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MEMO ON MARCH — A new year starts this month for hibernating animals, many of which come out of their winter quarters about the 15th . . . A couple of hundred years ago, March was the beginning of a new year for the Anglo-Saxon world, which celebrated New Year's Day on the 25th . . . If you want to give spring the big hello, you'll have to stay up late or rise early, because spring arrives about 4:30 a. m. on the 21st, no matter what the thermometer says . . . And just think, with the income tax deadline moved back to April 15, you can put off your annual battle with Form 1040 and its relatives for another whole month.

"The better the cook the harder it is for a man to get fed up."—Raymond Duncan.



SIGNS OF THE TIMES — On an executive's desk: "If you want to see someone with a little authority, I have as little as anyone around here" . . . Noted by a Newsletter reader on the truck ahead: "Please don't hug me — I'm going steady" . . . A Boston bookshop advertised Bibles with this: "Holy Scripture, Writ Divine, at a dollar forty-nine. Satan trembles when he sees Bibles sold as cheap as these" . . . Follow-through sign on a "Ye Olde Gifte Shoppe" undergoing redecoration: "Wette Painte" . . . A dance studio advertises, "We keep you from being a wallflower and also remove the pot."

"The silver lining is easy to find in someone else's cloud."—Paul Larmer.

WHERE DID YOU GET THAT NECKTIE? — A Newsletter reader provides these excerpts from a poem dedicated to noisy ties . . . "Some may long for the soothing touch of lavender, cream or mauve; but the ties I wear must possess the glare of a red-hot kitchen stove . . . I like calm hats and I don't wear spats — but I want my neckties wild . . . I yearn, I long for a tie so strong it will take two men to tie it; if such there be, just show it to me — whatever the price I'll buy it . . . Give me a wild tie, brother, one with a lot of sins! A tie that will blaze in a hectic gaze, down where the vest begins."

"The easiest way to get a youthful figure is to ask a woman her age."—Ray Wencil.

RIVERS TO CROSS — Someone has figured that there are 41 rivers in the U. S. which serve as state boundaries, but we'll only ask you about five of the best known. They are the Columbia, Connecticut, Delaware, Savannah, and Wabash . . . Name the two states each of these rivers divide, and check your answers with the correct ones on page four.



THOUGHT-STARTERS -- Some people have been up against the wall so long the writing's on them . . . A good line is the shortest distance between two dates . . . He who thinks by the inch and talks by the yard ought to be moved by the foot . . . A close relative is one you see occasionally between funerals . . . It was probably the father of a teen-age daughter who was the first to tear a phone book apart . . . A bus is a machine that runs twice as fast when you're after it as when you're on it . . . Marriages may be made in heaven, but man is responsible for the maintenance work . . . Experience helps you recognize a mistake the next time you make it.

"Happiness? That's nothing more than good health and a poor memory."—Albert Schweitzer.

FLOWER GARDENS FOR THE BLIND -- One garden for blind people proved so successful last year that a St. Louis garden club has planted two this year, with flowers selected first for fragrance and second for visual beauty . . . Aluminum signs in Braille will identify the flowers, and park benches will encourage the sightless visitors to linger . . . Garden clubbers will tend the gardens, with help from Girl Scouts who will water the flowers regularly.

"Some movies would be better if they shot less film and more actors."—Don Dornbrook.

AUTOMOTIVE NEWS CAPSULES -- Police in Oslo, Norway, reward well-behaved drivers and pedestrians with cigarettes, candy and certificates redeemable for free gasoline . . . The license plates of twenty states now carry promotional slogans . . . A survey indicates that driver error caused 90% of all accidents on the Pennsylvania Turnpike during its first 14 years of use . . . A firm in a congested Chicago business district solved its employees' parking problems by converting its factory roof into a parking lot . . . Many states require gasoline to be colored distinctively so that it is easily recognizable as gasoline.

"Too often people who remain silent are only speaking their minds."—Burton Hollis.

CATNIPS -- "If she dresses to express herself, she must not have much to say" . . . "The only time that comedian uses fresh material is when he wears a new suit" . . . "When she digs up your past, she doesn't bother to replace the divots" . . . "He said he didn't take her along because it was a pleasure trip" . . . "He only works because he's too nervous to steal" . . . "She's glad he got promoted, because now he goes to work later. That gives him time to do the breakfast dishes."



"Small shoes make a woman with large feet miserable—particularly when another woman's wearing them."—Adrian Anderson.

SHORT, SHORT FORM -- A taxpayer who just hacked his way out of the jungle of Form 1040 offers this proposal for future income tax blanks . . . "Line 1. How much did you make last year? . . . Line 2. How much did you spend? . . . Line 3. How much is left? . . . Send amount on Line 3 to Collector of Internal Revenue."

"The sign which causes the most safe driving is the one on the side of the car which reads 'Police.'"—Jim Cornish.

TIPS ON TOY-TIDYING -- Low, open shelves for children's toys will keep your house from taking on that littered look, and adults from taking bad falls . . . Shelves should be of various widths to accommodate various-sized toys, and should be located near where your youngster will play . . . Putting his toys in a box encourages him to empty the whole box every morning while looking for a particular toy. making it necessary to pick everything up again at night . . . Toy cupboards with doors that are hard to open will discourage young children -- make them easy to use.

"One of the smartest things the U. S. could do is furnish every U. S. embassy behind the Iron Curtain with several new American cars every year. Nothing seems to impress those people more than luxurious U. S. cars."—Representative Victor Wickerham.

HUDSON Newsletter SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

WHAT THE WELL-DRESSED DRIVER WILL WEAR — For the man who is in and out of his car all day in all weather, garment experts recommend suits of "twist, homespun, or other rugged cloth . . ." Hard-finished worsted wear well and resist wrinkling but some, such as serge and gabardine, get shiny from frequent sliding behind steering wheel. Softer worsteds, including sharkskin and cheviot, resist shine. Tweeds and shetlands won't wrinkle, but neither do they keep press, and although rugged, nap is apt to rub off seat and back.



Golden Wedding: The finest of endurance records.

THIS MAY SEEM OBVIOUS . . . BUT — It would save wear and tear on garages and fenders — especially for the not-too-dexterous driver — if the steering wheel is never turned after the car has been garaged, crooked or not. With the wheels left as driven in, the car will back out exactly the same way (also a good reason for not straightening wheels after maneuvering into a tight parking space.)

Electric Bulb: Only thing that can go out every night and never look dissipated.



NEED MORE LIGHT AT NIGHT? — Tests have proven that a normal day's accumulation of dirt on headlights will make your lights only half as effective as they might otherwise be. Even though your lights may LOOK clean, it will pay you dividends to wipe them clean before each night's driving.

Satire: The art of stepping on a man's toes without spoiling his shoeshine.

ABOUT THAT "ONE LAST DRINK" — There is strong scientific reasoning behind the admonition: "Make that one drink for the road — coffee, with plenty of sugar." The sobering effect of sugar taken either before or after drinking has long been known. That coffee also has a sobering effect was thoroughly established by scientific studies. These demonstrated that when coffee was taken after drinking, the number of errors normally caused by drinking was substantially reduced. Since errors figure in most traffic accidents, motorists will do well to heed the warning. But there's an even better admonition — if you drink, don't drive!

Bargain: Transaction in which each party thinks he has cheated the other.

CLEAN UP AFTER CLEANING — Some car polishes spilled on windows may blur vision at night or in rain. Remove by scouring with gentle abrasive such as Bon Ami, rinsing well with warm water. You may have to repeat. If you can't see whether windshield is wax-free, sprinkle with water while wipers are working. Polish spilled on upholstery should be let dry thoroughly, then removed with stiff brush. If spot remains, rub gently with mild soapsuds or cleaning fluid (used sparingly as it deteriorates foam rubber cushioning.)

Congress: Proof that women don't do all the talking

GARAGE TRASH BOX — A handy "catch-all" box for your garage is a common cardboard carton, the cover sections of which can be tied into an upright position to obtain maximum capacity, as shown in the sketch at right. Cutout openings in opposite sections make for easy carrying.



TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON





The long and short

Are you tall or short—or just in between? The answer may be more important than you realize.

According to recent scientific reports, your height can influence both your personality and your chances of success.

One study of 1,037 professional men in education, business, religion, and other fields showed that the taller men nearly always latch on to the higher-up jobs.

For example, in this survey, sales managers averaged five-feet-10, salesmen only five-feet-9. Heads of large universities topped small-college prexies by five-feet-10¾ to 5-9½. And railroad presidents soared to 5-11 compared to a mere 5-9½ for station agents.

The tall guys seem to earn more, too, and to hang on to their jobs more successfully in hard times.

The Provident Mutual Life Insurance Company of Philadelphia found that six-footers carried an average policy worth \$5,070, while five-feet-fivers were insured for only \$3,903. In fact there was a clear-cut relationship between height and amount of policy all the way from five-feet-nothing to six-feet-4.

On the other hand, there's no proof that big men are smarter or have more on the ball. Experts believe that tallness simply gives a man a head start in competition because he towers over other people and makes a more imposing impression.

In some ways, shortness can be even more of an asset because it inspires the little guy to greater efforts and determination. The runt of the litter often winds up as top dog simply because he learns to fight harder for survival.

History is studded with the names of short men. Napoleon, greatest military genius and conqueror of modern times, was only five-feet-one. Admiral Nelson

All types of people

Plump ones like the seat width. Short ones like the instant "Road-Guide" fender visibility. Tall ones like the headroom and all the space for stretching out your legs. And everyone, but everyone, young or old, is thrilled by the stunning all-newness of these 1955 Hudsons—the most beautiful performers of them all! What's more, the new Hudson line offers a car for

of it...

was 5-4, and General Francisco Franco, ruler of Spain, is a mere five-foot-3.

Even Winston Churchill is only 5-7. Although Stalin's exact height is not known, reports and photographs show that the Russian dictator was definitely a shrimp.

In the intellectual field, the great philosopher Immanuel Kant was a bare five feet high. And St. Francis Xavier, one of the most inspiring religious leaders of all time, was a tiny four-feet-6!

Actually, as Dr. John E. Eichenlaub points out in an article published by the American Medical Association, every man—short, tall or medium—has certain distinctive advantages. He can make use of these advantages or let his height be a stumbling block. It's all up to the individual.

Everyone has seen tall men who shuffle around with bent heads and stooped shoulders as though apologizing for their tallness, just as everyone has seen the loud, flashy pint-sizer who's trying to compensate for his smallness.

This is all wrong, says Dr. Eichenlaub. The smart way is to cash in on "doin' what comes naturally".

For example, people are forced to look up to a tall man. If he accepts and exploits this fact, he automatically strikes us as an imposing figure.

The medium-sized man finds it easy to get on familiar terms with practically everyone. People "feel more at ease and more comfortable with him than with someone at either end of the size scale."

The small man can get away with many things which other people cannot. He can argue more keenly and put his ideas across more emphatically without giving offense. Or, "he can easily win sympathy and support by simply remaining modest."



Marlon Brando notwithstanding, Napoleon was only five-feet-one. Like many other historical greats he proved that short men can still be giants in achievements.

General Carlos P. Romulo of the Philippines, who became president of the United Nations General Assembly, is actually glad he's only five-feet-4. He threw away his elevated shoes long ago because he decided they were robbing him of his greatest natural advantage.

According to General Romulo, the little guy's secret weapon is that he's usually underrated. When he does achieve something worthwhile, it goes over extra-big and he gets special credit because people expected so little from him to begin with.

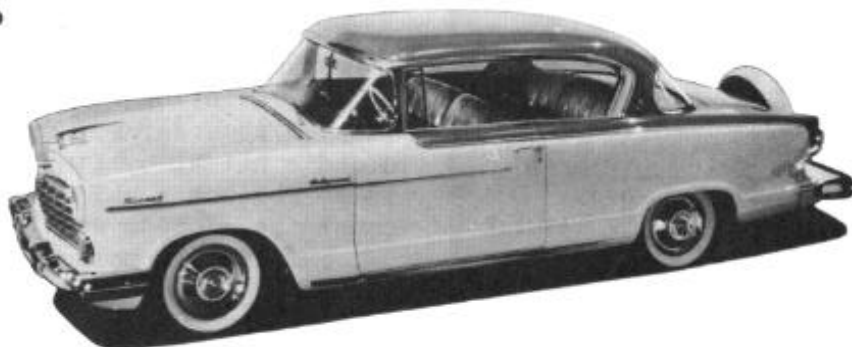
Also, the little fellow is usually regarded as the underdog. People tend to side with him and root for him to win.

An outstanding current example of the successful short man is Billy Rose, the great Broadway showman, who loves to feature "long-stemmed American Beauties."

A recent news item reveals that pint-sized Billy has formed a partnership to erect "the largest building in the world". Which shows that a shorty can even top the Empire State Building if he really puts his mind to it!

like HUDSON!

every taste and need, from the frisky-thrifty Metropolitan and the all-round Rambler, up through the spectacular 1955 Wasp and the brilliant new Hudson Hornet, luxury-styled and action-powered with your choice of the famous Championship Six or new Hudson Hornet V-8. They're all on display at your Hudson dealer's now. Be sure to see them today!



HUDSON HEADLINES AND BY-LINES

HUDSON'S NEWEST FINE POWER PLANT — Stop in soon and let us show you the automobile industry's newest and most advanced overhead valve V-8 engine . . . It's the compact, lightweight new power plant for the completely redesigned 1955 Hudson Hornet, the latest of a distinguished line of Hudsons which have dominated national stock car racing for years . . . The new V-8 engine is rated at 208 h.p. at 4200 r.p.m., and gives Hornet buyers a choice of three engines, the others being the popular L-head Championship 6, and the Championship 6 with Twin H-Power.

"Late to bed, early to rise, tells its own story beneath the eyes."—Earle Bennett.

HOLLAND — LAND OF DIKES AND BIKES — Holland travels on bicycles, and some foreigners declare Dutch city bike traffic is actually hazardous . . . Businessmen with brief cases, messengers pushing carts, housewives carrying children and market baskets — all ride bikes, which cost about \$25 and have an average life of about 10 years . . . Among the pedestrian perils are young lovers who ride down the streets on separate bikes — with their arms around each other's shoulders!

"Money can't buy happiness, but it'll help you get some fine synthetics."—Bo McLeod.

PLACES TO DRIVE YOUR HUDSON

MARCH

- 11 Annual Kite Festival, Ocean Beach, Calif.
- 14-20 Fun 'N' Sun Festival, Clearwater, Fla.
- 17-19 Auto Show, Fort Lauderdale, Fla.
- 17-27 National Orange Show, San Bernardino, Calif.
- 18-21 Flower Show, Miami, Fla.
- 19 Swallows Return to Mission San Juan Capistrano, Calif.
- 26 Carolina Cup Steeplechase, Camden, S. C.
- 26 Columbus Pilgrimage Pageant and Ball, Columbus, Miss.
- 26-27 Harriman Cup Ski Races, Sun Valley, Idaho
- 26-April 3 Michigan Flower and Garden Exhibition, Detroit
- 29-April 3 Cherry Blossom Festival, Washington, D. C.
- 30-April 3 Azalea Festival, Wilmington, N. C.
- 31-April 2 National Figure Skating Championships, Colorado Springs, Colo.

APRIL

- 1-8 Annual Charleston Open House, Charleston, S. C.
- 2-3 North American Downhill and Slalom Ski Championships, Norden, Calif.
- 5-10 Pine Tree Festival, Swainsboro, Ga.
- 6-10 World Plastics Fair, Los Angeles, Calif.
- 7-10 Masters Golf Tournament, Augusta, Ga.
- 8-17 Northwest Sports, Travel and Boat Show, Minneapolis
- 9 Treasure Hunt for Children, Decorah, Iowa
- 10 Easter Sunrise Services, Garden of the Gods, Colorado Springs, Colo.
- 10 Boardwalk Easter Parade, Atlantic City, N. J.

MONTH OF THE LINE STORM — This is the month of those gusty, driving rainstorms that countrymen call line storms . . . Many people who live in the country look forward to a good line storm, convinced that unless there is one at about the time the sun crosses the equator on its way north, the weather for the next six months will be unpleasantly abnormal . . . Professional weathermen may scoff, but many a farmer looks ahead a good deal more optimistically after rain has drenched his land and powerful wind has rattled his windows.

"As to doing the dishes, some men like to do nothing better."—Margaret Schooley.

HOUSEKEEPING'S NOT LIGHT AT THE WHITE HOUSE — It takes 72 people to keep the White House spick and span for the President, and the million citizens who each year tour the public sections of his home . . . 38 of these employees take care of the grounds and the plumbing and other equipment. The other 34 cook and clean house and wait table and guide the President's guests . . . Although their pay averages only about \$3,500 a year, the help stays on; the staff member who's been there longest went to work when William Taft was President.

"A rich grandmother never got in the way."—Kin Hubbard.

HOW HIGH IS THE SKY? — Weathermen use three methods to measure the sky's ceiling, which is the height of the bottom of the lowest clouds . . . The easy way is to rely on an experienced observer's judgment, because a veteran can guess a cloud's height by its type, within 500 feet . . . A second way is to release a balloon, which rises at a constant rate, and count the seconds until the balloon disappears in the clouds . . . The third method involves a photoelectric cell and mathematics to measure the distance above the ground at which a spotlight's beam hits the base of the clouds.

ONE-SECOND SERMONS -- Worry doesn't empty the day of its trouble, but only of its strength . . . When life knocks you down, you're in the perfect position to pray . . . Life is like a piano; the good player knows how to get harmony from it, while the poor player gets only discord . . . Every day's election day, with the Lord on one ticket and the devil on the other, and you can't get out of voting . . . God gave us two hands so that we'd have one to receive with and the other to give with.

"Some parents have trouble naming a new baby. Others have rich relatives."—Joe Berry.

TYPOGRAPHICAL TIDBITS -- Makings of a modern land rush in a St. Louis ad: "For sale, 1,800 acres. Finest deer hunting in state" . . . Schoolroom comics now spell it Phildelphi, claiming "they've taken the A's out of it" since the baseball team moved to Kansas City . . . Specialized market note in a want-ad: "For Sale, high chair for baby with a straw bottom" . . . News-column editorializing in a western paper: "Dr. Blank has been a faulty member at the college for six years" . . . In an essay on why he liked TV, a small boy wrote, "Because I haven't got one. When you have one, you get fed up with it."



"The magician who saves a woman in two isn't nearly as marvelous as the husband who keeps one from flying to pieces."—Nat Curran.

NEWS OF NEW THINGS -- The handle of an inexpensive new light switch contains a neon light which glows in the dark, making the switch easy to locate . . . A plunger device now being marketed removes some of the meat from the center of a frankfurter and then refills the hot dog with cheese or other food . . . A new do-it yourself kit contains all the parts to assemble into a modern 20-inch bubble lamp . . . For names and addresses of suppliers of these products, address Hudson Newsletter, 431 Howard St., Detroit 31, Michigan.

"If men will not make the most of their time, time will make the least of them."—Sydney J. Harris.

THROUGH THE STOMACH TO THE PURSE -- A Bridgeport, Conn., church found out that one good recipe for paying off a mortgage is a cook book . . . Members contributed specifications for their favorite dishes, merchants bought small ads, and the church sold its cook book for \$1 a copy at the church fair . . . It was a best-seller, and made enough money to put a big dent in the mortgage.

"Skip two meals before doing a love scene—hunger and love produce the same look on a man's face."—Jose Ferrer, actor.

THIS ISN'T MY STATION
BUT I HAVE TO SNEEZE.



FASCINATING FACTS -- Male residents of Louisville, Colo., between 21 and 60 must pay a \$3 "male tax" yearly or work it out doing community chores at 75c an hour . . . Homes alone used more electricity last year than the entire country used in 1939 . . . Sneezing on a train is against the law in West Virginia . . . Some Paris shopkeepers attract window-shoppers on cool days with infra-red heaters installed above show windows . . . A new vending machine delivers hot pizzas at the drop of a coin.

"Our forefathers founded an enduring republic, which has endured more than they ever suspected it would."—Frances Rodman.

ONE SIZE FOR EVERY WOMAN -- Women -- and gift-buying men -- will have only one size to remember if several federal agencies have their way . . . These bureaus are urging the adoption of a single size number for most of a woman's under and outer wear, based on model body measurements computed after a survey of our female population . . . If clothing manufacturers go along, soon the woman who is an average size 12 will be able to call for dresses, skirts, sweaters, blouses, and a wide range of other apparel in that one size number.

"A writer says the average parent today is doing a better job of child rearing than the parents of any other generation. Shucks, it's nothing that an ordinary combination of psychologist-coach-teacher-millionaire and judo instructor couldn't do."—Bill Vaughan.

JUST A TRIM—I HATE
TO LOSE ANY OF IT.



DAFFYNITIONS — Bore: Guy with flat feats . . . Dieting: Mind over platter . . . Middle age: When a woman has that patches and cream complexion . . . Intellectual pursuit: Chasing a smart girl . . . Fringe benefits: What a bald man gets out of a haircut . . . Co-ed: Wife of an editor . . . Layman: Pedestrian who jumped too late.

"Some people are known by their deeds, and a lot more by their mortgages."—Homer Hatten.

WHY YOU CAN'T READ WHAT THE DOCTOR WRITES — Your doctor's prescriptions may look to you like the trail of an aimless hen with inky feet, but they're not Greek to the druggist . . . They're Latin, in fact, which is the language usually used to write prescriptions. But even if you know Latin, you still may be baffled, because most doctors use abbreviations which are all their own . . . Furthermore, your doctor probably tore off the prescription while trying to appear interested in your recital of your other aches and pains — and if you think that's easy to do, try it sometime.

"The honeymoon is over when the bushels of kisses are reduced to pecks."—Tad Robinson.

FOR THE LADY OF THE HOUSE — Felt weather stripping glued to the underside of chair rockers eliminates both floor scars and noise . . . One-fourth of a cup of vinegar added to water in your washer will eliminate any surplus of detergent suds . . . When two children share a closet, make it easy for each to find his clothes by painting hangers two different colors . . . A damp towel hung in a closed closet with wrinkled clothes will remove most of the wrinkles.

"An opportunist is one who sees his duty and gets someone else to do it."—E. H. Dreschnack.

SIX SECONDS AT THE WATER COOLER — Very little of the working time lost by employees' visits to the water fountain is devoted to getting a drink, science has proven . . . Two investigators using hidden movie cameras, triggered by water cooler pedals found out that the average drinker gets all the water he wants in six seconds . . . Of a variety of sites surveyed, the busiest was a Marine Corps school, where almost as many drinks were taken in 15 minutes as there were people to take them.



"My bookie's been given 30 days so often they're thinking of naming a month after him."—Joe E. Lewis.

THERE'LL ALWAYS BE A SALES STUNT — Now it's talking bottles, bottomless cans and collapsible kitchens . . . The bottle holds a tiny record player powered by a flashlight battery, which delivers a sales talk straight from the bottle's mouth . . . The can holds oil, pumped out of a spout by a concealed pump, to drip back down a glass rod and create the illusion of continuous flow . . . The kitchen is a folding model of a room which the salesman can take from his suitcase, equip with doors, windows and cabinets, and furnish with scale models of appliances he's trying to sell.

"If the blues were our national anthem, think how patriotic we'd all sound."—J. E. Cook.

RIVERS QUIZ ANSWERS — If you correctly named the states divided by the rivers listed on page one, your answers are Columbia (Oregon and Washington), Connecticut (New Hampshire and Vermont), Delaware (New Jersey and Pennsylvania), Savannah (Georgia and South Carolina), and Wabash (Illinois and Indiana).

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

Your Hudson Reporter