

HUDSON Newsletter



Inside Newsletters . .

. . . and Automotive News

Tomorrow's Motor Car Today

BURGDORF MOTOR COMPANY

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St. Louis 4, Missouri

Phone Prospect 2621

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SERENE SEPTEMBER — Most of us are cooling off this month from the heat of summer, and perhaps most of us have forgotten the heat generated this time last year by the red-hot presidential campaign . . . The sun, which started its annual southern vacation trip last June, crosses the equator September 23, marking the official beginning of autumn . . . Millions of Americans will be taking trips, too, into scenic sections of the country to remark again upon the early handiwork of Jack Frost, the most colorful painter of all.

"Hospitality meets its greatest test when a new idea drops by uninvited." — Raymond Duncan



THOUGHT-STARTERS — The easiest way to turn a girl's head is to tell her she has a pretty profile . . . As long as we're not interested in it, there are two sides to every question . . . The best part of most family trees is underground . . . Maybe cavemen knocked down their wives so frequently with clubs because there were no women's clubs in those days . . . Soon it's going to be too cold to do that job it was too hot to do last summer . . . Cupid gets a lot of the credit that belongs to the girl's mother.

"You must give the American people credit for their standard of living." — Bertha Shore

ARE YOU AN OLEODORNAPLODOPHOBE? — Kidding the terminology of psychiatry, a very loose-knit organization of Americans has set for themselves the task of making up five-dollar words to describe five-cent subjects . . . For example, one word-maker created oleodornaplodophobe, to describe a person who is afraid that the furnace will explode . . . Another funmaker offered suturolysophobia, to describe a man's fear that the seat of his pants was going to rip . . . Some of the real words of psychiatry run the made-up words a close race for the polysyllable championship. How about ponophobia, the fear of overwork? If anyone should say you are lazy, just tell him you have a mild case of ponophobia. Sound better?

"If reverse television is ever accomplished, many a living room will be tidied up." — Arnold H. Glasow



DO YOU REALLY SEE THE LEAVES? — When autumn's colorful pageant marches through the woods, do you merely enjoy the pleasant sight of nature at work, or can you identify the leaves from the trees along the line of march? . . . Test your skill by identifying the leaves illustrated here from the following trees to which the leaves belong: a) oak, b) maple, c) elm and d) birch. The correct answers are on page four.





ONE-SECOND SERMONS

— A determined man with a rusty wrench can do more than a loafer with a kit-full of tools . . . How do you know you're at the end of your rope? It may be the beginning . . . What we need is as many people willing to take prescriptions as there are willing to give them . . . Why hunt new ways to happiness until you've given the old ones a chance? . . . Another way of classifying people: those who are immovable, those who are movable, and those who move . . . When you row the other fellow across the stream, you get there, too.

"If you steal from one author it's plagiarism; if you steal from many it's research."—Wilson Mizner

AUTOMOTIVE NEWS CAPSULES

— Surveys indicate that 700 feet is the distance a driver is willing to walk from a parking space to an office or place of business . . . To promote highway safety, a midwestern manufacturer has stopped all truck traffic to and from its customers from midnight Friday until midnight Sunday . . . For every gallon of gasoline your car burns, it burns 10,000 gallons of air . . . Auto dealers provided more than 6,000 new cars for high school driver training programs last year . . . There are 12,000 parks in the United States which provide facilities for trailer parking.

"No matter how well a woman carries her years, she's bound to drop a few sooner or later."—Erskine Johnson

"PLEASE EXCUSE JOHNNY BECAUSE—"

— Soon school will be in session again, and students will be hard at work inventing excuses for being late, for not getting to school at all, and for failing to complete assignments . . . Here are some samples of the sort of student ingenuity that seldom fails to amuse and exasperate teachers: "I was away yesterday because we had an addition to the family and it was not my fault" . . . "Please excuse me from reciting in Spanish class. I have a sore throat and can hardly speak English, let alone Spanish" . . . "Please excuse me for being. It was all a mistake."

"The people to fear are not those who disagree with you, but those who disagree with you and are too cowardly to let you know."—Napoleon

SIGNS OF THE TIMES

— How's-that-again? sign in a San Francisco store window: "Open 11:30 to 5:30 Most of the Time, Open Other Times Some of the Time" . . . A western produce market invited its customers: "If You Have to Squeeze Something, Squeeze the Clerks" . . . City-limits sign outside Seymour, Missouri: "Take It Easy. This is a One-Hearse Town" . . . A Hudson Newsletter reader saw this businesslike sign on a junk wagon: "I clean basements and buy junk."



"Women are the sex which believes that if you charge it, it's not spending, and if you add a cherry to it, it's not intoxicating."—Bill Vaughan

MORE OF US ARE YOUNGER, AND MORE OLDER

— Today there are 40% more children under 10 years of age in the U. S. than there were ten years ago . . . There are also almost 40% more people 70 years old or older. The gains in these two groups are almost three times the ten-year gain in our nation's total population.

"The streets of the City of Failure are paved with alibis, some of which are absolutely perfect."—Harry A. Earnshaw

RUSSIA'S GOVERNMENT GAMBLE

— When a citizen buys a government bond in Russia, he's not sure that he'll make anything on the deal . . . Instead of guaranteeing bond buyers a certain rate of interest, all the government offers them is a chance to win a prize at a periodic drawing, in which winners are chosen according to the serial numbers of their bonds . . . The top prize pays a 100,000-ruble profit—about \$5,000 in purchasing power—on a 200-ruble (\$5) bond. Just about every Russian takes part in this official numbers game, because just about every Russian is made to buy a government bond.

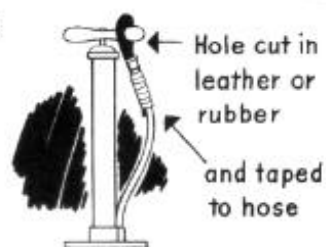
"Home should be a place of sunshine and flowers, of music and laughter, a sacred retreat where one can retire from the trials of the outside world and grow surrounded by beauty, intimate companionship and love."—Joseph C. Grew

HUDSON Newsletter

SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

KEEPS TIRE PUMP COMPACT — If your tire pump rattles and sprawls all over the trunk, make this handy harness of leather or rubber and tape as shown in the sketch at right. It protects the pump, yet it flips out of the way when you screw the air hose onto the tire valve.



Laziness: A quality that prevents people from getting tired.

TAKING BABY ON A TOUR? — Here's a plan for restaurant eating that eliminates Baby's long, squirming, embarrassing, banging-on-the-table waits. One parent simply stays outside with the youngster while the other goes in to order the meal and arrange for a high-chair.

Hypochondriac: A man who can't leave well enough alone.

TEMPORARY SEAT COVERS — For an attractive, inexpensive, serviceable seat cover (that can later be used for its regular purpose) just pin in place a colorful, lightweight, cotton rag-rug.

Corpulent: Woman to whom potatoes and gravy are avoidupoison.



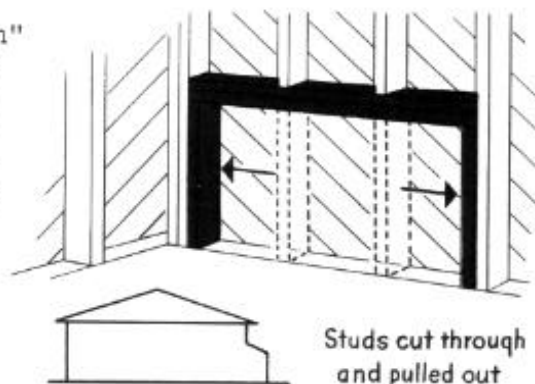
RADIATOR TEST — When you clean your cooling system here's how to tell if the radiator is clogged (provided bottom outlet bends upward): Drain system, disconnect hoses, and plug radiator openings with stoppers. Fill radiator, leaving cap off. Now pull bottom plug. Water should spout several inches high (see sketch). Otherwise, the radiator needs to be washed out with garden hose, cleaned with Hudson Radiator Flush, or pressure-flushed by your Hudson dealer.

Another Version of a Friend: One who likes you in spite of your achievements.

SHOCKING! — Wool clothing rubbing plastic seat covers can generate static electricity. Then, when a metal part of the car is touched, a shock is felt — harmless but startling. A treatment of Hudson Paste Wax will "dress up" your seat covers and prevent this electricity, so you can reach for ignition switch without fear of receiving a shock.

Menu: A bill of fare where the best meal is scratched out.

GARAGE TOO TIGHT? — It's easy to "stretch" an old garage to fit your new car. A "bustle" gives ample room (perhaps even a locker for garden tools, etc.), isn't seen from street, and any one can construct it at one-tenth the cost of extending entire rear wall. After careful measuring, saw through the studs to be removed and pull them out without disturbing wall. Use these cut studs to support the "double header" as shown in sketch. Now the wall can be safely cut away and an extension built to accommodate your car's hood or trunk — or perhaps you'd rather just buy the new compact Hudson Jet.



TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON



Hudson Service School enrollees in classroom session. No charge is made for instruction. Classes are limited to 24 students to permit each man to derive maximum benefit from the training. Because of restricted enrollment, there is always a waiting list.

The Finest

Insofar as possible the need for
OUT of Hudson cars.

But Hudson's interest in service
with the creation of cars that give
enjoyment upon which you can save
for thousands upon thousands of dollars
maintenance expense. It knows that
able to you *in the field* everywhere
precision made products require

Mechanical know-how is obvious
service departments. And to help
finest of service, the Hudson Service

Now in its fourth year, the School
one thousand service managers, s



In this modern, completely equipped shop adjoining the classroom, students become expert in the use of the latest scientific testing and service machinery and devices. These, together with mounted assemblies including all major units of Hudson cars, provide facilities that have earned the Hudson Service School a reputation as the finest school of its kind.



Many of the precision fitted Hudson parts
the fine adjustment which only a torque
can provide. Here, a mechanic is instructed
proper use in engine servicing by a member
the Service School teaching staff.

Best School of its Kind!

A STORY OF TEAMWORK IN SERVICE

need for service attention is engineered

est in service to its owners does not end
that give you unequalled satisfaction and
you can safely depend . . . mile after mile,
sands of miles . . . with but very reasonable
knows that good service must be avail-
everywhere you go. Even the finest of
require periodic attention of some kind.

ow is obviously paramount in all dealer's
d to help dealers create and give only the
Hudson Service School was established.

year, the School has graduated more than
managers, shop foremen and mechanics and

has attained a rating as the finest school of its kind in the country.

Classes last two weeks, covering 80 hours of expert instruction on automatic transmission, carburetion, motor tuneup, electrical systems, clutch, rear axles, overdrive, front end alignment, lubrication and body service.

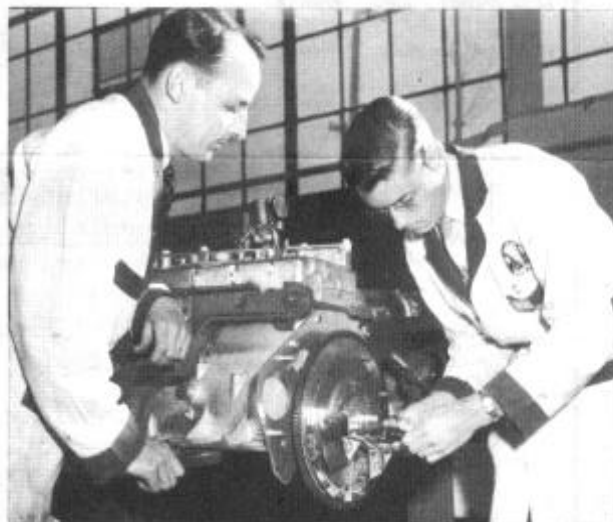
"Learn by doing" methods prevail, with book work held to a minimum. During the tight, two-week course, students are required to tear down and build up every unit of a Hudson car. In addition, the School serves as a means of educating Hudson field representatives on the mechanical features of new car models.

Besides being the "alma mater" of Hudson service men in all parts of the United States, the School has graduates in India, South America, Mexico, Canada and other foreign countries, wherever Hudson cars are distributed.



Hudson parts require
only a torque wrench
manic is instructed in its
ing by a member of
ng staff.

Under the expert tutelage of its chief instructor a Hudson dealer's service manager learns the latest techniques in automotive servicing.



At this point this service manager is nearing the completion of his course after having received nearly 80 hours of expert instruction on automatic transmissions, carburetion, motor tune-up, electrical systems, clutch, rear axles, overdrive, front end alignment, lubrication and body service.

H UDSON H EADLINES AND B Y-LINES

ARE YOU A 20-YEAR HUDSON OWNER? — A Hudson owner hearing of the 20-year Club among Hudson employees has suggested that a similar honorary organization be formed of veteran Hudson owners . . . We shall appreciate it if those of you who have been driving Hudsons for more than 20 years will drop a note to Tom Rhoades, Public Relations Director of the Hudson Motor Car Company, 12601 East Jefferson Avenue, Detroit 14, Michigan . . . Tell him how long you have been driving Hudsons continuously, and how many Hudsons you have owned. We'll advise you concerning possible developments in later Newsletters.

"If the nation's economists were laid end to end, they would still point in all directions."—Arthur H. Motley

LIFE-SAVING LAUGHS — A Milwaukee reader writes us about Dr. B. L. Corbett, director of that city's safety commission, who collects slogans that try to kid people into driving safely . . . For example, this sign in Texas: "Hardly a soul is now alive, who passed on a hill at 75" . . . At a Denver railroad crossing: "Take a chance. We'll buy the wreck" . . . Outside an Oklahoma town: "20 miles per hour or \$19.90" . . . And on a mountain road in British Columbia, a cliff-edge is marked "No Trespassing. Survivors Will Be Prosecuted."

"Thrice armed is he that has his quarrel just, and four times he who gets his fist in just."—Josh Billings

HUDSON SWEEPS A.A.A. STOCK-CAR EVENTS — At the time this edition of the Hudson Newsletter was typed, Hudsons had taken their eighth consecutive American Automobile Association stock-car race, giving Hudson a clean sweep in these events this year, and again proving the durability of the Hudson car . . .

Hudsons have won 32 strictly stock-car races this year, and in many of these events the first several finishers were Hudsons. The cars that you see at your Hudson Dealer's are the same cars which week after week consistently outperform any other make of automobile—on the race tracks and on the highways.

PLACES TO DRIVE YOUR HUDSON IN SEPTEMBER

- 12 Fisherman's Festival, Monterey, California
- 12 National Moth Boat Regatta, Elizabeth City, N. C.
- 12-13 Elkhart Lake Road Races, Elkhart, Lake Wis.
- 14-17 Antique Show, Morristown, Pa.
- 15-16 Mexican Independence Celebration, Gonzales, Calif.
- 16-19 Elks Carnival, Gladstone, Manitoba
- 16-19 Pope County Fair and Rodeo, Russellville, Ark.
- 17-20 National Barrow Show, Austin, Minn.
- 17-19 Lakota and Pejin Indian Dances, Colorado Springs, Colo.
- 18-22 Whitewing Fiesta, Edinburg, Texas
- 19 Main Line Dablia Show, Berwyn, Pa.
- 19-27 Western Washington Fair, Puyallup, Wash.
- 21 Waterbury Garden Club Flower Show, Waterbury, Conn.
- 22-26 Cherokee Indian Fair, Cherokee, N. C.
- 24 Flap Jack Festival, Clinton, Ill.
- 25-26 Western Square Dance Festival, Laramie, Wyo.
- 25-26 Eureka Pumpkin Festival, Eureka, Ill.
- 26 Watkins Glen Road Races, Watkins Glen, N. Y.
- 27 Inboard Racing Regatta, New Martinsville, W. Va.
- 27 100-Mile Late Model Stock Car Race, Mechanicsburg, Pa.

"The wise husband meets a marital crisis with a firm band—full of candy or flowers."—David O. Flynn

BONUS FOR SAFE DRIVERS — Auto insurance companies are expected to offer some good news soon to the 90% of the motoring public which drives safely. This good news will be a considerable reduction in auto insurance rates . . . The reduced rates are expected to be made possible by a new method of classifying motorists according to several safety factors, among them the driver's age and responsibility, and the number of miles he drives each year . . . The safe driver, who is considered a preferred risk, will be able to buy his insurance for as much as one-third less than premiums charged drivers who have frequent accidents.

"Don't brag about your ignorance, it costs more in the long run than education."—Ray D. Everson

THE TOY STORE FOR KIDS ONLY — There's a toy store in London which opens for business only on Saturday, admits only those customers who can walk beneath a 3-foot, 10-inch archway, and sells its goods at one farthing—one-third of a cent—per toy . . . The store was founded by a schoolteacher in the poor Fern street section in 1907. She began collecting castoff toys and having them reconditioned for sale . . . She insisted that the children pay one farthing for each toy, to give them a sense of independence and self-respect. The teacher died in 1939, but her store continues in business today.

DAFFYNITIONS — Home cooking: What every man would have if every woman was . . . Optimist: Man who opens a credit store in a trailer camp . . . Forgotten man: Whistler's father . . . Movie report card: Three D-mentions . . . Shaving: Raking it on the chin . . . Reputation: Character minus what you get caught at . . . Maternity ward waiting room: Heirport . . . Popular government: What goes on the first two years of an administration.



"Don't look back, something may be gaining on you."—Satchel Paige

NEWS OF NEW THINGS — An Eastern manufacturer offers a \$1 repair kit of patch material and fusing liquid for use in patching tears and holes in plastic toys, raincoats, baby pants, and other plastic articles . . . A hacksaw which is said to cut practically anywhere without its frame getting in the way is now on the market. Pressure is needed on the forward stroke only, a spring-loaded plunger making the return stroke automatic . . . A hand cleaner now being sold looks like cold cream when applied but rapidly turns to liquid. A person may "wash" his hands in the cleaner without using water, and wipe them clean on a paper towel . . . For the names and addresses of suppliers of these products, write the Hudson Newsletter, 431 Howard Street, Detroit 31, Michigan.

"In addition to saving face, it's a good idea to give some attention to the rest of the anatomy."—Tom Elrod



FAMOUS LAST WORDS — This TV set had only one owner, a little old lady with weak eyes . . . No woman's going to make a fool of me . . . But officer, I use this straight razor to shave . . . The season's not over yet, and we can catch up . . . Wait till next year . . . Our house is only a short walk from the station . . . I don't like to meddle in your affairs, but— . . . I don't care how much money he has, it's his personality that counts with me.

FASCINATING FACTS — The average U. S. tenant paid rent of \$44.17 a month last year . . . Aurora (Ind.) High School offers a course in baby-sitting . . . One out of every ten fire engines made by a large manufacturer is painted some color other than red . . . Stationery manufacturers are testing envelope flap glue in assorted flavors . . . Britons drank 473 million pounds of tea last year, an average of about ten pounds for each man, woman and child.

"Uncle Sam, trying to balance the budget, takes such a large slice of our pay that we can't even budget the balance."—Irene M. Schotz

THE WHIM-SERVERS — Once Europeans recovered from their astonishment at some of the things travelling Americans ask for, they jumped into the business of satisfying those whims—and making money in the process . . . After some past experiences, the Europeans were ready for any request from the 400,000 Americans touring the Old World this year . . . One American asked that his yachting party on the Thames River be met at frequent intervals with fresh supplies of ice. An American woman asked for a list of Paris suburban cemeteries with good views, from which to choose her final resting place . . . Another American in Spain calls an interpreter about three times a week, to translate his instructions to his Spanish cook.

"The reason woman has to wear the pants is that man has hung them up and there's no one else to wear them."—Father Gerald Murphy

THE LIVING'S NOT EASY IN ALASKA — When a panhandler asks for a dollar for a cup of coffee in Alaska, he's not kidding. That's what a cup of coffee sells for, and other prices are on a similar scale . . . A tar-paper shack without heat or plumbing rents for \$75 a month, an ordinary apartment for \$250 a month. Shoeshines and Sunday papers cost 50 cents each, bread is 45 cents a loaf, haircuts \$2.50 . . . The Alaskan visiting the States must feel that our prices are bargains.

"Before you crack an eggshell, you don't know in what condition the egg will be. People are much the same, and we should all 'crack the outer shell' before we decide what kind of person someone is."—Jeanne Sillay

BIRDIES
PET FOOD
and
SECRETARIAL
SERVICE

TYPOGRAPHICAL TIDBITS — Painless thievery headline in a St. Paul paper: "Woman Hugs Man, Picks His Pocket" . . . Overcrowded schools note in the Rock Island (Ill.) Argus: "Wanted—By new high school teacher, 3-bedroom home. Parents and brother in sixth grade" . . . Eye-opener in the Wynne (Ark.) Progress: "Officer J. D. Gilmer arrested the prowler after a short chaser" . . . Plea for teamwork in a midwestern paper: "Clerk who is paid on Friday and broke on Tuesday would like to exchange small loans with another who is paid on Wednesday and broke on Saturday."

"You can't fool all of the people all of the time, but then, it isn't necessary."—H. H. Wind

LOOK WHAT MR. PEEPERS STARTED — Ever since Wally Cox, television's Mr. Peepers, first delivered the line about the "crazy mixed-up kid," the professional and amateur gagmen of America have had a picnic . . . One fellow defined a young goat in a cement mixer as a crazy mixed-up kid . . . In San Francisco, they swear that teen-agers now go to shoe stores in pairs and buy different-colored tennis shoes, then trade left shoes, so they can wear "crazy mixed-up Keds" . . . And the end seems nowhere in sight.

"Some girls will go out with any worm when they're fishing for a husband."—Dan Bennett

THE MAN WHO TOOK GREELEY'S ADVICE — Did you ever wonder what became of the young man who took Horace Greeley's famous advice to "Go west and grow up with the country?" . . . The people of Grinnell, Iowa, know. He was Josiah Bushnell Grinnell, and within a year after Greeley offered his advice, Grinnell headed west and founded the settlement that grew into the city of Grinnell . . . Deeds to property in the city stipulated that if liquor ever were sold in Grinnell, all property would revert to the Grinnell estate . . . Today Grinnell has a population of 7,000 and is the home of Grinnell College, a school with 1,000 students.

"The forgotten man is one who's never been given a shot of penicillin."—Carey Williams

CAT-NIPS — When he acts like a fool, he's not acting . . . She always insists on your honest opinion, even if you have to lie to her . . . They've been married so often their bath towels are embroidered His II and Hers IV . . . He doesn't have a den, so he just growls all over the house . . . All she accomplished on her vacation was to change the circles under her eyes from black to tan . . . She's five feet two in her stalking feet.



"Television is nothing but a Brownie camera with a \$50,000 lens."—Jack Carter

PEASANTS AT THE GOULASH — Like every other business, television has developed its own private language, with a number of terms as descriptive as they are uncomplimentary . . . Ulcer gulch is the TVers' name for the conference room where program scripts are rehashed. The room where pilot movies are shown to prospective sponsors is called the torture chamber . . . A variety show is called goulash and people in the audience who wave at cameras are called peasants . . . A living doll is a good-looking showgirl who can't read lines, and a monster is—who else?—the producer.

"You can't have a Charleyhorse above the ears and get anywhere."—Dr. Forrest (Phog) Allen

QUIZ ANSWERS — If you correctly matched the leaves and the trees on page one, your answers are 1c, 2a, 3d, and 4b. .

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

Your Hudson Reporter