

HUDSON Newsletter



Inside Newsblasts . .

. . . and Automotive News

Tomorrow's Motor Car Today

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BURGDORF MOTOR COMPANY

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SERENE SEPTEMBER—Not too hot and not too cold for most of us, just sunny days watching nature put away her summer green and take out her autumn wardrobe, and cool clear nights ideal for untroubled sleep . . . The south wind dies and the north wind rises, and from thoughts of hammocks and ice-cold lemonade we turn not too regretfully to the prospect of warm evenings indoors, closer to the ones we love, with time to reflect on how good God is to us.

"All that keeps us from having a home of our own is a popular teen-age daughter."—Elzey Diggs.

NO LIVING ROOM IN LIECHTENSTEIN—If you're planning to get away from it all, don't head for Liechtenstein, the little principality in the Alps between Austria and Switzerland . . . With 14,000 people occupying its 65 square miles, Liechtenstein is not anxious for immigrants. Before a newcomer can live there permanently, he must pay a \$14,000 fee and be accepted by a special act of parliament . . . Of the thousands of Europeans who want into the peaceful little country, only seven cleared this double hurdle last year.

"We want to have tomorrow patented, because it's the best labor-saving device we know."—Ray D. Everson.



FOR SALE—4 door sedan, low mileage, one owner with gray bottom and black top.

TYPOGRAPHICAL TIDBITS—Life-with-the-little-cannibals note in the Ludlow (Vt.) Vermont Tribune: "The hall was filled with eager children, eyes aglow with the prospect of tasting real bear, deer and coon, and their parents" . . . Unfulfilled want-ad in an Ohio paper: "Wanted—Mule, must be reasonable" . . . The winner of a contest to name the three most common causes of fires was a school-boy who answered, "Men, women and children."

"We live on one-third of what we eat and the doctors live on the rest."—Dr. R. S. Copeland.

WORDS THAT WORK—A Newsletter reader offers us his list of the most important words . . . Five most important words: "I am proud of you" . . . Four most important words: "What is your opinion?" . . . Three most important words: "If you please" . . . Two most important words: "Thank you" . . . And the smallest word: "I."

"I wish the TV announcer who talked my brother-in-law into smoking cigarettes could talk him into buying them."—Jack Herbert.

ALL THIS AND TEXAS, TOO—Anyone who's ever been near Texas or a Texan knows the name of the largest state in the union, but how many of us can name the next five biggest states? . . . They are Arizona, California, Montana, Nevada, and New Mexico. See if you can rank them in their proper order, then check your answer with the correct ranking on page four.

THOUGHT-STARTERS—Worry kills more people than work because more people worry than work . . . Nothing is impossible to the man who doesn't have to do it himself . . . Keep your words soft and sweet because you never know when you'll have to eat them . . . At mealtime a child's idea of his just deserts is just desserts . . . Never argue with a fool—the bystanders can't tell which is which . . . The nicest gift is always something you made yourself—such as money.



"The trouble with owning the best camera in the crowd is that everyone gets his picture taken but you."—Bill Vaughan.

NOISE, THE EXPENSIVE NUISANCE—The tax loud noises level on your patience is small compared to the expense they saddle on your employer . . . Studies show office workers use a fifth of their energy fighting the racket around them. One firm which reduced office noise found mistakes and employee turnover cut in half, and absenteeism cut almost 40%! . . . Doctors say you're no crank if loud noises irritate you, adding, "No normal person ever can adapt himself physically, mentally or emotionally to heavy noise."

"It may be all right to be content with what you have, but never with what you are."—B. C. Forbes.

FOR THE LADY OF THE HOUSE—Gradual heating in warm water will restore granulated honey to its liquid form . . . An envelope glued to the lid of your stationery box makes a handy holder for stamps and labels . . . To remove the odor of fresh paint from a room, put in it an open bag containing pieces of charcoal, and close the door tightly . . . A plastic freezer bag slipped over a pan of rising dough keeps the dough moist and lets you see when the dough has risen enough.

"The average motorist has just a passing interest in the people he meets on the highways."—Bertha Shore.



FASCINATING FACTS—There are nine times as many Americans in the \$5,000-a-year bracket now as there were in 1941 . . . About 350 skilled workers take part in making a pair of shoes from the time the hide is removed until the shoes are ready to wear . . . It's estimated that 5 million of the last 7 million homes built are now too small for the families occupying them . . . Putting feet on desks has become so common desk-makers are devising heavy-duty finishes to bear the wear.

"The sales aids provided to American salesmen probably outweigh the salesmen two to one."—Herbert D. Bissell.

EUROPE'S TEDIOUS TV—The 3½ million TV set owners in Great Britain and Western Europe don't have to put up with commercials from their government-operated stations, but their "entertainment" is pretty deadly . . . Britain's one station recently spent a typical half-day transmitting 3½ hours of tennis, an hour of archery and high-wire stunts, an hour of cricket, a soap opera, a travelogue, and a newscast . . . On an average 4-hour TV day in France, viewers are offered hour-long newscasts, 20-year-old newsreels and lectures by explorers. In most other European countries, stations broadcast only a few hours a week.

"Marriage gives single men a new lease on life at double the rent."—Shannon Fife.

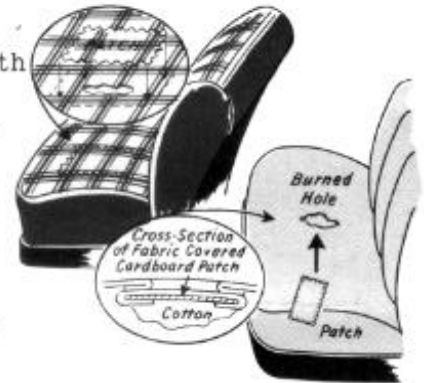
CHECKS THAT PASS WITH NO RIGHT—When a businessman is cautious about cashing your check, perhaps it's because he's heard about some of the bloopers less careful merchants have pulled . . . A merchant in Yakima, Wash., cashed a check signed "U. R. Stuck." One in Bedford, Ind., cheerfully handed good money to a man who signed his check "U. R. Hooked" . . . A thief in Seattle endorsed a pilfered check made out to petty cash with this signature, "Petty Cash," and it was taken without a murmur.

"You've got to have a good deal of ignorance around to elect a government. If everybody was devoted to knowledge, they'd hesitate to express an opinion in a ballot, lest they be wrong, and popular government would be impossible."—Leonard Wibberley.

HUDSON Newsletter SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

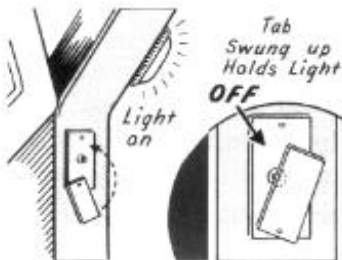
IMPROVED UPHOLSTERY PATCHING—FIBER: Cut patch for torn or worn area from hidden section of seat cover, preferably with pinking shears. Place cut pasteboard beneath tear to protect upholstery. Saturate patch with airplane cement, press in place, cover with wax paper, apply weight and allow to set overnight. **FABRIC:** Cut piece of matching material twice size of hole, wrap over piece of calling card ($\frac{1}{2}$ inch larger than hole), sewing or cementing edges underneath. (If cushion padding has been damaged, fill cavity with cotton.) Work patch into hole. Fold burnt or torn edges under, and stitch to patch (with bent needle is easiest) for snug fit.



Joke: The proof that the good do not die young.

SUPERHIGHWAY TECHNIQUE—Know how to use "acceleration lanes" . . . wide shoulders that taper an extra lane into the superhighway where connecting roads enter. They let you speed up before moving over into regular lanes where even "slow" traffic would otherwise be on your neck at 50 MPH! Likewise, after whizzing along, your approach to an exit calls for finesse. It takes longer to slow down than you think. Edge into that right-hand "deceleration lane" in plenty of time, so no one "going to a fire" will try to pass your right. Back on ordinary roads, be super-cautious—superhighways trick your "sense of speed."

Tbriht: A wonderful virtue, especially in an ancestor.



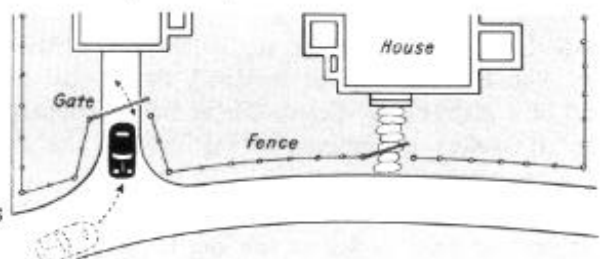
SAVING BATTERY—When work is being done on your car—by you or at a garage—doors often are carelessly left open for some time, allowing interior lights to burn, needlessly draining battery. Why not screw a small metal tab to the switch as illustrated? Left out of the way for normal courtesy light operation, it can be set to hold switch in "off" position whenever car is to be parked with door open.

Success: The art of making your mistakes when nobody is looking.

QUICK "WALK-AROUND" CAR CHECK—With someone in car working them, walk around and check all headlight beams, parking lights, stoplights, direction and back-up lights. It's surprising how many cars have one or more not working unknown to the driver. On your way around, shake things attached to car—number plates, bumper guards, grilles, outside mirror, hood ornament, etc. A little bolt-tightening may be all that's needed to subdue some mysterious rattle. Check tires for uneven tread wear, imbedded nails, etc. And if you have wheel rings or oversize hub caps, see if they have "crept" and are in danger of cutting the valves.

Housewife: One who reaches for a chair when answering the telephone.

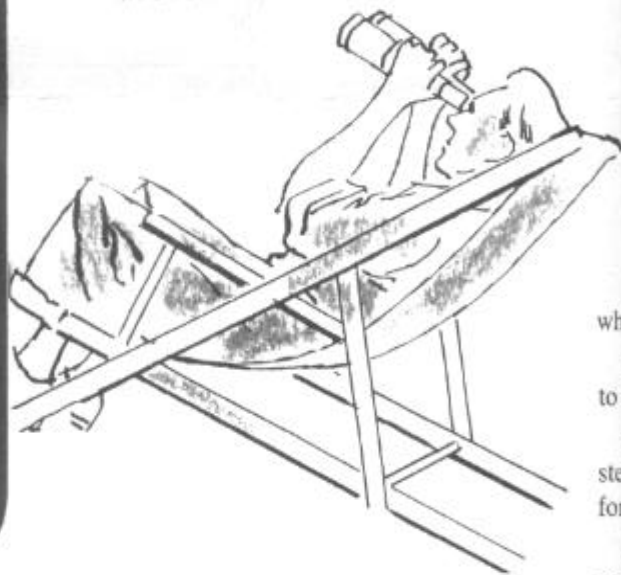
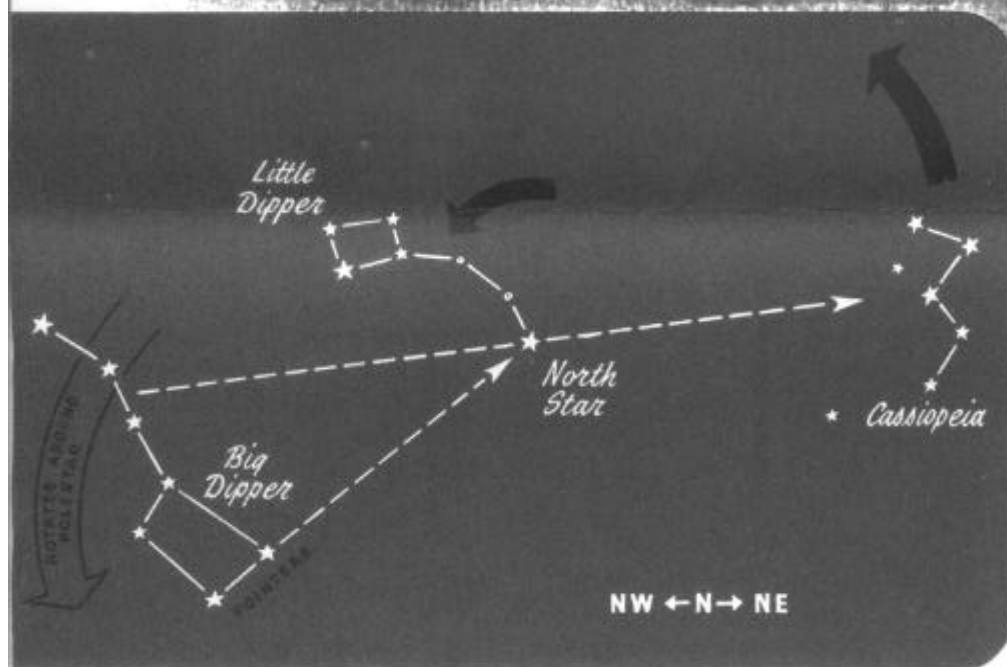
OFF-THE-ROAD PARKING—When fencing your "place in the country" set the driveway gate back far enough to permit driving your car off the highway before stopping to open gate. Even for brief between-errands parking this jog provides safety, especially on hills or curves. Many terrible accidents involve cars stopped on, or partly on, country highways.



TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON



SEEING STARS



Ever do any stargazing? If so, you probably wished you could pick out some of the stars by name. It's a lot easier than you might guess from reading astronomy books.

Almost everyone knows the Big Dipper. It's made up of seven stars—three in the handle and four in the bowl. At this time of year, you'll find it low in the northwest. The bowl will be open upwards, and the handle pointing west.

Two stars in the bowl are called the pointers, because they point to the North Star.

The North Star, or Polestar, is probably the most famous in all the heavens, though not one of the brightest. Navigators have been steering their ships by it for hundreds of years. It's located almost directly over the North Pole, and never changes its position.

All the other stars in the sky rotate around the North Star. The Big Dipper, for instance, moves just like the hand of a giant clock—except that it swings counterclockwise. It makes a complete swing around the Polestar about once every 24 hours.

The North Star is the handtip of the Little Dipper. This isn't so easy to see as the Big Dipper, because the

stars which form it aren't so bright. But you will probably have no trouble seeing two stars in its bowl—the ones corresponding to the pointers of the Big Dipper.

If you go out stargazing after supper tonight, look about halfway up in the northeastern sky. You'll probably see a constellation called Cassiopeia, or Cassiopeia's Chair. It will look like a sprawling W, tilted up on its left side.

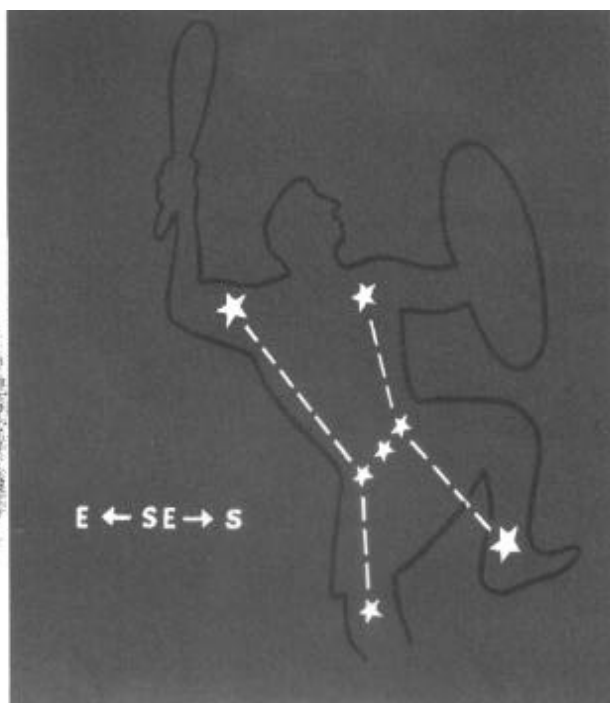
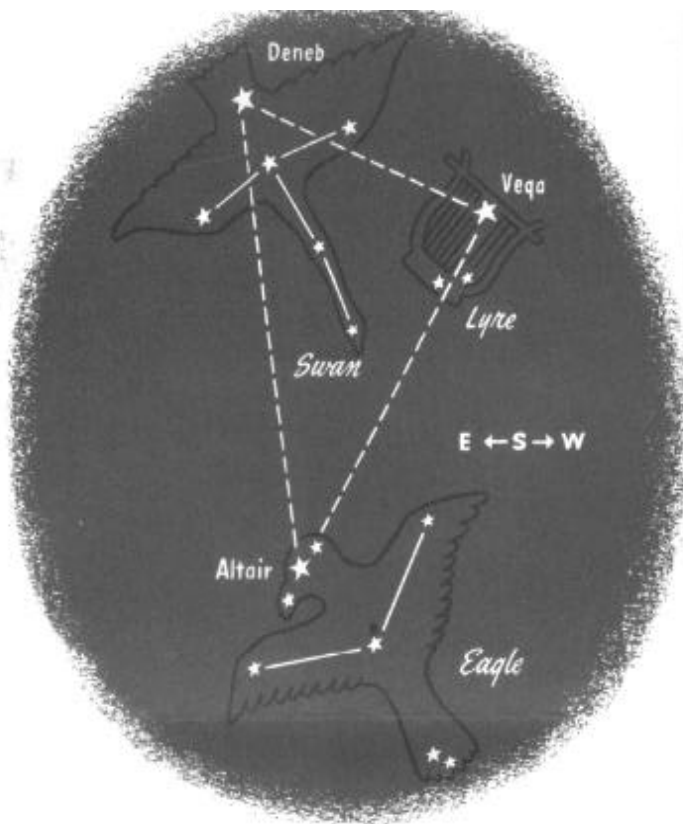
In Greek legend, Cassiopeia was the Queen of Ethiopia. She boasted too much about her beauty and thereby brought on a whole mess of trouble with a sea monster.

To find Cassiopeia, trace a straight line from the middle of the Big Dipper's handle up through the Polestar and the same distance beyond. The W is made up of five bright stars. There are two other stars in Cassiopeia but they're rather dim.

Now face south and tilt your head way back. Somewhere high overhead, you'll find a triangle formed by three bright stars. The triangle will be big enough to contain the Big Dipper.

The star farthest south will be Altair, which belongs to a constellation called Aquila the Eagle.

The upper left point of the triangle will be Deneb,



Orion, the mighty hunter, appears in the winter sky.

which belongs to a constellation called Cygnus the Swan.

The brightest star of the three is Vega, which belongs to a constellation called the Lyre.

As you keep watching, other stars in these three constellations may become visible—especially three stars forming the wings of the Swan.

As the night wears on, the triangle moves westward across the dome of the sky. Early in the morning, Altair and then Vega will sink below the western horizon.

The stars not only change position from hour to hour, but also with the seasons. For example, suppose you look at the same star in the eastern sky, night after night, at nine o'clock. Every night, you'll find it's a little higher in the sky than it was the night before.

With the onset of winter, you'll begin to see Orion, the mighty hunter, in the southeast. This is the brightest and most glorious constellation of all.

Usually Orion is pictured wearing a sword, with an up-raised club in his right hand and a lion-skin shield on his left. There are a number of stars in this group, but only seven that you need to recognize—three in his belt, two for his shoulders, and two for his legs.

A word of caution. Don't hope to recognize a lot of constellations your first night out. Life is full of disappointments. The sky may be clouded over, or your view blocked in some directions by trees or buildings.

But if you keep at it, you'll be glad you did. When you know the stars, you can read your direction from the sky, even tell time roughly. And nothing fills us with the wonder of creation like a little quiet stargazing. Most important of all, stargazing is just plain fun.

STAR of the road ... Hudson Hornet



Yes, here truly is the brightest star on the American highway, the finest car yet in Hudson's long tradition of fine craftsmanship.

Stargaze at the beauty of its sleek, windswept lines. Gasp at the heavenly luxury of its Salon Lounge interior.

But this car has more than beauty—it's America's National Stock Car Champion. Under the hood is Hudson's fabulous Instant Action Engine with Super Induction.

Behind the wheel of a Hudson Hornet, you'll flash down the highway with speed and power to spare. Yet you'll ride the roughest roads as though you're floating on a cloud.

So why wait for space travel? Stop in at your nearest Hudson dealer and see a real star in action—today!

HUDSON HEADLINES AND BY-LINES

TIP ON TURNING—Turn indicators have proven so worthwhile they are now legally-required equipment in many states . . . Oncoming and following traffic knows exactly what you're going to do when you use turn indicators, which makes driving more pleasant, and safer, for you . . . If your Hudson isn't already equipped with this necessity for modern driving, come in soon and have us install safe, inexpensive Hudson Direction Indicators.

"Often a woman's work is never done because her husband didn't get around to it."—J. C. Salak.

HELPING GOOD NEWS TRAVEL FASTER—Convinced we dwell too much on bad news, a Grand Rapids, Mich. manufacturer offered his employees prizes up to \$100 for scrapbooks containing the best, most cheerful items clipped from papers and magazines . . . Within a few weeks, one contestant filled 100 pages of her scrapbook with good news . . . Other employees competed eagerly, and the employer found morale and production both improved.

"If you want to live to see 90, don't look for it on your speedometer."—Ellis Brooks.

ENGINEERS FOR RENT—Firms needing engineers for short-term or special jobs, or work in remote places, can rent the men from two Cleveland companies . . . The engineers, trained to design and develop everything from products to manufacturing plants, charge an average of \$5 an hour . . . Of this fee, the engineer earns \$2.60, another \$1 is allowed for his living expenses while on the assignment, and the remainder covers his parent firm's overhead and profit, . . . Engineers like the work because it presents constantly-changing problems, and gives them wide experience.

"The first rule of self-defense is to keep your glasses on."—Clyde Sikora.

STAMP COLLECTORS ARE GOOD TO UNCLE SAM—Each year they buy a billion stamps they never use. Stamps cost only 25c a thousand to print, so the Post Office makes \$29.75 on every thousand 3c stamps sold to collectors— and more on higher-priced stamps . . . This branch of its business cut \$15 million off the Post Office's deficit last year, representing a contribution of \$1.20 from each stamp collector in the land.

"If you don't think women are explosive, just try dropping one."—Pete Evans.

THINKING OF JUMPING YOUR JOB?—There are thousands of Americans with the same idea. Every month, four out of every 1,000 U. S. workers quit their jobs for what they think will be better ones . . . Employment experts say 40% of us are dissatisfied with what we do for a living, and another 20% are so unhappy with their work that the first part of the Sunday paper they read is the help-wanted section.

"If we'd drive right, more people would be left."—Oren Arnold.

M. P. ALSO MEANS MIGHTY POOR—In England, M. P. means Member of Parliament, and they are mighty poor . . . Previously paid \$2,800 a year, M. P.'s are in line for a raise to \$4,200, about one-third what U. S. members of Congress receive . . . The British M. P., unlike our senators and representatives, gets no allowance for secretarial help, no free office space, and no free mailing privileges.

PLACES TO DRIVE YOUR HUDSON

SEPTEMBER

- 16-18 Pendleton Roundup, Pendleton, Ore.
- 16-18 Mare Island Centennial, Vallejo, Calif.
- 16-19 Shoshone Indian Trapshoot, Sun Valley, Idaho
- 17-18 Sports Car Races, Watkins Glen, N. Y.
- 18-19 Annual Flower Show, Louisville, Ky.
- 19 250-Mile Stock Car Race, Langhorne, Pa.
- 20-25 Antique Show, Elmira, N. Y.
- 22-26 Tobacco Festival, Richmond, Va.
- 24-26 Fall Festival, Duluth, Minn.
- 25-26 Vaughan Homecoming Singing Convention, Lawrenceburg, Tenn.
- 25-Oct. 17 Painted Forest Color Tours, Cadillac, Mich.
- 26 Steamboat Nature Tour, Steamboat Springs, Colo.

OCTOBER

- 1-2 Rice Festival, Bay City, Texas
- 1-3 Teepee Days, Sioux Falls, S. D.
- 1-3 Stone Age Fair, Loveland, Ohio
- 1-3 Annual Horse Association Trail Ride, South Casco, Me.
- 2-3 Passquotank River Yacht Club Regatta, Elizabeth City, N. C.
- 3-7 Yambilee Festival, Opelousas, La.
- 8 Pet Parade, Hayward, Calif.
- 8-9 National Golden Horse Show, Springfield, Mo.
- 8-10 Swedish Festival, Lindsborg, Kansas
- 9 Peg-Leg Trek and Liars Contest, Borrego Valley, Calif.
- 11-16 Hobby Show, Waterloo, Iowa
- 11-16 Ozark Folk Festival, Eureka Springs, Ark.
- 15-16 Plantation Tour, Westover, Va.



CHALLENGE TO THE MECHANICAL MEN — When some scientists recommended that pilots be replaced in airplanes by instruments and servo-mechanisms to operate the controls, test pilot Scott Crossfield quickly responded . . . He asked, "Where can you find another nonlinear servo-mechanism weighing only 150 pounds and having great adaptability, that can be produced so cheaply by completely unskilled labor?"

"Now that the tourist season's over, it's time for the county to close the detours and open the roads."—Bud Bledsoe.

AUTOMOTIVE NEWS CAPSULES — To help tourists, Mexican policemen wear on their uniforms tiny flags of the countries whose languages they speak . . . Filling stations are so plentiful between New York and Los Angeles that a motorist could drive between the two cities buying only one gallon of gas at a time . . . Of about 59,000 vehicles observed passing a Cook County, Illinois stop-sign intersection, 24,000 went through without coming to a complete stop . . . For safety's sake, at 60 m. p. h. you should drive at least six car lengths behind the car ahead.

"One sure way to pick a winner at the track is to not take any money with you."—Arthur A. Maxwell.

WHY WE KEEP TO THE RIGHT — In medieval days in the old world, when swords were used for defense, the rule of the road was "Keep to the left," which placed passersby in position to defend themselves quickly . . . When vehicles took to the road, they kept to the left, following custom. But in pioneer days in America, travelers carried muskets, which most men fired from their right shoulders . . . So over here, men kept to the right, and when reins and steering wheels replaced gunstocks in our hands, we followed the Pilgrims' rule and kept right.

"If more people go to college, who's going to be left for the college grads to work for?"—Henry Russell.

DAFFYNITIONS — Television: Square glare . . . Traffic light: Trick to get you halfway across the street safely . . . Squatter: One who takes a lot for granted . . . Appendix: What you have out before the doctor decides it's your gall bladder . . . Pet theory: Every dog has his day . . . Shindig: Signal used by bridge partners . . . Flophouse: Theater used by unsuccessful shows . . . Lowbrow: Man who moves his lips while reading the comic books.



"A man can often tell what kind of a time he had at a party by the look on his wife's face."—Floyd R. Miller.

ONE-SECOND SERMONS — To have lived so as to look with pleasure on our past life is to live twice . . . Boredom is one sure way to measure your own inner emptiness . . . Many recluses who think they want to get closer to God simply want to get further from man . . . Who is more foolish, the child afraid of the dark or the man afraid of the light? . . . "Thou shalt not get found out" is not one of God's commandments, and no man can be saved by trying to keep it . . . One way to pray well in public is to practice often in private . . . Misfortune can take away nothing except what good fortune gave us.

"One way to reduce roadside litter would be to make all containers in the form of boomerangs."—Ollie James.

OREGON'S POCKET-SIZE PARK — In the center of Summer street in Salem, Oregon stands Waldo park, which must be the smallest park in the United States . . . Waldo park measures 12 by 20 feet, and is occupied by one 80-foot-tall redwood tree and numerous traffic signs. The "park" was created in 1936 by the city council to protect the tree, twice condemned as an obstruction to traffic, and twice saved by tree lovers' protests . . . Now Summer street respectfully bypasses the 72-year-old redwood, safe for life inside the pocket-size park.

"When one wakes up after daylight, one should breakfast; five hours after that, luncheon. Six hours after luncheon, dinner. Thus one becomes independent of the sun, which otherwise meddles too much in one's affairs and upsets the routine of work."—Winston Churchill.



CATNIPS—"From the looks of that fellow she eloped with, she should've let her imagination run away with her instead" . . . "He never offers an opinion, he just uses the one that's in style" . . . "She talks so fast she says things she hasn't even thought of yet" . . . "He gets all his exercise wrestling with his conscience" . . . "Hearing him talk about his war record, you wonder what the Army needed with all those other soldiers" . . . "The way that kid saves old magazines, he must want to grow up to be a doctor."

"Sometimes it seems the band that cradles the rock rules the world."—Henna Arond Zacks.

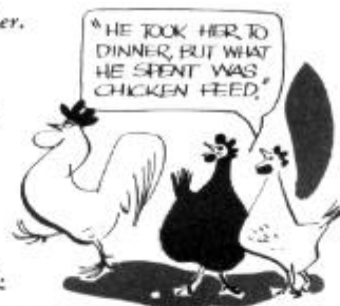
NEWS OF NEW THINGS—Do-it-yourself porch and sidewalk cement already mixed in eight colors is now on the market . . . A pocket-sized repair kit designed to cope with minor emergencies while traveling holds 27 items, such as first-aid supplies, needle and thread and small tools . . . A paint can attachment which fits inside the can is said to make pouring and mixing an easy job, while also serving as a brush-holder . . . For names and addresses of suppliers of these products, write Hudson Newsletter, 431 Howard St., Detroit 31, Michigan.

"The reason why folks are always wishing for what they don't have is that there's nothing else to wish for."—Houghton Line.

PAINLESS DENTISTRY—AND SILENT—An eastern manufacturer has started producing a new dental apparatus which not only will drill your teeth painlessly but will also do the job silently . . . A drill that vibrates 29,000 times a second creates sound waves too high-pitched for the human ear to hear . . . Instead of touching the tooth, the drill transmits the vibrations through space to a cutting paste applied to the teeth beforehand, and paste particles do the cutting--silently and painlessly.

"Children don't tell all the family secrets—only the ones they know."—Harrison Carter.

SIGNS OF THE TIMES—Cost-of-living reminder in a mid-western feed store: "Only place in town where you can get a chicken dinner for 10c" . . . A Duluth children's clothing store is named the Deb 'n Heir Shop . . . How-true sign on the marquee of a burned-out Texas theater: "Hell and High Water" . . . A Washington woman with laryngitis wore this note on a card pinned to her dress: "The sound portion of this picture has been temporarily interrupted. We will continue transmitting the picture."



"The economists tell us Jones is having a hard time keeping up with himself."—R. J. Griffith.

THE PERFECT POLICYHOLDER—An eastern insurance company which asked some policyholders to comment on its ability was pleased by one reply grading the firm "Good" in management, service and investment operations . . . Furthermore, the question, "How do you rate your contact with our agency?" was answered, "Capable" . . . "Do you wish to tell us why?" was the final question. Under this the policyholder had written in a small, legible hand, "He is my daddy!"

"Only one man in a thousand is a leader of men. The other 999 are followers of women."—E. H. Howe.

SIZING UP OUR STATES—If you correctly ranked the states named on page one in the order of their size, your answer is: California, Montana, New Mexico, Arizona, and Nevada.

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

Your Hudson Reporter