

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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JANUARY JOURNAL -- International Boy Scouting was born 46 years ago this month . . . And just five years later, the Hudson Motor Car Company introduced at the New York Auto Show the first American-built sedan-type automobile . . . If it's sunny where you live on St. Paul's Day, the 25th, legend says your part of the country is in for a pleasant 1954 . . . How are you doing on your good resolutions so far this new year?

"A quarter's not supposed to be as good as a dollar, but it goes to church more often."—Quin Ryan.



DAFFYNITIONS -- Friends: Two women mad at the same person . . . Gymnasium: Limber camp . . . Las Vegas: Where the wheels are steering people . . . Executive: Man who talks to visitors so that the other employees can get their work done . . . Naturalist: The guy who always throws sevens . . . Healthy Indian: Well red man . . . Optimist: Man sitting in a streetcar flirting with the girl standing in front of him . . . Cosmetics: Peach preserves.

"A speaker should remember that the mind can absorb only what the seat can endure."—Irene Renter.

GET YOUR DINOSAUR LICENSE HERE -- No one's furnished a verified report of dinosaurs roaming around Vernal, Utah for a million years or so, but the townspeople don't want a visitor to shoot one illegally, if one should be sighted. So now each Vernal visitor is issued a dinosaur hunting license . . . This document allows the tourist to "hunt, pursue, shoot and kill" a total of eight dinosaurs of four varieties. So far this season, no one has bagged his limit.

"Many women who once had hour-glass figures find that the sands of time run downhill."—Dan Bennett.

NO CHANGE -- A man can have \$1.15 cents in silver coins in his pocket, and not be able to change a dollar, half-dollar, quarter, dime or nickel. Can you guess what coins he has? The answer's on page four.

"If history repeats itself in the atomic age, it may make a long story short."—Bill Ireland.

GOT A BETTER MOUSETRAP? -- Are you planning to bring the world to your door by building a better mousetrap? Better give up. The same old trap that's been doing the job 130 years is hard to beat, mousetrap makers say . . . One mousetrap builder, however, gets an average of three letters a week from inventors, most of whom design clever and complex gadgets . . . So far, no one has improved on the simple spring-type trap (the one mounted on a block of wood)—and it has been used successfully since 1823.



THOUGHT-STARTERS — Nothing is harder on a woman's clothes than another woman . . . It's better to give than receive, because giving's deductible . . . Choices are difficult these days — bad company is risky and good company is monotonous . . . The average man says no to temptation once weakly . . . Hollywood's working on a movie you don't have to go into the theater to see; it comes out to see you . . . A prejudice can be made to look like an aspiration if one gazes at it continuously and in isolation.

"Ignorance is so hard to conceal because people always try to hide it in a public place." — Raymond Duncan.

PERHAPS YOU CAN AFFORD A SECOND CAR — Even if you can't afford two big new Hudsons, have you ever considered buying the useful miles left in one of our good used Hudsons? . . . You can expect any Hudson to deliver at least 100,000 miles of fine service, and we have excellent trade-ins with much less than half that mileage on them . . . Come in and see how economically you can buy the rest of that 100,000 miles—and know the enjoyment of having a second car in your family. And remember, a Hudson Jet makes one of the finest "second cars" any family could have.

"Some folks are like trained seals, they expect a fish after every performance." — Arnold H. Glasow.

THE 5-MILLION-DOLLAR BRAVES — Milwaukee got more than a baseball team from Boston when the National League Braves changed homes last season. A post-season survey shows the Braves brought 5 million dollars worth of new business to the Wisconsin city . . . It's estimated that the 450,000 out-of-town fans who came to see the baseball team spent almost \$11 apiece—outside the ball park. Small wonder there are so many bidders when a major-league baseball team looks for a new home.

"The main reason we never enjoy small talk is because it invariably comes in large doses." — A. C. Jolly.

SIGNS OF THE TIMES — An Oklahoma drive-in advertised: "Spend a delightful evening under the stares" . . . Hazardous advice in a shore-resort laundromat window: "Ladies: Leave your clothes here and spend the afternoon at the beach" . . . A Louisville church posted this sign outside its door: "Men of distinction prefer God" . . . Quick-bargain poster seen in the suburbs: "For Sale—Rushing wolfhound."



"Another problem for engineers is how to build streets a pedestrian can't cross in the middle of the block." — Clyde Moore.

AUTOMOTIVE NEWS CAPSULES — Two gallons of 1954 gasoline are equal in power to three gallons of 1925 fuel . . . In a Kansas highway study, a car driven up to 65 m.p.h. over a 295-mile course averaged 46 m.p.h. while a car driven up to 50 m.p.h. averaged 43 m.p.h. and used 11% less gas and 50% less oil . . . Keene, N. H., claims that its principal street, 175 feet from curb to curb, is the widest main street in the world . . . An automobile radiator throws off enough heat to heat a 6-room house on a day when the temperature is zero.

"A woman's promise to be on time always carries a lot of wait." — Stephen Leacock.

NEWS OF NEW THINGS — Now on the market is rug binding you can apply with only hammer and shears. It comes in eight colors . . . A tension-blade screwdriver holds a screw at any angle, to permit work in hard-to-get-at areas . . . A dusting mitt to use on pets has a built-in supply of pest-killing powder . . . For names of suppliers of these products, write Hudson Newsletter, 431 Howard St., Detroit, Michigan.

"Television today is often blamed for throttling conversation. It is the other way around. People turn in desperation to the TV screen to escape the boredom of meaningless gabble that starts from nothing and gets nowhere." — Hal Boyle.

HUDSON Newsletter SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

PREVENT FROZEN DOORS — Do your garage doors ever "freeze shut" when rain, sleet, or melted snow runs between door and frame and then freezes solid? A coating of oil (old crankcase oil is O.K.), brushed wherever door and sash surfaces meet, prevents this. See sketch.



Distance: Something missing between two parked cars.

COLD WEATHER STARTING — (Remember, as you shiveringly press the starter, every time that winter-stiffened engine groans over it drains the battery tremendously — so be skilful in starting right away, or you may not start at all!) (1) Of course, your car is tuned up; lubricants and anti-freeze correct for coldest possible temperature; battery fully charged. (2) Depress clutch. (3) Push accelerator to floor ONCE and release ("primes" and sets carburetor on fast idle), then hold part way down (DO NOT "PUMP!"). (4) Press starter. (5) As engine catches, hold accelerator for moderate idle. NEVER RACE A COLD ENGINE! (6) Idle a few minutes (garage doors open) until oil warms up. Drive at modest speeds till temperature is normal. NOTE: Heating carburetor helps in extra-cold weather. Keeping gas tank full keeps out moisture.

Monogamy: What most men believe in because enough is enough.



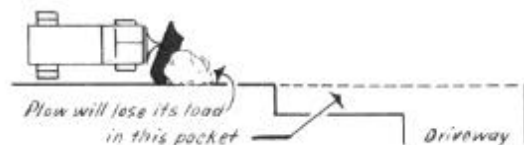
EXTRA WEIGHT HELPS — When that rear wheel spins helplessly on a patch of ice and you have no chains, sand, etc., to get your car moving, sometimes the needed traction can be supplied by having someone stand on the bumper above the wheel that won't grip. In this case, as in all others where your tires have trouble gripping an icy surface, starting in second helps, using a "feather-foot" — light on gas and clutch — to keep wheels from spinning.

Office: The place where you can relax from your strenuous home life.

HALT SAND-SALT DAMAGE — Sand on highways — plus salt in the sand — helps winter driving but harms cars unless exposed parts are protected from sand-abrasion and salt-corrosion: BODY — Guard with a good coating such as Hudson Liquid Glaze, then sponge corrosion-causing elements off frequently with plain water (detergents and soap may remove some of your protection). FENDERS AND FLOOR PANELS — Undercoat. CHROME — Hudson Chrome Protector is recommended for a protective coating and should be renewed if abrasion of sand thrown by other cars destroys coating. BEARINGS AND MOVING PARTS — Grease job forces out old grit and shuts out new.

Egotist: A man who thinks as much of himself as you think of yourself.

DRIVEWAY STAYS SHOVELED — Ever have to shovel your way back INTO your driveway that you shoveled out earlier in the day? Here's how to keep snowplows from refilling this opening: Dig a notch about 18 inches wide and eight feet long in the snowbank in the direction from which the plow comes. (See sketch). Following the line of previous plowings, the plow's blade will empty into this "pocket", leaving no snow to shove into your driveway. (Don't make the pocket too wide and obvious or the plow may swerve into it, defeating its purpose.)



TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON



An Album of Automotive Yesteryears

YES, automotive transportation has come a long way since the "brain-children" pictured on these pages helped write the very first chapters in the kaleidoscopic story of the motor car industry's drive to glory.

It's an incredibly rich story of progress, experimentation and individual initiative—and Hudson is proud to have contributed so many facets to it. Year after year throughout its 42-year history of engineering leadership, Hudson has "blazed the trail" with years-ahead advancements indelibly recorded in the industry's annals by a long list of automotive "firsts."

And now, in its three great series of all new cars for 1954—the Hornet, the Wasp and the Jet—Hudson once more leads the way with a wealth of new and exclusive features contributing to your motoring pleasure. And they are yours to enjoy in any price field you choose—including the lowest price field!

If you have not already inspected them in detail, we urge you to see and test drive these amazing new automobiles soon. Your Hudson dealer is ready to show and demonstrate all of their fresh, colorful features too numerous to describe here. Won't you accept this invitation to visit his showroom today?



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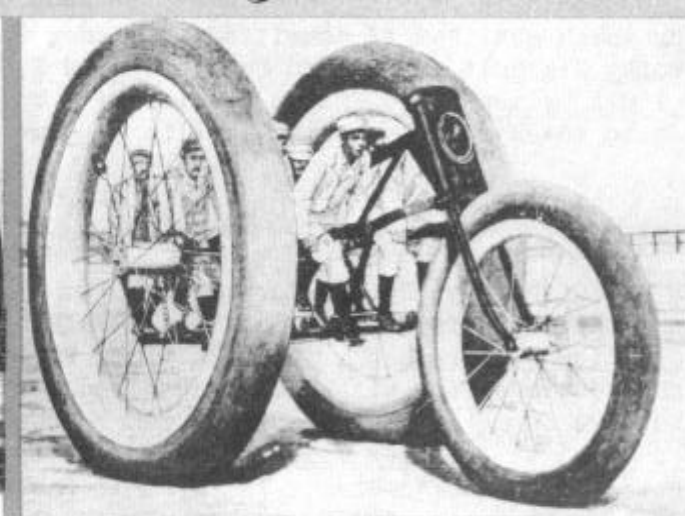
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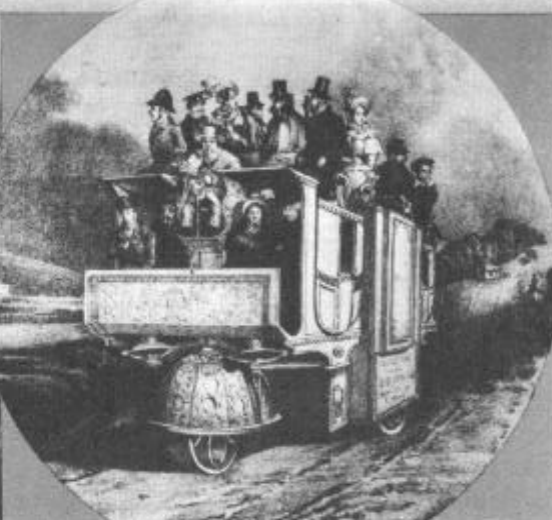
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1 This 1420 "automobile" was powered and operated by a system of ropes and wheels. There is little proof that it ever took to the highway, but it reveals the presence even then of man's desire for better transportation.

2 Looks like the "back seat driver" in this ancient "club sedan" did most of the work! Described as "John Vevers Travel Car," it was steered by cords and operated by a treadmill arrangement.

3 The early "automotive" inventors and engineers were certainly thorough if not practical. That they may have even explored the possibility of walking by steam is indicated in this reproduction from a colored copper engraving of a cartoon by English illustrator George Cruikshank.

4 One nice thing about this queer combination of a carriage operated by two bicyclists—the owner had no fuel problem! It was actually put on the market by a Berlin firm in 1889.

5 How to go places and see things—1869 fashion! While this Hemmings Unicycle or Flying Yankee Velocipede overlooked many comfort features, it did eliminate back-seat driving!

6 In 1899 this eight-passenger tricycle—largest in the world—served as an advertisement for a Boston tire manufacturer. The two driving wheels with 16-inch hubs were 13 feet in diameter; the steering wheel, 7½ feet. The tires, on wooden rims, were 14 and 16 inches in thickness.

7 "Fill 'er up!" requested the proud owner of this early steam automobile—and the 1820 service station man at left obliged by supplying charcoal at prevailing prices! The idea that the steam engine could be adapted to small vehicles was widespread early in the 19th century.

8 In 1824, English motorists toured the countryside in this steam wagon, a combination open and closed model. Its operation required fore-and-aft teamwork on the part of the steersman at front and the boiler attendant at rear.

9 Automobile traffic in England was handicapped until 1896. According to the old British law, owners of vehicles exceeding the speed of four miles per hour had to hire a man to carry a red flag in front of the coach. This was an early English auto.

HUDSON HEADLINES AND BY-LINES

HAVE YOU TESTED HUDSON'S INSTANT-ACTION ENGINE? -- To really appreciate Hudson's new Instant-Action Engine, you have to sit behind it and feel it perform . . . The familiar superiority of Hudson engines has now been enhanced by Super Induction, providing instant response to a touch of the accelerator, by means of a redesigned combustion chamber . . . Super Induction gives you added power in all speed ranges, added safety margin in emergencies. Come in soon and let us treat you to a ride in a 1954 Hudson, with its incomparable Instant-Action engine.

"Many a small boy is the kind of kid his mother tells him not to play with."—Mary Singleton.

BUMPLESS R. R. CROSSINGS -- A railway supply firm is promoting a railroad crossing it hopes motorists will swear by, not at. The device is a steel grating laid in sections wherever highways and railroads cross at grade level . . . The grating is easily removable for railway maintenance, and assures motorists of a crossing as smooth as the highway itself, the manufacturer says.

"It must have been difficult in the days of button shoes for anyone to get started on a shoestring."—Joe Williams.

WHICH SEX DRIVES MOST SAFELY? -- Last month, we invited you to our showroom to pick up your copy of the Hudson Safe Driving Check List, to keep your own score on driving offenses, and by which sex they're committed . . . Now we can give you one report from experts. Dorothy Mignault and Claire Emory counted 2,061 violations in a coast-to-coast trip, 1,821 by men . . . That's a ratio of 6 to 1, far out of proportion to the ratio of men to women drivers, which is 7 to 3. Come on, men, we can improve that record.

"The good old days are probably those when you were neither."—Franklin P. Jones.

THE FIRST HITCH-HIKERS -- In the days long before autos, two men often were forced to share a horse on a long trip. The first would start walking and the second would follow on horseback . . . The rider would pass the walker and continue some distance ahead. Then he'd hitch the horse and hike on . . . When the first man reached the horse, he'd unhitch it and ride some distance past the second man before hitching the horse again. The men alternated "hitching and hiking" to the end of the journey.

"The best way to prevent a fire is to insult the janitor."—Marie Dornfield.

BREAKFAST BRAINSTORMS -- People in other lands have their own ideas on preparing and eating breakfast foods . . . In Denmark, they like raw rolled oats. Cubans sprinkle corn flakes on their coffee . . . Belgians stir flakes, milk and sugar into a porridge. Scotchmen have been known to substitute Scotch whiskey for cream on their oatmeal . . . Catsup, anyone?

"I call my husband Confetti, because he scatters everything around the house."—Lil Olsen.

ARE OLD WAYS THE BEST WAYS? -- Just because you've done your work a certain way a long time doesn't always mean that's the best way. In fact, this might be one of the best arguments for hunting a new method . . . One businessman suggests, "After you've done it the same way for two years, look over the method carefully. After five years, view it with suspicion. After 10 years, at least try a new method."

PLACES TO DRIVE YOUR HUDSON

JANUARY

- 10 Desert Sun Rodeo, Wickenburg, Ariz.
- 11-15 Pennsylvania Farm Show, Harrisburg
- 14-15 American Kennel Club Annual Dog Show, St. Petersburg, Fla.
- 15-24 International Auto Show, San Diego, Calif.
- 15-25 National Western Horse Show, Stock Show and Rodeo, Denver, Col.
- 16 Starlight Frolics, Sarasota, Fla.
- 23-31 Sportsmen's and Boat Show, Hartford, Conn.
- 23-24 Annual Camellia Show, Jacksonville, Fla.
- 25-Feb. 1 Winterset, Aspen, Col.
- 25-29 Antiques Forum, Williamsburg, Va.
- 29-Feb. 7 Winter Carnival, St. Paul, Minn.
- 30 Ball de las Flores, Tucson, Ariz.
- 31 Powerboat Regatta, Miami, Fla.
- 31-Feb. 2 Annual Junior Livestock Show, Cameron, Tex.

FEBRUARY

- 2-13 State Fair, Tampa, Fla.
- 5-6 Dartmouth Winter Carnival, Hanover, N. H.
- 6 Lipton Trophy Sailing Race, Miami, Fla.
- 11-24 International Trade Fair, Seattle, Wash.
- 12-13 Colby Winter Carnival, Waterville, Me.
- 18-21 National Ski Championships, Ishpeming, Mich.

ONE-SECOND SERMONS — The cynic believes he could make a better world and the wise man tells him to go ahead, that's what he's here for . . . To avoid the risk of losing their religion, a lot of people don't take it to work with them . . . Why concern yourself with the length of life when it's the depth that matters? . . . A child who had learned about saints from the stained-glass windows of his church was asked what a saint is. He said, "A saint is a person the light shines through." . . . Men are like coins. When life tests them, the genuine one bounces.



"When the advance of destructive weapons enables everyone to kill everybody else, nobody will want to kill anybody." — Winston Churchill.

THE TREE OF EL TULE — In the little northern Mexico town of El Tule stands a cypress tree said to be the biggest, oldest tree in the world. As tall as a ten-story building, its branches cover half a city block, and its trunk is 150 feet around . . . It has been there 2,000 years. The people of El Tule give their tree a sort of birthday party every year, a fiesta at which children dance about its ancient trunk and sing songs and recite poems to the old tree.

"Maybe the kids could keep on the straight and narrow better if they got information from someone who's been over the route." — D. O. Flynn.

"SHE HAS A BIRDLIKE
QUALITY-CROWS FEET."



CATNIPS — "Music and laughter have departed from their house—the finance company took the TV set." . . . "She's not prominent enough yet to have enemies, but already none of her friends like her." . . . "She heard that modern appliances would cut her work in half—so she bought two of each." . . . "Oh, she's completely happy—she's in love with herself and hasn't a rival." . . . "She has only one handicap, she could pose for a group picture."

"In the democratic life it is not 'the best things in life are free,' but 'the best things in life are worth working for.'" — Dr. Ruth M. Leverton.

ANY QUICK ANSWERS TO A FAST QUESTION? — When you say a boat is fast, do you mean it's tied to a dock or travelling 40 miles per hour? Why is it that a fast is a religious rite but a fast person lacks reverence? . . . When a horse is fast, it's moving, but when a color is fast it's immovable. Now, take your time considering all this. You may be a fast thinker and then again you may go fast asleep.

"Nobody ever pulled a rabbit out of a hat without carefully putting one there in the first place." — J. H. Kindelberger.

THE MARCH AGAINST POLIO — When you give to the March of Dimes this month, send out an extra dime or two, because this year's march has farther to go . . . One-third of the 1954 fund is earmarked for use in polio prevention, either to test a new vaccine which scientists hope to develop for permanent protection against infantile paralysis, or to furnish the gamma globulin which last year gave thousands of children temporary immunity . . . Last year was the first time prevention had been attempted on a major scale.

"Ventriloquism, like gossip, is the art of putting words in other people's mouths." — Edgar Bergen.

HOW TO TEACH YOUR WIFE TO DRIVE — A Newsletter reader—obviously a bachelor—sends us four rules for the man who is teaching his wife to drive . . . 1) Don't let her drive more than 10 to 15 minutes at the start—an expert is an ordinary driver a long way from home. 2) Don't be insistent, impatient or nervous—better just play dead . . . 3) Don't expect her technique to be smooth at first—can she help it if there's a jerk in the car? 4) Don't expect rapid learning. Rome didn't fall in a day—it wasn't till all its roads were crowded with women drivers . . . One final caution: if your wife insists on learning to drive, don't stand in her way.

"Alexander couldn't conquer the world. Neither could Genghis Khan. Nor the Babylonian kings. Nor Caesar. Nor Hannibal. Nor the British kings. Nor Napoleon. Nor Kaiser Wilhelm. Nor Hitler. What makes you think any Russian can do it?" — Paul Jones.



TYPOGRAPHICAL TIDBITS -- Weaker-sex report in the Bangor, Maine, News: "Captain Blank fought the wind and wives in a fragile rubber dinghy until he collapsed" . . . Salvation suggestion in the Cincinnati Enquirer want-ad section: "Peat moss--fine to mix with clay, sand or any poor soul" . . . Unhappy-ending note delivered to a London librarian: "Publisher's remains at half-price" . . . A North Carolina paper passes on the news that "Southern girls marry at an early urge."

"The drifts in our town get so deep we can park 15 feet above a fire plug."—Bugs Baer.

FOR THE LADY OF THE HOUSE -- Make grapefruit and melon "skid proof" by cutting slice off the bottom to make more solid foundation . . . To keep cake from getting stale, try putting it in a paper box in the children's room . . . Foods such as cranberry sauce will slide out of their cans whole if you will punch a few holes in the bottom of the cans before removing the tops . . . If you're out of silver polish, in an emergency tooth powder can be used as a substitute.

"Life for most of the world is a puzzle with a piece missing."—Frances Rodman.

FASCINATING FACTS -- In 1933, U. S. armed forces were serving in three foreign countries. Today, they are serving in 39 . . . More young people are attending college today than attended high school 30 years ago . . . A new sign-board at Port Tampa, Fla., is more than a block long and has neon-lighted letters almost 20 feet high . . . Abraham Lincoln took only 3 minutes to deliver the Gettysburg Address . . . Only 52% of the American people read a book after leaving school.

"The man who wants 5 minutes of your time usually gives you 25 minutes of his."—Bill Vaughan.

THEY HITCH THEIR PROBLEMS TO A POST -- When personalities clash, employees of a St. Louis foundry solve the problem by "hitching it to a post" . . . Left sitting "in the middle of nowhere" during remodelling of the plant, the post became the place where men about to blow their tops invited each other . . . No man has yet refused an invitation to "go over to the hitching post and cool off," and no two men have ever left the post still mad at each other.



"There are more important things in life than money—but they won't go out with you if you're broke."—Arnold Glasow.

BUSINESS WHERE ERRORS PAY OFF -- If you've bought a \$1 U. S. postage stamp lately, it might be worth more than it cost. Some of these stamps were accidentally printed on watermarked paper ordinarily used only for revenue stamps . . . That makes these stamps collectors' items, but because age increases value you have to hang onto yours for a while, if you find one. A Swedish stamp recently sold for \$36,000 because it was printed in yellow instead of its customary green—but the stamp is almost 100 years old, and is the only one of its kind known to exist.

"Patience is the ability to idle your motor when you feel like stripping your gears."—Rev. Durwood Flemming.

CHANGE UP -- The man who has \$1.15 in silver, yet can't change a single coin for you, is carrying a half-dollar, a quarter, and four dimes.

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

Your Hudson Reporter