

HUDSON Newsletter



Inside Newsletters . .

. . . and Automotive News

Tomorrow's Motor Car Today

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BURGDORF MOTOR COMPANY

2727 South Jefferson Avenue

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Phone Prospect 2621

THE BEST GIFTS OF ALL — This is the month when we give generously the things that money can buy. How seldom we give that most difficult gift to offer — ourselves . . . This year, among the Christmas packages, let's include love and affection and mutual trust, wrapped in the strong bonds of friendship and family union . . . And for useful year-'round presents, don't forget sincere interest in one another, and a good example of living according to our religious faiths . . . All of us in the big Hudson family wish all of you at your house a Merry Christmas and a hopeful, happy 1954!

"If most of us practiced what we preached, we'd work our fool selves to death."—Mary Louise Wright.



SIGNS OF THE TIMES — A billboard in the midst of Utah's vast salt flats reads: "Monotonous, Ain't It?" . . . Hep sign seen on the door of a music store which had failed: "Real Gone" . . . A Pontiac, Mich., store advertises in its window: "Customers Wanted—No Experience Necessary" . . . A pretty girl was seen driving through San Francisco in a new car with its side caved in, and above the cave-in a sign: "My Husband Did It" . . . Motto posted on an executive's desk: "Use you head, it's the little things that count."

"With that new hair style, from the back you can't tell if it's a man who needs a haircut or a woman who's had one."—Bo McLeod.

AUTOMOTIVE NEWS CAPSULES — Indiana State Police patrol cars carry signs on their back bumpers advising motorists that the speed limit is 65 miles per hour . . . There are enough motor vehicles in this country to carry its entire population at one time, plus the 45 million people in Italy . . . The average octane rating of regular gasoline is about 85; the average rating of premium gas is 92 . . . It is estimated that 2,726 different makes of cars have been manufactured in the U. S. during the last 50 years.

"You never lose a friend by lending him money—it's when you try to get it back."—Dan Bennett.

WINTER-DODGERS — People run indoors and out all winter, but some animals play it smart and hibernate. They go "indoors" when winter approaches and stay there till it goes . . . See if you can pick the four animals which doze away the winter "indoors" from this list: Squirrel, badger, woodchuck, possum, raccoon, chipmunk, black bear and rabbit. The correct answers are on page four.



DAFFYNITIONS — Cocktail party: Glass reunion . . .

Nervous: In a hurry all over . . . Broadmindedness: Highmindedness flattened by experience . . . Parking space: An unfilled opening in an unending line of cars near an unapproachable fire-plug . . . Nickle Plate: Five-cent denture . . . Sterling performance: Polishing the silver . . . Wrestling mat: Pin cushion. . . . Community Chest: Where all the begs are put in one ask-it.

"Don't worry about finding your station in life. Someone will tell you where to get off."—Marie Dornfield.

RUSSIA'S BIGGEST TAX BITE — Another good reason to be glad we're not living in Russia is the fact that the Soviet government imposes a hidden sales tax which almost doubles the cost of everything the ordinary citizen buys . . . Total retail sales in Russia this year probably will amount to about 450 billion rubles (around 112 billion dollars). Of this, about 210 billion rubles will pay for the merchandise itself, and the other 240 billion will go to the government . . . From its annual income of about 8,000 rubles (\$2,000), the Russian family pays about 4,000 rubles in sales tax alone.

"It's getting more expensive to go away—it's harder to make weekends meet."—Paul Larmer.

FOR THE LADY OF THE HOUSE — To cool a freshly-baked pie quickly, sit it on a colander, to permit the air to circulate on all sides . . . To make a wide straight stirring edge for use on foods which burn or stick to utensils, saw a wooden spoon across the widest part of its bowl . . . Slippery material won't slide as you sew if you wrap a towel around the leaf of your sewing machine . . . Place neckties between the leaves of a magazine to keep them unwrinkled when travelling.

"Rip Van Winkle couldn't sleep 20 years nowadays. He'd be allergic to something around his bed."—Carey Williams.

THOUGHT-STARTERS — Archaeologists have found prehistoric skeletons with their backs broken, proving there were taxpayers in those days, too . . . No man ever tried on six suits, twelve hats and four pairs of shoes, and then wished he'd brought some money along . . . Often the best thing about a popular song is that it's not popular long . . . Practically every wife finds the perfect husband—married to the woman next door . . . Women drive faster than men because they don't have anyone in the back seat telling them to slow down.



"Washing a youngster's mouth for saying a bad word is water over the damn."—V. M. Kelly.

ROSES BY SEVERAL OTHER NAMES — A Philadelphia loan company officer, for his own amusement, compiled a list of the titles people give themselves to make their jobs seem more important . . . One man listing himself as a Customer-Liason Representative was found to be a clerk in a haberdashery. A Traffic Dispatch Supervisor was working as a laundry delivery man . . . A young woman who called herself Assistant to the Vice-President turned out to be a stenographer. Our report fails to note that the gaudy titles had any effect on the loan company.

"There are some men who never fall asleep in church—Sunday hunters."—Frances Rodman.

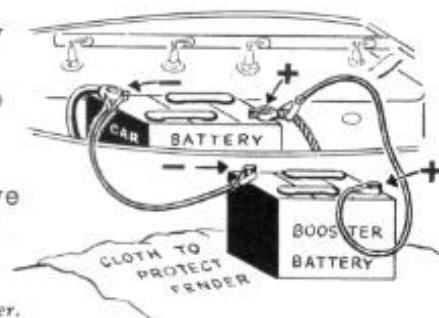
SOME FASTEST HUMANS — Any good cook can tell you a man moves pretty fast heading for the dinner table, but just how fast can a human move? . . . The fastest man can swim 2½ m.p.h., walk 9 m.p.h., run or ice skate about 22 m.p.h., and pedal a bike 76 m.p.h. By comparison, an elephant can travel 32 m.p.h. at top speed and a lion can run twice that fast . . . The sensible conclusion to draw from all this is never go into the jungle without your bicycle.

"When nothing seems to help, I go look at the stonecutter hammering away at his rock, perhaps a hundred times without as much as a crack showing. Yet at the hundred and first blow it will split, and I know it was not that blow that did it, but all that had gone before."—Jacob A. Riis.

HUDSON Newsletter SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

HOW TO USE A "BOOSTER BATTERY" — If your battery has an obviously hard time in cold weather, a spare well-charged battery may prove invaluable in garage or trunk. To assist your winter-burdened battery in starting, hook up this booster "in parallel" — that is, clip its positive cable to the positive post of your regular battery, negative to negative (doubling the electricity without changing its strength). Wiring the other way can ruin the coil.



Confidence: The feeling you have before you know better.

BABY CRYING? — To stop infants' after-feeding crying, child psychologists say "... he needs some special soothing or entertainment ... a successful device is taking him for a short evening ride, preferably in the country ... Stopping and starting at traffic lights may disturb the very young infant, although it holds considerable interest for the older baby."

Bachelor's Life: Just one undurned thing after another.



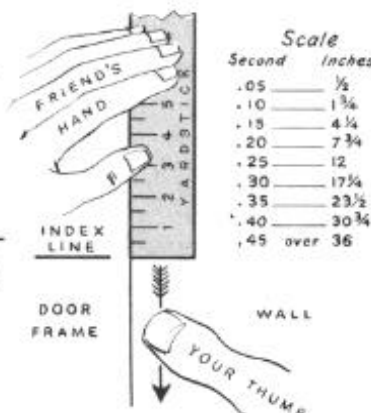
SPARKPLUG TIPS — OILY BLACK DEPOSITS — oil entering cylinders because of worn rings, pistons, valves, etc. **DRY BLACK DEPOSITS** — incomplete combustion caused by too much choke, defective ignition, too rich fuel, stuck valves, excessive idling, choked air filter, too cool plugs. **BLISTERED AND ERODED** — overheating due to clogged cooling system, improper timing, too lean fuel, ill-seated valves, accumulated carbon, careless installation, too hot plugs. **POWDERY GRAY OR BROWN DEPOSITS** — normal, but clean regularly. **CAUTION** — in removing plugs, loosen two turns with proper wrench, then wipe or blow edges to keep dirt out of cylinders. Treat plugs carefully. Use new gaskets every time. Torque to 25 to 30 ft. lbs. If a torque wrench is not available seat the plug finger tight and tighten 3/4 turn with a wrench.

Women's Tears: First successful fluid drive.

YELLOW MEANS "STOP" — A red traffic light isn't the only light that means "Stop"! So does the yellow one that often precedes it. This yellow warning is NOT an invitation to rocket through the intersection hoping to "beat" the red light. Out of the cross street may shoot some accelerator-happy hot-rod trying to take off a split second BEFORE his light turns green. Two cars, both accelerating, in the same place, at the same time — dynamite!

Crook: A business rival who has just left the room.

MAKE YOUR OWN "GRAVITY CHRONOSCOPE" — To test your reaction time mark a yardstick as indicated (.05 second at 1/2 inch, etc.) Use a doorframe as a "track", marking at eye level an "index line", even with which the bottom (zero) of the yardstick should be held by a friend. As soon as you see the stick move (your friend is to release it without warning) try to stop it by pressing it against the wall with your thumb. The index line will show your reaction time on the yardstick. Average ten tries. Multiply by three for "highway reaction" — and remember, at 60 MPH you travel 88 feet per second, even before brakes BEGIN to stop car!



TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON

Safe Driving Tips

★ **THERE'S NO MIND READER BEHIND YOU!**—Less than one tenth of one per cent of the population is made up of professional mind readers. So you'd better assume that other drivers haven't the slightest idea of what you're about to do—stop, slow down, turn left or turn right. A shocking number of all accidents are caused by turning without proper signals. That's why you can often prevent an accident by making the proper signals adopted by your state—to let drivers know, unmistakably, what you plan to do.



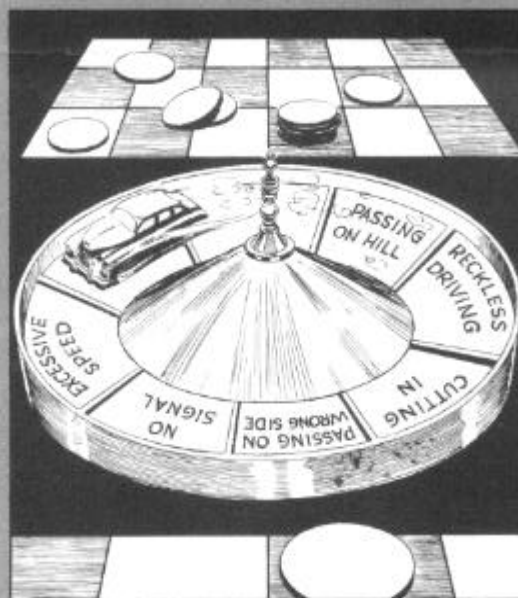
Remember, your life is in your hands—or your hand signals. Good reason to be sure your mechanical turn signals and stop lights are working properly. If not—and if you're relying on them without hand signals—you really need a mind reader behind you. Most of all, you need a visit to your Hudson dealer—because his service men know best how to check the electrical system of your car for safe operation.

Signalling, remember, is more than just a courtesy—it's a life-saving necessity.

★ **LIGHTS SHOULD HELP YOU SEE BETTER** at night? Maybe you have perfect night vision, but if you're meeting, the chances are he'll hit you. Remember the last time you overtook



★ **WHY PLAY "ROAD ROULETTE"?**—Perhaps a handful of Americans have been killed gambling at the dangerous Russian Roulette—that game in which you put a single cartridge in a revolver, spin the cylinder, aim at your temple and pull the trigger, betting your life that the bullet will not be in position to fire.



But more than 25,000 Americans died last year, and more than a quarter of a million were injured, taking bigger gambles by exceeding safe speed limits, driving or passing on the wrong side, cutting in, passing on curves and hills, improper signalling or none at all, or just plain driving recklessly.

Other players of "road roulette": the drivers who drive too fast for their headlights; squeeze through changing traffic signals; park and get out of their cars on the traffic side; cover most of their windshields with stickers showing where they've been so they can't see where they're going, and "just take it for granted" that their cars are in safe operating condition—never thinking of consulting service men trained to maintain their cars properly.

★ **ONE IS ONE TOO MANY . . . WHEN** can increase the seriousness of any traffic violation. In fact, it's practically certain you'll be convicted—and on the police blotter, stands for "had b



Tips

Reprinted from material provided by the National Automobile Dealers Association from information obtained from "Accident Facts" published by the National Safety Council and a compilation of National Insurance Statistics. These messages are offered in the hope that they will prove helpful to you in your constant cooperative efforts to reduce the circumstances that contribute to motor vehicle accidents and fatalities.

DO YOU SEE BETTER?—How fast are your vision reflexes at night? But if your lights blind the driver he'll hit you.

If you overtook a dark-clothed pedestrian, walking on the wrong side of the road at night? Did you see him in time—or did your lights pick him up after he was so close that you couldn't have stopped in time if he had stepped into your path?

That's what's known as "over-driving your lights." One simple remedy is to drive more slowly at night than you do in daylight—no matter what condition your lights are in. Another rule, just as good, is to have your headlights checked for focus, brightness, beam, tilt, and general safe condition. For really safe night driving, be sure all your lights are working safely—turn signals, stop signals, tail and parking lights, and dashboard lights.

No amount of good night vision will save you—if you can't see.



WHEN YOU DRIVE THINK OF THE PEDESTRIAN—And when you're a pedestrian yourself, think like a driver.

About 25 per cent of all fatal accidents are "collisions" between pedestrians and automobiles. But not all the blame is on one side. Observance of a few simple precautions on both sides can make you safer:



For drivers: Don't depend on the pedestrian to do the right thing in a tight moment. A hospital bill or a manslaughter charge can give you little satisfaction, even if you're in the right. Always stop for pedestrians in crosswalks—lights or no lights. Above all, be sure your car is in the safe operating condition that means quick, safe stops and reliability in emergencies. The safe way to be sure is to have it checked by your Hudson dealer.

For pedestrians: Be alert—and think about your walking. Don't jaywalk or cross against the traffic signals. On the open road, walk on the left, facing traffic. When you're driving, remember always to give a pedestrian the breaks—and brakes.

WHEN DRIVING—HBD! Those three letters of any traffic charge against you, and make it convicted—and increase your penalty. HBD, written for "had been drinking." And if they're written alongside a traffic charge against you, they mean trouble. It isn't necessary to be drunk while driving. "Had been drinking" is enough—even if you've only had those proverbial "couple of beers."

Only about 1,500 people died of poisons accidentally last year in the United States. Unless, that is, you count alcohol in a driver as a poison—which it is, judging by results. Last year about 22 per cent of all drivers or pedestrians involved in fatal accidents were those who "had been drinking."

For when a driver or passenger is taken to the hospital after an accident, the hospital all too often adds three more letters to the HBD on the police blotter. Those three letters are DOA—the abbreviation for "dead on arrival."



WILL YOU BE A STATISTIC TODAY?—One sure way to turn up on the accident side of the ledger is to get into an impatient hurry. Last year, insurance figures show nearly 14,000 Americans—almost 47 per cent of all fatalities—were killed by excessive driving speeds. Not much over the "safety limit"—just enough to be fatal. Nearly 600,000 were injured the same way—or about 39 per cent of all traffic injuries.



Many of them were drivers who resented speed limits—drivers who thought limits were set by stodgy legislatures bent on making motorists late for appointments. If you share their view, you're ready to fill a spot on the red side of the statistics column. Speed limits—better known as "safety limits"—are set by engineers who've tested and proved the safety margins for any given area.

Those engineers haven't tested and proved your car's mechanical safety. You have to take care of that—by letting the servicemen who know your Hudson car best keep it in safe operating condition.

HUDSON HEADLINES AND BY-LINES

HUDSON LEADS AGAIN! — Again this year, for the second year in succession, the national stock car racing championship went to a Hudson driver. This time, he's Frank Mundy, of Atlanta, Ga. Frank drove his 1953 Hudson Hornet to five victories and piled up so many points he had the championship won by September . . . He succeeds Marshall Teague, of Daytona Beach, Fla., another Hudson Hornet driver, who was battling to finish second when this was typed. We congratulate these men who help prove that on the race tracks as on the highway, Hudson leads the field in performance, durability and safety.

"The secret of many a man's success is application—for a marriage license."—Burton Hollis.

SAFETY TALK THIS IS — A Newsletter reader tells us of a safety leaflet distributed in Japan, which offers this advice: "Traffic rules help your safety. It is easy to speed upside down on this radio so that the traffic wants to break out oftenly . . . Please drive in safety and to avoid miserable accident." A clear case of slipping grammatical gears, perhaps, but who can quarrel with the thought?

"A kindergarten teacher is one gal who knows how to make the little things count."—Charles M. Sievert.

GOT YOUR HUDSON SAFE-DRIVING CHECK LIST? — How would you like to find out for yourself what the most common driving offenses are, and whether men or women are the most frequent offenders? . . . Before your next trip, stop in and ask us for your free copy of the Hudson Safe-Driving Check List. This provides space for you to keep score on various bad-driving habits . . . Maybe you can even settle the argument in your family over which sex makes the safest drivers.

"Time is money—especially a good time."—Kay Ingram.

IT'S GREAT TO BE A LOGGER TODAY — Maybe some of the romance has gone from the life of a lumberjack, but he's a lot better off today in every other way. He doesn't have to hole up in the woods all winter, live on beans, chop down trees by hand, and wait till spring to blow his pay on one big spree in town . . . Today, he drives home every weekend, eats as well in camp as at home, and mows the tall timber with a gasoline-driven saw. His production triples that of the old woodsmen, and he earns as much as \$200 a week, ten times what used to be fair pay for a logger.

"The best thing to save for old age is yourself."—L. S. McCandless.

WHAT WOULD YOU HAVE? — If you put together 89,000 pounds of cotton, 2,400 pounds of linseed oil, 3,200 pounds of wool, 2,000 pounds of soybean oil, 500 bushels of maize, 350 pounds of mohair, and 20 hogs, what would you have? . . . Give up? You'd have the farmer's contribution to every 1,000 automobiles made in this country today. Would you have guessed how dependent the automotive industry is on farming?

"Nothing improves repartee more than telling about it."—Franklin P. Jones.

RULES FOR RETIREMENT — You can snub the alarm clock and ignore the business news after you retire, but authorities advise you to follow a few rules to make sure you don't rust out from rocking on the patio . . . Keep active physically and mentally, they say. Not at the old relentless pace, but enough to feel alert in mind and body . . . And now that you have time, get into some community activity and get the satisfaction that comes from being of service to your neighbors.

PLACES TO DRIVE YOUR HUDSON

DECEMBER

- 8-11 International Light Tackle Sailfish Tourney, West Palm Beach, Florida.
- 8-12 Piney Woods Field Dog Trials, Kissimmee, Florida.
- 12 Winter Carnival, Hoboken, New Jersey.
- 12-20 Poinsettia Pageant, San Diego, California.
- 17 Ohio Aviation Art Exhibition opens at Dayton
- 19-Jan. 1 Midwinter Sports Carnival, New Orleans
- 20-21 Naples Canal Christmas Caroling, Long Beach, California.
- 24 Christmas Pageant and Caroling, Hot Springs, Arkansas.
- 27-Jan. 1 Southwestern San Carnival, El Paso, Texas.
- 29 Annual Basque Ball, Boise, Idaho.
- 31 New Year's Eve Fireworks, Pike's Peak, Colorado.

JANUARY

- 1 Sled Dog Races, Tawworth, New Hampshire.
- 1 Tournament of Roses parade and Rose Bowl football game, Pasadena, California.
- 2 Fire Pageant, Orange Bowl, Miami, Florida.
- 4-5 Silver Skates Carnival, Groton, South Dakota.
- 6 Twelfth Night Festival, Denver, Boulder and Cortez, Col.
- 7-10 Southern Louisiana Midwinter Fair, Lafayette, Louisiana.
- 8-11 Los Angeles Open golf tournament.
- 9 January Ski Carnival, Flagstaff, Arizona.
- 10-30 4th National Watercolor Exhibition, Sarasota, Florida.

ONE-SECOND SERMONS — Don't be a cloud because you can't be a star . . . If you're all wrinkled with care, now's a good time to get your faith lifted . . . The second fiddle is an important instrument in an orchestra playing a symphony . . . The trouble with folks we find fault with is they were born people instead of angels . . . Some people's religion is like their rheumatism, it only bothers them just before a storm . . . Every individual has a place to fill in the world, and is important in some respect whether he chooses to be or not.



"All men are experts at coaching a football team, raising the neighbor's children, and editing a newspaper."—H. M. Sutherland.

NEWS OF NEW THINGS — A squeeze bottle window washer is designed to spray cleaning fluid and wipe the window dry with a single stroke of the attached rubber squeegee . . . Now on the market are adjustable book jackets with paper covers and plastic spines to make the titles easy to read . . . Magnesium alloy silver cleaner used to draw tarnish off silver when dropped in dish water has now been fashioned as a trivet to double as a hot dish-holder on the table . . . For names and addresses of suppliers of these products, write Hudson Newsletter, 431 Howard St., Detroit 31, Michigan.

"It's hard to write a card or letter to someone bright who writes them better."—Vivian G. Gould.

CHRISTMAS EARLY AND LATE — Ours isn't the only land where Christmas festivities begin almost as soon as November is gone. France's holiday season begins December 4, St. Barbara's Day . . . Holland's big day is December 6, called Saint's Day in honor of Sinter Klaas, the "ancestor" of our Santa. Christmas Day itself is treated like an ordinary Sunday by the Dutch . . . In Italy, Christmas is a day of solemn worship, and boys and girls have to fidget until January 6 before they get to open their presents.

"There's nothing in the world thirstier than a two-year-old boy who's just been put to bed."—Boots Birdsong.



CATNIPS — A day away from her is like a month in the country . . . She takes everything as a matter of discourse . . . That band's so bad that when a waiter dropped a tray of dishes during the intermission, everyone got up to dance . . . She's the latest thing in secretaries, never comes in till 10 a.m. . . . Keeping a secret from her is like trying to sneak down past a rooster.

"No wonder the world's in a mess—a lot of squares are running around in circles."—Val St. Clair.

YOU, TOO, CAN BE A COMEDIAN — A national association of comedy writers offers a ten-point plan to would-be funny-men, but some of its advice may incite more mayhem than belly-laughs . . . Hope-to-be Berles are told to watch and imitate present comedy stars, and hunt through old joke books for material. Perhaps the most dangerous advice is for rookie jokesters to practice their routines in front of anybody who will watch, "no matter how you bore them" . . . The trouble is, if Junior opens the dinner conversation with, "A funny thing happened to me on the way to the table—" dad may reach for the switch.

"I think my psychiatrist is wacky. If I'm five minutes late for an appointment, he goes ahead without me."—Vic Oliver.

FAMOUS LAST WORDS — The alarm clock didn't go off . . . You can treat, but you gotta let me buy next time . . . I can eat anything . . . You're lucky to get my daughter, she loves to cook and sew . . . They sent us a Christmas card last year . . . The kids'll never look here for their presents . . . Leave the window open, fresh air can't hurt me . . . All promotions in this office are on merit.

"You can make almost anything out of live rubber, but once rubber has lost its elasticity, it is impossible to do much with it. When the grace of God goes out of a people, they are like rubber which has lost its life; they are just about ready for history's rubbish heap."—Archbishop R. J. Cushing.

WANTED: Man to
handle horses that
can speak German

TYPOGRAPHICAL TIDBITS — Attractive classified ad in a Palo Alto, California newspaper: "Moving East—Sell baby and household items" . . . High-spirited ending of a boxing match as reported in the Roanoke, Virginia World-News: "One official voted a draw and the other two spit on the winner" . . . A San Francisco restaurant owner advertises on his calling cards, "Don't Be Misfed by Imitations" . . . Editor-leaves-town item in a Nevada paper: "Mr. and Mrs. Blank received word that their daughter and her husband and their foul children moved to Washington, D. C."

"In a house the sun shines from the outside, in a home it shines from the inside."—Bobby Burns.

A THOUSAND BILLION PIECES OF PAPER — A business survey indicates that one out of every eight working Americans is a clerk who does nothing but create, sort and file pieces of paper . . . Every year, 62 million new drawers full of paper are added to the nation's business files. More than half the employees of banks and insurance companies handle paperwork and produce no new business . . . Experts say 40 per cent of the records now filed in offices could be thrown away, and another 30 per cent stored in warehouses, for occasional reference.

"The gravy train always has a full crew."—Tom Elrod.

BUSINESS-BOOMERS — Ingenious businessmen keep finding new ways to please their customers, and attract more of them . . . A Grand Rapids, Mich., barber pulls a gun on kids who come in his shop—a water pistol he uses to dampen their hair. The junior Hopalong Cassidys love it . . . To bring in business on chilly nights, a Brownwood, Tex., drive-in movie gives each driver in the audience a free gallon of gas. Customers can run car heaters "on the house," watch the show in comfort.



"The most hazardous existence we can think of is that of a long-tailed cat in a house full of rocking chairs."—Bill Vaughan.

WORN-NEEDLE DETECTIVE — Want to test your phonograph needles to detect when they're wearing out and likely to damage your records? A New York firm offers a blank "record" which it says will do the job . . . When "played" on your phonograph, this soundless record turns visibly gray if the needle is so worn it may mar your records. Grooved to run at fast and slow speeds, the test record can be used 15 to 20 times on each side.

"With most of us it's a 3-D world every day—dun, deposit and disburse."—Raymond Duncan.

FASCINATING FACTS — Dutch shoemakers are testing stretchable children's shoes, with adjustable metal backs inside . . . Congress will spend \$4,000,000 on 100 investigations this year . . . Four hundred Palm Springs, Calif., homes have been wired for closed-circuit televising of movies being shown at a local theater . . . Nearly half the people working today are employed on jobs which didn't exist 50 years ago . . . There are 26 mountains in Colorado taller than Pike's Peak . . . A Dayton, O., plant has 6,150 umbrellas on hand to lend to employees "caught" by rainstorms.

"A good wife laughs at her husband's jokes not because they are clever, but because she is."—Ronald Furse.

ANSWERS TO WINTER-DODGERS QUIZ — If you know your hibernating animals, you correctly named the woodchuck, raccoon, chipmunk and black bear.

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

Your Hudson Reporter