

HUDSON Newsletter



Inside Newsblasts . .

. . . and Automotive News

Tomorrow's Motor Car Today

BURGDORF MOTOR COMPANY

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NOW IT'S NOVEMBER — We'll count our ballots on Nov. 2, the earliest possible general elections date, and we'll count our blessings on Nov. 25, Thanksgiving . . . In between, on Veteran's Day Nov. 11, let's count ourselves fortunate to have known the men who made the final sacrifice in three wars during our lifetime, so that we can continue to vote and to have our freedom to be thankful for . . . Have a happy Thanksgiving, and don't eat too much!

"The difference between law and custom is that it takes a lot of nerve to violate a custom."—Paul Larmer.

EAT AND LOSE WEIGHT — It's easy with a new food package deal. You can buy 14 packages, each containing pre-cooked breakfast, lunch and dinner for one person based on a 1,100-calorie-a-day reducing diet . . . Heat or chill the food and eat the contents of one package each day for two weeks, and the doctor who helped work out the scheme claims you can't avoid losing weight.

"The happiest miser on earth is the one who saves friends."—Doc Robinson.



DAFFYNITIONS — Legend: Old lie . . . Consultant: Executive who can't find another job . . . Adolescent: One who is well informed about anything he doesn't have to study . . . Coed: Girl who didn't get her man in high school . . . Idol gossip: Movie column . . . Bridegroom: Husband who asks his wife if she has enough money . . . Bachelor: One who would rather be free than knot . . . Alimony: What happens when two people make a mistake and one keeps paying for it.

"Maybe we'd know more about the electoral college if it had a football team."—Bob McNerney.

ANYBODY'S ALL-AMERICAN — While the footballs are flying, and almost all of us are taking at least a passing interest in our national fall pastime, let's see how well you know the all-time stars of the game . . . Walter Eckersall, Red Grange, Jim Thorpe and Bronko Nagurski are four of the finest backfield men ever to play the game. They played in college for Carlisle, Chicago, Illinois and Minnesota . . . See if you can match them correctly with their alma maters, and check your answers with the correct ones on page four.

"What a racket there'd be if we made as much noise when things go right as we do when they go wrong."—Virgil Buchanan.

CUPID'S A BACK-SEAT DRIVER — He must be, because a majority of 1,181 engaged or married men recently told an interviewer they proposed in an automobile . . . Next to a car, the most popular proposal place is the front parlor, according to the survey. The next most-likely sites to get your man, girls, are on vacations or at a party or dinner . . . Only 8% of the men admitted proposing by remote control, with either a letter or telegram.



THOUGHT-STARTERS -- The quickest way to make a tossed salad is to try to feed vegetables to an 18-month-old child . . . People who wear spectacles can always brighten their day by polishing their glasses . . . Many a love nest has been broken up by a lark . . . School days are the happiest days of a person's life--if she's a mother . . . Science will have to go some to be as frightening as ignorance . . . Getting along with people requires the same recipe as rhubarb pie--use all the sugar you can and then double it . . . The best way to make a fire with two sticks is to be sure one of them is a match . . . Don't be angry with the man who knows more than you do--it's not his fault.

"Who reads the wisdom of the ages? All I can find are uncut pages."--John A. Johnston.

COLD-OVEN COOKING IS ON THE WAY -- By next Thanksgiving, or the one after mother may prepare that big turkey by baking it in a "cold" oven for only an hour and a half, and bring it to the table in the same plate in which she cooked it . . . A midwestern manufacturer is now testing electronic ranges which cook foods from the inside out without heating either the food container or the oven . . . Mom can reach in and take out the plates containing her baked cake (3 minutes) or hot baked potatoes (5 minutes) with her bare hands.

"It's the woman who pays, but that's no excuse for some of the crazy things she buys."--Jess Denious.

AUTOMOTIVE NEWS CAPSULES -- When you see an uplifted thumb at the side of the road, remember that two out of every five hitch-hikers are identified in the FBI's files . . . Miami Beach has 580 parking spaces for every 1,000 cars registered, highest ratio in the country. Roseville, a Detroit suburb, is second with 396 . . . South Carolina allows a driver 10 points under a demerit point system before revoking his driving permit . . . Half the cars sold last year were four-door sedans . . . It's against the law to run out of gas in Mexico City . . . Parking tickets in Arlington, Va. are in the form of envelopes in which the violator may mail in his fee.



"There's no greater actor than the child who goes off to school with a smile on his face."--Kay Ingram.

REACHING FOR THE STARS -- Television transmitting towers are poking long iron fingers into the clouds all over the U. S., yet the world's tallest man-made structure is still the Empire State Building in New York City . . . At 1,694 feet, including its own 222-foot TV tower, the Empire State is 122 feet taller than a new TV tower recently completed in Oklahoma City . . . Now just another also-ran is the Eiffel Tower in Paris (984 ft.) built in 1889 and until 1929 the world's tallest structure.

"You can always tell when a man's well-informed. His views are pretty much like your own."--Louie Morris.

TYPOGRAPHICAL TIDBITS -- Strong hint in the classified ad section of the Chicago Tribune: "Wanted--Man to escort 30 yr. old woman to dinner and night clubbing--preferably Mr. W. P. C." It was signed "Mrs. W. P. C." . . . Music-is-broadening report in the Dickinson (N. D.) Press mentioned "the Glendive drum and bulges corps" . . . The Austin (Texas) American plumped for the male vote by urging the state to "provide enough dames on all the rivers of Texas" . . . Open-season-on-anything headline in the Louisville Times: "2 Fined For Shooting at Migratory Waterfall" . . . That's-how-the-money-goes note in an eastern paper: "Blank was fined \$7,500 for income-tax erosion."

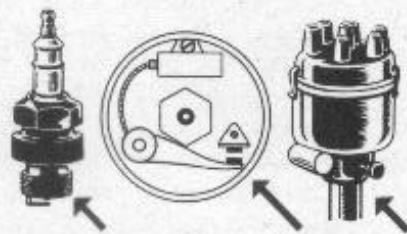
"This nation needs Father in the armchair at the head of the table again, carving the roast, disciplining the children, keeping the peace, settling disputes, loving his wife, serving as an example for sons to emulate and daughters to seek in husbands of their own."--Dr. O. Spurgeon English.

HUDSON Newsletter SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

SIMPLE TUNE-UP — Clean sparkplugs. Reset gap in accordance with your owner manual. Replace burned, cracked, or faulty plugs. Remove distributor cap and observe points for freedom from pits and corrosion. Check gap, following manual directions. To get most out of gas for colder weather driving, re-adjust octane selector or distributor as suggested in manual. Road-test as follows:

See that warmed-up engine idles smoothly. Then, driving in high gear at 10 MPH, tramp on accelerator. A "ping" should be heard at about 15 MPH. If no ping, or ping persisting above these speeds, make necessary adjustments. Too complex for you? Expert service at your Hudson dealer's makes it simple.



Experience: What you have left after everything else is gone.

SAVE MONEY — Most so-called gas-saving devices, capsules, etc., have been proven not only worthless but costly. Automotive research announces a discovery that can save you up to \$50 a year and it costs exactly \$0.00. A light and steady foot on the accelerator can cut annual gas consumption as much as one third!

Cost of Living: Amount you earn plus 20 per cent.



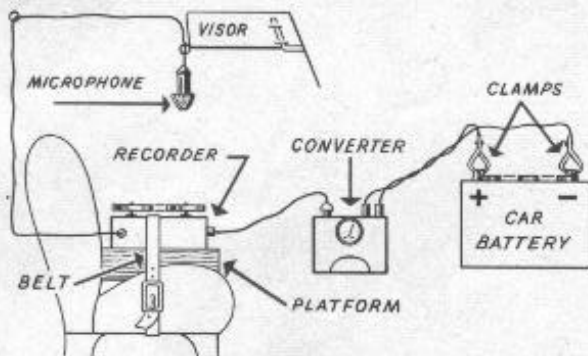
FINGERTIP TEST — With leakage of gasoline past pistons your oil is often weakened before regular changing time. If a drop of oil clings and stretches as you part thumb and forefinger it's O.K. but if it separates like water it has lost its elasticity. Do not replace "dead" oil with detergent cleaning oil unless your Hudson service man says so. An unprepared engine can become clogged with loosened sludge.

Doctor: The only one who suffers from good health in his community.

STOP FLATS BEFORE THEY START — Whenever you add air, test your tires by putting a drop of water in valve stem (if no water is available apply saliva). Bubbles indicate a "sneak leak" caused by: (1) a grain of dirt forced under valve core during inflation, which can be dislodged by jiggling valve pin; (2) an improperly seated valve, easy to tighten if you carry one of those old-fashioned deflator type valve caps that can also be used as a stem wrench.

Wedding: A ceremony at which a man loses control of himself.

YOUR CAR CAN BE YOUR OFFICE — A low-priced tape recorder will help the business man, lawyer, doctor, etc., get a lot of work done on the highway when delayed in traffic or waiting for appointments. A plywood base is needed to level recorder on seat. A belt around machine and seat will keep it from falling (it operates smoothly on any road). Some recorders may be run by a converter plugged into cigar lighter. A more powerful converter is better, wired directly



to battery. Makers recommend a compact unit (sold as a kit) installed inside car hood or under dash, where a plug-in receptacle, pilot light, and switch easily accommodate recorder. The microphone is hung from sun visor, well to the right of your face, but near your lips. Tests show that dictating while driving isn't dangerous.

TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON



Island of Death . . . Riddle of the Pacific . . . Home of the Scornful Gods.

These are some of the names applied to tiny little Easter Island—probably the most mysterious spot on the face of the earth.

A remote volcanic speck of land, more than 2,000 miles west of Chile and far off all the ocean trade routes, Easter Island holds the greatest art treasure of the South Pacific.

Its slopes are dotted with huge stone statues, whose leering faces stare silently out over the ocean. Some weigh as much as 50 tons. One is nearly 70 feet tall.

Who are these strange stone gods? How and why were they erected? No one knows the answers.

The statues are made of soft lava rock, quarried from an extinct volcano called Rano Raraku, near the eastern tip of the island. Many of the giant figures still lie there, half completed, with stone axes and chisels scattered nearby, as though the sculptors had suddenly dropped their tools and fled.

In 1868, the British ship *Topaze* stopped at Easter Island to pick up a sample for the British Museum. It took 300 sailors aided by 300 natives to haul just one statue aboard. And the men were equipped with steel cables, cranes, pulleys, and crowbars!

How did the primitive Easter Islanders move the figures? Your guess is as good as anyone else's. The island is almost devoid of trees and other growths which might have been used for ropes or wooden rollers.



The natives have a tradition that the statues either "walked" or flew through the air to their present positions—which leads one expert to believe they were scattered by a volcanic explosion.

Whatever the answer, Easter Island seems to impress all observers as an island of death. Its shores are ringed by great stone burial vaults, built by unknown master masons centuries ago.

Many of the vaults have platform tops on which stood rows of the weird statues wearing red stone hats. Today the statues lie toppled face downward, either by man or the elements.

According to legend, the island was once the home of two tribes—the "Long-Ears," who were the ruling class, and the "Short-Ears." Both were cannibals. One day, after 30 of their young men were killed and eaten, the Short-Ears rose in fury and massacred their rulers. Since the statues are definitely long-eared, they may have been erected to commemorate the murdered Long-Ears.

Even the known history of the island is dark and tragic. Discovered by a Dutch admiral, Jacob Roggeveen, on Easter Sunday, 1722, it remained lonely and isolated for years, visited only by occasional whaling ships—usually with violent results.

In 1862, Peruvian slavers seized more than a thousand natives—one-third of the population. Only about 15 lived to see Easter Island again, and they brought back the germs of smallpox, which quickly wiped out another thousand natives. Later the island was claimed by Chile.

Two main theories have been offered to account for the great stone art works on Easter Island.

One is that the island is the remnant of a lost

continent. Another theory, suggested by a British scientist, Professor J. MacMillan Brown, is that Easter Island was the sacred burial place for inhabitants of a whole chain of islands swallowed up by the ocean in some great natural cataclysm.

Neither theory seems to fit the facts. For vast distances all around Easter, the ocean is very deep and shows no trace of sunken land. Also, the island is of volcanic origin—which means it must have slowly *risen* from the sea, rather than being a remnant of any submerged territory.

Many of the island's secrets may be locked in a queer picture script, carved on wooden tablets. At one time, such tablets were numerous. But many were burned at the behest of missionaries, and the trained native wise men who knew how to read them were carried off in the Peruvian slave raids.

Today the handful of tablets still in existence are scattered in museums throughout the world. Some experts have found similarities between the Easter Island hieroglyphics and those of Egypt, Babylonia, and Crete. So far, attempts to translate them have met with little success.

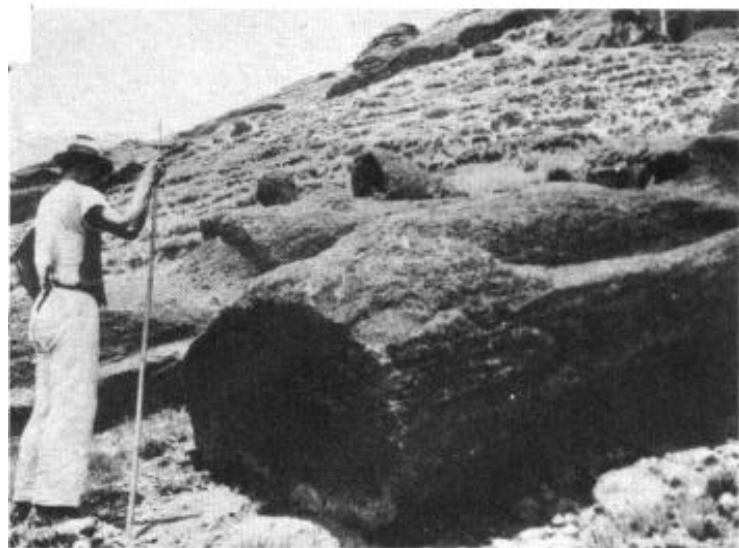
The natives themselves offer little hope of solving the riddle. Only a few hundred remain, huddled in ignorance and apathy, and these are of highly mixed blood. So the strange stone gods of Easter Island may keep their secrets forever.

But There's No Mystery About HUDSON'S FABULOUS PERFORMANCE

It's a matter of record!



Yes, the Hudson Hornet in 1954 will be the National Stock-Car Champion for 3 consecutive years—proof indeed that it is unmatched for performance, stamina, and safety! One complete demonstration ride convinces you that this exceptionally fine car is built for dependable long life and the utmost in comfort and safety. One press of the accelerator convinces you what electronic timing tests with a fifth wheel have proved again and again—that Hudson's Instant Action Engine with Super Induction gives you more "live" power whenever you need it throughout the driving range. But don't take our word for it. Stop in at your Hudson Dealer's today and convince yourself!



Many of Easter Island's statues lie flat or fallen. How the primitive islanders moved and raised them is a mystery to scientists.

Average height of the mysterious stone figures is around 30 feet. Statues are partly buried in the soil.

HUDSON HEADLINES AND BY-LINES

BLUE IS FOR WEST -- Motorists in Arizona can tell which direction they're driving at any time of the day or night by the background color of the state's federal highway signs . . . The westbound traveler sees road markers with blue backgrounds, the eastbound driver sees brown backgrounds. Orange means you're heading north, green means you're going south . . . The scheme lessens the risk of strangers becoming confused in city traffic and heading the wrong way on the right route. Through traffic moves more smoothly in business districts, too, minimizing congestion.

"A successful man keeps looking for work after he's found a job."—Raymond Duncan.

GET THAT GLARE OUT OF YOUR HAIR -- Headlight glare from the rear is annoying at the least, and can be dangerous if its reflection in your mirror distracts your attention from the road ahead . . . Why put up with it, when a Hudson Glare-Proof Mirror can eliminate this nuisance? Drive in soon and have us install this useful, ornamental Hudson-designed accessory which adds to your night-driving safety and pleasure.

"The modern woman spends 75% of her time sitting down—the figures show."—Arnold H. Glasow.

SPEED SQUELCHERS -- A new speed control is a device which may be attached to an automobile accelerator, set for any desired maximum speed, and locked to thwart anyone who uses the car from driving too fast . . . Another device serving a similar purpose is a dial-and-buzzer arrangement. When the dial--attached to the instrument panel--is set at a desired maximum, the warning buzzer sounds if that speed is exceeded, and gets louder as the speed increases.

"A peaceful marriage calls for a good deal of artificial deafness by each partner."—Lem Hubbard.

MIST-MASTERS OPEN THE ROAD -- At two fog-plagued spots along the New Jersey Turnpike, huge fan-like machines are going to work to dispel the mist which endangers motorists . . . When fog forms, photo-electric cells switch on a propeller atop a 29-foot tower. Warm air drawn down toward the ground by the propeller is spread out by a big inverted saucer, dissipating the fog at a distance as far from the tower as 1,000 feet.

"Many a man thinks he's going places when he's really being taken."—T. Harry Thompson.

MAGNETISM GUARDS THE TOLL GATE -- Mechanical toll-collecting machines in New Hampshire employ magnets to catch the occasional driver who tries to pass without paying . . . Unless a coin is put in the collection machine, the magnets detect the car going by, start a horn to summon police, and cause a hidden camera to take a photo of the evader's license plate.

"There is always something worth while in a woman's life."—Margaret Schooley.

RUN FOR PRESIDENT AND LIVE LONGER -- We hear much about the U. S. presidency being a job that kills, but a Newsletter reader who's good with figures points out that our Presidents live longer, on the average, than the rest of us . . . The 33 men who've occupied the White House have an average age of 71 right now, and Herbert Hoover (80), Harry Truman (70) and Dwight Eisenhower (64) are raising this average every birthday . . . Our first six presidents averaged almost 80 years when the average life span was about 35, and two of our three living presidents already have outlived the present average of 68.

PLACES TO DRIVE YOUR HUDSON

NOVEMBER

- 15-20 Eastern States Antique Fair, White Plains, L. I., N. Y.
- 16 Harbor Day Celebration, Apalachicola, Fla.
- 18-26 Florida Art Exhibition, Jacksonville, Fla.
- 21 Mother Goose Parade, El Cajon, Calif.
- 22 Annual Smorgasbord Banquet, Bode, Iowa
- 25 Texas-Texas A.M. Football Game, Austin, Texas
- 27 Army-Navy Football Game, Philadelphia, Pa.
- 27-28 Barley Tobacco Festival, Asheville, N. C.
- 28 Pet Show and Gymkhana, Pinehurst, N. C.

DECEMBER

- 1 Lighting of World's Largest Living Christmas Tree, Wilmington, N. C.
- 2-5 Pacific Coast Turkey Exhibit, McMinnville, Ore.
- 4-8 Mid-Atlantic Farm Show, Atlantic City, N. J.
- 10-12 Pilgrimage and Celebration by Tortugas Indians, Las Cruces, N. M.
- 11 6th Annual Milk Bowl Kids Football Game, Bryan, Texas
- 13 Community Festival of Christmas Music, Fair Lawn, N. J.

FASCINATING FACTS -- A California disc jockey has taught a talking mynah bird to announce his station's call letters . . . Only one-seventh of the Sahara desert is composed of sand--the rest is covered with vegetation . . . New homes in Seattle are being sold completely equipped with carpets, furniture, drapes, and even linens . . . Today's 9-year-old is 3½ inches taller and 12 pounds heavier than the 9-year-old of 1904 . . . There are 194 million telephone conversations daily in the United States . . . An electronic sorter used by a New Orleans coffee importer rejects beans which are off-color.



"Winter is mittens, winter is gaiters, steaming on various radiators."--Phyllis McGinley.

IN RESTRAINT OF PAINT -- Back in 1770, while it was still a man's world, the British parliament considered the following proposed law . . . "All women that shall impose upon, seduce and betray into matrimony any of his majesty's subjects, by scents, paints, cosmetic washes, artificial teeth, false hair, Spanish wool, iron stays, hoops, high heeled shoes, bolstered hips, shall incur the penalty of the law in force against witchcraft and like misdeameanors and the marriage upon conviction shall stand null and void" . . . The bill failed to pass. Too many husbands in parliament, probably.

"In Russia when a kid follows in his father's footsteps, he's probably trailing him for the secret police."--John Purgason.



CATNIPS -- "She doesn't park a car, she abandons it" . . . "He's so lazy he can't keep his self-winding watch running" . . . "She's the kind of girl who likes the simple things in life--men" . . . "So the salesgirl said to her, 'Will you take this with you or shall I send it direct to the exchange department?' " . . . "She knows he's kind-hearted because he said he put his shirt on a horse that was scratched" . . . "He always knows all the answers--five minutes after you change the subject" . . . "Her idea of a sparkling conversationalist is a man who discusses diamonds."

"Job had a lot of patience, but he never had to put to bed a 3-year-old that wasn't tired."--Bo McLeod.

FOR THE LADY OF THE HOUSE -- Fasten one end of your clothesline to a length of chain, and you can always take up slack by putting the next link in the chain over the line hook . . . Cookie sheets with raised edges make good lap trays for the children on trips, keeping crayons, pencils and other playthings from sliding off . . . Wipe white piano keys with a milk-dampened cloth to help prevent yellowing . . . A wash basket reinforced with a wood bottom and mounted on casters makes a good toy pick-up cart for the youngsters.

"Cold cash has a way of making many a man defrost."--Carey Williams.

ONE-SECOND SERMONS -- If you were going to a party instead of to church would you let a little rain stop you? . . . Don't treat God like a lawyer, by never calling him till you get into trouble . . . After you get down on your knees in prayer, get up on your toes and reach higher to bring the laws of God down among the laws of men . . . Always do right, thereby pleasing some people and surprising the rest . . . Some people might fare better in church if the Lord paid more attention to new hats . . . It's easy to hand down the family Bible from generation to generation because it gets so little use.

"We need to remember that happiness is not to be captured by the direct pursuit of it. That is a sure way to miss it. Happiness is the by-product of a well-ordered life. It is fruit from the tree of integrity. Cultivate the tree and fruit will appear, though many blossoms fail."--John D. Freeman.

CHILDREN
UNDER 12
NOT ADMITTED
AFTER 9 P.M.



SIGNS OF THE TIMES -- Motorists entering Findlay, Ohio see this reminder: "Drive carefully. We have lots of children but none to spare" . . . A couple plagued by lingering guests installed this sign in their living room: "Marriage is an institution. Visiting hours 7 to 9 p. m." . . . Under a Do It Yourself poster in a Chicago bookstore is a book for expectant mothers . . . A northerner confronted with "Made in Texas by Texans" labels in numerous Texas cars countered with this sign in his car's rear window: "Made in Michigan by People."

"Today's dollar seems built more for speed than endurance."—Joe W. Berry.

IT JUST ISN'T DONE -- No self-respecting Spaniard ever is seen outdoors in his shirtsleeves . . . It's not good form in Denmark to accept a second helping of food until it has been offered exactly three times . . . Englishmen consider it rude to neglect to say "Cheers" when lifting a drink in the presence of one another . . . In southern Italy, custom forbids a boy and girl to go for a walk together unless she is accompanied by at least one member of her family.

"It's never so bleak that it can't be bleaker . . . there might have been a second speaker."—Tom Sawyer.

NEWS OF NEW THINGS -- A tab-and-button kit is said to make it possible to anchor women's blouses securely inside skirts . . . A multi-purpose saw is designed to serve as saw, ruler, level, plumb, and inside and outside square . . . A new peeling gadget employs a hand crank to turn potatoes and hard fruit against a blade and pare them in one continuous motion . . . For names and addresses of suppliers of these products, address Hudson Newsletter, 431 Howard St., Detroit 31, Michigan.

"A honeymoon may end the cooing but the billing goes on forever."—Bob Hildebrandt.

MEDICINE MARCHES ON--WITH SODA POP -- Doctors have discovered that soda pop can be a big help in getting accurate x-rays of an enlarged heart . . . The patient drinks a bottle of pop, and the carbon dioxide in the pop stretches the stomach walls. X-rays then pass through easily to give an accurate picture of any part of the heart lying behind the stomach . . . At normal thickness, the stomach would obscure any part of a heart which had enlarged downward.



"If a man with a talkative wife will just say a few words in his sleep, she'll listen."—Jer'y A. Cord.

GOT LODGING FOR AN ELK? -- The housing situation for elk in Yellowstone National Park is critical because the elk families are getting bigger all the time . . . It used to be possible to relieve the overcrowding by transferring the excess elk to Montana, but now Montana's full up, and only three of the other 47 states have shown any interest in the government's offer to give them a few elk to start an elk herd or expand one.

"A husband is a fellow who expects his wife to be perfect, and to understand why he isn't."—Vesta M. Kelly.

FOOTBALL QUIZ -- If you correctly matched the football stars named on page one with the colleges also listed there, your answers are Walter Eckersall (Chicago), Red Grange (Illinois), Jim Thorpe (Carlisle) and Bronko Nagurski (Minnesota).

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

Your Hudson Reporter