

# HUDSON Newsletter



Inside Newsflats . .

. . . and Automotive News

Tomorrow's Motor Car Today

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1953

## BURGDORF MOTOR COMPANY

2727 South Jefferson Avenue

St. Louis 4, Missouri

Phone Prospect 2621

**NOTES ON NOVEMBER** — Now we come upon the month of Thanksgiving, and there are those among us who may ask what we have to be thankful for . . . If you say the fighting has stopped in Korea, some will say it is only a lull before the "inevitable" horror of the first atom-bomb war which may destroy us all . . . They are the faint in heart, who fail to consider that the force of a thousand horror bombs is not as great as the will of one human to live—and to let live . . . For the faint of heart, now might be a good time to read history, and see that man has always lived in periods of wars and rumors of wars, famine and pestilence. He has lived through these periods, thus demonstrating his moral power . . . Let us strengthen ourselves with this thought, and be thankful that this is how we were created.

*"Giving a penny back on every empty beer can could do more for the scenic beauty of America than three new national parks."—Bill Vaughan.*



**TYPOGRAPHICAL TIDBITS** — A school test question asking, "What can be done to help prevent floods?" drew this answer from one student, "Floods can be prevented by putting big dames in the river" . . . Call for a contortionist in the Ediston, Georgia-Citizen: "Wanted—Boy to work inside and partly outside the counter" . . . A midwestern motel manager received this wire: "Have you suitable accommodations where I can put up with my wife?"

*"No matter how much a man criticizes his wife's judgment, he never questions her choice of a husband."—D. O. Flynn.*

**CALLING 20-YEAR HUDSON OWNERS** — Hundreds of letters have come in as a result of the note in the September Newsletter asking for names of those who have owned Hudsons continuously for 20 years or more. Many 30- and 40-year owners have reported in—even one Marblehead, Mass., man who has bought Hudsons since 1909, the year the first one was built . . . If you've owned Hudsons at least 20 years, drop a line to Tom Rhodes, Public Relations Director, Hudson Motor Car Company, 12601 East Jefferson, Detroit 14, Michigan, and let us know what you think of forming a "20-Year Hudson Owners Club," as suggested by one of our long-time owners.

*"Little girls who cried over spilt milk now think nothing of burnt toast."—J. C. Salak.*

**HOW WELL DO YOU KNOW ROAD SIGNS?** — Driving can be easier and more pleasant for all of us if we understand the meaning of the different SHAPES of road signs . . . To test your knowledge, see if you can match the four signs illustrated here with their meanings, given in scrambled order below: a) means STOP, never anything else, b) means caution, c) means there's a railroad crossing ahead, d) lists laws and regulations. . . . The correct answers are on page four.



1



2



3



4



**THOUGHT-STARTERS** — What's wrong with this country is that we're trying to run it with only one vice-president . . . What every boat needs is one small room that stands still . . . Two is company and three is when they usually go home . . . There must not be any politics on the moon, because there's no air there . . . If you see good in everybody you may be an optimist, and then again you may be nuts . . . The man who ridicules a woman trying to drive through a twelve-foot garage door usually sobers up when he tries to thread a needle.

*"There are so many English films being shown on Channel 2 that we call it the English Channel." — Lil Olsen.*

**GRASS IN THE DESERT** — American land management experts have surprised the Arab world by growing grass out of season in the deserts of Jordan . . . To contain the water from the two or three cloudbursts a year which water the desert, the Americans directed the building of L-shaped dikes, to keep the water from quickly running off down the valleys . . . Eddying around the ends of the dikes, the water is kept on the land for days and sinks to a depth in the ground where it is "stored" and tapped by long-rooted grasses. Within the first year, about 2,000 acres of the desert was thus reclaimed to produce useful forage.

*"The man who waited days for a stagecoach has a grandson who swears if he misses a slot in a revolving door." — Dr. John C. Kranz, Jr.*

**AUTOMOTIVE NEWS CAPSULES** — The crookedest road in the United States is up Cheyenne Mountain near Colorado Springs—it's seven miles long within an area of 1½ square miles . . . Seventeen state legislatures rejected vehicle inspection bills in sessions this year . . . California motorists are given a \$500 auto accident medical insurance policy providing they buy 150 gallons of gas at certain service stations . . . A Springfield, Mass., filling station employs a hostess to assist women passengers in customers' cars . . . A Houston, Texas service station is equipped with a mobile air conditioner which changes the air inside cars while they are being serviced.

*"These days the prices of most items in the stores are counter-irritants." — Franklin P. Jones.*

**DAFFINITIONS** — Gentlemen's agreement: A deal neither party wants put in writing . . . Weatherman: Scientist with \$25,000 worth of equipment and a hunch . . . Boy: A noise with dirt on it . . . Celebrity: Ordinary man far away from home . . . Style Expert: One who gets women to pay more for less clothes . . . Story teller: Person who has a good memory and hopes you haven't . . . 4-D movie: 3-D with a plot . . . Bachelor: Eligible man of obstinacy entirely surrounded by suspicion.



*"Folks who slap you on the back expect you to cough up something." — Mary Singleton.*

**RAISING FISH AND RICE IN ARKANSAS** — Progressive Arkansas farmers are raising fish and rice on the same land, and finding it a profitable operation . . . To rebuild the soil, rice farmers began to stock their idle irrigated land, where water stands one to six feet deep, with fish. Fish waste and organic matter feed great amounts of nitrogen into the land, which later on may as much as double the rice yield . . . Today, an estimated 6,000 acres of rice land is stocked with fish, thus providing rice farmers with additional income at the same time the quality of the soil is being improved.

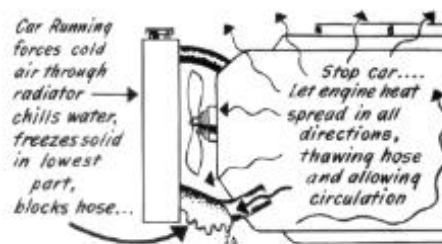
*"Give us the fortitude to endure the things which cannot be changed, and the courage to change the things which should be changed, and the wisdom to know one from the other." — Bishop Oliver J. Hart.*

# HUDSON Newsletter SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

CAUGHT WITHOUT ANTI-FREEZE? — (1) If boiling engine indicates frozen radiator, shut off motor. Driving even a dangerously overheated engine won't thaw radiator, for chilly air is forced through fins and super-cools the lower radiator hose where ice will not thaw and still halt circulation. (See sketch.)

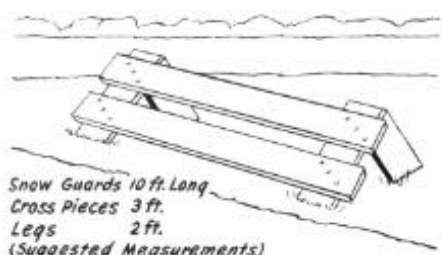
Let car stand, giving engine warmth a chance to spread forward and melt ice. (2) Be VERY careful if you remove radiator cap, covering with heavy cloth and turning at arm's length with face averted. Don't pour cold water into hot engine. (3) Draping hood with blanket can damage finish in damp climates or if alcohol is used. Best bet is proper anti-freeze protection which your Hudson dealer can provide at small cost.



*Faith: The basis of three great enterprises: love, democracy, and hash.*

POINTER FOR MOTORING SPORTSMEN — As a good handwarmer in a duck blind, or while changing a tire, an ammunition manufacturer suggests: "Slice an empty shotgun shell into 1/4-inch strips, cutting down toward the brass with a sharp knife. Twist the ends for easy lighting with a match. It will burn steadily for about three minutes, the wax coating providing an intense smoke-free flame hot enough to heat a cup of coffee...or burn a hole in your boat!"

*Truthful: The man who doesn't have to remember what he said.*



SNOW-GUARDS SAVE SHOVELING DRIVEWAY — Now's the time to get a few snow-guards ready — easily made of scrap lumber as suggested in sketch at left, with legs that can be knocked off for space-saving storage. Like the snow-fences of highways and railroads, these guards can be arranged with a little trial and error so that prevailing winds will no longer pile hip-high snowdrifts in your garage drive or roadway.

*Popularity: Knowing a lot of uninteresting people.*

THIS CAN FOOL YOU — You roll along on a brisk but sunny November day. The road is dry, traffic light, you haven't a care in the world. Then, as you speed across a bridge, your wheels slue dangerously and — if you hit the brakes — you may plunge through the guard rail! How come? Cool breezes swirling around bridge super-cool moisture by evaporation into an almost invisible film of frost or ice — good reason to be wary of bridges.

*Clever: A woman who knows how to give a man her own way.*

IF CAR RADIO GOES DEAD — Park in a quiet area and listen for hum that should come from the vibrator. A — No hum indicates: (1) Blown radio fuse (replace). (2) "Open" circuit (look for breaks or loose connections, especially in cable that supplies "juice" to set). (3) Vibrator defective (strike fuse clips together — but do not hold together — see sketch. This may "spark" vibrator back into operation). B — If vibrator hums, check antenna by disconnecting lead-in at set and substituting length of insulated wire. Hold end in hand and if radio plays, car antenna is faulty or grounded.



TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON



# Money talks . . . but it doesn't say *Everything*



"What will we use for money?"

The answer—ever since Eve nagged Adam for a new Easter fig-leaf—has been "almost anything" including sheep, tobacco leaves, cattle, grain, wool, and even wives!

"Don't take any wooden nickels . . ." although they once were legal in the United States and Holland. Or perhaps you'd rather be paid off with some of the "legal tender" portrayed on these pages. The pictures show just a few of the types of money comprising the large collection of The Chase National Bank in New York. This collection is one of the most comprehensive in the world and contains about 75,000 specimens. Included are elephant tails, woodpecker scalps, stone wheels, bullets, tea bags, whales' teeth, and gum drops.

"You can't take it with you!" Uncle Sam reminds us on March 15, but an Aztec would mutter "Nuts!" as he nibbled kernels of his cocoa-bean money.

Roman soldiers ate their pay—salt. Hence, our word "salary." You may be "worth your salt" but you prefer your pay envelope full of "sugar" . . . or cash, dough, jack, mazuma, moola, filthy lucre, dinero, tin, brass, gelt, iron men, rhino, pocket lettuce, cabbage, kale, clams, fish, chips, shekels, simoleons, spondulics, bucks, frog-skins, green backs, the long green, wad, pile, roll, bundle, swag, loot . . . while "two-bits, four-bits, six-bits (25c, 50c, 75c)," show the ancestor of our Almighty Dollar (eight bits) to be "Pieces of Eight" of pirate days.

Elephant tail bristles used as currency by West African natives. They are valuable because of their scarcity. One tail bought two slaves and 50 bristles were worth \$1.50.



Salt money from West Africa in rock form and wrapped in reeds. Salt is a very ancient form of money. The Roman legions were paid partly in salt (*sal* in Latin) and hence the English word "salary".



Our "root of all evil" roots object. Thus, the Eskimo counts his riches in fish-ho

But no matter the medium "money" in ANY form ca

Consider, for example, the is your motoring comfort safety and protection given construction? \$50? \$50,000 pay for the road-hugging st Action with Super Inductio stock car wins . . . the car-c

You alone can set the valu no extra cost. While other safety, luxury . . . dependa in the long run? Today, as

\*TRADE MARK PATENTED

Copper cross money from the B a wife is the most important fun primitive peoples, and the copp used exclusively for this purpos





This stone money from the island of Yap represents the largest coinage in the world, measuring up to 12 feet in diameter. This specimen is worth a wife, a canoe, a quarter acre of land, or ten thousand coconuts. A U.S. half-dollar is held in center to show the contrast in size.



How the term "bits" came into being. Here are segments of the Spanish Milled Dollar or Eight Reale piece (Pieces of Eight of pirate fame). To make change the coin was frequently broken into equal sections. Thus, two bits of the Piece of Eight made a quarter of a whole dollar.

Here's money that DOES talk, or at least it rings with a soft, sweet tone. This bell money made of iron is the product of one Rhodesian tribe which circulates it as money throughout the area.



Spanish doubloons, gold coins mentioned in tales of piracy and the Spanish Main. They are stored in this special wooden case in which receptacles have been drilled out for each denomination.

evil" roots back to primitive people whose "money" was any available everyday. The Eskimo measures his wealth in blubber and reindeer. The South Sea Islander uses in fish-hooks and sea-shells.

the medium of exchange there will ever remain those priceless things that mere form cannot buy.

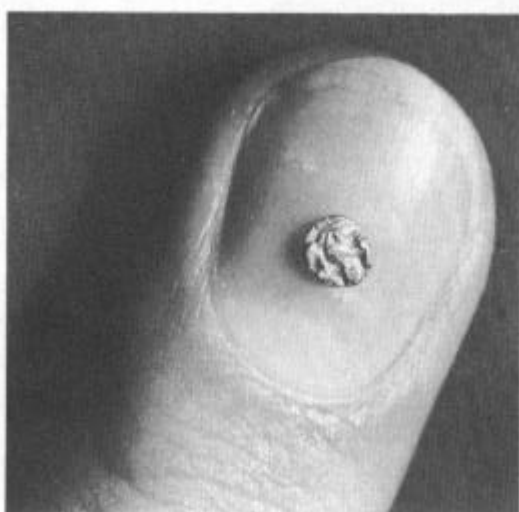
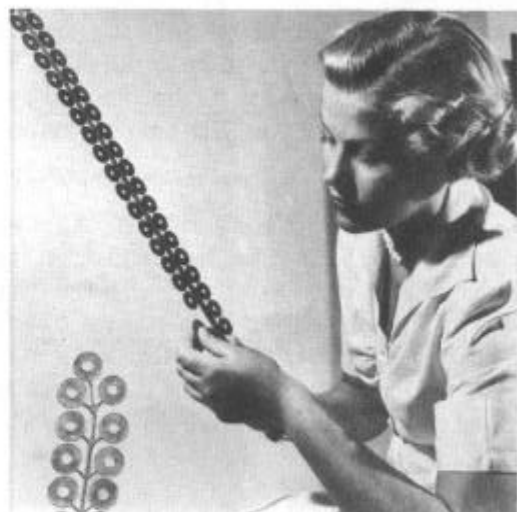
example, the plus values of your investment in Hudson car ownership. How much comfort worth? \$100? \$500? \$1000? How do you evaluate the steel-girder section given you and your loved ones by the Hudson Monobilt Body-and-Frame\* \$50? \$50,000? If you could buy them as "extras" on other cars, what would you add-hugging *stability* of "Step-Down" design . . . the dazzling *performance* of Instant per Induction Engines . . . the ability to "take it" and still *keep going*, proved by . . . the car-of-the-future style and beauty that will *stay new*?

set the value on these and many other priceless extras that Hudson gives you at. While others spend money on "a car" you are rewarded with pride, prestige, . . . dependably durable quality throughout. And doesn't *quality* always cost *less*? Today, as always, it's not what you pay but what you *get*.

from the Belgian Congo. Buying important function of money among and the copper cross currency was for this purpose.

Money does grow on trees. This curious coinage, made of either copper or tin, comes from China and Malaya. It is cast in this "tree" form from which individual coins are broken off as needed.

The smallest coin ever used is this minute bit of metal which weighs only one grain. It came from Travancore on the Malabar Coast of India. Note its size as compared with a finger nail.



# H HUDSON H HEADLINES AND B BY-LINES

**ARE YOU A HURRICANE DRIVER?** -- Ever take a look at a wind scale? A wind of 25 to 38 miles per hour is marked as a strong wind on a wind scale . . . A gale is any wind which registers 39 to 54 miles per hour on the wind scale. A whole gale is a wind of 55 to 74 m.p.h. velocity . . . And a hurricane is anything over 75 m.p.h. Next time you're tempted to drive 75, think of the damage a hurricane can do, and consider the fact that if you drive 75, you can destroy anything in your path—and yourself—just as quickly as the worst windstorm.

*"The man who is always working around the house usually fixes things for his neighbor."—Al Spong.*

**MAN'S FIRST TOY** -- When baby shakes his rattle gleefully, he's playing with what is probably the oldest toy known to man . . . The rattle has been traced back 2,000 years before Christ, when dried seeds and pebbles were put in hollow nuts and gourds for the amusement of the caveman's kiddies . . . Some of our remote ancestors used rattles in religious ceremonies, but there's very little ceremony connected with the way junior bangs his bright-colored plastic noise-makers around nowadays.

*"Ever since I started flying jets I've been driving cars slower and slower. I can't explain why—just cautious."—Maj. James Jabara.*

**UNCLE SAM—HOTEL KEEPER** -- The biggest hotel keeper in Europe is the U. S. Army, which operates 17 hotels, seven villas and numerous other rest facilities for American G. I.'s and their families in the resort towns of Garmisch and Partenkirchen in southern Bavaria, Germany . . . In the valley where Julius Caesar's troops once rested, American servicemen on leave can relax at such below-cost rates as 75 cents a day for hotel rooms for enlisted personnel . . . There's a \$250,000 night club, bowling alleys, a roller skating rink, a modern service station and even an airfield.

*"Every man's a hero in his own home . . . at least until the company leaves."—Maurice Lazare.*

**LODGING ON THE CUFF** -- You can stop at many hotels today and not lay out a cent of cash except for tips, providing you carry one of the credit cards now offered by the American Hotel Association . . . The credit cards not only enable the traveler to charge room, eating and other expenses but also identify him for check-cashing purposes . . . One type card is issued to business firms for the use of their employees. Another type is issued to people with good credit ratings, at a charge of \$6 to \$12 a year.

*"I'm for anything I can't postpone."—Bugs Baer.*

**THE GRANDDADDY DOLLAR** -- Whether it shrinks or fattens in value, our silver dollar still can boast of its distinguished ancestry. It dates back to a large silver coin first issued in 1518 in Joachimthal, Bohemia and called the "Joachimthaler" . . . This being too much of a mouthful for everyday conversation, the coin soon became known simply as the "thaler". Other countries named similar coins after the thaler, changing the name slightly until in the United States it became the dollar.

*"These days everything is king size except the dollar bill."—Val St. Clair.*

**HEATING HINTS** -- For most of us, the winter heating has started, and we're cautioning the children to keep the doors shut to avoid heating all outdoors . . . Here are a few other ways of making heat stretch: Keep registers clear of furniture and other obstacles, and paint them only with oil paint . . . Cut off the heat in unused rooms. Keep the humidity high. And wear enough clothes to be comfortable indoors at 70 degrees.

## PLACES TO DRIVE YOUR HUDSON

### NOVEMBER

- 6-15 Arizona State Fair  
Phoenix, Arizona.
- 14-15 3rd Annual Fiesta De La  
Caudrilla, San Diego,  
California.
- 16 Big Game Hunts, Pisgab  
National Forest, North  
Carolina.
- 18-22 Mexico Road Race (from  
Guatemala to Juarez)
- 19-22 6th Annual American  
Kennel Club Licensed  
Beagle Field Trials, Dur-  
ham, Conn.
- 22-Dec. 13 New Jersey Annual  
Art Exhibit, Montclair,  
N. J.
- 22-23 Wyoming Hereford Asso-  
ciation Show and Sale,  
Casper, Wyo.
- 24-25 Turkey Derby, Columbus,  
Kansas.
- 26 Pilgrim Thanksgiving,  
Plymouth, Massachusetts.
- 26 Christmas Balloon Par-  
ade, San Francisco, Cali-  
fornia.
- 28-Dec. Dec. 1 Illinois Flower  
Show, Chicago, Illinois.
- 28-Dec. 3 28th Annual Great  
Western Livestock Show,  
Los Angeles, California.
- 29 Gymkhana and Pet Show,  
Pinehurst, North Caro-  
lina.
- 29 100-Mile Stock Car Race,  
West Palm Beach,  
Florida.

### DECEMBER

- 6-Jan. 9 14th Madonna Festival,  
Santa Ana, California.
- 12 Winter Carnival, Hoboken,  
New Jersey.
- 12-19 Englewood Singing Christ-  
mas, Englewood, Colorado.
- 13-Jan. 1 Christmas Celebrations,  
Williamsburg, Virginia.



ONE-SECOND SERMONS — We were given eyes to look at most matters, and eyelids to overlook some . . . The spectator doesn't get half the fun from life that the participant does . . . It's no use having a 10 x 12 mind if you've got a 2 x 4 soul . . . Some principles are nothing but prejudices with neon halos . . . If you haven't got it on the inside, you can't see it on the outside. Be dumb enough to believe in luck, and smart enough to make luck happen . . . Man is like steel—useless if it loses its temper . . . All men have burnt toast for breakfast now and then.



*"One advantage of being married is that you can't make a fool out of yourself without knowing it."—S. A. Shilling.*

FASCINATING FACTS — Elementary schools have 1,300,000 more children to cope with this year than they had a year ago . . . Four years of college cost about \$7,000 today . . . A San Francisco importer offers to mail elegant diners canned oysters with "genuine pearls inside" . . . Italy is now larger than France in population—45 million to 40 million . . . A Philadelphia veterinarian is planning to offer medical insurance for pets . . . The 3-D movie, "House of Wax," was directed by one-eyed Andre de Toth, who cannot perceive depth . . . A Chicago firm is offering a cigarette case with a cutter for converting packs of king-size cigarettes into "forty quick smokes."



*"Nowadays apples are so expensive it's cheaper to have the doctor."—Jack Herbert.*

CATNIPS — Anyone who thinks she can't take a joke ought to look at her husband . . . It must have been a wonderful party, they were all sick the next day . . . The only reason their house is still standing is that the termites are holding hands . . . He must have taken her to be his awful wedded wife . . . She heard the government was disposing of its rubber plants, so she wrote her congressman for one . . . She's built like Monroe—Fort Monroe . . . Give her an inch and she thinks she's the ruler . . . She left her job because of illness; the boss got sick of her.

*"When are we going to have more candidates to vote for and fewer to vote against?"—John T. McCutcheon, Jr.*

NEWS OF NEW THINGS — A new safety container for pills has a special lid that is pressed in the center and then lifted off. The maker says that children under 5 rarely have the strength to release the cap . . . A Chicago firm offers plastic-coated shelf paper which is said to stick to wood, metal, glass or painted surfaces without tacks or glue, and is easy to remove when it is desired to change paper . . . A Pennsylvania firm offers a plastic sheet to be placed over windshields to keep off ice while the car is parked. The sheet is held in place by the car doors and windshield wipers. For names and addresses of the suppliers of these products, write the Hudson Newsletter, 431 Howard St., Detroit 31, Michigan.

*"Put two and two together and result is always the same—bridge."—Paul Larmer.*

A NATION OF ACHING BACKS — Low back pains caused by unusual exertion of unused back muscles are common among adults, but two New York medical researchers find that many American youngsters seem likely to join their parents complaining, "Oh my aching back!" . . . Half of 4500 children tested failed to pass five muscle fitness tests, one of which was to touch the floor without bending the knees . . . The researchers blame the fact that today's youth ride to school, use elevators more often than stairs, and watch sports rather than actively playing themselves.

*"No ray of sunlight is ever lost, but the green which it awakes into existence needs time to sprout, and it is not always granted to the sower to see the harvest. All work that is worth anything is done in faith."—Albert Sweitzer.*



**SIGNS OF THE TIMES** -- The lead car in a horn-tooting procession through Evansville, Indiana, bore these two signs: "Just Married" and "Watch Evansville Grow" . . . A Philadelphia dentist calls his country home "Tooth Acres" . . . Mexican hillbilly sign in a Dallas restaurant: "Chili Con Corny" . . . That'll-hold-him-report in the Memphis Commercial-Appeal: "Scientific Wife Fixes Drip" . . . A garage mechanic who tired of kibitzers getting in his way posted this sign over his work-bench: "Next Performance 3 p.m."

*"Fellow I know has had the same umbrella for 20 years. That's long enough; he ought to return it." — Boots Birdsong.*

**FOR THE LADY OF THE HOUSE** -- To get the highest gloss when polishing linoleum or tile floors, apply several thin coats of wax, allowing each coat to dry thoroughly before the next application . . . Small grease spots can be taken out of clothing by sprinkling the spot with talcum powder and then pressing the garment with a clean dry cloth over the spot . . . To clean a greasy frying pan, cover the bottom with boiling water, add a teaspoon of washing soda, and boil till the grease is dissolved.

*"You are only young once and if you work it right, once should be enough." — Bertha Shore.*

**GIVING A GADGET FOR CHRISTMAS?** -- For those friends who "have everything" you can find on the market several new home gadgets they may find interesting as well as efficient . . . For instance, a Thermo-Bowl, a plastic dish with an air layer between inner and outer layers of plastic, to keep hot dishes hot and cold dishes cold . . . A left- or right-handed iron, with plug-in sockets on either side of the handle, so the cord can be plugged in on either side . . . And perhaps a canister set of pliable plastic, which is said to be stain-proof, crack-proof and virtually indestructible.

*"Every man who puts a new idea across finds ten men who thought of it before he did—but only thought of it." — Louis Morris.*

**NATURE'S WEATHERMEN** -- We all know that if the groundhog sees his shadow February 2, it's supposed to mean six more weeks of winter, but not many of us are familiar with some other creatures of nature who often predict the weather in peculiar—and sometimes accurate—ways . . . When fish swim near the surface of water and jump out frequently, there will be a storm. Another sign of bad weather a-coming is hens rolling in the dust, or going to roost later than usual . . . City folks can tell a storm will blow up when cats begin to lick their hair.



*"The saddest words of tongue or pen: 'We just sold Junior's buggy when—'" — Jim Reed.*

**BURGLAR-PROOF YOUR HOUSE** -- You can never make your house 100% burglar-proof but you can do a few things to greatly lessen an intruder's desire to break into your house . . . Put good locks on windows and doors, and lock them all. Always hook storm windows and screens from the inside . . . Fencing even a part of your yard will discourage burglars, who like a clear road of escape. If you leave the bathroom light on, a burglar can't be sure no one is home, even after ringing the doorbell and getting no answer, and probably won't risk entering . . . And don't forget man's best friend — a dog.

*"Nothing is ever lost by politeness, except your seat on the bus." — T. Harry Thompson.*

**QUIZ ANSWERS** -- If you matched the shapes of the road signs on page one with their correct meanings, your answers are 1b, 2d, 3a, and 4c.

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

*Your Hudson Reporter*