DOES YOUR FAMILY NEED MORE THAN ONE CAR? — As American cities and towns spread out over larger and larger areas, more and more families are discovering that they can't get along with just one car . . . If your family is singing the one-car blues, it's high time that you look at the new Hudson Jet. Here is Hudson's all-new low price car with high price quality. It's compact enough to handle easily in traffic, yet amply roomy for six passengers . . . The Jet has more power in relation to weight than any other car in the low price field! This means exceptional economy and outstanding performance . . . Here is a car that includes many big-Hudson features that you can't buy in any other car. If your family has outgrown one car, you should drive the Hudson Jet. You'll find it the ideal second car for the Hudson owner.

"You're middle-aged if you remember when there was no parking problem around the high school." — Bill Vaughan

"You've got the best lefthanded profile in the league" — Lights! Camera! Play Ball! — A Philadelphia columnist suggests that with baseball being televised so widely, players may be asked to join actors unions . . . Imagine a runner rounding first on a sharp hit to the outfield, rendering that immortal line, "2B or not 2B?" . . . And heroes puffing to reporters in the clubhouse, "Had a great day today. Three hits, three runs and five encore" . . . There's one hitch, though: An actor can run all year on one hit, but a ballplayer can't.

"The best way to bring up children is to never let them down." — Burton Hollis

DO YOU KNOW YOUR FLAG? — On Memorial Day, all patriotic Americans fly the flag of our country, but how many of us are familiar with flag history and etiquette? Test your knowledge with this quiz:

1. In what major respect did the first American flag differ from the one we know today? . . .
2. What two states are represented by both stars and stripes added to the flag? . . .
3. When was the 48th star added to the flag, and for what state? . . . Why is the flag flown at half-staff until noon on Memorial Day? You will find the answers on page four.

"The real problem concerning your leisure is how to keep others from using it." — Quinn Ryan

SIGNS OF THE TIMES — Convincing for-sale notice seen on a college bulletin board: "Good courting car. Owner needs money to buy baby buggy" . . . The owner of another auction gallery in San Francisco says it this way: "Going, going, gone —to lunch" . . . Housing must be scarcer in Dallas than anywhere. A refrigerator on a furniture lot was seen wearing this sign: "Room for Rent" . . . We-do—anything offer in a dry cleaner's window: "Slip covers, 99c. Davenport covers, $1.29. Children under 12, 69c"

COPYRIGHT 1953—HUDSON MOTOR CAR CO.

"Conscience gets a lot of credit that belongs to cold feet." — Art Benson

AUTOMOTIVE NEWS CAPSULES — Contracts have been let for the building of the world's second longest bridge, across the Mackinac Straits separating the two peninsulas of Michigan. The span will replace ferries and cut the crossing time from 53 minutes to 10 minutes . . . Among the 33,312 foreign cars imported into the U. S. last year were one each from Denmark, Russia and Japan . . . The Massachusetts Department of Public Works has ruled that billboards reduce the economic value of the scenery along Cape Cod roads, and has ordered the signboards in that Atlantic coastal region removed . . . The automobile industry is expected to produce six million cars this year, compared to 4.3 million last year, 5.6 million in 1951, and seven million in 1950.

"Tell me your age and income and I'll tell you your opinions." — Paul Larmer

FASCINATING FACTS — Diet-conscious Americans have pushed the sale of potatoes, bread and pastry far behind the sale of other food commodities . . . Two commercial airlines are equipping their planes with 50,000 candlepower rotating tail-lights to reduce the risk of collisions at night and in bad weather . . . Los Angeles pet shops are selling convict-striped pajamas complete with numbers—for lovebirds . . . A patent has been issued for a juke box attachment which will play commercials between the records . . . Half of all persons enrolled in colleges today get help of one kind or another from public or private funds.

"By the time some men have money to burn, the pilot light has gone out." — Dan Bennett

TYPOGRAPHICAL TIDBITS — Item about broken-up survivors from the Dekalb (Ill.) Daily Chronicle: "She is survived by a number of pieces of nephews" . . . Doubtful investment offer in the San Pedro (Calif.) News-Pilot: "Guilt-Edge First Trust Deed" . . . Bloodthirsty sports headline in the Corpus Christi (Texas) Caller: "Football Teams Barbecue Guests" . . . Washington social influence note from the Augusta (Ga.) Herald: "Ike Agrees to Clear All Jobs with Salons" . . . Intriguing want ad in the Cincinnati Enquirer: "Model to pose for Lady Godiva; must not be under 3 feet 7, or over 7 feet 2."

"I would rather have people laugh at my economies than weep at my extravagances." — King Oscar II of Sweden

WHO'S OLD? — They say we consider any age we haven't yet reached ourselves as old age. What do you consider old age? . . . Napoleon died at 52. Alexander the Great died at 33, yet he was an old man for his time because in the fourth century before Christ the average length of life was 25 years . . . In 1900, half the people who died in the U. S. were over 30; today, half the people are over 66 when they die . . . Life expectancy at birth has risen from 47 to 61 years in the last half-century. Today, the statisticians don't consider you old until you're almost 70.

"Latent abilities are like clay—it can be mud on the shoes, brick in a building, or a statue that will inspire all who see it. The clay is the same. The result is dependent on how it is used." — James F. Lincoln
SAFEGUARD FOR CAR WASHING — The next time you wash your car with a garden hose, slip a small length of radiator hose snugly over the nozzle of the garden hose. Then if the nozzle slips out of your hand or otherwise touches the car body, there will be less chance of marring the paint. The hose nozzle can be adjusted as usual merely by turning the radiator hose.

Clothes Hamper: What the night club stripper says

EYES TIRED FROM DRIVING? — Try this: Imagine you're facing the center of a huge clock. Look out the extreme upper right of your eyes to 2 o'clock. Now swing way down and up to the left to 10 o'clock. Slowly roll your eyes back and forth this way 20 times, closing them between sweeps. (Better do this exercise at a red light, rather than when stopped by a traffic officer!)

Sick Man: Fellow who feels as sound as a dollar

LOW-OCTANE GASOLINE NOT MORE VOLATILE — Has anyone ever told you that low-octane gasoline is more volatile and will therefore give easier starting? That's not true, say petroleum engineers, who claim that the octane rating of a gasoline is no indication of its volatility.

Women's Tears: First successful fluid drive

DON'T CRASH THE GATE! — Never pull up close to the lowered gates at a railroad crossing. A car might bump you from behind and push you into the path of the train.

Bachelor: A man who knows his own clothes' sizes

HOW TO REPAIR CRACKED CONCRETE DRIVEWAY — (1) With chisel, roughen edges of area to be patched. Scrub with wire brush, then wash. (2) Dampen thoroughly but leave no excess water on surface. (3) Brush on a cream-like mixture of Portland cement and water. (Patch should be placed before this coating dries.) (4) Mix thoroughly 1 part cement and 3 parts sand, then slowly mix in just enough water to make stiff mortar. Tamp into cavity and smooth with a few trowel strokes. (5) Cover with moist hay, sand, or burlap and keep damp at least five days.

Domineering Wife: A woman who is made to order

IS IT WORTH IT? — The average 20-mile trip at 45 miles per hour will take about 29 minutes. Step it up to 55 MPH and the 20 miles will take 25 minutes — more gas and greater strain to save only 4 minutes. But break all rules and do 65 and the 20 miles will take 23 minutes, a "saving" (?) of an additional 2 minutes — not enough to pay for the extra gas wasted plus wear and tear on car and you.

Painless Dentist: One who charges modestly

GARAGE PAINTING POINTER — Here's a hint you may find useful if you're going to paint your garage this summer. Cut a piece of wire screen to the size of the paint can. After mixing the paint, put the screen into the can. As it sinks to the bottom it will carry lumps with it, leaving only smooth strained paint above.
A Cordial Letter to Newsletter

to Drive the New

THE HUDSON

Your Hudson dealer will be happy to introduce you to the new Hudson. It is
its new high-compression engines which provide extra power and
feather-light handling qualities and instantly supports the
brilliant performance qualities and outstanding
low-price field.

It is the ideal second car for Hudson

Spectacular Wasp and the Fabulous Hornet

...


Initial Invitation

to Readers

New Wonder Car

HUDSON JET

I will be happy to place a Jet at your disposal, if driving this entirely new KIND of car.

Its low weight, a lower center of gravity, quietness and instant acceleration, the Jet offers economy unmatched in the vintage for Hudson owners, for its quality construction make it a worthy companion car to the Hornet.
Hudson Headlines and By-lines

No. 24 in a Series on How to Take Care of Your Hudson

TIPS ON CAR CLEANING AND POLISHING — Actually, it's psychological, but your Hudson always seems to perform better when it's shining clean. Aside from the lift a clean car gives you, frequent washing and polishing helps preserve the original beauty and value of your Hudson. . . . If you polish your Hudson yourself, be sure to wash it thoroughly first. And when you wash, always use cold water and never wash your Hudson in the direct rays of the sun, nor when the metal surfaces are hot. . . . It's well to remember that cleaners and polishes which do the job fastest and easiest are not necessarily the best. A polish which contains harmful amounts of abrasive will do the job quicker, but it may also remove some of the good finish along with the "spent pigment" of the paint. . . . So first consult your Hudson Dealer's service manager and let him tell you about Hudson's Liquid Glaze — the very best appearance treatment for the finish of your Hudson. . . . A handy kit is available if you would like to do the job yourself — or your Hudson Dealer will be glad to do it for you.

"A good home is where children do what they like—but not to somebody else." — Marcelene Cox

Happier Highways Are Coming — State and federal governments will spend more than $3 billion on U. S. highways this year, in an attempt to keep up with the booming volume of traffic, which last year saw Americans travelling 500 billion miles, twice the distance they drove in 1938. . . . Chicago is building an eight-lane superhighway which will let motorists travel nonstop from the lakefront business district to the western city limits, eight miles away. . . . Work is beginning on a shortcut through the Kansas hills on U. S. 40 between Topeka and Junction City, and engineers are surveying another shortcut on the same road near Sparks, Nevada. . . . A half-billion dollars is expected to be spent on toll roads in various locations across the country, all of which will pay for themselves.

"The best hearing aid is silence." — John L. Ennis

Places to Drive Your Hudson in May

2-3 Illinois High School Band Contest, Peoria
2-3 Indiana Fishmen's Festival, Big Rapids, Mich.
5-8 Utah Junior Livestock Show, Spanish Fork, Utah
7 May Day Festival, Drummington, Pennsylvania
9 Yurok Steeplechase, Nutsville, Tennessee
11-17 Hayward Races, Hayward, California
12-16 Cotton Carnival, Memphis, Tennessee
13-16 Tulip Festival, Holland, Michigan
15 Salinas Festa, Torr, New Mexico
16 Bear River Canoe Race, Wallow Lake to Petoskey, Michigan
17 World's Championship Pirogue Races, Lafayette, Louisiana
23 Eastern Iowa Band Festival, Cedar Rapids, Iowa
24 Pancake Festival, Nauvoo, Illinois
25-29 Devon Horse Show, Devon, Pennsylvania
29-30 Albinco Polo Festival, Elizabeth City, N. C.
30 500-Mile Race, Indianapolis
30 Leadville Day and Indian Dance, Leadville, Colorado
30-31 National Motor Boat Races, Elizabeth City, North Carolina
30-31 Memorial Day Sailing Races, Mission Bay, California

New Hudson with Hydra-Matic Drive — The new low-priced Hudson Jet is available with the improved Dual-Range Hydra-Matic drive, the choice of four gear ratios, Solex glare-reducing glass, and numerous additional optional equipment items.

"Nothing makes a good wife like a good husband." — Randy Stuart

Hotel Scoreboard — Room-seeking travelers arriving at Denver's Stapleton Airport don't have to waste time and money taxiing from hotel to hotel in search of lodging. . . . A Denver firm has installed an automatic scoreboard at the airport which lists vacancies in hotels subscribing to the service. Via leased telephone wires, a hotel room clerk downtown needs only to push a button to list on the airport scoreboard the number and types of rooms available.

"If a man has anything in him, ocean travel will bring it out." — Frances Rodman

Hudsons Grow Old Gracefully — An English auto magazine recently carried this ad: "£89!!! Hudson 4-Door saloon, late owner carefully maintained this vehicle for the past 14 years, and reluctantly now forced to sell; ideal and unrepeatable value."
THOUGHT-STARTERS — Soon many a husband will be wrestling with that horrible problem: Whether to give up his golf or his wife . . . Those who approach a school zone slowly usually are the students . . . The Russians copy all our ideas; now they're saying, "Let Georgi do it" . . . If they ever do away with venetian blinds, it'll be curtains for all of us . . . A fool and his money are soon spotted . . . These days it's sometimes wise not to listen to all you hear . . . No man goes before his time, unless the boss leaves early.

"Early to rise, early to bed makes you healthy but socially dead." — Allen Sommers

NEWS OF NEW THINGS — Nine-inch plastic hoods which the maker says will let in sunlight but keep out wind, rain and cold weather, are now being sold for use in protecting flowers and plants in the early stages of their growth . . . To prevent furniture scars, there's a green flannel cloth with adhesive backing now on the market. The cloth can be pressed against the bases of such articles as lamps and bookends, and trimmed to any shape with scissors . . . With picnics ahead, a manufacturer offers a picnic table which folds like a suitcase, in which may be stored table legs, four camp stools, food, utensils and sporting gear . . . Names and addresses of suppliers of these products may be obtained by writing to Hudson Newsletter, 431 Howard Street, Detroit 31, Michigan.

"He's one of those dairy pilots that skims too low.

"Dames are smarter than you think; they skin a wolf to get a mink." — Arnold Glasow

HOW'S THAT AGAIN? — An airline ticket office in Detroit had a little trouble with this written request for a reservation . . . See if you can decipher it. The request read: "I'd like a seat on a conveyer or a Diesel 6 with a pasteurized cabin" . . . Give up? What the man meant to say was, "I'd like a seat on a Convair or a DC-6 with a pressurized cabin."

"This is a Robinson Crusoe country—all the work is done by Friday." — Leland Wang

SECOND CAR WITH "FIRST" FEATURES — If you haven't yet seen the new Hudson Jet, you'll find it a car with many big-Hudson features. You'll find the same type of performance that the Hudson Wasp and Hornet are famous for . . . It's a roomy six-passenger car with luxurious interior, yet all this at a low price. If you've been thinking about an ideal second car for your family, you've been thinking of the Hudson Jet. Your dealer invites you to drive it.

"Good business is never done except in a reasonably good-humored frame of mind." — Thomas A. Edison

FOR THE LADY OF THE HOUSE — If you're looking for attractive TV snack trays, why not convert small framed pictures you're tired of? Cover backs of pictures with felt or cork and paint the frames bright colors . . . If your kitchen is on the same side of the house as your driveway, a discarded mirror from your Hudson will let you see visitors approaching, and give you an extra minute to spruce up yourself or your kitchen before answering the door . . . To double the life of a broom, coat its bristle tips with thinned shellac.

"Until television reception improves in some sections, a man's wife will still be his most prized possession." — Bab Lang

CABBIE COPS — Mixed among New York's hundreds of taxi drivers are a number of city policemen, assigned to this new duty as an extension of their protective service to the big city . . . The cabbie cops pick up passengers and collect fares the same as regular drivers, and in addition arrest anyone they find breaking the law . . . Driving mostly at night, these undercover policemen have made several spectacular arrests.

"When all is said and done, the easy-payment plan has been an effective answer to problems of self-discipline in human nature. The difficult we can buy immediately, the impossible just takes a little longer." — Penn Kimball
ONE-SECOND SERMONS — If you would have long friendships, cultivate a short memory... Be like tea; its real strength appears when it gets in hot water... When there's a piano to move, don't pick up the stool... Think twice before you speak, especially if you intend to say what you think... Whether health or wealth is the greater blessing depends on which you don't have... You can't be happy doing the right thing unless you enjoy it... The truly free man thinks for himself, and does not imitate... The best year-round thermometer is a warm heart and a cool head... Shoulders which take on responsibility have no room for chips.

"The best reason you can't take money with you is that it goes before you." — Harry Ansley

DOWN ON THE ELECTRIFIED FARM — They've never had it so good in the barnyard, judging from a couple of stories we've heard. A California rancher is serenading his 12,000 chickens with 14 hours of recorded music a day, and he reports that (1) His hens prefer Bach to boogie and (2) He's getting more eggs than ever before... An upper New York dairyman feeds his cows at a cafeteria. His barn features a 106-foot conveyor belt. The cows line up, he presses a button, and silage drops onto the belt. When silage reaches the end of the belt, the conveyor shuts off automatically, and his cows all have a leisurely meal.

"The loudest laughter, I insist, follows after the joke that's missed." — Fred Sharrin

SHOPPERS LIKE THE SHADE — Big-city counterparts of the tree-lined small town business district are multiplying, as merchants seek to attract shoppers who, the merchants are sure, would rather do business on pleasant shady streets than on stretches of concrete desert... One of the newest big shopping centers, the Plaza Shopping District in Kansas City, is dotted with trees... Radio City in New York now illustrates the foresight of John D. Rockefeller, who had trees planted plentifully. The city of New York offers to sell and plant saplings below cost to any property owner who is interested... Evanston, Illinois, merchants and city officials have set out trees throughout the downtown area to recapture some of the friendly home-town look Americans still find appealing.

"A girl has her hands full when her boy friends are all cards." — Erza Aranoff

CATNIPS — I'd like to reserve her a seat on the first rocket to the moon... She didn't like Echo Canyon because she couldn't get in the last word... She goes with an X-ray technician because he's the only one who sees anything in her... She's so polite she's sneaky... There are no smarter clerks to serve you, madam, because they all saw you coming... She's the type that wants to have her cake and eat yours, too... She can hardly wait for school to let out so she can start forgetting what she learned.

"Be busy in trading, receiving and giving, for life is too good to be wasted in living." — John Sterling

ANSWERS TO FLAG QUIZ — (1) The first American flag had the British Union Jack in the upper left corner instead of the present field of stars... (2) On Jan. 13, 1794, Congress voted to add stripes and stars to recognize the admission of Vermont and Kentucky to the union... (3) On July 4, 1912, the 47th and 48th stars were added for New Mexico and Arizona... (4) The flag is flown at half-staff till noon on Memorial Day as a mark of respect to the memory of American fighting men killed in battle.

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