

HUDSON Newsletter



Inside Newsletters . .

. . . and Automotive News

Tomorrow's Motor Car Today

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BURGDORF MOTOR COMPANY

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ORATORY AND OUTFIELDS — October stands for oratory, as candidates for many important city, state and national offices make their stretch drives for our votes . . . October also stands for outfields, now that baseball's stretch drives are over and we've reached the game's grand climax, the World Series . . . We hope your favorite wins the World Series, and we also hope you'll fulfill your obligation as a citizen and vote on election day next month.

"Yesterday sleeps, Tomorrow sleeps. Only today is awake and we ought to be awake with it."—Archibald Rutledge.

MOPPETS' MOTION STUDY — A time-study analyst who tended his three children one afternoon submitted this report to his wife: "Dried tears—9 times. Tied shoes—13 times . . . Served water—18 times. Toy balloons purchased—3 per child. Average life of balloon—12 seconds . . . Cautioned children not to cross street—21 times. Children insisted on crossing street—21 times. Number of Saturdays father will do this again—0."

"A woman who wants to look like an executive might try propping her feet on the washing machine."—Raymond Duncan.



DAFFYNITIONS — Eternal triangle: A wife, a husband and a hairdo . . . Showgirl: An appetite wearing a mink coat . . . Egotism: Case of mistaken nonentity . . . Mealtime: When the children sit down to continue eating . . . Confidence: Feeling largely confined to freshmen . . . Ghost breakfast: Shrouded wheat . . . Dog: The only popular tale-bearer . . . Installment buying: Method invented to make the months seem shorter.

"Keeping up with the Joneses isn't half as dangerous as trying to pass the Smiths on a bill."—J. C. Salak.

DATA ON DISCOVERIES — This being the month we remember Columbus for locating America, let's see how well you remember what other great explorers discovered . . . Their names are Vespucci, Balboa, Ponce de Leon, Cortez and Sir Francis Drake. They discovered Mexico, the Pacific ocean, the California coast, South America, and Florida . . . Match explorer with discovery, and check your answers with the correct ones on page four.

"Lots of people conduct their lives on the cafeteria plan—self-service only."—Paul Larmer.

THE WASHINGTON WOODSHED — Political cartoons which show statesmen being escorted to the Washington woodshed have the facts to back them up . . . There's a woodshed in the Capitol basement, where logs cut from the city's blighted or dead trees are stored. Each day, an attendant stocks wood-boxes near the building's big old-fashioned fireplaces, where cheery fires glow . . . The old fireplaces burn about 20 cords of wood a year.



SIGNS OF THE TIMES -- A patient Minneapolis grocer has this sign on his awning: "Some Day You're Going to Like This Store" . . . Detour signs in Corpus Christi, Texas soften motorists' wrath by adding: "When you Gotta Grow, You Gotta Grow" . . . Posted in a Marshall, Mich., barber shop is this truth: "Next to the barber's chair, the most relaxed position is behind the wheel of a new Hudson" . . . A big New York restaurant offers diners "New Improved Old-Fashioned Beef Stew" . . . Stiff-upper-lip notice in a well-to-do residential area: "Quite Sick Zone."

"Children, like canoes, are more easily controlled if paddled from the rear."—Bill Stewart.

KNOW A GOOD EGG WHEN YOU SEE ONE? -- You can, if you read the shield-shaped government label and the printing that appears on all cartons of eggs graded by government standards . . . The letters AA, A, B and C indicate quality. The words "Extra Large," "Large," "Medium" or "Small" indicate size in weight per dozen . . . Date of grading appears as "October 1," "10-1" or "274," meaning the 274th day of the year . . . High-quality eggs are abundant in cool weather, and thus may be good buys at this time of the year.

"Many family problems could be settled by parents getting off their high-horse and onto the rug with the kids."—Larry Eisenberg.

THOUGHT-STARTERS -- The best job security a girl can have is her own system of filing . . . If a first baby only knew how little his ma and pa know about him, he'd probably demand to stay in the hospital . . . Just to give you an idea of the unemployment situation, man has an estimated 12 million brain cells . . . The bigger the summer vacation, the harder the fall . . . Never stretch out a funny story; it gives your listener time to think of a worse one to tell you . . . When saving for old age, be sure to lay up a few pleasant thoughts.

"If it's a man's world, as some people claim, I'm sure it's in his wife's name."—Stephen Schlitzer.

THOUGHTS THAT SLIP PAST THE MIKE -- On a breakfast food program, an announcer three times asked a small boy, "What cereal do you prefer in the morning, sonny?" Three times there was no answer, and then the boy's piteous plea, "You're hurting my arm, mister!" . . . A woman being interviewed on radio admitted she hadn't read "The Kinsey Report" but added brightly, "I'm waiting for the picture" . . . Another announcer offered, "We will now play 'My Lady Sleeps' with a male chorus."



"His father was so rich they lived on both sides of the railroad tracks."—Ray Bolger.

NEWS OF NEW THINGS -- A combination compass and map measure can be rolled between any two points on a road map and will then show on a dial the distance between them . . . A new plastic holder is said to make it easy to apply and cut cellophane tape with one hand . . . Now on the market are carbonated tablets the maker says will convert a glass of ordinary water into soda pop, in any of several flavors . . . For names and addresses of suppliers of these products, write Hudson Newsletter, 431 Howard St., Detroit 31, Michigan.

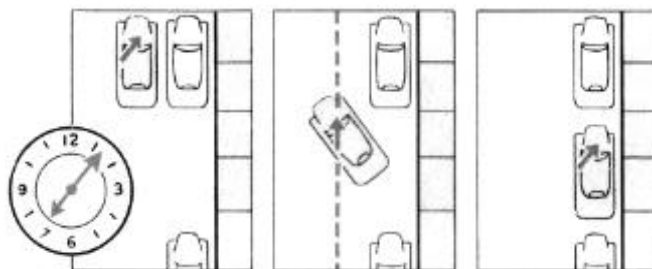
"Living on a small income wouldn't be so hard to do, if it weren't for the effort to keep it a secret, too."—Ruth K. Duerksen.

BUILD YOUR OWN ANTIQUES -- A Massachusetts firm will sell you complete kits—ready to be put together into exact copies of actual antiques to be found in various museums . . . You can have your choice of 26 pieces, from a \$2.95 mirror to a \$79.95 dresser, each piece branded with the name of the museum where the original can be found . . . Wood used is pumpkin pine or rock maple, and each kit includes powdered glue plus stain and wax for finishing the piece.

"Talking is like playing on the harp. There is as much in laying the hands on the strings to stop their vibrations as in twanging them to bring out their music."—Oliver Wendell Holmes.

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

GADGET AIDS PARKING — On the dash shelf directly in front of you stick a strip of adhesive tape carefully pointing "seven minutes past seven." When you approach a tight space between two parked cars pull up parallel and even with the first car, about 18 inches away. Now turn your steering wheel SHARPLY clockwise while backing the car VERY SLOWLY. Hold the wheel in this position and keep backing till your adhesive marker points straight up the street. Then turn the wheel all the way in the opposite direction. Keep backing slowly and, if you've followed directions, you'll find that your car is properly—and easily—parked. Set tape at "ten twenty-two" for parking on the left side of the street.



Pest: Person who wearies you with the patter of little feet.

HOW ARE YOUR GAS STATION MANNERS? — "Pump island politeness" works BOTH ways. It's helpful if you pull up so that your car's gas cap is on the same side (but not TOO near) as the pump. Always shut off your ignition when getting gas. It isn't proper to light up or smoke in filling stations or garages. And it's downright impolite to gun the motor when the attendant is peering into the oil intake! Don't be too demanding. The man who mans the pump stands for service—not servitude. The Golden Rule gets more for your money.

Hospital: Where many a patient takes a turn for the nurse.

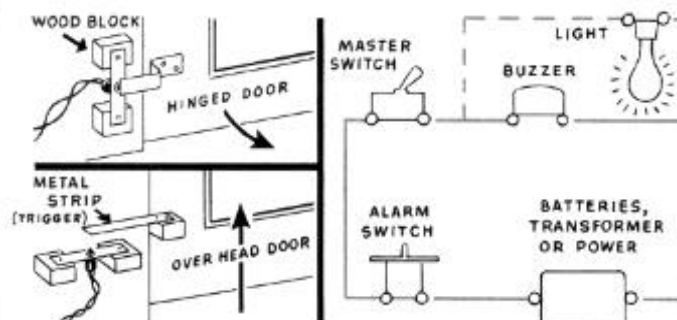
KEY LOST? — One Western town reports thousands of FOUND car keys brought to police headquarters, but not one car owner has come looking for his LOST key! But wait . . . before you wisely inquire at the police station for your missing key. Look in your trouser cuff. That's the first stop of many a "lost" key!

Lorgnette: French term for a dirty look you can hold in your hand.

EXPENSIVE MUSIC — If your tires squeal going around curves you need (1) air, (2) wheel alignment, (3) less speed. The more noise your tires make the faster they wear out.

Bill Collector: The only man who doesn't forget you when you have no money.

BUILD YOUR OWN BURGLAR ALARM — With an inexpensive automobile courtesy light switch you can burglar-proof your garage door to sound an alarm or flood-light the area. The hook-up can vary but basically it is: (see sketch) switch and trigger that releases when door is opened; door-bell buzzer set up in your house; transformer or dry cells; sufficient bell-wire to connect; plus a master switch to disconnect the alarm when the garage is used legitimately. To light garage the alarm system can be wired to the house current with approved wiring and junction box to shield switch. Rig a complete home burglar alarm using these little switches on any door, window, or gate.





DO YOU believe in witches?

Modern science does. Historians now claim that witches really existed. Not all of them were old hags, either. Some were young and beautiful.

Most of the evidence about witches comes from the records of oldtime witch trials. Such trials were held all over Europe. They occurred in America, too, among the New England Puritans.

When a witch was put on trial, she was accused of—and usually admitted—selling her soul to the Devil. The Devil, it seems, would change himself into a tall dark man and go around drumming up business.

For instance, in 1633, a Lancashire witch named Margaret Johnson testified that she “met a spirit or devil in a suit of black tied about with silk points.” Two other English witches, named Ellinor Shaw and Mary Phillips, planned to hunt up the Devil themselves, “but he sav’d them that Trouble for he immediately waited upon ’em on Saturday the 12th of February, 1704, about 12 a Clock at Night, in the shape of a black tall man.”

The apprentice witch had to sign a blood pact with the Devil. She then became a member of the local witch circle. She was taught how to cast spells and allowed to join in the secret witch revels.

Nowadays, such lurid confessions sound like something out of the horror comics. For years, it was assumed that

witches were just hysterical women, scared into confessing by torture.

But this simple explanation overlooked certain facts.

The first scientist to study the evidence seriously was Professor Margaret Murray of University College, London. Following her work, other experts began to dig into the subject.

Briefly, this is what they found out.

The people called witches were actually believers in the old pagan religion of Europe. This religion dates back to prehistoric times. It centers around a Horned God and is tied up with a belief in magic.

In one form or another, this religion occurs all over the world. Cave-man paintings of a horned dancer have been found in France. An African witch-doctor prancing around in a horned mask is engaged in the same kind of religious ceremony.

When Christianity came to Europe, the old religion was forced underground. Old Nick, the Horned God, became the Christian “Devil.”

But the country folk clung stubbornly to their old beliefs for hundreds of years.

They had to practice their rites in secret. They organized themselves into groups or “covens” like modern communist secret cells. Each coven consisted of 12 members plus a Chief or Grandmaster who played the role of the Horned God and also recruited new members.

Once a week, the witch coven held a secret meeting called an Esbat. The Esbat took place at night, and included a dance and feast. Four times a year, the local covens got together for a big blowout called the Witches' Sabbath.

From all reports, the witch dances were gay and rowdy affairs—the equivalent of a modern wild party.

Sometimes a homeward-bound neighbor would stumble on the proceedings late at night, like Tam O'Shanter in the poem by Robert Burns. Tam started applauding out loud and got chased all the way home by the witches.

Whenever a new witch joined the cult, she was assigned a small animal, known as her Familiar, which she kept as a pet and which was supposed to help her cast her spells. Hence the black cat which we associate with Halloween witches.

A broom was also part of every well-dressed witch's getup. Before going to a dance, they would anoint themselves with magic ointment. A modern scientist, Professor A. J. Clark, has analyzed the formula for one of these ointments. Two of the ingredients—belladonna and aconite—cause excitement and irregular heart action. When absorbed into the blood stream in a drugged or hypnotic state, they might well give the witch a sensation of flying. This probably explains the business about flying through the air on broomsticks.

Do witches still exist? A lot of people think so.

The Voodoo religion of Haiti is practically the same as the old witch-cult religion of Europe. In Pennsylvania, they call it "hex." And not long ago, in one of the southwestern states, a man killed a witch-woman for putting a spell on his wife.

So if you happen to look up at the moon this Halloween and think you see a witch riding on a broomstick, don't be upset. You may be right!

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As typified in this reproduction of an old lithograph, witchcraft trials were attended by drama and excitement.

Though "witches" cast an eerie spell, Halloween will ever be synonymous with fun. This Currier and Ives portrayal of Halloween entertainment is titled "Snap Apple Night."



HUDSON HEADLINES AND BY-LINES

KNOW WHERE YOU'RE GOING? — It's a good idea anytime, and it's an excellent idea when you're backing up or parking while driving at night . . . Hudson Back-Up Lights automatically flood the area behind the car with light when the transmission is shifted into reverse, simplifying these maneuvers for all the family, even the most experienced driver . . . Stop in at your Hudson Dealer's for a demonstration and see how inexpensively you can add these useful accessories to your car.

"Some speakers drive home facts; others drive home audiences."—Ray D. Everson.

STOW THIS IN YOUR CUBBY LOCKER — Then if you talk automobiles with an Englishman, you'll have a fighting chance of knowing what he's talking about . . . He calls fenders wings or mudguards, a hood a bonnet, a trunk a boot, and a window a light . . . Turning signals are trafficators to him, the dashboard is the fascia, bumper-guards are over-riders, and hub caps are nave plates . . . Your cubby locker? What else? The glove compartment, of course.

"The town was so small they had to widen the main street to put the white line down the middle."—Jack Benny.

THE OPEN ROAD IN RUSSIA — is well-controlled by the government, a recent traveler found. Every 70 to 100 miles there are government filling stations, with hand-operated pumps, outdoor comfort facilities and lunch counters serving caviar sandwiches and borsch . . . About every 150 miles, there are government-run overnight hotels attached to the filling stations . . . The few billboards don't plug commercial products; they tell citizens to defend their country, grow more wheat and teach children to brush their teeth and eat ice cream . . . There are no huge trucks to combat, but big modern buses are plentiful, and farm carts, sheep, goats and ducks are constant hazards.

"You cannot kill time without injuring eternity."—H. D. Thoreau.

TAKING THE DENTS OUT OF ACCIDENTS — Dented fenders are on their way to join such automotive antiques as cranks and running boards, according to plastics experts . . . They say auto bodies of the future will be made of reinforced plastics which will spring back into shape when dented, and when broken can be repaired with a do-it-yourself kit . . . All that's holding up this new automotive revolution is the need to find the way to bring costs down to a reasonable level.

"Life is 10% what you make it and 90% how you take it."—Eleanor E. Coffee.

MIDLAND'S CAMERA COP — People in Midland, Mich., have been driving more carefully since they discovered there's a camera-equipped police car in town . . . The camera, used normally to record road habits of bus and truck drivers, not only takes pictures of law violations, but superimposes on the film the time, date and speed at which the pictured vehicle was travelling . . . When violations are observed, police issue a summons. Before the violator's day in court, he receives photos of his violation, and is impressed by the undeniable evidence . . . The result has been a noticeable increase in law-abiding driving.

PLACES TO DRIVE YOUR HUDSON

OCTOBER

- 15-17 Viking Days, Sioux Falls, S. D.
- 16 Michigan State-Notre Dame Football Game, South Bend, Ind.
- 16 Morgan Horse Foliage Ride and Drive, Woodstock, Vt.
- 17 100-Mile Stock Car Race, Martinsville, Va.
- 17-22 Southwestern Cattle Festival, Clovis, N. M.
- 22-23 Klamath Basin Potato Festival, Merrill, Ore.
- 23-24 International Orchid Show, Washington, D. C.
- 27-28 Rice Festival, Crowley, La.
- 29-30 Western Square Dance Festival, Laramie, Wyo.
- 29-Nov. 7 Grand National Livestock Exposition, Horse Show and Rodeo, San Francisco
- 30 UCLA-California Football Game, Berkeley, Calif.
- 30 40th Annual Dakota Day, Vermillion, S. D.
- 30-31 Wild Turkey Calling Contest and Turkey Trot, Yellville, Ark.
- 31 100-Mile Stock Car Race, Charlotte, N. C.
- 31 Admission Day, Carson City, Nev.

NOVEMBER

- 2-5 Antiques Show, Boston
- 4-6 Jefferson Davis Oil Exposition, Jennings, La.
- 5-14 Arizona State Fair, Phoenix
- 6 Army-Yale Football Game, New Haven, Conn.
- 6-14 Do-It-Yourself Show, State Fairgrounds, Detroit
- 7-14 Annual Chrysanthemum Show, Cranston, R. I.
- 8 Sports Car Races, Riverside, Calif.
- 9 Boston Symphony Orchestra Concert, Providence, R. I.
- 13 Round the Clock Hunters Welcome, Gaylord, Mich.
- 15 High-Altitude Colorado Skiing Season Opens
- 15-17 Fall Saddle Horse Sale, Lexington, Ky.

ONE-SECOND SERMONS -- Some folks are so busy hunting for righteousness that they can't find time to practice it . . . Many of the same fellows who want to be in the front row at the ball game prefer the back row in church . . . Prayer meetings are like peace conferences; those who need the influence most don't attend . . . You're not too bad to come into church and not too good to stay out . . . Good habits do for the soul what sound veins and arteries do for the body; they keep it alive and healthy . . . The world's shortest sermon is preached by a traffic sign: Keep Right.



"I think I'll go to South America and join the head hunters. I could use one."—Clif Canterbury.

AUTOMOTIVE NEWS CAPSULES -- Motorists who fail to slow for a sharp curve near Philadelphia, an upstate New York village, are forced to stop by an overhead red light activated by "speed detector plates" in the pavement . . . Automobiles are cheaper than coffee, by the pound. A Hudson Wasp costs about 60c a pound, compared to 89c to \$1.20 for a pound of coffee . . . One out of every three drivers on the road today is a woman, compared to one out of every 4.6 four years ago . . . In Russia, there is one automotive vehicle for every 740 persons, compared to the U. S. ratio of one for every three persons.

"I hope I'll always have wide horizons and narrow hips."—Greer Garson.

MONEY? WHO WANTS MONEY? -- A Newsletter reader in South Carolina sends us this financial advice from a local newspaper . . . "If you run after money, you're money-mad; if you don't, you're a ne'er-do-well . . . If you don't try to get it, you lack ambition; if you get it without working for it, you're a parasite . . . If you accumulate it after a lifetime of hard work, people will say you're a fool who never got anything out of life."

"The way to achieve happiness is to have a high standard for yourself and a medium one for everyone else."—Marcelene Cox.



TYPOGRAPHICAL TIDBITS -- A Maine newspaper reported this golden opportunity for a restricted market: "Second-hand tombstone for sale—splendid bargain for family named O'Brien" . . . Obvious truth in a California headline: "Mother of 10 Faces Trial" . . . A Texas doctor claims he received this note from a rancher: "My wife just dislocated her jaw. If you're out this way next week, or the week after, you might drop in and see her" . . . A Kansas newspaper advanced this as its favorite slogan: "Drive carefully, the life you save may be mine."

"The best literature in the world is a complimentary paragraph in the home paper about yourself."—Clarke A. Sanford.

FOR THE LADY OF THE HOUSE -- If you heat a cake pan slightly before lining it with wax paper, the paper will shape into the pan and stay put . . . A paper plate covered with aluminum foil makes a good hand shield for your weiner-roasting stick . . . For easier mixing of cleaning compounds, paint quart and gallon measurements on your cleaning pail.

"Teach your child to hold his tongue; he'll learn fast enough to speak."—Benjamin Franklin.

HALLOWEEN FASHION NOTE -- You can look for the usual number of witches, clowns, skeletons and devils to rap on your door and demand "Trick or treat?" this year. A large eastern false-face manufacturer reports that these are still the favorites among the 60-odd types of masks he produces . . . Wolves and pretty girls are fads right now, but kids tire quickly of new faces and gladly go back to the old standbys.

"The colloquial Italian 'America' has come to mean . . . any deposit of hopes, any tabernacle where all things too big, too difficult, too far beyond one's grasp take shape and come true."—Niccolo Tucci.

IT'S ALL RIGHT FOR HER
MIND TO GO BLANK.
BUT SHE NEVER TURNS
OFF THE SOUND.



CATNIPS -- "She's stopped trying to keep up with the Joneses--now it's the Rockefellers" . . . "He acts like he's afraid that if he stands up to be counted, someone will swipe his chair" . . . "There are two things she never seems to get--all she wants and all she deserves" . . . "It was love at first sight, but he wasn't the sight then that he is now" . . . "He's suffering from a severe case of voluntary inertia" . . . "She's so lazy she won't even practice discretion."

"The reason why people who mind their own business succeed so well is that they have so little competition."--Paul Larmer.

THAT AMERICAN LOOK -- Europeans claim they can spot it a mile away, on the quietest-dressed, best-behaved American . . . Americans wear comfortable clothes of better materials; Europeans love the laced-up look. American shoes are cut different, have thinner soles, and are usually shined. American men carry change in their pockets; European men carry all their money in a wallet . . . To top it all, we nearly always look fresh from the barber, and the European nearly always looks like he ought to be on his way to a trim.

Changing your address? Help us keep your Hudson Newsletter coming by notifying us of your old address, your new address, and the name of the dealer who sends you the Newsletter.

OVEN AT THE CURB -- Suburban Minneapolis housewives see their baked goods come directly from the oven when they patronize a mobile bakery which calls on them daily . . . The converted truck starts out each morning with dough ready for the oven and the baker aboard starts baking immediately. The oven revolves to keep pastry level as the vehicle goes up and down hills . . . Buyers of the oven-warm goods have pushed the mobile bakery's sales twice as high as sales in any of the baking firm's regular stores.

"The only woman who will gladly listen to both sides of an argument is the one next door."--Ben Askew.

FASCINATING FACTS -- The heaviest concentration of American Indian population is in New York City . . . Only half the children who start school graduate from high school . . . London barber shops offer about 15 different hair styles for men . . . Chinese compose about one-fourth of the world's population . . . More than half the 1,170-mile boundary of West Virginia, an inland state, is formed by water . . . A large department store will carry in stock 500,000 items . . . Three-fourths of all U. S. area above 10,000 feet lies in Colorado.



"The trouble with many club meetings is they open at 7:30 sharp and close at 10 o'clock dull."--Robert Dale.

OH, FOR THE LIFE OF A DAIRY FARMER -- For about \$8,000 a man can have a milk plant installed which practically makes it possible to run a dairy farm from a swivel chair . . . Sitting in the chair, the farmer can open doors by overhead ropes to let cows out or in. A turn of a crank drops exactly one pound of feed from an overhead bin into a trough . . . By turning to one raised stall on either side of his chair, the farmer can wash cows' udders and attach milking machine teat cups to two animals at a time . . . Give him a good collie, and he's in business.

"We talk an awful lot about saving the world but not enough about understanding it."--Dorothy Houghton.

DISCOVERY QUIZ -- If you correctly matched the explorers named on page one with their discovery, your answers are: Vespucci (South America), Balboa (Pacific Ocean), Ponce de Leon (Florida), Cortez (Mexico), and Sir Francis Drake (California coast).

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

Your Hudson Reporter