



the Hudson rEflexT or

Newsletter of the Southern California Chapter of the H-E-T Club

HMCC – 100 Years

HET Club – 50 Years

SC Chapter - 43 Years

May 2009

A Day To Show Your Hudson

On **Saturday, May 16**, SCC members will show their cars and enjoy other cars at **two locations**; Huntington Beach and Stanton.

- **Part 1 - Donut Derelicts Car Collectors Meet** in Huntington Beach, Magnolia & Adams - 6AM - 9AM



Cruise slowly, politely, safely and early to Adams Avenue Donuts shop where the sun comes up to an eye-candy feast of the sweetest treats—shiny cars! Donuts, hot rods, stock & classic cars go hand in hand with a cup of coffee on Saturday mornings in a Huntington Beach strip mall, the scene where a weekly tradition billed as "**The Oldest, Best Free Car Show in America**" takes place.

The coffee klatch has grown over the years and now includes up to 200 friendly folks who dust off their rare, collector or hot rod cars, driving them to a Huntington Beach parking lot for a three hour car fest. There's never a fee to attend, no club organization, officers or membership dues. Nobody's in charge

at this "un"organized Saturday morning social, in fact.

Located at the corner of Magnolia and Adams Avenues in Huntington Beach, the nondescript lot quickly fills up with standing room crowds on Saturdays when the donut shop opens. In the blink of an eye, the place is packed with cars of all shapes, sizes and colors.

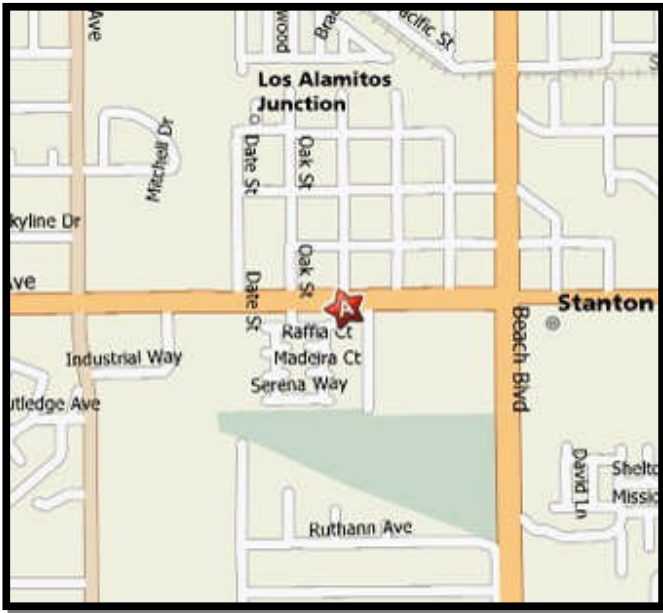
With no flyers distributed, no fees charged and no one to blame should something go wrong, the event maintains success through its simple approach. Just being there gains you admission and exposure to some celebrities, car industry figures and friendly car enthusiasts who come to show off their babies or eye the new beauties.

While most simply attend for enjoyment, Europeans, Danes, Canadians and Japanese on business fly to Southern California and come to the show on a mission. Visiting numerous car events, they often carry video equipment and business cards, scouting for certain models to purchase and ship back to potential buyers in some foreign land. If a car is properly restored, has low mileage and a good engine, a classic gas guzzler can sell elsewhere for nearly double its U.S. value.

Where & When: Magnolia Ave & Adams Ave in Huntington Beach, CA, Saturdays 6 to 9 a.m. **SCC will meet on scene at 0600.** It's free, it's informal.

Getting there: Adams Avenue Donuts and the Saturday morning car show are a few miles from the San Diego - 405 Freeway. Exit Brookhurst Street and head south for several miles. Take a right on Adams Avenue and go two stoplights to Magnolia Ave. The parking lot is on the right hand side of the road before the stoplight.

- **Part 2** - Stanton - 8th Annual Car Show - Stanton Park 7800 Katella Ave. - 9AM - 2PM



SCC will depart at 0830 for Stanton Car Show, corner of Beach Blvd and Katella Ave in Stanton. There is a \$30 registration fee if you want to show your car - the chapter will reimburse 1/2 of the registration for anyone who wants to show their car. *See the flyer and www.stantoncarshow.com for address & misc details.*

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On the Way to Oakhurst

Driving our Hornet, we stopped for lunch at Apple Annie's Cafe in Turlock. On the way out to the cars after eating, we met a fellow that use to live near Lost Hills on Hwy 46. He said that back in 1954, he was at a service station in Lost Hills and a '54 Pontiac pulled in steaming and boiling over. When asked what was wrong, the driver said the he was trying to keep up with a Hudson!

From the New England Chapter

No-Sale to Pretty Boy Floyd Ends in Profit

By Milo G. Trenk Originally published in the Dec. '92 issue of The Currents newsletter

In 1934 I was a salesman for Butler Motors, the factory-owned distributorship for Hudson and Terraplane cars located on South Michigan Avenue in Chicago. At approximately 3 PM on Sunday, Oct.14, the famous (or infamous) gangster known as **Pretty Boy Floyd** escaped from the nearby country jail in Chicago. As it was later learned, he was helped by three of his gang, and the four men needed an automobile to enable them to get out of the area.

In those Depression days we stayed open until 5 PM on Sundays in an effort to increase sales. This Sunday I had the "duty" along with Claire Lomison and Art Davis, but there had been only a few people to stop in all day. There were now no potential buyers in the showroom, so I

Upcoming SCC Events

- May 16 – **Car Shows at Huntington Beach & Stanton**
- June 14 – **Election Picnic** - Ernest E. Debs Regional Park
- July 13 – 17, – **HET 50th Anniversary Meet**
http://socalhet.org/2009_natl/09_index.htm
- September 17-19 – **All California Meet**
- Nov – **Laughlin Economy Run**

Board Meetings are normally scheduled for 2 PM on the third Sunday of each month, and are **open to all members**. Phone 805/987-8187 for directions.

Want an SCC Meet close to your home? Just find a park or other attraction with parking and facilities. Then give Noah a call (626/799-6107)

Start Your Campaign

The **annual chapter elections** are coming up and will be held at the Ernest E. Debs Regional Park in June. Here is your chance to participate in the chapter activities with your ideas, suggestions and comments. There are 2 opening; **Treasurer and Secretary**, and **all offices are available**. So order your yard signs, contact the media and call Jon to put your name in the hat.

let the two men go home early, intending to lock up with the help of our new car porter, Jack Williams. About 4 PM, two of the gang entered through a small door in the rear of the building, where our service and repair shop was. They had encountered Jack Williams and marched him at gunpoint toward the front of the building, where the showroom and offices were. About this time, the other two men entered the showroom through the front door and quickly moved to the small salesman's office in which I was sitting reading the Sunday paper.

Floyd immediately identified himself and told me we wouldn't be hurt if we did what we were told. I assured him that Jack and I would cooperate fully. **Pretty Boy** told me he wanted an **8-cylinder Hudson sedan** and asked if any of the customers' cars in the back shop were 8's. I responded that there might be some 8's but because they were in the shop due to having mechanical problems; they would not be a good choice for his needs. **Floyd** agreed with this logic and asked if a new 8 was in stock. He appeared pleased when I pointed out a pretty green sedan right on the showroom floor. **Floyd** ordered the front door of the showroom locked and the porter and I set about moving the new cars around so as to get the green 8-cylinder back into the shop area.

I remember Jack whispering to be, "Mr. Milo, does you think they will shoot us when they get ready to leave?" I told him they had no need to do anything like that, so long as we followed orders. (However, I was having different thoughts.) Once the car was in the shop Jack got busy checking the oil, water, tire pressure and in looking the car over to make certain it was ready for a sustained run at high speeds. One of the gang, holding a revolver, stood close by Jack and supervised everything he did, but Jack was a good mechanic and there was no complaint.

I was taken back into the business office where they had discovered a large safe, which I was ordered to open. I thought I might claim I didn't know the combination, but quickly decided to

open it because there was little chance any money would be found. We had not taken any deposits or sold any cars for several days. I guess I was pretty nervous and misdialed the combination three times before one of the gang pushed me aside and asked me to repeat the combination out loud, whereupon he had the safe open on his first try. Just as I suspected, there was no cash in the safe, but they did find the company checkbook, which the removed and placed in the **Hudson**.

Finally, Jack and the watchful gang member were finished inspecting and refueling the car and the four were ready to leave. They checked over the shop, showroom, offices and second-floor storage area, but didn't find anything they needed. They had, however, noticed a small, lockable restroom near the business office and Jack and I were herded into this tiny room. **Pretty Boy** was now holding a Thompson submachine gun and I noticed that he also had a .45 Colt pistol stuck in his belt. He smiled faintly as he said, "Ok, Mr. Milo, you have played square with us so if you promise not to try to get out for 30 minutes we'll put you and Jack in this crapper! What do you say?" Naturally, Jack and I agreed at once, along with a series of thank you's and other now-forgotten expressions of gratitude. One of the gang slammed the solid oak door and turned the key from the outside.

For a few minutes we heard only muffled voices, then the sound of a starter motor and the unmistakable tone of the big 8-cylinder being revved to life. We recognized the sound of the overhead door going up, the car moving out of the shop, the door coming down, then silence. I'm just 5 foot 6 inches tall, but Jack was nearly 6 feet and weighed about 200 pounds. The two of us started kicking and shouldering the locked door, but weren't getting anywhere. Jack finally asked me to move aside, whereupon he sat himself atop the restroom washbowl and put both feet against the door. With only one big pushed he forced the door and the hinges free of the door frame. I yelled with joy as it fell flat onto the office carpet.

I phoned the police and my boss, Mr. O.H. Baehler. The police arrived in two or three minutes and took a complete report. Several customers' cars were found missing their license plates, but by studying the workshop Orders in the wall rack it was simple to determine the numbers on the missing plates. By this time both Jack and I had called home to report the events and that we would be late arriving home. A Fine Photo Opportunity.

Mr. Baehler soon arrived, along with my fellow wholesale salesman, Mr. Ray Winkenwerter. They had brought photographers and reporters from the Chicago Tribune and Daily News. Lots of pictures were taken, but the next day's editions did not include a single photo of either Jack or me. Both papers did run nice pictures showing the building front along with the **Hudson-Terraplane** signs. I found out later that Mr. Baehler had provided Winkenwerter a supply of cash and that Ray had slipped \$20 to each reporter along with a request that the car signs be prominently shown in the articles. Also, the reporter from the Tribune wrote that I had stated to him that **Pretty Boy Floyd** had confided in me that he would only entrust his escape to an **8-cylinder Hudson because they were the fastest American car and well known for their reliability and stamina. Pretty Boy Floyd** and his gang managed to evade capture for quite a while but eventually were trapped at a roadblock in Missouri. The **Hudson** was badly riddled with bullets and two of the gang were fatally wounded. Surprisingly, no vital part had been struck and the car was still drivable. Mr. Winkenwerter was authorized to reclaim the car. He took the two men with him and drove to Missouri. The first thing he did when he got there was have a sign Painter inscribe on both sides of the car. In large letters was

PRETTY BOY FLOYD PICKS HUDSON FOR ESCAPE.

Beneath those words, in smaller size letters, was

144 Bullets Can't Stop This Car

He had the two fellows drive the car all over our zone territory and arranged with the local newspapers in each town to have it photographed at every dealer we serviced. Whenever the car was on display, the public was invited to sit in it and have their picture taken. No doubt there are many such photos yellowing in old family albums. It took 40 days for the car to finally return to our Chicago showroom, where we had it on display well into 1935. I guess it was finally stripped of usable parts and sent to the junkyard. No doubt plenty of people would have liked to buy that car as a collectible for a high price, but such thoughts were not in the 1935 mind.

I once sold several to members of the **Capone gang**, but those were normal business deals. Going through this experience with **Pretty Boy Floyd** was my big brush with American history.

The Electronic Newsletter

The **SCC Newsletter** is now available by **email** as a pdf file. Just email your request to the editor: SCC@elkay.org.

Hudson Related Items for Sale

- <http://socalhet.org/salesroom.htm>

Restoration Resources & Suppliers

- <http://socalhet.org/suppliers.htm>

SCC Officers

President: Jon Cronk 805/987-8187

Vice President: Stephen Marshall 661-946-9027

Secretary: Brad Forbush 818/840-8979

Treasurer: Ruth Hay 818/247-0753

Tour Chairman: Noah Blough 626/799-6107

Communications: Bob Ross 626/355-8747

Membership: Susan Ross 626/355-8747

Club Store Manager: Jon Cronk 805/987-8187

Local Region Director: Craig Kistler 714/256-2558

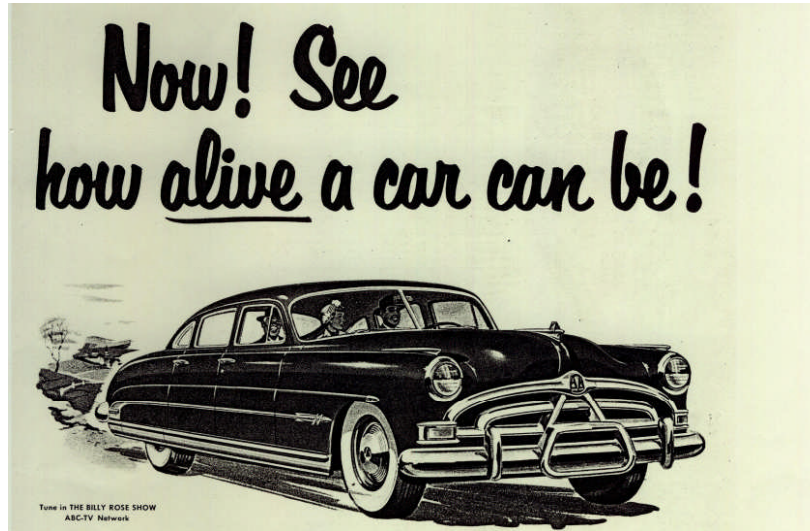
HET President: Mike Cherry 435/657-0443

The National HET Club Page



2009 National Meet: http://socalhet.org/2009_natl/09_index.htm &
<http://www.hudsonclub.org/hetevent.htm>

2009 Drive to Detroit: http://socalhet.org/2009_natl/50th_national.htm



DRIVE YOUR HUDSON HORNET TO DETROIT

50th National Meet

Candlewood Suites Detroit (888) 299-2208

July 13-17, 2009

Hyatt Place Detroit (248) 475-9393

April, 2009

H.E.T HISTORICAL SOCIETY LIFETIME MEMBERSHIP DRAWING



In celebration of 100 years of the Hudson Motor Car Company, the HET Historical Society announces a lifetime membership drawing at the 2009 National Meet. Anyone who donates \$100 will be eligible for the lifetime membership drawing at the 2009 National Meet. A membership application and check for \$100 payable to the HET Historical Society should be delivered to Membership Chairman, Carmen LaFlamme. Do you want to make a gift to someone? Consider donating \$100 for their membership and enter their name in the membership drawing.

To fund this membership contest, nine members of the HET Historical Society Board of Directors each donated \$100. Thank you HET Historical Society Board of Directors!

Here are the rules:

1. Any person who is not a lifetime member of the HET Historical Society is qualified;
2. If they make a \$100 cash membership donation to the HET Historical Society between May 1, 2009 and the start of the HET Club banquet program on Friday, July 17, 2009; and
3. You deliver \$100 and a membership application to Carmen LaFlamme before the start of the banquet program.

Spread the word among your friends. Join the HET Historical Society in 2009!

Checks should be made payable to H.E.T Historical Society and delivered to Carmen LaFlamme, 111 Besaw Road, Richmond, VT 05477.

8th Annual **CAR SHOW**

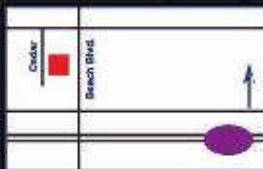
**SATURDAY
MAY 16, 2009
9 A.M. to 2 P.M.**



**Stanton Park
7900 Katella Ave.
Stanton, CA 90680**

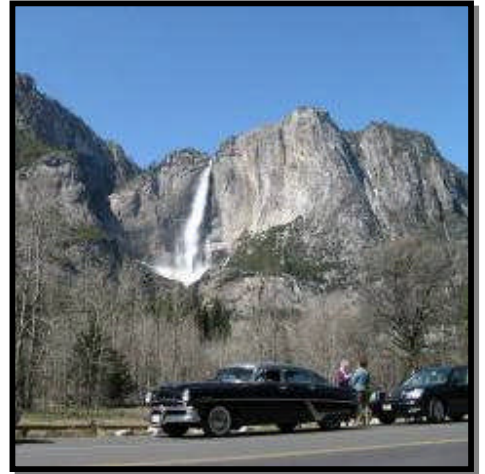
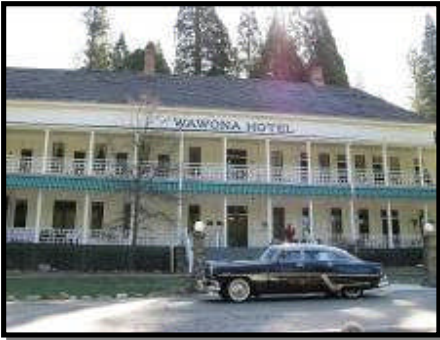
featuring
Classics • Customs • Hot Rods

**FOR FURTHER INFORMATION CALL:
(714) 379-9222 ext. 270**



**ENTRY FEE:
\$25.00 PRE ENTRY
\$30.00 AT THE GATE
TROPHIES TO BE AWARDED**

2009 Western Region Meet



SOUTHERN CALIFORNIA HET CHAPTER MEMBERSHIP FORM

Name _____ Spouse _____

Email Address _____ Phone _____

Street Address _____

City _____ State _____ ZIP Code _____

HET Membership No. _____ (Found on the WTN Label)
(National HET membership is required for local chapter membership)

New

Renewal

Hudson-built cars owned:

| Year | Make | Model | S/N | Engine No. |
|------|------|-------|-----|------------|
|------|------|-------|-----|------------|

Mail \$15 check payable to "So. Cal. HET. Club" to: Membership Chairman, 150 South Michillinda Avenue, Sierra Madre, CA 91024



*Hudson-Essex-Terraplane Club
Southern California Chapter
150 South Michillinda Avenue
Sierra Madre, CA 91024*



First Class