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Inside Newslants . . 1

. . . and Automotive News

Tomorrow's Motor Car Today

BURGDORF MOTOR COMPANY

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St. Louis 4, Missouri

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JUNE JOTTINGS — June is the favored month for weddings in most parts of the United States. But in Mississippi, South Carolina, Arkansas and Georgia, the brides prefer December . . . One hundred years ago, in June, 1851, Maine became the first dry state when Governor William G. Crosby signed an act "to prohibit drinking houses and tippling shops" . . . Astrologers say persons born between May 20 and June 21 are under the sign of Gemini. They are likely to be exceptionally versatile, quick to comprehend, masters of several lines of endeavor. But they must cultivate thoroughness . . . Flag Day is the 14th; Father's Day comes on the 17th; and that full June moon will shine on picnics and courting on June 20.

"Streams of oratory do not always come from oceans of thought." - Charley Grant

WHO SAID THAT? -- Great sayings, like good deeds, often outlive the men who said them. See if you know or can guess the men who uttered these bits of wisdom and humor . . . (1) "The old believe everything; the middle-aged suspect everything; the young know everything." (2) "Only those Americans who are willing to die for their country are fit to live." (3) "In Heaven, an angel is nobody in particular." . . . (4) "No sensible person ever made an apology." (5) "All authority belongs to the people." (6) "The ballot is stronger than the bullet."... See page four.

"To get along with snooty headwaiters, speak softly and carry a hig stack." - Earl Wilson

FAMOUS LAST WORDS — "He ran that red light, and so can I" . "Oh, I'll take her out this once. But as you know, I'm a confirmed bachelor" . . . "How could my account be overdrawn? There are still a lot of checks left in the book" . . . "I don't have to look it up. I know how to spell" . . . "Go ahead and steal. The catcher has a glass arm" "Don't close that door, conductor, I'm not in yet" . . . "For directions, see other side" . . . "Is this scale RIGHT? . . . "Anything will grow in this soil."

I HIT .358
IN KANSAS CITY

"A gypsy fortune teller is a woman who puts her feminine intuition on a paying basis." - Ronald Colman

A GOOD LOSER — He wanted to own the fastest yacht ever built and spent a fortune to construct one that he hoped would win the International Cup. So consistently, yet smilingly, did he meet and accept defeat time after time that the International Committee awarded Thomas Lipton a special cup to signalize his distinction as the "world's best loser" . . . Very few yachtsmen can recall the name of a single winner of the International Yacht Races. The name of the greatest loser overshadows them all.

DAFFYNITIONS — Sale of Swiss watches: Money to Berne . . . Small town: Where the station wagons are bigger than the station . . . Boxers: Feint hearted men . . . Fireproof: The boss's son . . . Russian liquidation: Cache a Czech . . . Heaven: Farewell address . . . Anzio blonde: Bleachhead . . . Pin-up girl: Babysitter . . . Bargain sale: Counterattack . . . Cannibal chief: Fellow all fed up with people . . . Masseur: Limberjack . . . Bachelors: Parade of the wouldn't soldiers . . . Hollywood rancher: Man with a station wagon and a flower pot . . . Moose: Animal with horns on one end and a library wall on the other.

"A proverb is a short sentence based on long experience." - Miguel de Cervantes



ANOTHER SMITH — Herb Caen in the San Francisco Examiner tells about a Bay Area man with true imagination. Relates Caen: "This fellow was born Henry M. Smith, but he had it changed legally 16 years ago to Another Smith. The idea came to him after too many years of listening to people apologize after calling him by mistake: 'Oh, I'm sorry. I guess I want another Smith.' . . . After the name change, ex-Henry was able to fire right back: 'But I AM Another Smith.' "

"There is no more independence in politics than there is in jail."-Will Rogers

AUTOMOTIVE NEWS CAPSULES — Apparently the hand that rocks the cradle in Ohio is not considered too adept at the wheel. A state law prohibits women from driving trucks and taxis . . . New asphalt roads from old are now made by a continuously operating mobile road plant that crushes the old asphalt, adds enriching material and relays it on the roadbed . . . Following the suggestion of an United States research committee, tests of European type road markers have been tried on sections of Ohio, Virginia, New York and Minnesota highways. American markers are being tested in France, Chile, Turkey, India and Southern Rhodesia.

"Their romance was interrupted by marriage."-H. V. Wade

SIGNS OF THE TIMES — Epitaph in Kansas: "He was so busy practicing, he had no time for preaching." . . . Salt Lake City pet shop, specializing in Dachshunds, has this sign in its window: "Get a Long Little Doggie" . . . Menu notice in Milwaukee: "Broiled Baby or Roast Turkey with dressing" . . . Placard alongside railway roadbed in Israel advises, "Don't pick flowers while the train is in motion." . . . Classified ad run by Wall Street firm looking for secretarial help: "The opportunities are unlimited — most of our executives are bachelors." . . . Inflationary note by a Detroit bank being remodeled: "This bank enlarging quarters."



"A well-fed bound chases no rabbits."-Clyde Moore

FASCINATING FACTS — Fish have but a few nerves around the mouth and suffer little when they are hooked . . . The human heart, rated at only 1/240th of one horsepower, circulates between nine and 10 tons of blood daily . . . Florida usually has more thunderstorms than any other state . . . The bear so often mentioned in Scriptural writing is the Syrian bear, distinctive for its gentle disposition . . . Selling at the same per ounce price as a woman's bathing suit, a man's overcoat would cost about \$595.

"Socialism gives the English free false teeth, but no meat to chew on." - Governor Dan Thornton

LONG ARM OF THE LAW -- When a Massachusetts traffic judge recently encountered a defendant who had refused to stop cleaning his truck in the middle of traffic, he reached back a long way to 1837 to throw the book at the trucker . . . The New England judge invoked an ordinance 114 years old forbidding "cleaning a vehicle in the public street." The violation of the ancient regulation cost the gentleman a \$20 fine.

Hudson Tewsletter

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

DON'T BE SHOCKED—Polishing your car with an electric buffer can build up quite a charge of static electricity, but it won't pass unpleasantly through you if a more suitable ground has been provided, such as a wrench or jack handle propped from pavement to bumper. (To dissipate static electricity generated by tires, have your Hudson dealer inject your tires with "static suppressor".)

MacArthur dismissal: Harry-kiri

TOOTH AND NAIL—Save your old tooth brushes, especially the nylon bristle "tufted" type. Carefully heat and bend the handle up about an inch. You'll have an excellent nail brush to remove that stubborn car grime so often passed up by your regular hand brush. Also, you'll find it handy for polishing rings, jewelry, small articles and even silverware.

Hoop snakes: Basketball gamblers

ANOTHER GOOD-DRIVER TEST--Place 50 common pins on a piece of paper and, using one hand only, transfer them to a teacup as quickly as you can. A driver with good nerves and coordination should do the job in less than a minute and a half.

Marriage: Eclipse of the son

STREAMLINE WITH A NEW GASOLINE DOOR GUARD—Do gasoline attendants chip the paint along the gasoline door of your "Step-Down" Hudson with their pump nozzles?

. . Well, then, your Hudson Dealer has just what you want - a Hudson Gasoline Door Guard, Custom Tailored for your Hudson. It's inexpensive, easily installed, and mighty handsome!

Gossip: Woman whose dirt is never done

SMELL SMOKE?—If you smell smoke while driving, see if the emergency brake is fully released. Then check ammeter, heat and oil gauges. If these are 0.K., pull off the road immediately and look for cigarette butts in upholstery, wiring short circuits, and rags or paper smouldering against the hot exhaust pipe or manifold. (You may be glad you carried one of those handy emergency fire extinguishers.)

Hospital nursery: Heir conditioning

YOU NEED A NEEDLE-To remove a broken key from a car lock, try fishing it out with the tiny hook on the end of a fine crochet needle.

Wolf: Man who enjoys life, liberty and the happiness of pursuit

DOOR MIRROR INCREASES DRIVEWAY VIEW——If your garage has swinging—type doors, here's a way to see that the way is clear when backing out of your garage: Mount a large mirror on the garage door interior so that it gives a clear view of the driveway when the door is fully open, thus overcoming any blind spots in the car rear—view mirror.





Ride with the Hinner

Thunder of mighty motors . . . screech of tortured tires . . . reek of burning oil and rubber . . . roar of the guarter-million multitude . . . swirling dust, scorching heat, screaming wind . . . onrushing cars, the threatening wall, the ribbon of roadway that leaps ever at you . . . speed, speed, SPEED . . .!

Four racking hours you hurtle round the track, man and machine become one in fierce intensity, racing Time... Destruction... Death.

Then, when it seems that flesh and steel can stand no more, a checkered flag rips across your blurred vision as you explode past the maddened stands for your 500th mile at 124.002 MPH... and you've WON... the greatest event in the automotive world... \$50,000.00 and fame... the INDIANAPOLIS 500!

And YOU—wherever you drive your new Hudson—you, too, have "won" just as if you rode in the winner's cockpit. For the annual Indianapolis classic brings you "... better engines, better tires, better brakes, better spark plugs, better oil, better everything ...!"* since that first 75 MPH race in 1911 when a new gadget called the "rear-view mirror" enabled Ray Harroun to win without the weight of the usual mechanic-observer!

*So says Wilbur Shaw, thrice-winner and President of the Speedway.

AN HONORED NAME

Hudson has worked at Indianapolis with winning drivers, mechanics, and engineers, even before this 40-year old event began. Hudson is not a racing car (although capable of cruising in comfort at 100 MPH plus, and National Champion Stock Car, victor over 71 other cars!). Your Hudson is a pleasure car, America's most sensational pleasure car, thanks to these exclusive track-tested advantages unavailable in any other car, regardless of price:

STEP-DOWN DESIGN



EVERY car in the Indianapolis Race has a recessed floor. ONLY Hudson, of all pleasure cars, possesses this feature, the one way to get lowest center of gravity, hug-the-road ride, stability on turns, and SAFETY... on speedway or highway.





STREAMLINING

Race drivers even streamline axles! Not just for sleek "speedy" looks but because air resistance, even at 50 MPH, steals more horsepower than the weight of the car! (Three times as much at 100 MPH) Hudson's perfect streamlining brings you not only breath-taking beauty and smooth silent ride, but—as proven by scientific tests—makes available a much greater per cent of engine power for propelling the car.



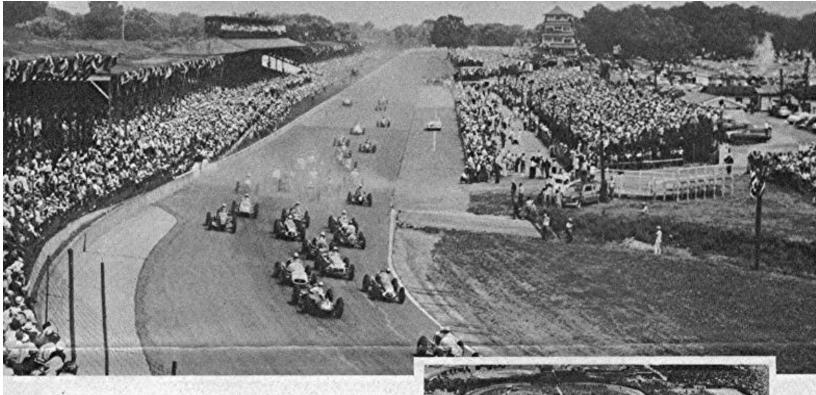
Despite thrills and spills, Indianapolis is safer than the average highway due to AAA rules demanding safe construction. Many a driver steps unscathed from a 150 MPH crack-up because he rode cradled within steel girders just like the Monobilt Body-and-Frame of your Hudson which, with Triple-Safe Brakes and many other safety exclusives, is America's Safest Car.

COMFORT



Because of ear-splitting noise, body-bruising vibration, fierce fatigue, and cramped quarters, early drivers couldn't endure the entire grind, but by 1941 Cliff Bergere was able to solo non-stop averaging 113.528 MPH thanks to lower-built balance, more room, relaxing ride, comfortable cushions, banishment of wheel fight . . . features built into your new Hudson.





MECHANICAL MARVELS

8000 RPM racing engines must balance with Swiss-watch precision... whisper under a doctor's stethoscope... smoothness equalled only by Hudson, the one car with a dynamically balanced engine. Wear-defying motor block, pinned piston rings, special spark plugs, dual carburetion, center-point steering, individual front-end suspension, splay mounted springs, ride stabilizers, front tread wider than rear . . . and many other mechanical miracles are Hudson qualities considered essential in winning race cars.

ECONOMY



The first Indianapolis winner gobbled gas and 30 gallons of oil . . . 88 tire changes in the 1913 race! Today's cars show tremendous improvement . . . often keep their tires. Likewise, Hudson's advanced design means less cost, longer life, freedom from service. More horsepower per pound of body weight also adds to fuel efficiency.

ENDURANCE



All racing cars (like all autos) look good at the start, but in minutes the "break-downs" show up. (In 1946, only 7 out of 33 finished!) Motors burn up, oiling systems fail, and seemingly sturdy parts become brittle as glass and break during this 4-hour ordeal equal to more than 100,000 miles of normal driving.

In that toughest test—everyday use on the highway—100,000-mile Hudsons have proven for 42 years their ability to outlast any car. Now more than ever—with the future so uncertain—you'll WIN in the long run with Hudson.

Captain Eddie Rickenbacker, former race driver and ex-president of the Speedway, says:

"... THE PACE IS SO TERRIFIC IN A 500-MILE RACE THAT IT EQUALS 100,000 ROAD TESTS."

Here's why ...

Instead of an oval bowl, the Indianapolis Speedway is a 2½ mile rectangle (FOUR curves in a heart-break course whip-sawed in seconds as straightaway speeds approach 200 MPH!). Here, as on the highway, it isn't altogether a "heavy foot on the gas" that wins but surging acceleration on the straightaway, split-second deceleration for safe curves, with bursts of tremendous reserve power to overtake other cars.

That's the kind of brilliant performance you get from Hudson—unbeatable pick-up, incomparable reserve power—and like the mighty racers whose finest qualities it shares, eager life-like response found in no other car . . . giving you confident command on every highway . . . the thrill of driving the winner!

LUSIVE FEATURES



UDSON HITS THE HEADLINES

HUDSON HORNET HITS WINNER'S CIRCLE AGAIN -- Man of the hour in stock car racing circles these days is race driver Marshall Teague. And the automobile which is earning him his leadership is Teague's Hudson Hornet, a standard stock car with no special equipment . . . Teague blazed to victory over the tortuous half-mile oval at Gardena, California without relinquishing the lead with his Hornet. Twentysix other cars competed. The 100-mile course was traversed in one hour, 38 minutes and 17.17 seconds . . . A few days later in the National Stock Car Race at Phoenix, Arizona, Teague again piloted his Hornet to victory over the one-mile dirt track in a 150-mile test. Many nationally known drivers finished in Teague's wake, among them Bill Holland of Indianapolis 500 renown . . Teague's continued success with his Hornet conclusively proves Hudson's qualities of stamina, ruggedness and durability. It also accents Hudson's superior ability to cling to the road and take curves more safely.

"Just having children doesn't make a woman a mother."-Paul Larmer

PLACES TO DRIVE YOUR HUDSON IN JUNE

1- 2 Pioneer Days Celebration Clovis, New Mexico

1-July 21 Hollywood Park Horse Racing, Inglescood, California

1-July 31 San Diego Yellowtail Fishing Derby, California

2- 3 Lompoc Flower Show, Lompoc, California

3 Opening of Boating Sea-son, Stoans Lake, Colorado

4-7, 20-23 Huntington Beach Grunion Derby, Los An-geles, California

9-10 Main Street Butter Days. Sauk Centre, Minnesota

10 American Folk Song Festi-val, Ashland, Kentucky

10 Red Rose Festival, Manbeim, Pennsylvania

13-17 National Collegiate Ath-letic Association Baseball Tournament, Municipal Stadium, Omaha, Nebraska

14 Flag Day Celebration, In-dependence Hall and dependence Hall and Betsy Ross House, Phila-delphia, Pennsylvania

14 Chippewa Indian Pow-Wow, Detroit Lakes, Minnesota

14-16 Fiesta of the Five Flags, Pensacola, Florida

14-17 USGA Open Champion-ship, Oakland Hills Country Club, Detroit, Michigan

21-22 Annual Lily Show, Mid-dleburg, Virginia

24 Cheyenne Kennel Club Show, Wyoming 24 Two-Bar-Seven Ranch

24 Two-Bar-Seven Ranch Rodeo, Tie Siding, Wyo-

25 Lake Fishing Season Opens in Michigan

28 Star-Light Opera, Balhoa Park Bowl, San Diego, California

29 Opening Vermont hass fishing season

29-July 1 Hanover Horse Show, Pennsylvania

30 Hall of Fame of the Trot-ter Day, Gosben, New York

No. 2 in a Series on How To Care For Your Hudson

HOW TO ASSURE MAXIMUM BRAKING PROTECTION -- Hudson owners feel a sense of security with Hudson's patented Double-Safe Hydraulic Braking System. It's a "two-platoon" system that presses the RESERVE mechanical system into action with a deeper depression of the brake pedal if the hydraulic system should fail . . . Hudson Hydraulic Brake Fluid is entirely free of mineral oil and other ingredients that are harmful to the numerous rubber parts in the hydraulic system. Be certain that the master cylinder, which is self-compensating, is kept at least half full with this fluid at all times . . . When your pedal gives you a spongy feeling, you may rightly suspect that air has entered the system and that "bleeding" is necessary . . . To insure proper operation, have your Hudson Dealer periodically check your brakes and fluid level - and your mechanical follow-up linkage, as well.

"His wife ran away with his best friend - and he sure misses him." - Herb Caen

MARKET ON PARADE -- A Hudson Owner submits some interesting statistics to knock down the people who predict an early economic depression in this country . . . Here are some facts to ponder: During the past 10 years, 13 million old consumers have died. More than 17 million marriages have taken place. Over 30 million babies have been born . . Today, 63% of the people do not remember a Republican administration in the White House. . Truly, "The world do move."

"He refused to answer on the grounds it might incinerate him."-H. E. Ballagh

ENGLISH AUTOMOBILE ADVERTISING -- If you would like a change of pace in the automotive ads you read, try these samples of used car advertising which are gleaned from "The Motor", an English publication. These excerpts also give an insight into the quality of automobiles available today across the Atlantic . . . "All original tools are in fitted boot lid" . . . "Fully chromed semi-mouth-organ front" . . . "Magnificent specimen in condition rarely encountered in a pre-war car today" . . . "Most carefully maintained, literally wrapped in cotton wool, impeccable, absolutely identical to post-war model."

THOUGHT STARTERS -- The constant dripping of water not only wears away the hardest stone - it also means a larger monthly bill . . . Cupid arranges love matches, but marriages for money are directed by Cupidity . . . The sandwich was invented by an Englishman - at that time they had meat in England . . . He's thoughtful of dumb animals. At times he's been known to put his shirt on a horse . . . Thousands of people are overweight - in round figures . . . Children are often spoiled because you can't spank their grandmothers . . . Have faith in your fellow men, but don't forget to cut the cards . . . When you borrow trouble, you pay 1,000 per cent interest . . . Any young girl can get married, but it takes a girl with some common sense to stay married . . . You can pick out an aggressive man these days by looking for the dents in his fenders. . . . Political double-talk costs twice as much . . . Nylon covers a variety of shins . . . Too often the human touch is the itching palm . . . The man who works for chicken feed is earning a substantial salary these days.



"Not many girls who are outdated are out, dated."-Ray Cvikota

NEWS OF NEW THINGS — A new adhesive-covered roller picks up fine particles without harming the fabric. It easily removes dog hair, lint, fur and dandruff from clothing . . . A movable base for a ladder, recently patented, permits the user to shift the ladder along a building without descending from its top . . . A recently developed plasticizer is said to prolong the life of rubber parts and surfaces that have hardened, cracked or become inelastic with age . . . Typewriter type is supposed to stay clean and shiny when you stroke it with a new dry-rubber tool . . . Names and addresses of suppliers may be obtained by writing to Hudson Newsletter, 431 Howard Street, Detroit 31, Michigan.

"She wanted to be a bubble dancer, but her dad said, 'No Soap'."-Bill McKean

TYPOGRAPHICAL TID-BITS — From the Denver Rocky Mountain News: "A gunman eluded police, wounding a McCook deputy sheriff in his gateway." . . . Report from the St. Petersburg (Fla.) Independent: "Police are attempting to locate Joe Doakes for an important massage." . . . Automotive note in the Mexico City News: "U. S. Fails To Get Lead Out Of Your Gas." . . . Cutline in the Detroit Times: "American Marines stepping warily over a flimsy bride thrown over a stream in South Korea."



"It's a wise man who never repeats his mistakes-to others." - Howard Newton

FRANKLIN'S FORMULA FOR SLEEP — Ben Franklin is noted for his statesmanship, inventions, wisdom, business activities and kite flying. He even had a formula for inducing sleep . . . When Franklin awoke at night and was unable to return to Morpheus, he got out of bed, beat his pillow vigorously, shook the bed clothing at least 20 times and threw it back on the bed to cool . . . Then he walked about the room until the cold air became unpleasant. This procedure, according to Franklin, not only guaranteed ready sleep — but pleasant dreams as well.

"Lots of folks wouldn't look as old if they didn't act as young as they do." - Joe Digiovanni

FOR THE LADY OF THE HOUSE -- Wear a thimble over your thumb when grating vegetables. It will protect your thumb and your manicure . . . For the home dress-maker, there's a new metallic thread - so thin and pliant that it can be used on any sewing-machine bobbin. It's available in gold, silver and eight other colors, all washable . . . If you scorch food (but don't actually burn it), put a raw potato in it and let it stand for awhile. The potato will draw out the burned flavor . . A little wine, dripped over chicken while cooking, tenderizes and flavors it.

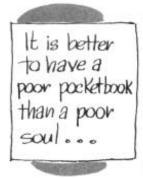
DISPLACED PERSONS (WASHINGTON DIVISION) -- Under the heading of "Transaction of Routine Business", the Congressional Record of April 11, 1951, has this little gem: "The vice president laid before the Senate the following: 'A letter from the acting secretary of commerce transmitting a draft of proposed legislation to promote the rescue of civil employes of the federal government who are lost in the performance of their official duties. "



"Many a man thinks he is being cultivated when he is only being trimmed."—Hy Sheridan

AMERICA HAS A WORD FOR IT -- According to a new Dictionary of Americanisms, business and industry ran second only behind the frontier as a source of new American words and expressions . . . American inventiveness has given birth to such new words as excavator, harvester, sewing machine, celluloid and escalator . . . The railroads have contributed cowcatcher, locomotive, gravy train, brakeman, observation car and highball . . . And American finance is responsible for another group of distinctive American words like gold standard, tycoon, escrow, short change and blue-sky law.

"The dime isn't entirely worthless. It makes a fairly good screwdriver."-T. Harry Thompson



ONE SECOND SERMONS -- The measure of life is not its duration, but its donation . . . The world is full of men who are making good livings but poor lives . . . The strongest words are usually used in the weakest arguments . . . It's easier to be nice in the first place than to apologize later . . . Good behavior and good luck are running mates . . . It is easy to drift to hell, but you have to steer to heaven . . . Why is it that most parents, whether they attend church or not, like to have their children go to Sunday school? . . . Science has made the world a neighborhood; it remains for religion to make it a brotherhood . . . Pray as though no work would help, and work as though no prayer would help.

"Sooner or later the watered dollar will soak a person." - Carey Williams

ANSWERS TO WHO SAID THAT? -- (1) Oscar Wilde. (2) Douglas MacArthur. (3) George Bernard Shaw. (4) Emerson. (5) Thomas Jefferson and (6) Abraham Lincoln.

"It isn't safe to be with a man when it's pinch dark."-Ruth Tilgner

SWAPPING VACATION HOMES -- A concern with New York headquarters called Vacation Residence Exchange (100 W. 42nd Street, New York 18) is a clearing house for people in one section of the country who want to trade residences with people in another area for a vacation period of several weeks or months . . . The idea is that responsible parties thus can have more commodious quarters at less expense, and fuller use is made of existing housing. The firm introduces would-be swappers from everywhere, for a fee - and business is booming.

"If some men were barred from talking shop, they couldn't think of a thing to say."—Luke McLuke

PREPARE FOR SUMMER DRIVING -- Proper care of your Hudson is vitally important this year due to the uncertainty of the future. There are certain things you should have your Hudson Dealer do as you prepare for summer driving . . . Have him check your cooling system, hose connections, fan belt, exhaust system, the electrical system, brakes and wheel alignment. And be sure you get a thorough engine tune-up that only your Hudson Dealer knows how to give your Hudson . . . Have all fittings lubricated and fill the crankcase with summer lubricants. Consult your Dealer or refer to your Owner Manual as to the need for changing your transmission or rear axle lubricants . . . Finally, remove the dirt and grime of winter with a good polishing of the car finish and chrome and trim. If you take these steps now. Your Hudson Reporter you are bound to enhance your summer driving pleasure.

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