

# HUDSON Newsletter



Inside Newsflats . .

. . . and Automotive News

Tomorrow's Motor Car Today

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•  
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## BURGDORF MOTOR COMPANY

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St. Louis 4, Missouri

Phone Prospect 2621

**BOUNTIFUL OCTOBER** — This is the month which begins with the 48 states united at radios and TV sets to follow the World series, and ends with all of us united again in looking out for hobgoblins — most of whom look suspiciously like the neighbor kids dressed up for a Hallowe'en treat . . . In many parts of the land, we harvest the food planted in the spring and tended through the summer, and reflect again on God's goodness to us.

*"A friend of ours dropped a small fortune in the market. His shopping bag broke." — Arnold H. Glasgow*



**DAFFYNITIONS** — Scrapbook: Pugilist's diary . . .

Conscience: What makes a small boy tell his mother before his sister does . . . Counterattack: Noontime at the soda fountain . . . Stern wheel: Big shot who doesn't smile . . . Billow: What a man with a bad head cold says he sleeps on . . . Old age: When you use one bend-over to pick up two things.

*"Even the hippopotamus keeps hoping the children's next photos will turn out better." — Bill Vaughan*

**FASCINATING FACTS** — About 90% of all business transactions in the U. S. are handled by check . . . A snail's speed averages .000363 miles per hour . . . A New York agency offers to supply trained viewers to watch your favorite TV program for you when you are unable to see it . . . Neon lights are being installed on the Eiffel tower in Paris . . . More of the world's people live under thatch roofs than under any other type . . . An Elizabethton, Tennessee supermarket provides a comic book reading room for customers' children.

*"So here hath been dawning another blue day; think, wilt thou let it slip useless away?" — Thomas Carlyle*

**RELAX—WANT YOUR DOG TO GET ULCERS?** — After a long study of men and dogs, and their effect on each other, a veterinarian concludes that men—and women—can give their dogs ulcers, especially if the dog is a cocker spaniel, Boston bull or wire-haired terrier, the nervous types of the dog world . . . Nervous people make nervous dogs, the doctor says. The man who jumps at every sound soon will condition his dog to barking at every whisper. The easy-going man has a relaxed dog.

*"You can't choose your ancestors, which is fair enough, because they probably wouldn't have chosen you." — Boots Birdsong*

**SUPERSTITION QUIZ** — This is the month when superstitions are especially active, so let's test your knowledge of superstitions. First we'll list some events, then what they foretell, according to superstition. The events: 1) The cat sneezes, 2) You start a journey on Friday, 3) Your left hand itches, 4) Your corn hurts. The meanings: a) You'll find some money, b) You'll have good luck, c) You'll have bad luck, d) It's going to rain. The correct answers are on page four.



**TYPOGRAPHICAL TIDBITS** — How-true report in the Ames (Iowa) Tribune: "The blast started a fire which touched off a propane gas explosion" . . . Sabotage-in-the-ranks clue in the Salt Lake City Tribune: "The general rose, ears in his eyes, and walked to an adjoining room" . . . Exciting news from the Charleston (W. Va.) Gazette: "In an executive session, W. W. Blank, a member of the West Virginia Water Commission left wing and tail assembly blew off. He stood transfixed as it plummeted down."

*"There's no substitute for an admiring audience, especially when you are married to it."*—Fibber McGee

**THEY'RE GIVING NIAGARA A REST** — Those of us who believe our receding hairlines are worn away by the stress of daily work can sympathize with Niagara Falls, which has a similar problem . . . Water pouring over this scenic site for the last 200 years has caused the falls to recede about 900 feet, and aroused engineers to do something to keep the falls from deteriorating even more . . . They are arranging to divert half the flow of water during the night, thus prolonging the life and good condition of Niagara Falls.

*"No matter what side of an argument a man's on, he always finds some people with him he wishes were on the other side."*—Jascha Heifetz

**AUTOMOTIVE NEWS CAPSULES** — An Oklahoma county commissioner, seeking a cheap method of paving, laid a mile of road with common table salt . . . A filling station operator near Albuquerque, N. M., increased his business 50% by slowing down passing motorists in this manner: Beside U.S. 66 he installed a well-dressed blond mannikin, complete with travelling bag. Many motorists who slow down for the clothes dummy turn into this bright fellow's station for gas . . . Tire companies are considering long-range plans to build wheels and tires as one unit with the tires molded on the wheel.

*"The most expensive corsage is never as beautiful as a bouquet of weeds from the kids."*—Dorothy A. Bennett

**FAMOUS LAST WORDS** — It will pay you to buy the giant economy size . . . Show me a horse I can't ride . . . These figures are from an independent survey . . . But, dear, I'm going to this convention to work . . . I had the right of way . . . You won't step outside and say that . . . I'm a friend of some important people in this town.



*"The trouble with women who look frightful in slacks is they have no hindsight."*—Eamon McGarry

**HOW TO GET ATTENTION OUT WEST** — Trying for the spectacular out west is often a losing battle against the wonders of nature and man, but at least one idea-man managed the feat not long ago . . . To advertise a Las Vegas hotel, an outdoor signboard was unveiled. Attached to this signboard were a miniature swimming pool, illuminated cactus gardens, and lawn furniture, amongst which nine pretty girls wandered, in three shifts a day . . . Comedian Red Skelton, hired to star at the unveiling, pushed all the girls in the pool and jumped in after them with all his clothes on.

*"The easiest way to stay awake during an after-dinner speech is to deliver it."*—Franklin P. Jones

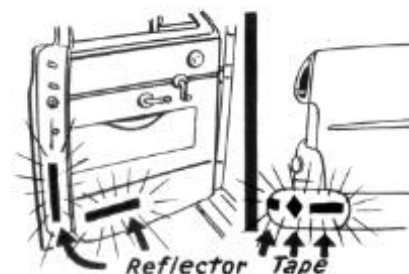
**FOR THE LADY OF THE HOUSE** — To get fine shavings of chocolate, use a potato peeler . . . A pinch of tartar in the water of your double boiler and baby bottle sterilizer will keep them from becoming discolored . . . When painting the floor or linoleum in the children's room, stencil a hop-scotch form and a checker board on the floor, for them to use on stormy days . . . To speed up washday work, pour a heavy starch solution into an ice cube tray and freeze overnight. You can use the starch cubes as you need them while washing, and dilute to the strength needed.

*"This is not the age of meditative man. It is a sprinting, squinting, shoving age. Silence is almost a nasty word. Modern man may not be obsolete, but he certainly is wired for sound, and he has ants in his pants."*—Norman Cousins

# HUDSON Newsletter SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

**REFLECTION WHERE YOU NEED IT** — The fad for self-sticking luminous tape produces some interesting designs, but here are a couple of often-overlooked "danger spots" you could brighten up. Reflector tape on door surfaces as shown in sketch warns oncoming cars if you have to open the door on the traffic side, while strips applied to the wrap-around part of bumpers highlight "collision areas" unprotected by tail-lights.



*Chatterbox: A woman who is always holding a conversation but never lets it go.*

**FIREARMS IN AUTOMOBILES** — You may carry sporting rifles or shotguns in your car in season, but hunting from vehicles is prohibited, and it is illegal as well as foolhardy to carry loaded guns in car. You may carry a pistol in your car (courts say a man's car, like his home, is his castle) but you'll need a permit to take it with you, for it is unlawful to leave a gun in an untended car. Those who want a weapon in the car for protection should consider the harmless split-second-knockout gas gun, no permit needed. (These laws, plus illegality of automatic weapons and prohibition of firearms to aliens, apply generally but check locally.)

*Professor: A textbook wired for sound.*



**MAKE A SPARE CAR KEY** — A "spare" can be carried in your wallet if you have your car key contact-printed on photograph or blue-print paper. Thus, if last key is lost, troublesome delay or replacement of lock is unnecessary, as the key maker can use the printed key contact to make a new key. Or, if door locks with key in ignition switch (impossible in Hudson) key can quickly be duplicated from pattern without expense of removing lock or smashing window.

*Public Speaker: A man who loves a wordy cause.*

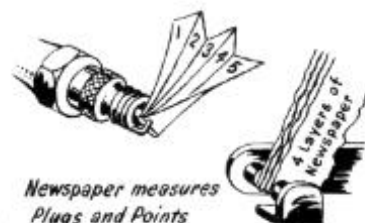
**BEST TIME FOR TIRES** — Fall and winter are ideal for installing new tires. You get added safety of new treads to grip slippery pavements . . . cold weather wear is slow compared to the abuse of hot roads . . . new rubber has plenty of time to "cure" or toughen . . . by next summer you will still have practically new tires.

*Adolescence: Age when a child tries to bring up his parents.*

**ANTI-FREEZE "DON'TS"** — Don't waste alcohol-type anti-freeze with a "high temperature" thermostat, one that doesn't begin to open till after 170-175 (see your owner's manual or temperature stamped on thermostat) . . . permanent-type works OK with any thermostat. Don't use methanol-type if your system leaks . . . its fumes are inflammable and toxic. Don't mix different types . . . hydrometer won't read true. Don't be mixed up about winter-protecting your car. Your Hudson dealer will be glad to take over your anti-freeze worries. Don't delay!

*Sunset: Something almost as colorful as a modern bathroom.*

**NO FEELER GAUGE HANDY?** — In an emergency you can check spark plug and distributor gaps quite accurately with newspaper folded into four layers for a point setting very near .020" . . . five or six layers to measure plug gaps of .025" or .030". See sketch. As quickly as possible, however, be sure to have the gaps set correctly by your Hudson dealer.

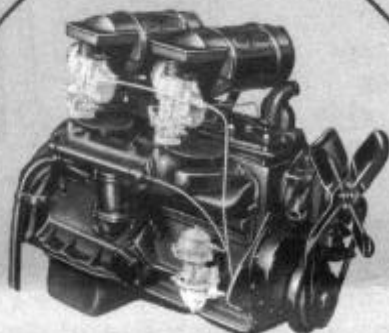


TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON





# 1954



## Quickest Power Response You've Ever Seen!

Here's 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. For you're driving with Hudson's *Instant Action Engines* that have Super Induction—an entirely new and exclusive development.

## New Salon Lounge Interiors

—color harmonized with sparkling new exterior car colors. Here is a magnificent combination of Bedford cord and broadcloth fabrics. Hudson for 1954 is the most luxurious thing on wheels, and Hudson's extremely low center of gravity (due to exclusive "step-down" design in all models) gives you a ride in these jewel-like interiors that is smooth, steady, safe beyond anything else in all motoring!



# Introducing Instant Action Beautiful All-Over



*New Flight-Line Styling for the fabulous new 1954 Hudson Hornet Club Coupe*

**H**UDSON'S HERE for 1954—ready for you now, at your Hudson dealer's. Not only will you see new Flight-Line Styling, new and exquisite interiors, but you'll also find the greatest array of big, new features ever seen on motor row!

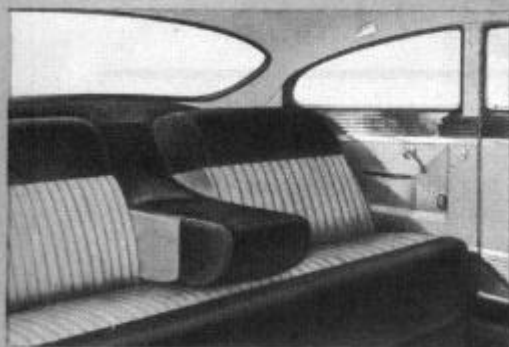
Here is power! New, exclusive Instant Action

Engines with Super Induction that bring you the quickest, most responsive get-up-and-go you've ever experienced in any car! New, perfected Power Steering†! New, improved Power Brakes†! Power to make driving a Hudson the most exhilarating, the most delightfully relaxed motoring ever known anywhere!

Here is all-new Flight-Line Styling—sleek, sweeping design that enables these thrilling new cars to handle tremendous power safely, cut the wind like a swift-shot arrow.

And here is all-new luxury in Salon Lounge Interiors with deep, soft, contour-fashioned seats, and rich new Bedford cord upholstery.

†Available



#### New Perfected Power Steering

—the most advanced in the industry! Power Steering† combines with Hudson's true center-point mounting to bring you the easiest, most accurate control in any car.

#### New Improved Power Brakes

Hudson's Improved Power Brakes† operate from a pendulum-type foot pedal, and require no more effort to operate than does the accelerator!

†Optional at extra cost on the Hornet, Super Wasp and Wasp.



# t Action Engines with Super Induction in All-New Hudsons for '54\*



New Flight-Line Styling

New Salon Lounge Interiors

New Power, Performance  
and Economy

New Perfected Power Steering†

New Improved Power Brakes†

Exclusive Twin H-Power†

Exclusive "Step-Down" Design

Exclusive Monobilt Body-and-Frame

Trademark. Patented.

New Dual-Range Hydra-Matic Drive†

†Optional at extra cost on various Hudson models. See your dealer for full information.

\*IN EVERY PRICE FIELD, INCLUDING THE LOWEST PRICE FIELD.

Instruments, controls and fittings are styled with a jeweler's care and taste.

And best of all—your Hudson dealer has these exciting new Hudsons in any price field you choose—including the lowest price field! Better see him very first chance you get!

†Available at extra cost on the Hornet, Super Wasp and Wasp.

HUDSON HORNET

HUDSON WASP

• HUDSON JET

Standard trim and other specifications and accessories subject to change without notice.

# HUDSON HEADLINES AND BY-LINES

**WHY DO YOU KICK THE TIRES?** — A Hudson Newsletter reader sends us this interesting explanation . . . This habit supposedly goes back to the days when cars had small-size tires that carried very high pressures. These tires would stand up when the car was not in motion, apparently in good condition, but a bad tire would cave in readily if kicked sharply . . . So, prospective buyers kicked the tires to make sure they were in good condition. High-pressure tires are gone now, though, and kicking the tires is no longer necessary to determine their condition.

*"If money grew on trees, there'd be no trouble getting out of the woods."—Carey Williams*

**INDUSTRY'S X-RAY EYES** — X-ray machines that check everything from tank hulls to cellophane are working for more than 4,000 U. S. companies, helping them save money and at the same time produce better goods for all of us . . . A big tank plant uses an X-ray machine whose deeply-penetrating rays can locate a hole 42 one-thousandths of an inch wide inside a 14-inch slab of steel . . . A brewing firm uses an X-ray machine which checks the level of liquid in cans at the end of the filling line, and can detect a difference of 30 drops in a 12-ounce can.

*"The man who won't act his age usually is married to a woman who won't admit hers."—Joseph Charles Salak*

**THE RIGHT TO DRIVE IN RUSSIA** — A comrade may save for years to buy a car in Russia, but paying for the car isn't his greatest trouble. His biggest problem is getting a license plate . . . When he goes to register his car, a bureaucrat first decides whether or not the comrade needs a car, and most of the time the decision is "no." Seldom is any reason given . . . If a comrade is fortunate enough to get a license, when he goes for a drive he must take with him passports, marriage certification and certificates from the housing administration and his place of work. For giving a fellow-employee a ride home from work, a comrade's license is often taken away . . . There is no appeal, because there is no one to appeal to.

*"Man will do many things to get himself loved, but will do all things to get himself envied."—Mark Twain*

## PLACES TO DRIVE YOUR HUDSON

### OCTOBER

- 2-4 Texas Rose Festival, Tyler.
- 8-10 Buckwheat Festival, Kingwood, W. Va.
- 9-11 Viking Days, Sioux Falls, S. D.
- 10-11 Sports Car Races, Thompson, Conn.
- 11 Wauchung Stump Archery Shoot, Flagship, N. J.
- 12-17 Chattahoochee Valley Exposition, Atlanta, Ga.
- 12-17 New York Antiques Fair, 71st Regiment Armory, New York City
- 13-24 Thoroughbred Racing, Keeneland Race Track, Lexington, Ky.
- 16-17 Daniel Boone Festival, Barboursville, Ky.
- 18-24 Ozark Folk Festival, Eureka Springs, Ark.
- 18-20 Pioneer Days Celebration, Twentynine Palms, Calif.
- 21 Annual Hunters Breakfast, Old Town, Maine
- 20-24 Pacific International Livestock Exposition, Portland, Ore.
- 23-25 International Orchid Show, Washington, D. C.
- 23-25 National Bear Hunt, Lake City, Mich.
- 24-30 Pennsylvania National Horse Show, Harrisburg, Pa.
- 24-25 Men's Chrysanthemum Show, Vancouver, Wash.
- 28-31 International Mining Days, El Paso, Tex.
- 30-Nov. 8 Grand National Livestock Exposition, Horse Show and Rodeo, San Francisco.

### NOVEMBER

- 1 Iowa Beef Barbecue, Sigourney, Iowa.
- 4-6 Pacific Logging Congress, Seattle, Wash.
- 5-8 Dixie Horse Show, Baton Rouge, La.
- 8 Square Dance Callers Jamboree, Mountain View, N. J.

**FOUR WAYS TO BETTER GASOLINE MILEAGE** — We're all looking for better gasoline mileage, even those of us who drive economical Hudsons, and here are four tips from experienced drivers . . . When starting up, get into high gear as quickly as possible; don't keep your car in first or second gear while accelerating to high speeds. Watch far ahead for changing stop lights and do as little stopping and shifting as possible . . . Speed up slightly before reaching the bottom of a hill, to gain momentum for the climb to the top of the next hill. Sit comfortably and keep a constant pressure on the accelerator. Pumping the accelerator wastes gasoline.

*"When a fellow sows some wild oats, he immediately starts praying for a crop failure."—A. C. Jolly*

**NEW WAYS OF KEEPING WORKERS HAPPY** — American companies continue to explore all possible ways of making their employees content. A North Carolina trucking firm gave its safest driver of the year a house and lot . . . A New Jersey firm gives every new-born child of a female employe \$100. An insurance company will hire relatives of employes, but draws the line on relatives of company officers . . . A Brooklyn employer signed a contract to provide every employe a cake on his birthday and wedding anniversary.



**THOUGHT-STARTERS** — Every man needs a wife because many of the things that go wrong can't be blamed on the government . . . You can always spot a well-informed man, because his views are the same as yours . . . Truth is rarer than fiction . . . The best possible aid to adult education is children . . . A person will exert himself 176 times as much to put something in an empty stomach as to do the same for an empty head . . . If you can keep your head when all about you are losing theirs, you simply don't understand the situation.

*He has a Ph.D. degree,  
Philosophical Daddy—*



*"Some girls are working girls—and some are working men."—Frances Rodman*

**FRENCH ENGLISH SPOKEN HERE** — Ever wonder why Frenchmen seem to speak English so peculiarly? A look in one of the many books intended to help Frenchmen speak English in ten easy lessons helps explain the mystery . . . For the Frenchman coming over on a boat, the book says that "How long before landing?" should be sounded thus: "Haou longue biffor lanndigne?" To ask directions, "Does this street lead to the market?" is to be spoken thus: "Deuz zis striit lid touze marktett?" . . . To decline a cigarette, "Sanks, ai neveurr smoke." Zo, satts how it happens French English sounds so full of zee's and esses.

*"Reality consists in referring yourself to the universe, not in making a universe out of yourself."—Sydney J. Harris*

**NEWS OF NEW THINGS** — Now on the market is a rubber sandpaper block which holds sandpaper 1 3/4 inches by 9 inches and is said to work especially well on narrow edges and inside curves . . . Housewives are offered a sponge mop with a built-in scrub brush and a sliding bar which permits the user to wring out the mop without bending over . . . An eastern chemical firm offers a \$1.98 kit of chemicals claimed to make it possible to remove more than 120 different kinds of spots from wool, rayon and cotton rugs . . . For names and addresses of suppliers of these products, write Hudson Newsletter, 431 Howard Street, Detroit 31, Michigan.

*"Mighty few of us get what we deserve—for which most of us ought to be mighty thankful."—Olin Miller*

**THE DRIVE-IN WITH INDIVIDUAL SCREENS** — A Missouri drive-in theater which opened recently provides a separate screen for each car . . . The theater is laid out like a wheel, with the projection booth at the hub. Cars park facing the center and in front of each car is a 30-by-40-inch transparent screen . . . By a method the inventor refuses to disclose, film run through the projector is directed on separate beams to each screen around the circle . . . Eventually, the theater expects to accommodate up to 200 cars, providing each carload of customers with just as good a view as any other.

*"You've passed the dangerous age when the first thing you ask of a pair of shoes is comfort."—Bertha Shore*

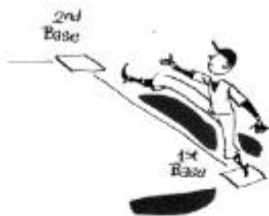


**SIGNS OF THE TIMES** — Illinois coal companies competing with rival fuel suppliers advertise "There's no Fuel Like Coal Fuel" . . . Rich-Texan brag by a Dallas firm: "Garage Upholstering" . . . Fair offer on a big truck-trailer noticed in Philadelphia: "For Sale. Reasonable. Will Gift Wrap" . . . A sign at the first tee of a Fairbanks, Alaska golf course: "All Moose Killed With Golf Balls Belong to the Club."

*"Some people who boast about their open minds should have them closed for repairs."—Dan Bennett*

**WHAT'S NEW FOR JUNIOR** — Patents have recently been granted for a couple of devices which ought to appeal to the small fry . . . One is a paddle with a breakaway handle, so that if dad swings too hard, the business part of the paddle dangles uselessly from the handle . . . Another invention for the cradle crowd is a baby carriage rocker. This device, powered by an electric motor, has an automatic timer mother can set to turn off the rocker after it has lulled baby long enough for him to go to sleep.

*"Production as I see it is merely a tool to be used by society for its own advancement. To produce more and more with less and less effort is merely treading water, unless we thereby release time and energy for the cultivation of the spirit."—Clarence B. Randall*



**ONE-SECOND SERMONS** -- No one was ever honored for what he received . . . You can't take second base and keep your foot on first . . . The man who begins to live more seriously within begins to live more simply without . . . Happiness begins when you start to think of yourself last . . . One way to be nice to your friends is to keep away from them once in a while . . . A little love during periods of distress is worth more than adoration during periods of happiness.

*"It's a wonder those pioneers ever made their way west, plodding toward the setting sun without dark glasses."—B. W. Boswell*

**THE TOLL-ROAD STORY** -- Pay-as-you-ride superhighways continue to sprout across the land, promising motorists swifter, safer, easier driving . . . In Ohio, work is going forward on a 241-mile east-west turnpike to extend the 327-mile Pennsylvania turnpike to the Indiana border. Indiana's legislature has approved the route for the 150-mile turnpike which will connect Chicago with the Ohio and Pennsylvania superhighways . . . New York is at work on a 427-mile thruway connecting Buffalo and New York City.

*"The richer a relative is the less he bothers you."—Paul Larmer*

**SUPER SALESMEN, JUNIOR GRADE** -- Advertisers have found another way to influence mom and dad through their boy or girl . . . It's by supplying miniature samples of everything from lipstick to linoleum in the various play kits sold for youngsters. Play doctor's kits now carry gauze and bandages with the manufacturer's name prominently displayed . . . Toy baking kits contain brand-name cake and cookie mixes. And so it goes. Some of the miniatures are empty boxes, but many contain samples of the real thing.

*"Anatomy is what boys and girls both have, but it looks better on girls."—Bette Sue Courtland*

**CATNIPS** -- She threw herself at him but her aim was bad . . . She's awfully left-handed since she got that engagement ring. She's Vogue on the outside and vague on the inside . . . That child has a bad memory, he only remembers things I promise him . . . Their little girl's so smart she can go to the psychiatrist all by herself . . . With her it was a case of love at first sight—of the new Hudson he was driving . . . I can only tell you this once because I promised not to repeat it.



*"The fellow who picks girls for the chorus lines needs a bead for figures."—Tom Elrod*

**THE USEFUL CYCLONE** -- The Chicago Transit Authority uses man-made cyclones to clean its busses in three minutes of all the debris that passengers have left during the whole day . . . A workman in mask and goggles goes into the bus with an air hose to pick up stubborn debris. A canvas bellows is fastened over an open door, and two huge fans create a vacuum which sucks out all the trash. The device cleans about 110 busses a day . . . The moral is, don't leave anything on a Chicago bus, unless you want it to be gone with the wind.

*"Never be afraid to hire a man smarter than you: if he works for you, you're smarter than he is."—Dick Grant*

**TV SPREADS ITS RANGE** -- In the time it takes you to read this item, two new television sets will be delivered somewhere in this country, and two more families will start through the change in habits that hits most new TV families . . . Limited to eight cities and 60,000 sets six years ago, TV by last summer had spread to 63 cities and 18 million sets. Since the lifting of the government freeze on broadcasting permits, more than 100 new stations have begun operations in 75 cities, and seven million more sets have been sold.

*"A lot of folks who are not intuitive make the grade by being sticktoitive."—Grace Wilcox*

**QUIZ ANSWERS** -- If you correctly matched the events on page one with their meanings according to superstition, your answers are 1b, 2c, 3a, and 4d.

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

*Your Hudson Reporter*