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BURGDORF MOTOR COMPANY

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HOLIDAY HARBINGERS -- Footsteps crunching in the snow . . . Shovels scraping on the sidewalks . . . Skates hissing on a frozen pond . . . Sacks rattling mysteriously as they're hidden in closets . . . Tree ornaments tinkling when the wind slips in an open door . . . Carols ringing warmly on the cold, clear air . . . Silence humming through the house after bedtime Christmas Eve . . . Innocent children romping on the birthday of another Innocent Child . . . Merry Christmas, everybody, from all of us at Hudson.

"A lot of people who have nothing wrong with them forget to let their faces know."—Dan Bennett.



SIGNS OF THE TIMES -- A midwestern music school made this poster promise: "Piano and Violin Lessons, Special Pains Given to Beginners" . . . A Brownwood, Texas store displays this frank description of its business: "Distributors of Unnecessary Gadgets" . . . Notice at a railroad crossing near Colorado Springs: "The average time it takes a train to pass this crossing is 14 seconds whether your car is on it or not" . . . A San Francisco furniture store's newspaper ad included this coupon to be worn by just-lookers: "I'm looking. It is understood this coupon prohibits all sales talk unless specifically requested."

"Some fellow just said if it wasn't for being behind, he'd never be anything."—Harry Hamrick.

HOW TO TRAIN A TRUFFLE HOUND -- Any kind of dog will do, with or without pedigree. First he must be taught to eat truffles, an edible fungus like mushrooms, which grow about a foot underground near oak, pine and chestnut trees . . . You'd better hope he's a fast learner, because truffles sell for \$12 a pound. When he's taken a liking to truffles, he'll hunt them diligently, it says here, and turn up his nose at any other food . . . This may be the greatest thing since uranium, because experts say there are millions of truffles in this country just waiting to be sniffed out.

"Some women have their ears punctured. Some men have theirs bored."—John T. Dennis.

INTERPLANETARY INTERROGATION -- When you get around to planning your first interplanetary vacation, the first thing you'll want to know is the distance to the various space spots, to see which trip you can squeeze into your vacation period . . . Jupiter, Mars, Mercury, Saturn and Venus are the five planets nearest earth. See if you can arrange them in order of their maximum distance from us. The correct answer is on page four.



ONE-SECOND SERMONS -- Did anyone ever quit going to a

movie theater because hypocrites patronized the place, too? . . . You don't have to believe so strongly in the forgiveness of sin that you keep the Recording Angel busy entering and removing items from your account . . . A strong Christian revolts against all injustices, but especially those which don't affect him . . . There's a minister who keeps on his desk a stone marked "First." It's the "first stone" that he refuses to throw.

"More cigarette lighters would work if they took their feet off their desks."—Pinky Curran.

NOTES ON NYLONS -- Don't let false pride or false economy trip you when you buy nylons, hosiery makers advise . . . Get a size at least a half-inch longer than your foot, and buy several pairs of the same shade. Change pairs regularly so they wear evenly, and good hose can be paired when hose with runs have to be discarded . . . Don't buy 15-denier hose for everyday around-the-house wear; 30-denier hose wear much better. And never wring out nylon hose; wrap them in a towel and press out excess water.

"Not knowing what to do next is a problem which confronts the very busy and the very idle."—Harold G. Clarke.

THE NEW INTERNATIONAL LANGUAGE -- Americans abroad who try to speak the native language have a tough time, because most of the natives want to speak English . . . In France and Sweden, English is taught widely in the schools, and the result is that the American who asks a question in French and in Swedish invariably is answered in English . . . Italy is a pleasant exception, for the Italians' English is about as hesitating as the average American's Italian, and both parties often end up using point-and-sign language.

"Men can live without air for minutes, water for weeks, food for months—and a new idea for years."—Kent Ruth.

AUTOMOTIVE NEWS CAPSULES -- If you leave the keys in your car, you may be held liable for any damage caused by whoever steals it, according to a recent Illinois Supreme Court ruling . . . Today's car has 20% to 25% more glass than its 1949 counterpart . . . There is no attendant at one San Diego parking lot, customers being on their honor to drop the correct fee in a coin box when they leave . . . Almost one-tenth of the 58 million motor vehicles in the U. S. are owned by Californians . . . 366 miles of the New York Thruway, from Buffalo to Newburgh, 61 miles north of New York City, are now open, with 31 miles of this final link due to be completed this month.



"There is no feminine reassurance like the turn of a masculine head."—Mr. John, hat designer.

NEWS OF NEW THINGS -- A vacuum cleaner Venetian blind attachment consists of spinning brushes which clean both sides of a slat at once . . . A small pill cup is designed to clip inside any drinking glass, holding pill to be easily washed down in a swallow of water . . . Brushing-on is unnecessary with a new type of paint remover, which sprays on the surface to be cleaned . . . For names and addresses of suppliers of these products, write Hudson Newsletter, 431 Howard St., Detroit 31, Michigan.

"A hard fall should mean a high bounce if you're made of the right material."—Paul Larmer.

CHECK YOUR WIRING -- To avoid the risk of fire, electrical inspectors advise having your home's wiring system checked before adding new appliances . . . Authorities say many home wiring systems are seriously overloaded already, and additions may be dangerous . . . If you use many electrical helpers now, have that wiring checked before you add more.

"There are only a very, very few jobs about which a person can be enthusiastic all the time. Work of this nature is so rare that it can be put into the category in which the colored lady put happiness: 'There ain't no such thing. You just got to be happy without it.'"—Brice Durbin.

HUDSON Newsletter SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

"CHANNEL MARKERS" -- Before the ground freezes really solid, outline the edges of your garage driveway by hammering in some neat long stakes (such as beanpoles) painted red or orange -- a big help in driveway navigation when the snow flies.



Education: What you have left after you have forgotten all you have learned.

"BABY" YOUR BATTERY -- In wintertime don't roll up to red lights with everything blazing . . . headlights, stoplights, fog lights, directional signal lights, cigar lighter, heater, defroster, fan, radio, etc. In minutes your battery may lose more than the generator can replace in hours, and your engine will lack a hot spark when needed most. At 32 degrees, even a fully charged battery delivers only half power, while starting a winter-stiffened engine demands 150 per cent of the usual juice! (And a run-down battery can be ruined by freezing.) Winter's early darkness and congealing cold needn't murder your battery if you: (1) shut off unnecessary current at slow speeds, (2) start by rolling downhill whenever possible, (3) use under-hood heater to reduce starting strain.

Speechless: What stupid people would be if they said what they thought.



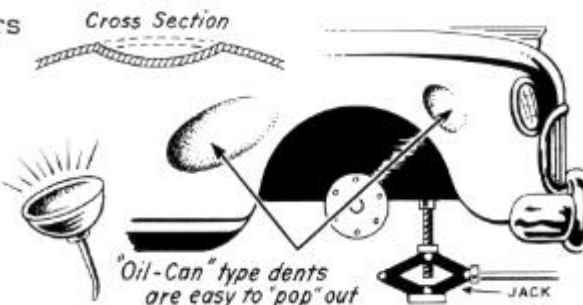
OLD RELIABLES -- We've told you many ingenious schemes for getting your car out of snow drifts and icy ruts, but one of the best is the old and simple precaution of keeping a box of SAND, a SHOVEL, and SKID CHAINS in your car's trunk -- not in the garage where they'll do no good when you are stuck in a snow-bank miles away.

Gratitude: Getting even with people who have done you favors.

SNOW-TREAD TIPS -- Here's good news if you intend trying snow treads. You actually need just ONE extra tire to be properly equipped for driving during the immediate winter season AND the months that follow. Instead of five regular tires, a total of six will do the job -- four regulars plus two snow treads, one of which can serve as a spare in summer. Most dealers give good allowance on the regular tire you trade in. A couple of cautions: (1) Avoid using snow treads on front wheels (they rumble and steer hard); (2) Go easy on the brakes. While gripping firmer in snow, slush, or mud, a sudden stop on slick pavements may make snow treads skid.

Night Club: A restaurant where the tables are reserved and the guests aren't.

TO REMOVE DENTS -- Easiest for amateurs are smooth dish-shaped "oil-can" fender dents. Crumpled steel demands the skill of your Hudson repairman. (1) Remove wheel. (2) Coat area with oil. With care, finish may not be marred. (3) Sight along fender edge. Push any bulge back in line. (4) Hand pressure from inside may now force dent out. (5) If hammering is needed, tap lightly from the inside around edges of dent. Never strike dent in the middle! Dent will soon pop or be pushed out by hand. (6) Any remaining dimples can usually be tapped out with a light hammer. A "dolly" (or padded brick) held against the outside of the fender prevents the hammer from raising "warts."



American Motors Announces a



NEW IDEA! You never saw such luxury in a car priced so low. Genuine leathers and exquisite nylon jacquards, color-keyed from roof lining to two-tone carpet.

You're looking at it now—the first new car from dynamic American Motors!

Not just a new car, but a complete *new idea* in automobiles, to meet the new motoring wants of millions.

Here's the new idea in luxury . . . the rakish flair of the continental sports car, with color-smart interiors like you've never seen before!

Here's the new idea in performance. The liveliest, easiest-to-handle car you've ever had your hands on. A Rambler that darts through traffic . . . turns in the shortest radius, parks easier and out-maneuvers any sedan built in America today . . . and that out-distances them all on a tankful of gasoline!

Here are whole new ideas in comfort and safety. Complete "All-Season" Air Conditioning.* Airliner Reclining Seats. A new kind of Deep Coil Ride that smooths out the bumps as it hugs the road. A new kind of safety construction . . . Double Strength Unit Body.

See and try this newest idea in automobiles—for never before has a car so fine been priced so low. Now on display at all Hudson Dealers throughout America.



NEW IDEA! It's All-Season Air Conditioning*—greatest health, comfort, safety feature of fifty years. No cold in winter! No heat in summer! No traffic roar or dust—constant fresh, filtered air. Needs no trunk space. A Rambler so equipped costs less than an ordinary car!

*Patents applied for



NEW IDEA! You're cradled in deep, Airliner Reclining Seats that adjust to let you rest on the roughest roads. Make up into Twin Travel Beds in most models.

NEW IDEA in "get up and go" . . . smart as tomorrow from its rakish sports car grille to its dashing continental rear tire mount, the new Rambler is easiest to handle in city traffic and on the highway.

New Idea!

On Television: "Disneyland" . . . great new all-family entertainment, ABC Network, see TV listings for time, station.

JEWELRY BY VAN CLEEF & ARPELS • GOWNS BY CEIL CHAPMAN



a Whole **New Idea** in Automobiles



It's the Country Club in Coral and Snowberry White! One of Rambler's 22 rainbow-gay color combinations—in smart sedans, hardtop convertibles, station wagons.



THE 1955



NEW IDEA! Here's spectacular performance in a car that turns in a 38-foot circle. Unique, new Deep Coil Ride keeps you grooved to curves. Pictured here is the Rambler "Cross Country"—the New Idea in station wagons.

Rambler

American Motors Corporation, Detroit, Michigan

NOW AT **HUDSON** DEALERS EVERYWHERE

HUDSON HEADLINES AND BY-LINES

GOOD DRIVERS ARE DEFENSIVE DRIVERS — Safety records prove that the good driver is the one who always allows for lack of skill and knowledge on the part of other drivers . . . The "old pro" at the wheel realizes he can't control other drivers, pedestrians, road conditions, or weather conditions, and develops a defense against these hazards . . . He concedes the right-of-way even when he's entitled to it, he's wary approaching intersections where there are stop signs for crossing traffic, and always has his car under control so that he can avoid the thoughtless or reckless motorist or pedestrian.

"No man has a good enough memory to be a successful liar."—Abraham Lincoln.

GIVE A HANDFUL OF LIGHT — Stumped for a gift to give that friend who "has everything?" Why not give him a Hudson Hand Portable Spotlight? . . . He'll thank you every time he needs mobile light at night, in or out of his car. This 57,000 candlepower spotlight stores compactly in any glove compartment, and can be put to work by plugging it into any cigar lighter socket . . . Come in and take a look at it. You'll probably buy two—one for your friend and one for you!

"That talented nephew of mine drew a picture of a decayed apple and it sure was rotten."—Jack Herbert.

HOW OCTANE RATINGS ARE MEASURED — Gasolines are combinations of hydrocarbons, which are compounds of hydrogen and oxygen . . . One of these hydrocarbons is iso-octane, which has very good anti-knocking characteristics and is therefore assigned an octane rating of 100 . . . Another, heptane, which knocks easily, is rated zero. A fuel is tested in an engine until knocking occurs. Then a mixture of iso-octane and heptane is substituted in varying proportions until knocking occurs . . . The octane rating is the percentage of iso-octane which the substituted combination then contains.

PLACES TO DRIVE YOUR HUDSON

DECEMBER

- 15-21 Forty Miles of Christmas
Shrines, Orange County,
Calif.
- 17 Ceremony of Lights, Hot
Springs National Park,
Arkansas
- 18-Jan. 1 Christmas Village Ex-
hibition, Providence, R. I.
- 27-Jan. 1 San Carnival, El Paso,
Texas
- 31 New Year's Eve Fire-
works, Colorado Springs,
Colo.

JANUARY

- 1 Tournament of Roses
Parade and Football
Game, Pasadena, Calif.
- 1-2 Silver Skates Carnival,
Groton, S. D.
- 2 Power Boat Regatta, Fort
Lauderdale, Fla.
- 3 Dixie Tennis Tournament,
Tampa, Fla.
- 3-8 National Doll Show, San
Diego, Calif.
- 3-14 Furniture Exposition,
Grand Rapids, Mich.
- 4-8 37th Annual Field Dog
Trials, Pinehurst, N. C.
- 6 Twelfth Night Festivals,
Boulder, Cortez and
Denver, Colo.
- 7-10 Los Angeles Open Golf
Tournament, Los Angeles
- 14 Camellia Pageant, Lafay-
ette, La.
- 14-23 National Motor Boat Show,
New York.

"It's a lucky man who, after 55, can call anyone 'old friend.'"—Ben Hecht.

HUDSON SWEEPS THE TRACKS AGAIN — Marshall Teague, Sam Hanks and Frank Mundy finished 1-2-3 in AAA stock car racing this year, and they all three drove Hudson—Hudson Hornets to be precise . . . Thus for the third year in succession, Hudson proved itself the finest stock car in the country . . . The same qualities that make Hudson a racing champion—quick response, ease of handling and stamina—make it Champion of the Highway, too.

"Where all think alike, no one thinks very much."—Walter Lippman.

SOME FACTS ABOUT TUBELESS TIRES — They're tires without inner tubes, but with inner lining to keep the air from leaking out through the side walls . . . They're lighter than ordinary tires, which means they don't get so hot from road friction, and therefore are said to give 10% better mileage. Blowouts are less likely because air will leak slowly from tubeless tires rather than building up pressure as it does when an inner tube fails . . . Tubeless tires can be installed on any car but the wheel rims must be in good condition, because the rim flanges help seal the air inside the tires.

THOUGHT-STARTERS — The only thing wrong about that dollar that used to buy three times as much was that you didn't have it . . . If Patrick Henry thought taxation without representation was terrible, he should see it with representation . . . Nine times out of ten, ignorance isn't an excuse, it's a fact . . . Love is the most fun you can have without laughing . . . Think how a mother kangaroo must hate a rainy day when the kids can't play outside . . . After you've heard two eye-witness accounts about the same accident, you begin to wonder about history . . . There's one thing to be said for children: they never pull out pictures of their grandparents.



"An optimist is a guy who tells you to cheer up when things are going his way."—Mike Connolly.

WATER PISTOL IN THE TOOL BOX — A Billings, Montana oil refinery is laced with high-pressure steam lines, and maintenance men often need to determine whether the lines contain live steam . . . They used to make the test by touching the pipes with their hands, and many burned fingers resulted until a supervisor solved the problem . . . Thanks to his suggestion, line-testers now pull a water pistol from their tool kits, and one squirt of water on the pipe turns to steam if there's live steam inside.

"Maybe you can't take money with you, but where can you go without it?"—Christine Nall.



TYPOGRAPHICAL TIDBITS — Confused challenge in the first paragraph of a letter to a Minneapolis newspaper: "If you are brave enough to print this, please omit my name" . . . First-things-first listing of courses in a midwestern college catalogue: "Efficient Listening" and "Preparation for Marriage" . . . Jaundiced husband's classified ad in the Wayne (Pa.) Suburban Times: "For Sale—Complete 30-volume set of encyclopedias. New in 1948. Never used—my wife knows everything."

"A wink takes one-fortieth of a second. Can you think of any quicker way to get into trouble?"—Ollie M. James.

FASCINATING FACTS — A new kind of watch corrects its own errors once every 24 hours . . . Less than 60% of the families on rural mail routes live on farms . . . The rain that falls on you today has been aloft as moisture for about three weeks . . . The world's population has more than doubled in the last 100 years . . . To lighten the labor of moving to a new building, the Westfield, N. J. public library invited patrons to borrow eight books apiece at the old building and return them to the new building . . . Several large U. S. buildings are now equipped with motor-driven revolving doors . . . Columbus averaged 2.8 miles per hour on his voyage which discovered America.

"When fathers are asked to shell out, children usually expect more than peanuts."—Joseph Schreff.

KEEPING UP WITH THE KLEPTOWELMANIACS — They're the guests who check out of a hotel with its towels in their suitcases, and one big hotel loses 70 or 80 towels a day that way, at an annual replacement cost of about \$15,000 . . . Some kleptowelmaniacs leave other hotels' towels in exchange, and a few ask the hotel to sell them its towels—which they'll probably tell their friends they swiped . . . Much as they add to everyone's hotel bill, the towel-takers can't compare to the people who try to walk out with bath mats, blankets and even lamps. A maid checks each room as soon as it's vacated, and if any major item is missing, often the departing guest finds it added to his bill by the time he gets to the lobby.

"'Safety First' is a good slogan for the road, but adopted as a basic principle for living it must end in stagnation and death. No progress has ever been made without risk. Fortunately the youth (either sex) still despises the sissy who lacks courage."—Walter Shaw.

LET'S SEE NOW,
WHAT'S 4 INTO
5.11 MINUS ONE
STRAWBERRY
PARFAIT.



DAFFYNITIONS — Temperamental: Easy glum, easy glow . . . Banquet: Fete to the finish . . . Chaos: Four women with one luncheon check . . . Suburbanite: Commuter of long standing . . . Inflation: A stab in the buck . . . Tax Collector: Man who won't put off till tomorrow what can be dunned today . . . Movie Queen: Star of rage and scream . . . Raisin: Worried grape . . . Reckless Driver: One who passes you on the highway in spite of all you can do.

"Nothing makes a man put his best foot forward like getting the other one in hot water."—O. A. Battista.

THE FIRST A — Students of the origin of our alphabet believe that our letter A began as a picture of an ox's head, its first form being a square with lines jutting from the top to represent horns and ears . . . Gradually the bottom of the square became pointed and the symbol began to look like our A upside down . . . Through the centuries, this symbol came to be turned on its side by writers, then given another quarter-turn and straightened up in the position we write it today.

"A man never knows how his wife suffers. Unless, of course, he listens."—Franklin P. Jones.

MEALS FROM MACHINES — They'll take a step nearer reality next month, with the appearance of a vending device which will offer a choice of 14 different lunch items, from a hot pastrami sandwich to chocolate milk . . . Also soon to appear is a machine which, at a drop of your coin, will quick-heat sandwiches with radar rays and deliver the hot sandwich to your hand . . . Sooner than you think, you may be able to fill your pocket with nickels and take the family to dinner at the nearest machine.

"Happiness is the art of remembering only the pleasant things."—Margaret Schooley.

CATNIPS — "She said she knows he's not much to look at, but then he'll be at the office most of the time" . . . "He could buy his gifts now except that he doesn't know who his friends'll be by Christmas" . . . "How long can she keep a secret? How long will it take her to get to a phone?" . . . "They were so anxious to brag about having color TV, they painted their set blue" . . . "All her teeth are her own—she finished paying the dentist for them last week" . . . "All the polish she has is on her fingernails."



"The younger generation is more in need of models than critics."—Nat Curran.

WASTE PAPER CAPITAL OF THE WORLD — There are no solid figures to prove it, but the honor probably belongs to Washington, D. C. Every year, our national capital produces 100,000 tons of waste paper, which brings about \$2 million back into the Treasury . . . Scrap produced by the executive department of government is picked up at 125 stations every day—but Congress collects and sells its own waste paper, maintaining the constitutional separation of governmental branches even at the waste-basket level.

"Many tombstones are carved by chiseling in traffic."—H. G. Hutcheson.

SPACE QUIZ ANSWERS — If you arranged the five planets nearest the earth in the order of their maximum distance, your answer is Mercury, Venus, Mars, Jupiter and Saturn.

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

Your Hudson Reporter