



BURGDORF MOTOR COMPANY

2727 South Jefferson Avenue

St. Louis 4, Missouri

Phone PR. 6-2621

MEMOS FOR MAY -- Two special May days well worth celebrating come one after the other this year . . . May 8 is VE Day, the day World War II ended in Europe. Did you know it's also the 70th birthday of former President Truman? . . . May 9 is Mother's Day, and for the 47th year families will try to give mother her annual one-day vacation from the kitchen, only to be shooed into the living room while she creates another one of her table-bending feasts.

"Women have recently been placed at a disadvantage. Men can now travel faster than sound."—Mabelee Von Arnswaldt.

MADAM, YOUR RUG IS RADIOACTIVE -- Vacuum cleaner salesmen may soon come to your door equipped with Geiger counters, if a large mail order house's tests prove successful . . . The firm's testers have been sprinkling radioactive isotopes on dusty floors before sweeping them with a vacuum cleaner . . . Afterward, a Geiger counter measures the amount of isotopes still on the floor, thereby proving whether or not the vacuum cleaner swept clean.

"If it weren't for civilization we'd have no way of knowing how much the human system can stand."—Franklin P. Jones.



TYPOGRAPHICAL TIDBITS -- This month's prize note to teachers: "Rose was absent yesterday because she had information in her glands" . . . Sad sea story in the Los Angeles Examiner: "Death in Boat Held Suicide by Outboard Motor" . . . A firm discontinuing its photo department in order to enlarge its optical department announced: "When the space is remodeled, women's frames will be displayed more attractively" . . . A California vacuum cleaner company attached this tag to its products: "Our work is guaranteed providing no one except our representative tampers with this cleaner."

"I get tired of people retiring because of age. Ever hear of a turtle retiring because he was walking too slowly?"—Sophie Tucker.

BRIDGES TO CROSS -- Can you recall the names of some of the big bridges you've crossed while traveling? . . . Five well-known American bridges are the Ambassador, George Washington, McKees Rocks, Peace and St. John's. They're located in Buffalo, Detroit, New York, Pittsburgh, and Portland, Ore. . . . See if you can match each bridge with its home city. The answers are on page four.

"This time, like all times, is a very good one if we but know what to do with it."—R. W. Emerson.

PETROL POLLY -- A Texas filling station operator makes his pet parrot pay off almost every time a car stops for gasoline . . . Stationed in a cage near the pumps, the well-rehearsed bird cries, "Fill 'er up!" and amused customers usually accept the broad hint.



DAFFYNITIONS — Trap shoot: Women's club meeting . . . Hangover: Toot ache . . . Turn of the Century: Something made by a woman driver . . . Commercial Traveler: Man who moves away from the TV set during the sponsor's message . . . Show boat: Sports car . . . Attic: Five-litter word . . . Nudist: Person born that way . . . Best bet: The one you didn't make . . . Baggage tag: Game in which the traveler chases the porter who disappeared with his luggage . . . Cucumber: Vegetable that fights when it's down.

"An old-timer is a person who can remember when we talked about McCarthy and meant Charlie."—Leo Aikman.

THOSE PROLIFIC PILGRIMS — If all the people who claim their ancestors came over on the Mayflower are telling the truth, the Pilgrims must have had larger families than the old woman in the shoe . . . The Mayflower landed at Plymouth Rock with 101 Pilgrims, only 23 of whom later had children . . . Yet an officer of an organization of Mayflower descendants says there are 100,000 of them in the U. S. today. The organization is seeking the unorganized 93,000 who apparently don't know or don't care about their noble ancestry.

"I guess history always was temperamental while it was happening."—Christopher Morley.

ONE-SECOND SERMONS — Some of us find it easier to defend our beliefs than to live up to them . . . Correcting faults is like tying a necktie—easier to do on yourself than on anyone else . . . Too much of the milk of human kindness is kept in a frozen state . . . The man who moved a mountain began by carrying small stones . . . At the summit of every noble human endeavor is a steeple pointing toward God . . . The man of faith looks at the motive that prompted the deed before judging the result . . . True faith is never a burden—it is inspiring, not perspiring.

"They must be raising the price of a cup of coffee to help it catch up with a flying saucer."—Pete Raymond.

THE FIRST JAY-WALKERS — They were Indians, and they did their walking across the U. S.-Canadian border after the 1889 Congress passed a bill introduced by a man named Jay . . . The bill gave the Indians in either country permission to walk across the border at will, taking their belongings with them . . . That's how jay-walking began, and we all know how it's likely to end for those foolish enough to try it on today's busy streets.



"He who dances must pay the fiddler—also the waiter, hatcheck girl, doorman, and parking attendant."—E. H. Heller.

FOR THE LADY OF THE HOUSE — A tin can opened at both ends not only makes a good cookie-cutter but also lets you sprinkle sugar topping without waste . . . A teaspoon of bleach added to the detergent in your dishwater will remove coffee stains from dinnerware . . . A rubber canning jar ring glued to the bottom of your pet's feeding dish makes the dish skid-proof . . . To quickly soften butter just removed from the refrigerator, put a heated bowl over the butter for a brief period.

"Many politicians who try to cultivate the farmer succeed only in harrowing him."—A. C. Jolly.

TELEPHONES ARE GETTING SMARTER — Researchers have developed a telephone attachment which will save you from dialing a busy number more than once . . . The device "remembers" the number you've dialed, and as soon as the line is clear, dials it again for you . . . For those who fume when a line is busy for long periods, there may soon be another gadget which will enable them to break in on the tied-up line, in emergencies.

"There may be something to this extrasensory perception after all. At least the man who insists he never wastes time watching TV somehow seems to know everything that happened on the Milton Berle show."—Bill Vaughan.

HUDSON Newsletter SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

SPRING CLEANING HINT — Of course you wash your car regularly, but once a year it should be cleaned and polished. There's a difference. Even with average waxing, the elements disintegrate a film of "color" that rubs off to the dismay of some car polishers (although you're well rid of this "chalky" layer that retains damaging dirt, moisture, and acids). For that "new car look" — wash; then remove the dulling film of "dead" lacquer, "lock in" and accentuate your car's good looks with the Hudson Liquid Glaze Kit, packaged especially for car owners. Your Hudson dealer has it.



Monolog: A conversation between a man and his wife.

WHEN HEADLIGHTS GO OUT — If your headlights go out, notice HOW they go out and you'll be able to make emergency repairs. If the lights flare brightly, look for the loose battery connection that has burned out your bulbs. Neither the remaining lights nor the starter will work until you have tightened this contact, which can be done by wedging a nail or matchstick between the battery terminal and the connecting rim. If the lights grow dim as they go out, a fuse has blown. Use your nose to search for short circuit, indicated by the hot rubber smell of burned insulation, which can be patched with friction tape or even a handkerchief.

Man: The only animal that can be skinned more than once.



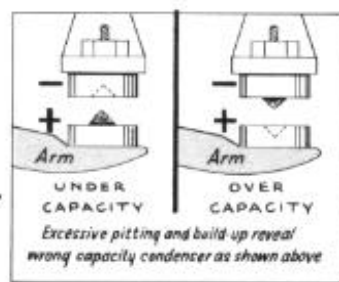
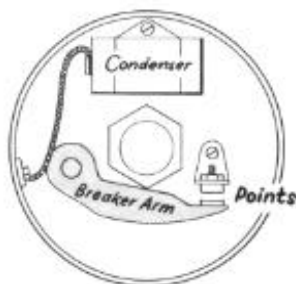
PSYCHOLOGISTS SAY — Teach Junior traffic rules in the nursery and you'll have less to worry about when he goes out on the street. The child's first toy autos, tricycles, wagons, and other wheeled playthings can be worked into traffic situations set up on the playroom floor, with intersections, stop and go signals, etc. Taking pride in routing play traffic according to "grown-up" regulations, the youngster will acquire safety habits.

Dyspeptic: A person with an optimistic stomach and a pessimistic digestion.

A GOOD BOOK TO READ — How long since you looked at the "owner's service manual" that came with your car? This advice-packed little booklet will save you money by showing just what service is best suited for your car and indicating many items of often-overlooked maintenance that you can do yourself. If you have lost your manual, or bought a used car without one, write to the manufacturer for another.

Jail: The best place to find men with convictions.

POINT POINTERS — Thought "mysterious," spark-controlling breaker points are often neglected, resulting in waste of gasoline, loss of power, stalling, overheating, carbon, etc. Open distributor. Have someone crank engine till points stop apart. Grey appearance—normal. Blue scale—leaky condenser. Excessive pitting—misfit condenser. Badly fouled—replace points and condenser. If merely blackened, dirty, or slightly pitted, clean with fine file (not sandpaper). Seat square and adjust with feeler gauge in accordance with your owner's manual. Check every 5000 miles. Still mysterious? Your Hudson dealer will gladly solve.



TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON



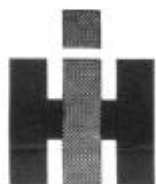
What's in a Brand

How Many of These Brands (TRADE MARKS) Can You Identify?

Check your answers against the correct ones at bottom of page.



1



2



3



4



5



6



7



8



9



10



11



12

ANSWERS — (1) Rocking R. Ranch (Texas). (2) International Harvester Company, Inc. (3) Greyhound Lines. (4) Bell Telephone Company. (5) National Lead Company ("Dutch Boy"). (6) Singer Sewing Machine Company. (7) Radio Corporation of America. (8) Good Housekeeping Shop (Seal of Approval). (9) The Prudential Insurance Company of America. (10) The Borden Company ("Elsie the Cow"). (11) Electric and power companies ("Reddy Kilowatt"). (12) Hart, Schaffner & Marx (Men's Clothing).

Who started the practice in this that question of the little boy in activities of Roy Rogers, Gene he'll answer without a moment's

But the cowboys can't take the was first done in the Southwest b

To the Americas, late in the dords, Spaniards of noble birth, g them the Cross, gunpowder, the

These men of iron, clad from miraculously survived the steam fierce heat of the desert. They c ruled over what we now call They settled down and import become the first cattle kings of t

Each beast as it arrived was b the Spanish family's mark to dis continues today on ranches in a



Brand?

justice in this country of branding cattle? Ask the little boy in your family who avidly follows the legends, Gene Autry, or Hopalong Cassidy and without a moment's hesitation, "The cowboys!" They can't take the credit. Actually, cattle branding came to the Southwest by the early Spanish explorers. In the late 16th century, came the conquistadors, the first cattle kings of our western ranges. They brought with them gunpowder, the Inquisition and the horse. They were clad from head to hip in armor of steel, and through the steam bath of tropical forests and the heat of the desert. They conquered from Peru to Mexico and now call Texas, New Mexico and Arizona. They imported breeding stock from Spain to the great ranches of the our western ranges. The first cow was branded with a hot iron embodying a mark to distinguish its ownership. The custom has continued in all of our great cattle-raising states.



The conquistadors were "men of iron, clad from head to hip in armor of steel" . . . "the first cattle kings of our western ranges."

The "BRAND" of a Great Motor Car Family



We don't go in for coats of arms in our democracy but the registered cattle brand has given rise to an American heraldry.

Now the word brand (trade mark) applies not only to cattle but to every variety of product for which the manufacturer claims protection and distinction. Included are motor cars, and Hudson is proud of the fact that for more than four decades . . . ever since 1909 . . . its "trade mark," the famous Hudson triangle, has signified the acme of quality to motorists the world over.

Today, as it proudly adorns three great lines of Hudson cars, this time-honored crest is more than ever a symbol of highest quality . . . a distinguished emblem of honor and achievement on the finest automobiles ever built!

HUDSON Newsletter SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

SPRING CLEANING HINT — Of course you wash your car regularly, but once a year it should be cleaned and polished. There's a difference. Even with average waxing, the elements disintegrate a film of "color" that rubs off to the dismay of some car polishers (although you're well rid of this "chalky" layer that retains damaging dirt, moisture, and acids). For that "new car look" — wash; then remove the dulling film of "dead" lacquer, "lock in" and accentuate your car's good looks with the Hudson Liquid Glaze Kit, packaged especially for car owners. Your Hudson dealer has it.



Monolog: A conversation between a man and his wife.

WHEN HEADLIGHTS GO OUT — If your headlights go out, notice HOW they go out and you'll be able to make emergency repairs. If the lights flare brightly, look for the loose battery connection that has burned out your bulbs. Neither the remaining lights nor the starter will work until you have tightened this contact, which can be done by wedging a nail or matchstick between the battery terminal and the connecting rim. If the lights grow dim as they go out, a fuse has blown. Use your nose to search for short circuit, indicated by the hot rubber smell of burned insulation, which can be patched with friction tape or even a handkerchief.

Man: The only animal that can be skinned more than once.



PSYCHOLOGISTS SAY — Teach Junior traffic rules in the nursery and you'll have less to worry about when he goes out on the street. The child's first toy autos, tricycles, wagons, and other wheeled playthings can be worked into traffic situations set up on the playroom floor, with intersections, stop and go signals, etc. Taking pride in routing play traffic according to "grown-up" regulations, the youngster will acquire safety habits.

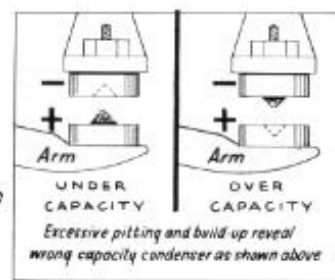
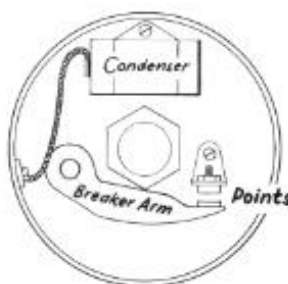
Dyspeptic: A person with an optimistic stomach and a pessimistic digestion.

A GOOD BOOK TO READ — How long since you looked at the "owner's service manual" that came with your car? This advice-packed little booklet will save you money by showing just what service is best suited for your car and indicating many items of often-overlooked maintenance that you can do yourself. If you have lost your manual, or bought a used car without one, write to the manufacturer for another.

Jail: The best place to find men with convictions.

POINT POINTERS — Thought "mysterious," spark-controlling breaker points are often neglected, resulting in waste of gasoline, loss of power, stalling, overheating, carbon, etc. Open distributor. Have someone crank engine till points stop apart. Grey appearance—normal. Blue scale—leaky condenser. Excessive pitting—misfit condenser. Badly fouled—replace points and condenser. If merely

blackened, dirty, or slightly pitted, clean with fine file (not sandpaper). Seat square and adjust with feeler gauge in accordance with your owner's manual. Check every 5000 miles. Still mysterious? Your Hudson dealer will gladly solve.



TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON



THOUGHT-STARTERS -- The man who agrees with everything you say lies to others also . . . The world is so full of a number of things it's hard to keep up payments on them . . . Quartets used to get together to sing; now they form television panels . . . Some of the people who make sandwiches in restaurants evidently haven't heard that man does not live by bread alone . . . It's nice for children to have pets, until the pets start having children.



"If you want a man to tell you how smart you are, tell him how good he is."—Whit Barrett.

WHAT JUNIOR THINKS -- Seven out of ten youngsters between the ages of 8 and 20 think that big business makes a profit of 11¢ or more out of every \$1 taken in, according to a youth survey organization. Actually, the profit is nearer 5¢ on the dollar . . . The average medium-fry sees two movies a month, and is growing more interested in swimming and less interested in baseball, basketball and football . . . More than one-third of 5,400 young people questioned said they receive allowances of \$5 a week or more.

"Grandpa used to say, 'Always be satisfied with your own sex or you'll never be satisfied with anyone else's.'"—Eva Gabor.

OBSERVE THE SUNFLOWER -- True to its name, the sunflower actually follows the sun. Before the petals have opened completely, the sunflower faces the sun each morning and turns slowly with it during the day . . . Before sunrise, the sunflower will still face the west, but within a half-hour after sunrise the faithful flower turns east to resume its daily course, which it repeats until almost through flowering.

"Last week I saw a man who hadn't made a mistake in 4,000 years—a mummy in the museum."—H. L. Wayland.



SIGNS OF THE TIMES -- An alert midwestern bank posted this notice: "Let Us Finance Your Next Pound of Coffee" . . . A southern church bulletin board announced the Sunday schedule as follows: "The Christian's Ambition; No Evening Service" . . . A Houston restaurant modestly advertises: "Jack's Barbecue--Best in the World or Anywhere Else" . . . Warning on an Idaho road: "Shepherders on the way to town have the right of way."

"There's only one thing a woman will admit she doesn't know, and that's why she married the man she did."—Grady C. Glenn.

THE MEN WHO AREN'T -- Listed among the 48,716 people mentioned in the newest edition of "Who's Who in America" are some people who don't belong—because they never lived anywhere except in the imaginations of the editors . . . The fictitious names are printed to trap unscrupulous promoters who sometimes reprint Who's Who biographies without permission . . . The appearance of these fictitious names in a rival book gives the publishers of Who's Who clear proof of theft, and ample basis for a lawsuit.

"Most orators gas their audiences instead of electrifying them."—John T. Dennis.

NEWS OF NEW THINGS -- A powerful permanent magnet housed in a casing the size of a cigar makes a good magnetic retriever for iron and steel articles dropped in spots hard to reach . . . A Detroit company offers popcorn packaged in an aluminum foil popper which may be thrown away after use . . . Coffee-saving filter papers are said to give a better-tasting cup from less coffee by keeping hot water in longer contact with the grounds, and by absorbing rancid oils during brewing . . . For names and addresses of suppliers of these products, write to Hudson Newsletter, 431 Howard St., Detroit 31, Michigan.

"When a father finally marries off his glamorous gal daughter, he shouldn't look on the dark side of the situation. He's not losing a daughter; he's gaining the use of his own telephone."—A. C. Jolly.



CATNIPS — "She has a boyish figure, and believe me that's straight from the shoulder" . . . "She'd be a great portrait painter, the way she knows how to make eyes" . . . "She can't make up her mind because her psychiatrist's out of town and she don't know what to think" . . . "His wife's a real pearl but he's having trouble with mother of pearl" . . . "I'll bet she has her towels monogrammed 'Hers' and 'To Whom It May Concern.'" . . .

"American enterprise is the art of making toeless shoes a fashion instead of a calamity."—David F. Austin.

AUTOMOTIVE NEWS CAPSULES — One-third of all the radios in the U. S. are in automobiles . . . Don't take chances. The National Safety Council reports that 85 per cent of all accidents is caused by chance-taking drivers . . . Better pass up that hitch-hiker, because in 21 states the driver is legally responsible for injuries to hitch-hiking passengers . . . Esplanades—those grass strips that divide highways—are big safety factors. The Virginia highway department says divided highways are four times safer than undivided roads.

"Some people hold a conversation as they would a baby—afraid to drop it."—John Quill.

WICHITA'S DOOR-TO-DOOR BANKERS — Housewives in Wichita, Kan., are being greeted at their doors by men who first ask for money and then offer to lend some . . . It's part of a leading bank's plan for door-to-door selling of its facilities, either for opening new accounts or for extending credit . . . An 11-man sales force is canvassing the city to sell what a bank officer calls "credit and services, the goods we have on our shelves."

"The most rigid conservative is the man who was 'progressive' a generation ago."—Sydney J. Harris.

FASCINATING FACTS — Half the total population of California lives in Los Angeles and surrounding communities . . . We ate an average of 36 pounds of frozen food per person last year . . . The shadow of an airplane is always the same size, no matter how high or low the airplane flies . . . There are now 13.5 million Americans 60 years old or older . . . A Rochester, Minn., appliance store recently offered a free electric range with each pound of coffee sold—at \$265 a pound.



"Many hurry to catch up; few hurry to get ahead."—Arnold Glasow.

GLASS-BOTTOMED BOAT BOOM — More and more Americans are going down to lakes and streams in glass-bottomed boats, as glass fiber plastic rapidly replaces wood for small-boat building . . . Glass fiber costs slightly more to begin with, but makes up for it by costing practically nothing to maintain . . . Yearly repainting is unnecessary because the plastic has its color built in. There are no seams to caulk, and dry-rot, water-logging and deterioration are eliminated . . . Hull holes are easily repaired by applying a patch and "goop" furnished in a kit with each new boat by most builders.

"The Russians still rely on the three R's. They say, 'This is ours, that is ours, everything is ours.'"—Carl Ellstam.

QUIZ ANSWERS — If you correctly matched the famous bridges and cities named on page one, your answers are: Ambassador (Detroit), George Washington (New York), McKees Rocks (Pittsburgh), Peace (Buffalo), and St. John's (Portland, Ore.).

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

Your Hudson Reporter