

HUDSON Newsletter



Inside Newsblasts . .

. . . and Automotive News

Tomorrow's Motor Car Today

BURGDORF MOTOR COMPANY

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OUR MONTH OF INDEPENDENCE -- This is the month when Americans reassert their independence in many ways, and one of the greatest freedoms we enjoy is the freedom to travel where we like across this great land of ours, across border after border unmarked by barricades or police posts . . . July is a fitting month to reflect upon the strides toward greatness this nation has taken in its 177 years of independence, and from the many past accomplishments to receive inspiration to meet the future boldly and confidently, instead of timidly and uncertainly.

A good listener is not only popular everywhere, but after a while he gets to know something. — Wilson Mizner



THOUGHT-STARTERS -- Some people are like blotters, they soak it all in and get it all backwards. . . . It's more important to get in the first thought than the last word. . . . None of us should have trouble supplying character references, when we all know so many characters. . . . To test your memory, try to recall the things that worried you last week. . . . This is the season when the woman with the green thumb has the husband with the red blisters. . . . Taste makes waist. . . . Ike is trying to break 90 and the rest of us are trying to break even.

If the fish are biting, they must be biting each other. — Arnold Glasow

AUTOMOTIVE NEWS CAPSULES -- Richmond, Virginia, police didn't object to a teenager driving his 1912 Hudson, but they told him his 1912 license plates wouldn't do. . . . One of the nation's newest turnpikes is the 88-mile Turner Turnpike which cuts the driving time between Tulsa and Oklahoma City from 2½ to 3 hours to an hour and 45 minutes. . . . In Chicago, traffic duty at school crossings requires almost the full-time service of 900 officers. . . . A stoplight under development in the East studies traffic flow by means of detectors buried in the street, and remains green longer for the direction of heavier traffic.

When bowing to the inevitable, it isn't necessary to make a deep curtsy. — Tom Elrod

JULY JOURNEY QUIZ -- "Where will we go this year?" is a question your family may have already settled, but for fun let's say you want to see some of the sights mentioned in the first list below. . . . The second list indicates national parks where these natural wonders may be seen. Match the sight with the site. . . . 1) Groves of giant trees. 2) The world's greatest geysers. 3) An underground river in vast limestone caverns. 4) An inactive volcano. . . . And here are the sites: a) Crater Lake, Oregon. b) Yellowstone Park. c) Sequoia Park, California. d) Mammoth Cave, Kentucky. . . . The answers are on page four.



TYPOGRAPHICAL TIDBITS — Unlikely tale from the Milwaukee Journal: "City Hall to Give Blood." . . . Logical headline in the El Dorado (Ark.) Daily News: "Multi-Millionaire Leaves Huge Sum." . . . A note about a conspicuous lost possession in the classified ad section of a San Francisco paper: "Lost at the end of Vallejo street — gold turtle holding a watch." And maybe timing a hare? . . . Severe criticism from the Beckley (W. Va.) Post-Herald: "Moose Families Will Fear Famed Baritone."

A secretary's job is easy. All she has to do is look like a girl, think like a man and work like a dog. — Mary Singleton

THE SECOND-BEST SELLER — Next to the Bible, the best-selling book ever to appear in the United States is a 20-cent pamphlet titled "Infant Care," published by the Government Printing Office in Washington. . . . Since it was first written in the early 1910's by a young widowed mother of five children, "Infant Care" has sold 31,000,000 copies. . . . Among advice given 40 years ago by Mrs. Max West, the authoress, who now lives in Berkeley, Calif., advice which remains unchanged in the ninth edition includes: "All babies need mothering and should have plenty of it. Harsh punishment has no place in the proper upbringing of the baby. The loving he gets is just as important as his physical care."

The one thing to say about love at first sight is that it's a great time-saver. — Bertba Shore

HOW TO GET THE LITTLE ANGELS TO SING — A Seattle minister who faced the familiar problem of how to get his Sunday school students to sing hymns vigorously solved his problem with a combination applause-meter and robot nicknamed "Sunnydale Sam". . . . When the singing reaches a satisfactory volume, "Sam's" light-bulb ears glow and a red tongue extends from the mouth and flicks back and forth, faster as the singing becomes louder. Of course, the younger worshippers sing with all their might to keep "Sam's" tongue wagging madly. . . . At the end of each service, "Sam" also says goodbye to the boys and girls by way of a recording, and reminds them to come again next Sunday. Attendance has grown 400% since "Sam" appeared.

Among the bores of a half-century hence will be persons who insist on telling about the time they caddied for Eisenhower. — Jack Harris

SIGNS OF THE TIMES — A sign over the telephone in a Philadelphia store warns "Employees Limited to 2 Minuets". . . . A suburban couple who built their home on a hilltop with a view call it "Tottering-on-the-Brink". . . . Tired salesmen were offered a lift by this sign in a print shop window: "Stimulated Engraved Business Cards". . . . An eastern pawnbroker advertises: "See Me at Your Earliest Inconvenience". . . . A Des Moines maternity shop posted this notice: "When in doubt, give her a gift certificate". . . . How's-that-again advertisement: "New Rebuilt Scales."



One of the most sickening things to watch is a couple who marry and make a goo of it. — Dan Bennett

NEWS OF NEW THINGS — A water-operated mixer is designed to be attached to an ordinary water faucet. A blade wheel at the bottom of the mixer is turned by the pressure of the water. . . . A wheelbarrow with a heat-resistant baked-on finish is designed to be converted from a garden tool into a portable barbecue by the addition of a special grill and charcoal firebox. . . . To catch that last drip which often soils tablecloths, a manufacturer offers a drip-catcher, a wire-like device which clamps to the pouring spouts of pitchers, teapots and coffee pots. . . . To keep pictures from hanging crookedly, there is now on the market a kit which includes triangular foam rubber cushions to be fastened to the corners of a picture to keep it level, and also to keep the wall behind the picture from becoming soiled. . . . For names and addresses of suppliers of these products, write Hudson Newsletter, 431 Howard St., Detroit 31, Michigan.

In spite of all the complex changes that have come in modern life, there are no new vices and no new virtues. The basic moral elements in society that destroy it, or make it enduring, are the same as in the days of Lincoln or Caesar. — Charles A. Wells

HUDSON Newsletter SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

TAILOR'S TIP FOR VACATION TRAVEL — When hanging trousers on wire hangers you can avoid putting a crease across the knees by following this tailor's tip: Fold the trouser legs one over the other at the upper calf (see sketch at right). The weight of one trouser leg will hold firmly and thus eliminate the unsightly crease. Be sure to fold at the upper calf.



Travel Folders: Proof that beggars can't be cruisers.

HOW TO LEAVE HOME — Again it's time to sound the warning — don't invite burglars to your house with the traditional doorstep clutter that usually confronts the homecoming vacationist. Before leaving on your motoring trip, be sure to stop deliveries of mail, magazines, papers, milk, laundry, and packages. Turn off the electric lights, hot-water heater and refrigerator (emptied of perishables, with door ajar). Close and lock the garage and all windows, but leave some shades up to give a "lived-in" look. Notify the police to keep an eye on your house, and leave the key with a friend or relative for emergency.

Philosophy: The system of being unhappy intelligently.

ANOTHER VACATION PACKING TIP — Car space at a premium? Stow soft clothing in laundry bags which serve as comfy overstuffed pillows welcomed by young and old for rests and naps.

Vacation: When you do your sleeping on your own time.



THE GYPSY IN YOU — If you aren't making advance hotel reservations on your trip, it's a good plan to stop driving about four-thirty o'clock in the afternoon to find attractive accommodations. If you decide on tourists courts, watch for pleasant locale, neatly decorated, and situated back from highway noise. Pick tourists homes by similar standards. Business people will be glad to direct you to the "best place in town."

Stalemate: Man married more than ten years.

FILM FOGS IN HOT CAR — Film, whether it is in the camera or not, may get hot enough to fog if left in any closed part of an auto. Color film spoils easily so it is better to carry the camera with you rather than ruin the film by leaving it in a closed car.

Inflation: Just a drop in the buck.

BETWEEN-MEAL SNACK — On hot weather drives cut down children's candy. Raisins, dates, apricots, prunes, raw carrots, malted milk tablets, make healthful substitutes for sweets. Fruit is easy to eat en route and children need more of it due to lack of exercise. Canned fruit juices are handy. Avoid spillage by punching hole in can and letting youngster sip juice through straw.



TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON



THE STRANGE STORY OF

Henry Hudson



The pale Arctic sun rising over the ice-covered sea stared bleakly down on a monstrous crime. A treacherous crew herded their courageous captain, his small son, and seven sick seamen into a rowboat and sailed away leaving the castaways "without food, drink, fire, clothing, or other necessities . . ."

Of Henry Hudson nothing is known before 1607 when he twice voyaged from England "to discover a Passage by the North Pole to China and Japan." Sailing bravely north, farther than any man before, his log mingles the first scientific record of sunspots with a description of a mermaid seen by the crew "with backe and breasts like a woman's . . ."

Aboard the tiny *Half Moon*, exploring for the Dutch, Hudson again probed the ice-packed Siberian Arctic until forced to turn about by a superstitious crew because the ship's cat "ranne crying from one side to the other." He then sailed clear across the Atlantic, beset by a month-long gale that "spent overboard our foremast," resolutely reaching the mighty river that bears his name, "a good land to fall in with, and a pleasant land to see . . ." as present-day New Yorkers agree.

His great adventure began in 1610 when he set sail from London in the bark "*Discoverie*", bound for Greenland, still in search of a Northwest Passage which he thought he had found when he entered that vast sea now known as Hudson Bay. The little ship was soon frozen fast . . . a nightmare winter . . . little to eat save moss and frogs. When the brief Arctic summer finally cracked the ice, Hudson's bold resolve to sail on was halted by the black deed of his cowardly crew. The mutineers, without their captain's skill, spent seven years getting home, most being killed by Eskimos.

Years later "rescue parties" found a hut on that deserted

shore such as might have been built by the ship's carpenter who chose "for the love of the Master to go down into the shallop than to stay on the ship with such villaines . . ."

In any endeavor the name Henry Hudson stands for the spirit of pioneering and leadership. So, while the Hudson car was originally named after J. L. Hudson, one of Detroit's leading industrialists, the Hudson Motor Car Company also takes pride in sharing the famous name of the intrepid explorer.

Just as Henry Hudson was a fearless leader of perseverance and skill in exploring new worlds, so has Hudson brought to the automotive world many new discoveries that add to your driving safety and pleasure. They stem from that extra "something" . . . that pride in doing a job the best way science and skill permits . . . that characteristic known as *quality*.

Good memories will recall that Hudson gave the motoring public the first closed-body coach, the first successful "six," first adjustable seats, first all-steel bodies, first balloon tires in the low price field.

Recent important "firsts" that contribute to driving protection and enjoyment are:

- Monobilt Body-and-Frame*—the ultimate in safety, strength and quietness.
- Extra, reserve mechanical brakes for added protection.
- Step-Down Design, providing the lowest center of gravity and greatest roadability of any American car . . . to mention just a few.

And now, Hudson again sets the pace for the industry as it invades the low-price field with a *quality* car. It's the sensational JET, fittingly named counterpart of the fabulous Hornet . . . the car that led the field in 1952 by winning 47 of 60 stock car events and is continuing its sensational record of triumphs in 1953!

*TRADE-MARK, PATENTS PENDING



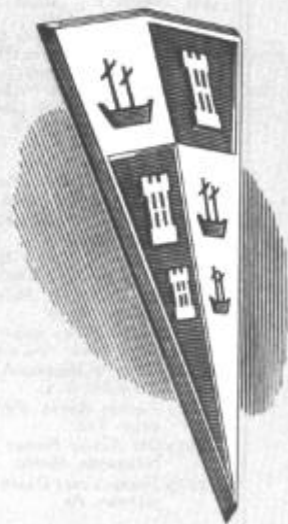
SYMBOL OF HIGHEST QUALITY

For more than four decades . . . ever since 1909 . . . the famous Hudson triangle has symbolized highest quality to motorists the world over.

In this time-honored emblem, the ships betoken the adventurous and pioneering spirit of bold and imaginative engineers who have introduced more than 50 important Hudson "firsts" . . . who have dared break with precedent to establish Hudson as leader in automotive progress.

The fortresses typify the strength and integrity of the farflung Hudson organization with an unexcelled record of personnel stability encompassing both management and employees in field and factory alike. (More than 2500 Hudson workers representing all classifications have been with the organization longer than 20 years!)

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



H HUDSON H HEADLINES AND B BY-LINES

HUDSON BLANKETS THE FIELD -- There is no greater proof of Hudson stamina than the reports you find in your newspapers almost every Monday of the results of stock car races throughout the country. . . . Almost without exception, Hudsons not only win these strenuous tests, but capture the first several places. . . . Twice this season, at Gardena, California, in March and Toledo, Ohio, in May, Hudsons finished 1-2-3-4. Of the twenty-one major stock car races run by the time this News-letter went to press, Hudson had won fourteen. . . . Week after week, on the road and on the race track, Hudson proves that it has the ability and endurance you want.

What this country needs is an ash tray which resembles a piano top. — Maurice Lazare

ONE-MAN HURRICANE WARNING SYSTEM -- A Georgia travelling salesman has devised a simple method of making certain that his travels do not take him into areas likely to be damaged by high winds. . . . Installed in his car is an altimeter, which measures altitude by recording the drop in atmospheric pressure. When the altimeter indicates a height much higher than the true altitude of a particular area, the salesman knows he is in a center of low pressure where a cyclone or hurricane is likely to strike soon, and he quickly departs.

You don't need a line of funny stories to amuse a girl who has pretty teeth. — Paul Larmer

KEEP A CLEAN WINDSHIELD -- With the touch of your hand, you can have a clean windshield instantly if your Hudson is equipped with a Hudson Windshield Washer. . . . With a clear windshield, you lessen the chance of an accident and reduce eyestrain, especially at night, when dust and grime multiplies the glare of oncoming headlights. . . . Your Hudson dealer can install this simple, trouble-free, low-cost safety aid in a matter of minutes.

The world is overrun by people engaged in explaining things they don't understand. — Clyde Moore

PLACES TO DRIVE YOUR HUDSON IN JULY

- 1-4 Regatta and Races, Macatawa Yacht Club, Macatawa, Mich.
- 1-5 Deep Sea Fishing Rodeo, Gulfport, Miss.
- 2-4 Fiesta and Devil Dance, Mesquero Apache Reservation, New Mexico
- 3-5 Frontier Days, Prescott, Ariz.
- 4-5 Sports Car Road Race, Thompson, Conn.
- 4 Rogue River Aqua Carnival, Wedderburn, Ore.
- 4 Thousand Islands Channel Swim, Clayton, N. Y.
- 4 Carolina Yacht Club Regatta, Wrightsville, S. C.
- 5 Midsummer Ski Derby, Tahoe City, Calif.
- 8-10 National Cherry Festival, Traverse City, Mich.
- 11-12 Kentucky Gladiolus Show, Bardonia, Ky.
- 14 Major League All-Star Baseball Game, Cincinnati
- 14-18 Snake River Stampede, Nampa, Idaho
- 17-23 National Boy Scouts Jamboree, Santa Ana, Calif.
- 20-24 Southern Highlands Fair, Asheville, N. C.
- 21-23 Tarpon Rodeo, Port Aransas, Tex.
- 23-24 Old Bristol Flower Show, Newcastle, Maine
- 27-29 Pennsylvania Dutch Days, Hershey, Pa.

INTER-CONTINENTAL COMMUTER -- Commuters who cross state lines going to and from work are common, but there aren't many like Orhan Demir, a real estate salesman who commutes from his home in Asia to Europe every working day. . . . Each morning, Orhan takes a ferry across the Bosphorus strait to European Turkey, and transfers to a tram, which takes him to his office in downtown Istanbul. . . . At the end of his working day in Europe, Orhan takes either a tram or the subway back to the ferry and heads for home--in Asia.

The most difficult thing to set to music is a boy with his pals waiting outside. — Evelyn Hood

THE PENNILESS BANK -- There's a bank in Washington, D. C., which shows \$4 million in assets on its books, but doesn't have a cent on deposit, and yet it does a steady business. . . . It's a make-believe bank set up by the government to help train assistant bank examiners. Student examiners pore through thousands of records such as deposit slips, Christmas savings funds, and ledgers, to learn about the complexities of banking. . . . While the make-believe bank is no substitute for on-the-job training, it's as near to the real thing as the new examiners can get during their five-week training period, and is said to materially reduce the cost of preparing these students to join the nearly 3,000 bank examiners now working throughout the country.

DAFFYNITIONS — Flattery: Candied opinion. . . . Night club: Place where people with nothing to remember go to forget. . . . Illegible writing: script tease. . . . Mixed emotions: Man watching his mother-in-law back over a cliff in his new Hudson. . . . Charm school: Department store. . . . Bragging: Loud patter of little feats. . . . Private secretary: The old lap lighter. . . . Salesman: Man who ends a sentence with a proposition. . . . Surcease: Polite rejection of a wolf. . . . Reception: An ordinary party with the chairs removed. . . . Summer: The season when the kids slam the doors they left open all winter.



The fellow who can save money these days is one in a million, and the amount he can save is in about the same proportion. —Harry E. Forbes

PUSH-BUTTON DINING — Impatient waiting for someone to take your order in a restaurant might be eliminated if a Louisville woman's invention is widely adopted. She has devised a pushbutton meal selector box to be installed at each table, similar to the boxes used with remote-controlled juke boxes. . . . The customer may select his meal by pushing the proper buttons, lighting up corresponding items on a panel in the kitchen. . . . As yet, there's no safeguard against signalling for "The Doggie in the Window" on the juke box and accidentally getting a frankfurter from the kitchen.

When the neighbors lower their windows, it's a sign there's a storm—either inside or outside. —Margaret Schooley

FASCINATING FACTS — The average house in the newest section of Paris, France, is 54 years old. . . . A San Angelo, Texas, shop offers cowboys a deluxe saddle with built-in radio for \$320 up. . . . The parakeet, newest favorite among household pets, was raised originally in Australia. . . . The average man speaks 4,800 words every 24 hours. . . . Helicopters have evacuated more than 21,000 casualties in Korea, including 5,000 who probably would have died without the speedy rescue. . . . A San Francisco restaurant provides a ten-cent "Businessman's Breakfast" consisting of a cup of coffee and one king-size cigarette. . . . The New York City budget for 1953-54 is \$1.5 billion, second only to the Federal budget among U.S. governing units.

You can always get the truth from a statesman after he has turned 70 or given up all hope for the presidency. —Ralph Woods



WHAT A MAGNETIC PERSONALITY!

CATNIPS — In her circle, she's the square. . . . The best wedding present for her husband would be the large economy size bottle of aspirin. . . . Her husband proposed on his knees, and he's not back on his feet yet. . . . Her boy friend has Tarzan eyes, they swing from limb to limb. . . . If she's the woman of his dreams, he's been having nightmares. . . . She's magnetic, everything she's got on is charged. . . . She looked real pretty in her wedding dress, just like a gift-wrapped washboard. . . . Yesterday she had a big idea so today she's got a splitting headache.

Every girl should know how to handle a live wire in case the lights go out in the parlor. —Raymond Duncan

FOR THE LADY OF THE HOUSE — To wind yarn, insert a dowel rod in your electric mixer, tie one end of the yarn to the rod, set the mixer at low speed, and guide the yarn onto the stick. . . . Tie parcels for mailing with damp string, which will shrink as it dries, providing a tight wrapping. . . . Put four photo-album corners inside your cupboard door to hold a recipe card at eye level while you are using it. . . . In this hot weather, be sure your refrigerator is sitting level, for more efficient operation. . . . A strip of elastic tacked to the underside of your ironing board makes a convenient holder for your pressing cloth.

All our progress is an unfolding like a vegetable bud. You have first an instinct, then an opinion, then a knowledge, as the plant has root, bud and fruit. Trust the instinct to the end, though you can render no reason. —Ralph Waldo Emerson

ONE-SECOND SERMONS — A habit is like a soft bed, easy to get into and hard to get out of. . . . To live so as to be able to look back with pleasure on your past life is to live twice. . . . It is very difficult to slice anything so thin that it has only one side. . . . You can get anything done if you don't care who gets credit for it. . . . How can you ever find your way if you don't know where you're going? . . . To avoid blowing the top, keep an open mind. . . . A wise man is not as certain of anything as a fool is of everything. . . . A man never becomes so lost to decency and righteousness that he can't see the other fellow's duty.

A child who gets off on the wrong track usually can be put on the right one by pulling a switch. — John T. Dennis



"THE GENT WILL TAKE A CHANCE" — Before it's too late, someone ought to record the language of the hash house, which is dying out, killed off by the intercommunication system now found in many restaurants. . . . No longer do we hear a customer order, "A hamburger with onion, shoestring potatoes, a large glass of milk, and custard pie," and a waitress translate, "Mangled steer with a rose on it, don't forget the shoes, stretch Sweet Alice, and a slice of magoo". . . . And remember when you ordered chili con carne and the waitress cried "Death in the afternoon," or if you said hash, she sang, "Sweep up the kitchen," or "The gent will take a chance"?

What the world needs is a nice way to be rude to people. — Sandie Stevens

MERCHANTS' HALL OF FAME — Business and financial editors of the country recently voted on a slate of candidates for a "Merchants' Hall of Fame" to be established in the Merchandise Mart in Chicago. . . . Among those nominated to be recreated in statues by leading American sculptors were Edward Filene of Boston, Isidor Straus and F. W. Woolworth of New York, John Wanamaker of Philadelphia, Marshall Field and Richard Sears of Chicago, and J. L. Hudson of Detroit, who not only founded the J. L. Hudson Company department store but who also was one of the founders of the Hudson Motor Car Company, and the man for whom the Hudson is named.

No wonder I blunder on life's daily marches! There's spring in my heart and fall in my arches. — Lydell Stearns

DIPS IN THE DEVIL'S DICTIONARY — Before he disappeared into the wilderness of Mexico forty years ago, writer Ambrose Bierce compiled a cynic's reference book called "The Devil's Dictionary," containing some definitions still full of truth and bite today. . . . For example, Bierce called a cannon "An instrument employed in the rectification of international boundaries." Deliberation was "The act of examining one's bread to determine which side it is buttered on." . . . An ultimatum was "In diplomacy a last demand before resorting to concessions" and to be positive was to be "Mis-taken at the top of one's voice."



The enemy of the human conscience is almost any kind of an organization. — Paul Crume

TAKE A LITTERBAG ON YOUR PICNIC — When you spend a Sunday in the park this summer, complete with badminton set and picnic lunch, don't be a litterbug, take a litterbag. . . . The National Park Service provides a 25-pound trash bag for each tourist when he enters the park, but if you're going to your own state or city pleasure site, it's easy to carry along a sturdy paper sack in which to throw all your trash, for deposit in a trash can when the picnic is over. . . . Help keep roadsides and parks clean and pretty for the next fellow who comes along.

Among the people who think you shouldn't send a boy on a man's errand are the boys. — Franklin P. Jones

QUIZ ANSWERS — If you correctly matched the natural sights with the national park sites on page one, your answers are: 1c, 2b, 3d, and 4a.