

HUDSON Newsletter



Inside Newsblasts . .

. . . and Automotive News

Tomorrow's Motor Car Today

BURGDORF MOTOR COMPANY

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THE MONTH THAT COMES OUT EVEN—Paydays will be closer together this month, but so will billing days . . . We'll pause to honor Washington, Lincoln, Edison, Daniel Boone—February-born American giants . . . And perhaps filing clerks will have a thought for the man who helped them prosper by inventing that wonderful writing machine, the typewriter. His name was Christopher Sholes, and the 14th will be the 145th anniversary of his birth.

"In married life it's not a sin to tell a lie—it's an impossibility."—Ray Cvikota.

THE BIRTH OF TRANSIT ADVERTISING—Word from Greece indicates that firms which advertise on our subways, busses and streetcars follow a practice 2,500 years old . . . A Spanish archaeologist reports that he unearthed a pair of ancient sandals containing the earliest known form of transit advertising . . . Nails fastened to the soles of the sandals spelled the words, "Follow me, handsome."

"The life of a popular song is only about six weeks, says an expert. Thank goodness."—Carey Williams.



SIGNS OF THE TIMES—Honest confession posted on a businessman's desk: "I May Look Busy But I'm Only Confused" . . . Bewildering notice outside a southern carnival building: "Closed Monday, Weather Permitting" . . . A restaurant near a race track offers this advice: "On your way to the races stop here. Leave a deposit and be sure of your dinner" . . . Suggestion in a Los Angeles beauty shop window: "If you aren't becoming to others, you should be coming to us."

"The worst part about having no judgment is that one never misses it."—A. E. Houseman.

WHO ALSO RAN?—We remember our Presidents—two of the most famous were born this month—but who remembers the men who also ran? We all know Calvin Coolidge, Benjamin Harrison, Theodore Roosevelt, and George Washington occupied the Presidency . . . The men they defeated were John Adams, Grover Cleveland, Alton B. Parker, and John W. Davis. Match winners with losers, then check your answers with the correct pairing on page four.

"We can't all be heroes, for someone has to sit on the curb and clap as they go by."—Will Rogers.

HUMOR HUNTER'S PRIZE TROPHIES—A man whose hobby is collecting examples of unintentional humor displays these prize blurbs . . . A woman wrote an insurance company, "My husband took an accident policy with your company and in less than a month he was accidentally drowned. I consider this a good investment" . . . An ad suggested, "Don't kill your wife with work. Let electricity do it" . . . And a tailor wrote a regular customer, "You may imagine it is impossible to buy a serviceable suit at this price. Buy one from us and be convinced."



THOUGHT-STARTERS--He who laughs last better speed it up when the boss tells one . . . Those narrow-gauge Russian railroads are just the right size for their train of thought . . . Don't be one of those husbands who go home and complain about dinner. Take your wife to a restaurant, where you both can complain . . . A hangover is something which occupies the head you didn't use last night . . . The model husband feels in his pocket every time he passes a mailbox . . . Nothing ruins a good family argument quicker than for some nosy bystander to ask what started it all in the first place.

"In your life together remember that most hurts are unintentional, but love is on purpose."—Bernice McCullar.

WHAT PUTS THE POP IN POPCORN?--While listening to the patron behind you in the movie crunching his popcorn, you might calm yourself by trying to figure out what makes popcorn pop . . . Opinion used to be that steam generated within the hull caused the explosion, but now the theory is that a rearrangement of protein matter in the corn itself is responsible . . . Whatever the cause, the effect is that we buy \$375 million worth of the stuff a year.

"The one thing worse than having your wife find a letter you forgot to mail is having her find one you forgot to burn."—Boots Birdsong.

JUST FOR TODAY--I will exercise my soul in these three ways . . . I will do somebody a good turn and will try to keep them from knowing I did it . . . I'll not show anyone that my feelings are hurt, if in the course of the day somebody hurts them . . . And I'll do at least two things I don't want to do, just for the exercise.

"Publicity is what people want put in the paper. News is what they want to keep out."—W. R. Hearst.

FASCINATING FACTS--Americans spent \$1 billion travelling in foreign countries last year . . . There are about 16 million left-handers in this country . . . The sale of twin beds has doubled in the last 25 years . . . In a Swedish music shop, each potential record buyer may not only listen to the record but dance with a clerk . . . Because fountain pens are a mark of distinction in India, people who can't afford a whole pen frequently buy and carry just the top . . . A Lansing, Mich., restaurant owner offers a free meal to anyone who can pronounce his name correctly. His name is George Pappavlahodimitrakopoulos.



"Many a man has learned philosophy from a woman who never heard of it."—Raymond Duncan.

THIS IS FOR THE BIRDS--Well, for the bird-lovers, anyway . . . The Boston phone company has established a special number which patrons can call for a 30-second report giving the late news flashes from the winged world . . . Anyone who dials the number can get advance warning of storms, announcements of bird club meetings and field trips, and the latest scoop on unusual species of birds seen in New England.

"A night club is a place where they get away with murder and you face the charges."—Maurice Seitter.

NEWS OF NEW THINGS--Handy for the traveler are scissors which fold to a length of 1½ inches and can be carried on a key chain or in a pocket leather case . . . A zipper puller made like an old-fashioned button hook helps women close long zippers without a struggle . . . A magnetized rubber-lined ring which fastens to the dashboard makes a convenient pipe holder for motorists . . . For names and addresses of suppliers of these products, address Hudson Newsletter, 431 Howard St., Detroit 31, Michigan.

"A woman accused of theft may be forced into a confession and try to defend herself. A man accused of murder will do the same. But no one in the world will ever confess—or believe—that he or she is a bore."—Elsa Maxwell.

HUDSON Newsletter SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

LONGER LIFE FOR TIRE CHAINS--That's the reward for keeping them snugly fitted to the tires. When mounting a new set of chains for the first time, draw them up as tightly as you can by hand. After driving a few minutes to enable the chains to adjust themselves, re-check their fit. You'll probably find that you can tighten them another link or two. Cut off excess links to prevent them beating against the fenders . . . Tire chains may last indefinitely on snow-covered roads, but driving on bare highways will ruin even a brand new set of chains in 100 miles! Screeching stops and spinning starts will file the cross links down instantly on roads where the snow has been scraped or melted away.



Beans: Vegetable which someone is always spilling.

MISCELLANEOUS HINTS--Automotive researchers report that it's okay to use fluorine-treated water in your radiator. No ill effects resulted from solutions 4,000 times stronger than those which many cities use in their public water systems to reduce tooth decay . . . Fastest way to start a flooded car is to hold a steady open throttle, not moving the foot up or down until the motor responds with enough rpm's to clean out raw gas from manifolds . . . Does your car radio click annoyingly even when it is tuned between stations? Static, caused by tires on certain types of roads, may be the cause. To check: Apply brakes lightly. If static decreases, it is tire static which your Hudson dealer can eliminate with an anti-static powder.

Oratory: The art of making a loud noise seem like a deep thought.



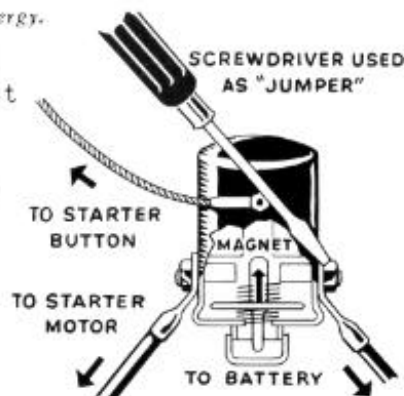
POINTER ON POURING--Here's a little tip you will find useful when pouring anti-freeze into your car radiator. Instead of having the spout of the anti-freeze can at the bottom, turn it to the top. Then the anti-freeze is less likely to dribble. Nevertheless, take all necessary precautions against damage to paint finishes from accidental spilling.

Trouble: One thing you can borrow without references.

SAFETY SUGGESTION--Be ready for the time when one of your headlights burns out, leaving the oncoming driver guessing. Keep a roll of reflective tape in the glove compartment and paste several strips of it over the lens of the defective light to indicate where the other side of your car is.

Famous: What we all would be if it didn't take so much talent or energy.

BATTERY SAVER (ALSO STARTER TEST)--Your starter will start quicker, and battery and entire starting system will last longer, if you shut off headlights (also fog and directional signal lights, heater, radio, etc.) whenever you use starter. Even stalled in traffic, the "inconvenience" of flicking a few switches gives better performance and marks you as an "old pro." However, occasionally use starter with headlights on as test: LIGHTS GO OUT--faulty cable connections. LIGHTS DIM--stiff engine, weak battery, or starter needs inspection. LIGHTS BRIGHT, NO CRANKING--broken circuit. Try activating solenoid manually or with "jumper"--with car out of gear. See sketch, at right.



TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON





Two great engines for the Hornet—Your choice—a new Hudson Hornet V-8, or the Hornet Championship Six with its record 150 stock-car victories. This is the latest, greatest of the V-8's—an advanced, low-friction engine—lightning quick, rugged, whisper quiet.



Beautiful performers . . . the brilliant, new Hudson Hornet and the bright, young stars of the New York City Ballet.

See the All-New 1955 HUDSON HORNETS AND WASPS

Products of the Hudson Motors Division of American Motors Corporation



New 1955 Wasp—spectacular running mate to the Hornet—has Hudson's Double Strength Single Unit Body, new Deep Coil Ride, a powerful yet thrifty super-induction engine. As with the Hornet, power steering, power brakes, fully automatic drives, power lift windows, are available at extra cost.

★ ★ ★ ★ ★ ★ ★ ★

SEE "DISNEYLAND" ON ABC-TV

Great new all-family show. Check TV listings for time and station.

★ ★ ★ ★ ★ ★ ★ ★



1955 HUDSON HORNET V-8 HOLLYWOOD HARDTOP

York City Ballet.

The most beautiful performers of them all

Here are cars, new from tires to top—featuring All-Season Air Conditioning at a record low cost—with tremendous visibility, new power, new

ride, and ease of handling. And with all that's new in Hudson, you also find new price tags that create an entirely new standard of value.



New 1955 Rambler—new-idea car, built for changed new driving needs. Easier to handle, easier to park, easier on the gas, the Rambler is available in sedans, hardtops, station wagons, at prices which, model for model, are below those of comparable cars of the so-called "low-price three."



New Metropolitan—sports car, business car, or an ideal second car, this unique automobile is finely designed, beautifully built; parks 'most anywhere, gets up to 40 miles on a gallon of gasoline. In hard-top or convertible, a smart and thrifty car.

Standard trim and other specifications and accessories subject to change without notice.

HUDSON HEADLINES AND BY-LINES

IF YOUR CAR STALLS ON THE ROAD—Push it out of the mainstream of traffic as soon as possible . . . If you leave the car on the road for any period of time, notify the nearest police station so the police won't think it has been abandoned and so patrolling officers can keep an eye on it . . . Never leave a disabled car on the road at night unless you have placed flares well ahead and behind it, or have left its lights burning to warn other motorists.

"I remember way back when the foremen gave orders on the job."—Sam Pappalito.

TEST DRIVE YOUR JOB-HUNTER—Have the man you're thinking about hiring take you for a drive, a business magazine suggests . . . If he clings to the inside lane, he'll probably duck responsibility, the magazine says. If he hogs the outside lane, he's either in an inexcusable hurry or else considers it his duty to keep everyone else in his place . . . The good prospect shows he knows his own and his car's limitations, is considerate of other drivers, and is alert yet relaxed— qualities as useful behind the desk as behind the wheel.

"Any man who thinks a woman can't keep a secret has a smart wife."—F. P. Jones.

SPEEDERS' SCREAMING DEMON—Speeders through certain Cleveland school areas are slowed down in a hurry by a screaming siren warning them to take it easy . . . Two hoses laid about 75 feet from the siren set it off electronically when a car crosses the hoses exceeding the limit set into the device . . . The siren runs for three to 10 seconds, startling the speeder and warning any children who may be in the road . . . Observers say a driver once shocked by the siren passes through the area at a crawl ever after.

"When two men always agree, one of them is unnecessary."—William Wrigley, Jr.

YOUNG WOMEN ARE BETTER DRIVERS—They're safer drivers than young men, according to the records of a major auto insurance company, which is in the process of lowering its rates for insuring women drivers under 25 years old . . . The company, which bases its premiums on the accident rates of its customers, says its figures show young women drivers have fewer accidents, and so it's offering the young ladies—or their parents—lower policy rates.

"Nothing so needs reforming as other men's habits."—Mark Twain.

IN SIGHT, IN HEARING—That's the principle put to work by a new electronic device called the Message Repeater . . . About the size of an ordinary camera, the Message Repeater sounds off whenever a human being passes it . . . It's already been put to work as a conversation piece at conventions, to promote sales, and as a burgler-discourager and safety reminder.

"Vows made in storms are forgot in calms."—Thomas Fuller.

TEXAS ISN'T PAID FOR YET—The U. S. government would like to finish paying for the state of Texas, but can't locate the people who own \$19,000 worth of indemnity stock sold to finance the purchase . . . This is part of about \$299 million in matured government securities which never have been presented for redemption, some dating back to the Revolutionary War . . . The Treasury figures that many of these securities have been lost and many more lie in attic trunks and other such places, overlooked by descendants of the original purchasers.

PLACES TO DRIVE YOUR HUDSON

FEBRUARY

- 14-19 Gasparilla Pirate Invasion, Tampa, Fla.
- 15-22 Mardi Gras, New Orleans, La.
- 19-20 International Ski Jumping Contest, Berlin, N. H.
- 20-27 Speed Week, Daytona Beach, Fla.
- 20-27 Cactus Show, Phoenix, Ariz.
- 23-28 Orchid Show, Miami, Fla.
- 24-27 La Fiesta de los Vaqueros, Tucson, Ariz.
- 26-27 Soaring Championships, Torrey Pines, Calif.

MARCH

- 1-6 Sportsman's Show, New York City
- 2-31 Old Homes Pilgrimage Natchez, Miss.
- 2-4 Standardbred Horse Sales, Lexington, Ky.
- 3 Camellia Show, Charleston, N. C.
- 4 Tropical Fiesta, Hollywood, Fla.
- 4-6 National Junior Ski Jumping Championships, Whitefish, Mont.
- 6-20 Texas Water Color Exhibit, San Antonio
- 8-10 Swarthmore Antiques Fair, Swarthmore, Pa.
- 9-12 San Hills Hereford and Quarterhorse Show, Odessa, Tex.
- 11-12 Border Olympics, Laredo, Tex.
- 11-12 Ham and Egg Show, Ft. Valley, Ga.
- 13 International Sports Car Endurance Race, Sebring, Fla.

DAFFYNITIONS—Meteorologist: Weatherman who made two straight correct guesses . . . Gourmet: Glutton with a tuxedo . . . Women's Goodbyes: Much adieu about nothing . . . Stenographer: Girl you teach to spell and punctuate while she looks around for a husband . . . Mixed Company: Where you are when you can't think of a story . . . Synthetic Rubber: Massaging machine . . . Receding Jaw: Lecture delivered by a departing wife.



"Girls would dress sensibly if men weren't insensible to sensible things."—Dan Bennett

TELLING TIME WITH ONE HAND—The first watches had only an hour hand, and their owners had to guess the minutes . . . When the minute hand was added in the 1600s, buyers of two-handed watches were looked upon as mentally incompetent because they couldn't tell time with one hand . . . Before the minute hand had been widely accepted, the second hand was introduced, mainly to help doctors in taking the pulse, but it wasn't until the 1900s that the second hand was fully approved by the watch-bearing public.

"Most people would say the right thing if they weren't so busy talking."—Paul Larmer.



TYPOGRAPHICAL TIDBITS—Secretive Dallas want-ad offer: "For Sale: My husband's \$50 Scotties for a lot less. If he answers, hang up" . . . Food-for-thought crime report from Illinois: "The passenger was holding a bun at the driver's head" . . . Colorful writing in a California paper: "The area in which Miss Blank was injured is spectacularly scenic" . . . Inside a best-seller titled "How to Win at Golf" is just one word: "Cheat" . . . Slow-baby item in a Vermont newspaper: "He was born in Greenland and Iceland during World War II."

"Death and taxes are inescapable but only one of them keeps getting worse."—Nat Curran.

FRANCE'S TASTY TUBES—Frenchmen buy mayonnaise, condensed milk, tomato paste, butter, and similar foods in tubes much like our toothpaste tubes . . . They claim food in tubes is easier to handle, pour and measure, and stays fresh longer because no air gets into the tubes between uses . . . Each tube comes with a conventional cap plus a star-shaped cap which ejects the food in patterns for decorating fancy dishes such as canapes.

"One of the things to be thankful for is that we don't get as much government as we pay for."—C. F. Kettering.

ONE-SECOND SERMONS—The tower of life each of us builds becomes suffocating if we don't put in a window here and there to receive the light of religion . . . Prayer isn't the easy way of getting what we want, but it's the only way of becoming what God wants us to be . . . The educated man refuses to view the world from the steeple of his own church . . . All the kind thoughts in the world aren't as worthwhile as one kind act . . . If everything looks hopeless to you, make sure you're not facing the wrong direction.

"A very little child never thanks you for doing things for him—he is so sure you want to."—Maurice Horspool.

SUNMILLS ARE COMING—You'll see them scattered around the countryside just like windmills used to be, with the vanes atop the tower replaced by a glass plate which turns to follow the sun . . . Striking silicon inside the glass, the sun's rays generate electricity which operates a pump at the base of the mill, lifting water out of the ground to irrigate dry land . . . Sunmills aren't ready for installation right now, but they'll be going up before long, to help make even the deserts blossom.

"Whatever cheap cynics say, home is the most popular and will be the most enduring of all earthly establishments. Many of us don't realize how completely it is the beginning and the end of our striving."—Channing Pollock.



CATNIPS—"She's so peculiar she never discusses her husband's faults with her friends" . . . "He spent a fortune on chlorophyll tablets before he found out people didn't like him anyway" . . . "The reason they don't have a TV set isn't because they're intellectually superior—they're just financially inferior" . . . "I'm not saying she's a bad cook but now I know why her family prays before every meal."

"Every do-it-yourself kit should include a hatchet so you can chop it up if you don't like it."—Ollie M. James.

WASHINGTON CROSSING THE DELAWARE—All of us are familiar with this famous painting of a turning point in the Revolutionary War, but few know that the original canvas never reached this country . . . Marred by fire shortly after it was completed by Emanuel Leutze, a German artist, in the 1860s, the painting was sold to the German government . . . Leutze made a copy, which our Congress rejected, but which eventually was sold to a New York museum. His original was destroyed by an Allied air raid on Hamburg, Germany in 1942.

"When a man is good to a fault, it's often one of his favorites."—A. A. Schilling.

AUTOMOTIVE NEWS CAPSULES—A Phoenix, Ariz., filling station gives away windshield stickers listing the one-way streets in town . . . No family in Bermuda is allowed to own more than one car . . . A New York dealer sells ailing cars at special prices to buyers willing to make do-it-yourself repairs . . . Because highway traffic now moves at faster pace, those roadside shaving cream jingles which used to be on 12x40-foot signs 90 feet apart are soon going to appear on 18x40-foot signs 130 feet apart.

"Some men feel that the only thing they owe the women who marry them is a grudge."—Earl Rowland.

STICK AROUND TILL THE YEAR 2000—Letters will be shot from here to foreign countries in rockets . . . Teachers and doctors will lean heavily on hypnotism to instruct and heal . . . We'll shop on moving sidewalks at the second-story level with traffic below and out of sight, according to predictions of the expert and not-so-expert in a recent British crystal-gazing contest . . . On second thought, maybe you won't want to stick around, because one entrant predicted that by 2000 all our food will be produced from wood products.



"It's easier for a girl to walk the straight and narrow if she's built that way."—Mike Connolly.

RETORTS IN COURT—A newsletter reader sends us these examples of remarks which have shattered the solemnity of courtrooms . . . Asked by the judge whether he had a lawyer, a defendant replied, "I don't need one, I've got friends on the jury" . . . A judge offended by a lawyer demanded an apology, whereupon the lawyer said, "Your honor is right and I am wrong, as your honor usually is" . . . A character witness for a man charged with shooting another man to death gave this answer when asked the defendant's reputation in the community: "He's always been considered a straight shooter."

"The ladies looked one another over with microscopic carelessness."—Bugs Baer.

PRESIDENTIAL QUIZ—If you correctly matched the Presidents and the also-rans on page one, your answers are Coolidge (Davis), Harrison (Cleveland), Roosevelt (Parker), and Washington (Adams).

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

Your Hudson Reporter