



BURGDORF MOTOR COMPANY

2727 South Jefferson Avenue

St. Louis 4, Missouri

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MAY
1953

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 encores" . . . 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."—Quin 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 an 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"



DAFFYNITIONS — Poor loser: Woman on a diet . . . Sales

Talk: Tradewind . . . Contented cow: One that knows the price of milk . . . Wolf: Big game hunter . . . Chafing dish: Arrogant young lady . . . Cashier's window: Buxoffice . . . Money: What a husband makes first and a wife makes last . . . Monologue: Argument between you and the boss . . . Incongruous: Where our national laws are made . . . Comic book: Old family album . . . Early gray hairs: Silver threats among the gold . . . Mason-Dixon line: Boundary between you-all and youse.

"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."

**"IT'S OUR TURN —
THEY ROASTED US
LAST SEASON"**



"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 68 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

HUDSON Newsletter SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

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.



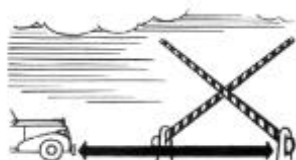
Clothes Hamper: What the night club stripper says

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.



TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON





HOUSTON TEX 23 502P
 *N K VANDERZEE, HUDSON MOTOR CAR CO.
 1601 WEST JEFFERSON DET.
 500 INTERESTED PEOPLE VISITED OUR SHOWROOM FRIDAY AND SATURDAY
 PUBLIC ACCEPTED JET AS FINELY ENGINEERED AUTOMOBILE. NINETTY
 PERCENT OF VISITORS DRIVE LOW PRICED CARS VERY INTERESTED OUR
 PRICE AND GENERAL ECONOMY.
 CHAS I WELTY

THC084 WUJ17 BA583
 B.DPA525 PD=BRIDGEPORT CONN 23 420P
 N K VAN DERZEE
 HUDSON MTR CAR CO 1260 EAST JEFFERSON AVE DET.
 STEADY FLOW OF TRAFFIC INTO SHOW ROOM SINCE ANNOUNCEMENT
 ACCEPTANCE PRACTICALLY 100 PER CENT DEMONSTRATIONS CREATING
 GREAT ENTHUSIASM WITH SUCH REMARKS AS HANDLING AND PERFORMANCE
 BEYOND THEIR EXPECTATIONS THESE REMARKS COME FROM MANY OWNERS
 WHOM WE CLASSIFY AS SUPER CRITICS WHICH IS VERY ENCOURAGING.
 J C BEDNAR MTRS JOSEPH C BEDNAR PRESIDENT...

WUK106 SYB177 ST.ABC124 P
 ALBANY NY 23 1148A
 MR VANDERZEE
 HUDSON SALES CORP DET

DEAR MR VANDERZEE SHOWING FRIDAY AND SATURDAY A GREAT SUCCESS
 THREE HUNDRED APPRAISAL AND DEMONSTRATION 25 FIRM
 E H JARRETT HUDSON OF ALBANY INC

WESTERN UNION

WESTERN UNION
 Check the time of service desired...
 FULL RATE TELEGRAM
 DAY LETTER
 NIGHT LETTER

THC151 WUJ528 NSA773
 NS.HSA542 PD=HOUSTON TEX 23 445P
 N K VANDERZEE
 HUDSON SALES CORP DET.
 PUBLIC REACTION MOST OUTSTANDING COULD DELIVER 12 TALL
 TODAY IF AVAILABLE HAVE 19 OTHER PEOPLE WAITING FOR
 MOTLEYS MAC MOTLEY

WESTERN UNION
 Check the time of service desired...
 FULL RATE TELEGRAM
 DAY LETTER
 NIGHT LETTER

THC196 WUJ602 BA594
 R.LLA333 NL PD=RICHMOND VIR 23
 N K VANDERZEE
 CANE HUDSON MOTOR CAR CO DET
 *THANK YOU FOR JETS ITS A WONDERFUL CAR BIG CROWD TO
 PUBLIC HIGH IN PRAISE AND PLEAS*
 WHITTEN BROS INC...

WESTERN UNION
 Check the time of service desired...
 FULL RATE TELEGRAM
 DAY LETTER
 NIGHT LETTER

THC141 WUJ515 MA540
 M.SCA028 NL PD=SHAWANO WIS 23
 C A J HADLEY, HUDSON MOTOR CAR CO
 12601 E JEFFERSON DET.
 PUBLIC RECEPTION TO NEW JET VERY ENTHUSIASTIC- OWNERS OF COMPETITIVE
 SMALL CARS AFTER TEST DRIVING PROCLAIM IT THE FASTEST AND BEST
 RIDING CAR EVER- ALSO IMPRESSED BY ACCELERATION AND BRILLIANT
 RESPONSE TO PEDAL IN ALL RANGES- WE HERE EXPECT THE NEW JET TO
 OPEN A NEW ERA FOR HUDSON-
 SHAWANO HUDSON SALES...

THC055 WUK302 DB260
 D.FRA063 NL PD=FREEPORT TEX 23
 C A J HADLEY, SALES MGR*
 HUDSON MOTOR CAR CO DET*
 ANNOUNCEMENT WITH OUR ONE AND ONLY JET WAS ATTENDED BY THE LARGEST
 CROWD IN MY 25 YEARS OF SELLING CARS. MOST REPEATED QUESTIONS WHEN
 WILL DELIVERY START AND HOW DO THEY DRIVE AND HANDLE? HAD IT BEEN
 POSSIBLE TO DEMONSTRATE TO CROWD WOULD HAVE BEEN ABLE TO OBTAIN AN
 ESTIMATED 17 ORDERS FIRST DAY. GIVE US THE CARS NOW BUILD AS MANY
 AS YOU CAN FAST WE CAN SELL THEM. BEST REGARDS
 D A ROSS ROSS MOTOR CO VELA800 TEX...

WESTERN UNION
 Check the time of service desired...
 FULL RATE TELEGRAM
 DAY LETTER
 NIGHT LETTER

THC048 WUJ329 BA455
 B.WYA299NL PD=WOODBURY CONN 23
 MR VANDERZEE
 HUDSON SALES CORP DET*
 *THE NEW HUDSON JET WAS ACCEPTED WITH MUCH ENTHUSIA
 BROUGHT MANY NEW PROSPECTS FOR ALL MODELS WE FEEL T
 WILL BE A SALES LEADER IN SOUTHURY*
 PARSELLS GARAGE

WESTERN UNION
 Check the time of service desired...
 FULL RATE TELEGRAM
 DAY LETTER
 NIGHT LETTER

WUC239 BA172 B.DP164 PD
 BRIDGEFIELD CONN 23 114P
 VANDERZEE VICE PRESIDENT HUDSON MOTOR CAR CORP
 DET
 CONGRATULATIONS ON THE NEW HUDSON JET PUBLIC ENTH
 RAN HIGH WE ARE THRILLED WITH THIS AUTOMOBILE OUR
 AND DESIRE IS TO BE THEM AS FAST AS POSSIBLE
 GEORGETOWN

WESTERN UNION
 Check the time of service desired...
 FULL RATE TELEGRAM
 DAY LETTER
 NIGHT LETTER

THC077 WUK449 DA440
 D.SA110 NL PD=IC SPRING TEX 23
 N K VANDERZEE
 CR HUDSON MTR CAR CO DET
 PUBLIC REACTION TO NEW JET

WESTERN UNION
 Check the time of service desired...
 FULL RATE TELEGRAM
 DAY LETTER
 NIGHT LETTER

THC025 WUJ431 NSA319
 NS.LLA446 PD=NEW ORLEANS LA 23 335P
 N K VAN DERZEE
 VICE PRES HUDSON MOTOR CAR CO DET*
 WE HAD A WONDERFUL RESPONSE AT THE SHOWING OF THE HUDSON JET
 RECEIVED LOTS OF COMPLIMENTARY AND FAVORABLE REMARKS
 A J WELTOS

A Cordial to Newsletters to Drive the New THE HUDSON

Your Hudson dealer will be happy
 that you may enjoy the thrill of driving this

With more power in relation to w
 feather-light handling qualities and inst
 brilliant performance qualities and outstan
 low-price field.

It is the ideal second car for Hudson
 tion and luxurious appointments make it
 Spectacular Wasp and the Fabulous Hornet

WESTERN UNION
 Check the time of service desired...
 FULL RATE TELEGRAM
 DAY LETTER
 NIGHT LETTER

V WU1891WU059 DAO22 D.HSA005 NL PD
 HOUSTON TEX 23
 N K VANDERZEE
 CARS HUDSON MOTOR CAR CO DET
 PUBLIC REACTION TO JET HAS BEEN VERY SATISFACTORY EVERYONE
 IS AMAZED AT JET PERFORMANCE
 C J BUCHWALD WASHINGTON MOTOR

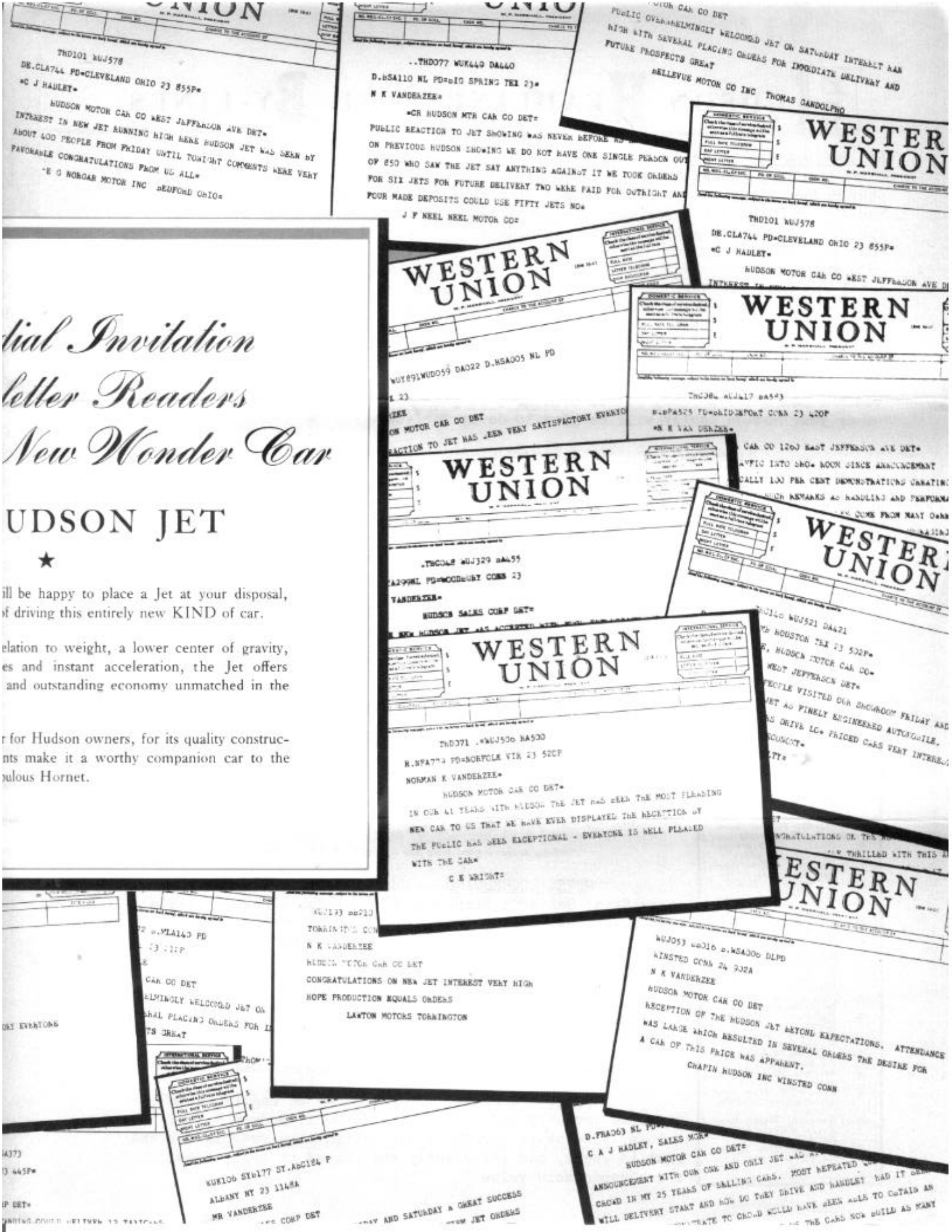
THC151 WUJ528 NSA773
 NS.HSA542 PD=HOUSTON TEX 23 445P
 N K VANDERZEE
 HUDSON SALES CORP DET*
 PUBLIC REACTION TO NEW JET

Special Invitation to Letter Readers New Wonder Car HUDSON JET

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

relation to weight, a lower center of gravity,
es and instant acceleration, the Jet offers
and outstanding economy unmatched in the

r for Hudson owners, for its quality construc-
nts make it a worthy companion car to the
ulous Hornet.



THD077 WUK449 DA440
D.BA110 NL PD=1010 SPRING TEE 23*
N K VANDERZEE*
CR HUDSON MTR CAR CO DET*
PUBLIC REACTION TO JET SHOWING WAS NEVER BEFORE
ON PREVIOUS HUDSON SHOWING WE DO NOT HAVE ONE SINGLE PERSON OUT
OF 250 WHO SAW THE JET SAY ANYTHING AGAINST IT WE TOOK ORDERS
FOR SIX JETS FOR FUTURE DELIVERY TWO WERE PAID FOR OUTRIGHT AND
FOUR MADE DEPOSITS COULD USE FIFTY JETS NO*
J F NEEL NEEL MOTOR CO=

HUDSON CAR CO DET
PUBLIC OVERWHELMINGLY WELCOMED JET ON SATURDAY INTEREST HAD
HIGH WITH SEVERAL PLACING ORDERS FOR IMMEDIATE DELIVERY AND
FUTURE PROSPECTS GREAT
BELLEVUE MOTOR CO INC THOMAS RANDOLPH

THD101 WUJ578
DE.CLA744 PD=CLEVELAND OHIO 23 855P*
MC J HADLEY*
HUDSON MOTOR CAR CO WEST JEFFERSON AVE DET*
INTEREST IN NEW JET RUNNING HIGH HERE HUDSON JET WAS SEEN BY
ABOUT 400 PEOPLE FROM FRIDAY UNTIL TONIGHT COMMENTS WERE VERY
FAVORABLE CONGRATULATIONS FROM US ALL*
E G NORRIS MOTOR INC SHELTON OHIO=

WUJ891WUD059 DA022 D.KSA005 NL PD
E 23
HUDSON MOTOR CAR CO DET
REACTION TO JET HAS BEEN VERY SATISFACTORY EVENING
WESTERN UNION
THD048 WUJ329 DA455
WUJ299NL PD=MODBURY CONN 23
VANDERZEE*
HUDSON SALES CORP DET=

THD384 ALD417 DA543
WUJ54525 PD=CHICAGO ILL 23 420P
MC K VAN DERZEE*
CAR CO 1200 EAST JEFFERSON AVE DET*
APPLIC LETO SHO* MOON SINCE ANNOUNCEMENT
LOCALLY 100 PER CENT DEMONSTRATIONS CREATING
MUCH REVERENCE AS HANDLING AND PERFORMANCE
CAME FROM MANY OWNERS
WESTERN UNION

THD371 WUJ500 DA500
R.WA773 PD=NORFOLK VIR 23 520P
NORMAN K VANDERZEE*
HUDSON MOTOR CAR CO DET*
IN OUR 41 YEARS WITH HUDSON THE JET HAS BEEN THE MOST PLEASING
NEW CAR TO US THAT WE HAVE EVER DISPLAYED THE REACTION OF
THE PUBLIC HAS BEEN EXCEPTIONAL - EVERYONE IS WELL PLEASED
WITH THE CAR*
C E WRIGHT

THD110 WUJ521 DA421
WUJ521 PD=HOUSTON TEX 23 502P*
R. HUDSON MOTOR CAR CO=

WUJ173 DA010
TOMRINTON CONN
N K VANDERZEE
HUDSON MOTOR CAR CO DET
CONGRATULATIONS ON NEW JET INTEREST VERY HIGH
HOPE PRODUCTION EQUALS ORDERS
LAWTON MOTORS TORRINGTON

WUJ053 DA010 D.WSA000 DLPD
WINSTED CONN 24 302A
N K VANDERZEE
HUDSON MOTOR CAR CO DET
RECEPTION OF THE HUDSON JET BEYOND EXPECTATIONS. ATTENDANCE
WAS LARGE WHICH RESULTED IN SEVERAL ORDERS THE DESIRE FOR
A CAR OF THIS PRICE WAS APPARENT.
CHAPIN HUDSON INC WINSTED CONN

WUK106 SYD177 SY.ADC184 P
ALBANY NY 23 1148A
MR VANDERZEE
COMP DET

D.FRA063 NL PD=...
C A J HADLEY, SALES MGR*
HUDSON MOTOR CAR CO DET*
ANNOUNCEMENT WITH OUR OWN AND ONLY JET WAS
CROWD IN MY 25 YEARS OF SELLING CARS. MOST REPEATED
WILL DELIVERY START AND HOW DO THEY DRIVE AND HANDLE HAD IT
WILL DELIVER START AND HOW DO THEY DRIVE AND HANDLE HAD IT
WILL DELIVER START AND HOW DO THEY DRIVE AND HANDLE HAD IT

H HUDSON H HEADLINES AND B 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 Contests, Peoria
- 2 Trout Fishermen's Festival, Big Rapids, Mich.
- 5 Utah Junior Livestock Show, Spanish Fork, Utah
- 7 May Day Festival, Downingtown, Pennsylvania
- 9 Iroquois Steeplechase, Nashville, Tennessee
- 11-17 Hayward Rodeo, Hayward, California
- 12-16 Cotton Carnival, Memphis, Tennessee
- 13-16 Tulip Festival, Holland, Michigan
- 15 San Isidro Fiesta, Taos, New Mexico
- 16 Bear River Canoe Race, Walloon 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 Albemarle Potato 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.

A FOOL
AND HIS
MONEY...



"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 conveyor 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." — Bub 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 Bosley



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 Sharring

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.



*"SHE'S NO SIREN—
SHE'S JUST A
LOUD SPEAKER"*

"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.

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