT CAR'S FROM — If you correctly matched states named on page one with their license-plate slogans, your answers are: Land of Enchantment (New Mexico), The Treasure State (Montana), Vacationland (Maine), Water Wonderland (Michigan), and 10,000 Lakes (Minnesota).

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

Your Hudson Reporter