Vol. 8 No. 3

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Inside Newslants . .

. . . and Automotive News

Tomorrow's Motor Car Today

BURGDORF MOTOR COMPANY

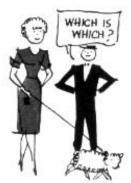
2727 South Jefferson Avenue

St. Louis 4, Missouri

Phone Prospect 2621

RECOGNIZE ANYTHING FAMILIAR? — Gibbon finished his monumental work, "The Decline and Fall of The Roman Empire," just 165 years ago. He listed five reasons for Rome's catastrophic end . . . (1) The rapid increase in divorce; the undermining of the dignity and sanctity of the home, which is the basis of human society . . . (2) Higher and higher taxes — the spending of public monies for free bread and circuses . . . (3) The mad craze for pleasure; sports becoming every year more exciting and more brutal . . . (4) The building of gigantic armaments, when the real enemy was within. The decadence of the people . . . (5) The decay of religion; faith fading into a mere form, losing touch with life and ability to guide the people.

"Man can never have self-respect until he gets out of a warfare world and welfare state." - Oren Arnold



SIGNS OF THE TIMES — Sign in Detroit beauty shop window:
"Come in and Let Us Poodle Your Noodle" . . . Notice before newly—
constructed home for sale in San Francisco: "Open for Admiration"
. . . Poster in St. Louis Bar: "A Person With Your I.Q. Should Have
a Low Voice, Too" . . . Columbus, Ohio, eatery exclaims: "Our Steak
Is So Rare That It Ought To Be Done Up In A First-Aid Bandage" . . .
This ad appeared in a Kentucky small town paper: "Do Not Vote For
Elbert Dunning. He should not be elected to any office!" (Signed)
Halsey Dunning, his grandfather."

"As you pray, remember that God is not a cosmic bell hop."-Bishop W. E. Hammaker

AUTOMOTIVE NEWS CAPSULES -- A new toll highway planned between Boston and the Massachusetts-N.Y. state line will be eight lanes wide between Boston and Springfield, and six from Springfield to the state line -- and have towers to control speed by radar . . . Nearly 17 million automobiles operating in this country today are nine years old - or older. Their average speedometer reading is 73,020 miles . . . Auto liability insurance brought a tremendous loss to the insurance companies in 1951 - they paid out \$111 for every \$100 they earned in premiums . . . A Memphis, Tenn. law states that it is unlawful to drive an auto while asleep.

"What you do, do with your might. Don't signal left, then turn right."-Clyde Moore

BASEBALL QUIZ — Baseball is at its height in August. Here's a quiz to test your knowledge of the national pastime. (1) On what team did the famous Tinkers-to-Evers-to-Chance combination play? . . . (2) Who was the "Big Train"? . . . (3) What immortal player with the St. Louis Browns never played in a World Series? . . . (4) What outfielder was known as "Shoeless Joe"? . . . (5) Name three brother combinations in modern baseball.



DAFFYNITIONS — Toupee: Top secret . . . Hill billy guitar: Yokelele . . . Photographer: Fellow who gets his positives from the negative . . . Bureaucrats: Guys and Doles . . . Pessimist: Man who financed an optimist . . . Committee: Group that keeps minutes and throws away hours . . . Ph.D.: Panty-Hijacking Diploma . . . Automobile finishes: Lacquer and Liquor . . . Wife: Nix master . . . Night-crawler: Husband sneaking home in early A.M. . . . Quick-change artist: Stop-and-go signal . . . Gigolo: Fellow dancing check to check . . . Wolf: Big dame hunter . . . Marriage: The bill for cooing . . . Tact: Lying about others as you would have them lie about you. Deficit: What you've got when you haven't got as much as if you had nothing . . . Old timer: Fellow who remembers when the baby-sitter was called "Mother" . . . Yes man: Stooping to concur.

"We may achieve climate, but weather is thrust upon us."-O. Henry

DON'T TAKE CHANCES — A marked increase in the number of unsafe vehicles on American highways this year has been revealed by M. R. Darlington, managing director of the Inter-Industry Highway Safety committee. The percentage of unsafe cars rose from 30.6 per cent last year to 33.6 this year, according to reports from the annual May Safety Check . . . Brakes again led the list of defective items, with front and rear lights and steering following closely . . . Why not take your car to your Hudson Dealer for a complete safety inspection?

"Radio may be old hat, but television is certainly old movies." - Tallulah Bankhead

THE INDIFFERENT ELECTORATE —— It would be assumed that the rapid growth and improvement of television, radio and news coverage would stimulate voting to unprecedented high levels. Just the opposite is true . . . In the McKinley-Bryan election of 1896, over 80% of the qualified voters cast a ballot. In the Wilson-Hughes battle of 1916, 71% of the eligibles voted. But in the Truman-Dewey showdown four years ago, only 51% of the voters marked ballots . . . It would seem that the party which does an effective job of getting out non-voters this November would be almost certain to win.

"Man is the only animal that blushes-or needs to." - Mark Twain

WE'RE ALL GUILTY — A Newsletter reader sends us this comment about our universal unfamiliarity with our National Anthem:
"O, say can you sing from the start to the end, what so proudly you stand for when the orchestra plays it; when the whole congregation, in voices that blend, strike up the grand hymn — and then torture and slay it? . . . How they bellow and shout, when they're first starting out, but the 'dawn's early light' finds them floundering about. 'Tis the Star-Spangled Banner they're trying to sing, but they don't know the words of the precious old thing! . . . The 'rocket's red glare' gives the bravest a scare, and there are few left to face 'the bombs bursting in air'. 'Tis a thin line of heroes that manage to save the last of the verse and the 'home of the brave'."



"Double talk is the only enduring international language." - Bruce Caldwell

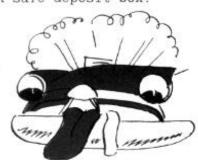
FAMOUS LAST WORDS -- There's plenty of fish in that lake if you just know where to find them . . . I'm dieting, so don't cut a large piece for me . . . Don't call us. We'll call you . . . They couldn't possibly blow a lead of seven runs in the last inning . . . Just leave the fire going under the stew. It won't boil dry . . . Our man has powerful reserve strength in the California delegation.

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

YOUR VACATION CHECK LIST — Before leaving: Discontinue milk and newspaper deliveries. Arrange for removal of mail, etc. Notify local police precinct when you are leaving and for how long. Arrange with neighbor to watch house. Be sure range burners are turned off. Disconnect radios, television, refrigerator, toasters and other appliances. Turn off water heater. Arrange for care of pets. Turn off all water faucets — be sure drains are open. Leave a light or two burning. Lock all doors and windows — bar milk chute. Arrange to have lawn mowed. Pull blinds down only half way. Protect valuables and important papers in a bank safe deposit box.

Secret: Something a woman tells to only one person at a time

LET YOUR CAR CATCH ITS BREATH — Take a tip from a standard practice with aircraft engines: In hot weather, after a very hard drive or a real tough pull in the mountains, let your motor idle a bit before shutting it off. This will draw off intense heat in the upper engine and prevent possibility of damage to engine parts from over-rapid, uneven cooling.



Gruesome: What our taxes did

SAVE SUITCASE SPACE -- On a motor trip there's nothing better than one of those under-the-bed storage chests in which you can safely stow in the auto trunk all those blankets, sheets, and other things that always seem to be in the way.

Vegetarian: Anyone making less than \$5,000 a year

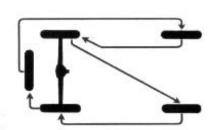
REMOVING INSECT SPATTERS FROM WINDSHIELD -- You'll find it's a lot easier and faster to remove insect spatters from your windshield if you use a small amount of baking soda on a damp cloth. To complete the job, wipe off the windshield with a clean dry cloth.

Social Security: A salaried wife

MORE TRAVEL NOTES FOR THE LADIES -- Go light! Plan your auto trip wardrobe around one color scheme, and one pair of shoes, gloves, and hat will do for
the entire trip (plus a pair of comfy shoes for relaxing). Darker colors stay clean
looking longer, prints camouflage spots and wrinkles. A suit is basic . . . one day
with just a scarf or jewelry...another day and a sport blouse gives it a different
look, and with a dressy blouse the skirt makes an appropriate dinner costume. (If
the weather's chilly, wear a cardigan sweater, hanging the jacket in the car. You'll
be comfortable and the jacket will be fresh looking when you arrive.)

Teen-age: The time between pigtails and cocktails

PATTERN FOR CRISSCROSSING TIRES — All car owners know they should crisscross their tires to get maximum wear out of them. But do you know the best pattern to follow in crisscrossing them? Here's the system of rotation advised by a leading tire manufacturer: The spare tire goes on the left front, which moves to the left rear, which is shifted to the right front, which in turn is moved to the right rear,



which becomes the spare. All four tires don't wear equally, no matter how you drive. The right rear tire, for instance, takes about 38 per cent of the total wear, while the left front one takes only 14 per cent.

TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON



Of thing of

This is the story of a beautiful woman . . a violin . . . a cathedral in France . . . and you.

Cleopatra—most beautiful of women—retained her girlhood beauty with exquisite cosmetics. Silken tale from Italia, rouge from Judaca, "al kuhl" eye-shadow from Holy Arabia . . . powders, perfumes, and pomades known alike to belles of old Babylon and modern Manhattan.

Antonio Stradivari searched a lifetime for a flawless finish for his violins . . . oils to seal the wood, waxes to make the blond maple glow, resins for sonorous song. The formula died with the old master. Exact copies sound inferior without that secret coating that has made "Stradivarius" synonymous with beauty, melody, and priceless value.

Shuffling feet of centuries of saints and sinners have worn deep grooves in the granite steps of the French cathedral, but across the cloistered threshold the floors of wood parquet reflect the candlelight—unworn as the day they were inlaid—proof of the protection of faithful waxing.

Now, for the first time, properties of ALL these "polishes" have been blended so that you can give your car the beauty of an Oriental queen . . . the priceless appearance of a Stradivarius . . . and the durability of a Gothic cathedral!

THE TRUTH ABOUT CAR POLISHES

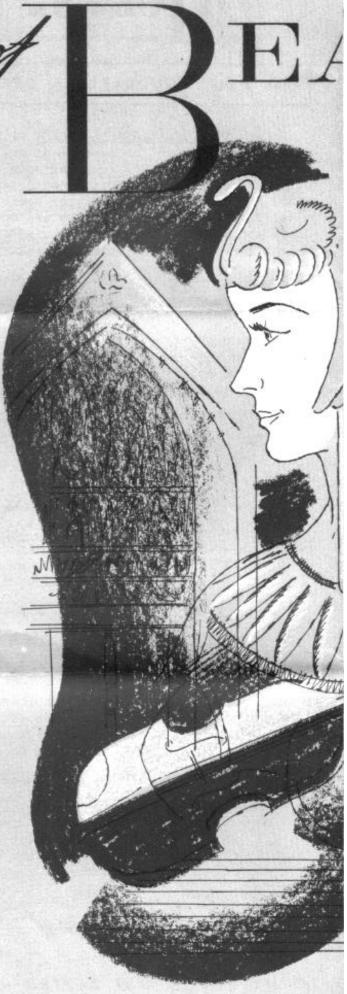
For your favorite gun there is lemon oil, linseed oil, and "elbow grease." Your finest furniture has been French-polished—hand-rubbed with careful compounds. Even the boot-black uses special polishes to shine your shoes. But how about your car...?

In "Tin Lizzie's" time furniture oil gave a quick "Valentino" shine . . . but with dust, fingerprints, and even dew, it didn't shine very long! Then paste floor wax became popular and provided a rugged coating if you rubbed . . . and rubbed . . . and rubbed.

Because car polishing IS a big job, many auto polishes suggest they can do the job in minutes . . . with one coat, But read the fine print, You'll see that, to REALLY polish your car, you must follow these steps:

1—Wash it. 2—Clean it. 3—Protect it. 4—Glaze it. You can no more pour these four jobs from one bottle than you can relish a seven-course dinner on one plate. The result is the same—hash.

Now Hudson brings you something NEW . . . an improved, lasting material . . . a balanced kit—formerly available to dealers ONLY—that lets you keep your car glistening like new . . . and you can enjoy doing this important job yourself . . EASIEST . . . CHEAPEST . . . AND BEST!



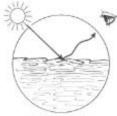
AUTY is a joy forever

Your Car's Fine Finish

Remember the day you floated home in your brand new Hudson? You could admire your reflection in the dazzling, brilliant finish. If you looked closer and *closer* here's what you would see . . .



Super-strong steel, bonded with two coats of rust-proof primer . . . six layers of carefully built-up lacquer, baked at 210 degrees, handpolished. No car boasts a finer finish than your Hudson's Gem-Lustre ultra-smoothness that reflects light DIRECT to dazzle every eye.



But all paints—your car, your home, even lipstick—are attacked by heat, wind, rain, and grit, Pigment particles loosen and roughen.

Poor Reflection



Dirt, moisture, and exhaust acids—acted on by the sun—eat grimegathering pores that begin to look like orange peel. The pitted surface dulls and distorts light rays.

No Reflection

But cheer up! Beneath that dead film lies plenty of "live" lacquer—time-toughened—needing only an easy treatment of HUDSON LIQUID GLAZE to make your car's finish better than ever . . . !



HERE'S HOW ...!

For a queenly beauty treatment your car needs *more* than mere washing, which doesn't dissolve traffic scum and dead paint.



Like milady's cleansing creams, fragrant Liquid Glaze Cleaner's sponge-like action absorbs impurities imbedded in pores . . . gently dislodges old pigment . . . restoring sheen of "youthful" smoothness.



Like a rare violin varnish, Liquid Glaze Sealer "locks in" your car's renewed good looks with a coating that is water repellent, heat resistant, impervious to dirt, road salt, and foreign matter.



Like a waxed cathedral floor, Liquid Glaze Color Dress flows a glass-smooth layer over the polished surface. Your car's brilliant tone and mirrored chrome sparkle with depth... the same double refraction that lends rainbow radiance to soap bubbles and pools on shower-swept streets. (This cream emulsion also eliminates polish that usually collects in seams.

In your Liquid-Glazed Hudson you revel in luxury motoring—laugh at rain, mud, soot, and scratches—dust and dirt just slide from that super-smooth "new car" finish that stays new nearly a year!

There's No Need To Remind YOU of the prestige of a car flawless in appearance and performance. As a Hudson owner you are already marked as a discriminating individual—a person of superior tastes. Years ahead in style, it is the one automobile that can look truly NEW for years—and its already-high rade-in value will be greatly enhanced.

Keep it a thing of beauty. Your Hudson will outlast all others and stay young when beautified, enriched, and protected with Hudson Liquid Glaze.

Lovely, Long-Lasting LIQUID GLAZE, made for Your Greater Enjoyment of

Your - UDSON America's Most DURABLE Car

HUDSON OUT FRONT IN MOTOR CITY RACE -- As 23,000 racing fans and the nation's top automobile executives and engineers looked on, driver Tim Flock in his Hudson Hornet drove a masterful race to beat 45 other stock car drivers in the second annual Motor City 250-mile race at Detroit on June 29 . . . The classic was completely dominated by the rugged, durable Hornets. Not only Flock, but Buddy Shuman and Herb Thomas as well, who carried off second and third place honors. piloted Hudsons in the event which saw only 21 cars'out of the original 46 finish . . . As one driver expressed it: "Other entrants had greater power, higher speed, and more weight, but they didn't have the all-important advantage of Hudson's exclusive Step-down design, with recessed floor and lowest center of gravity. nor the durability of Hudson's rugged power plants."

"Best thing to do with a family tree is to spray it."-Rev. Louis Evans

FUEL RECOMMENDATIONS -- The engine of your Hudson car is designed to give

Number 16 in a Series on How to Take Care of Your Hudson

good performance and economy with regular grades of gasoline. One of the most important factors in getting the most out of the fuels available is to correct engine tune-up . . . Different grades of gasoline will require different ignition setting. For example, if a low octane rating gasoline is used in one of today's high compression engines, "pinging" under normal load conditions will result. To eliminate this condition, the spark must be retarded and care must be used, as retarding the spark too far affects the performance of operation as well as economy . . . Gasoline with a high octane rating requires the use of a more advanced spark timing. This will result in improved performance and economy, as no "pinging" will be experienced . . . From the above examples, you can see how important a part correct motor tune-up plays in the economy and pleasure of driving your car.

"There is no verbal vitamin more potent than praise." - Frederick B. Harris

ANOTHER HUDSON FIRST -- ORLON CONVERTIBLE TOPS -- For over 40 years. Hudson has been conspicuous with its automotive "firsts" in styling and engineering . . . Now comes another Hudson "original" - adapting the miracle fabric, Orlon, for usage for convertible tops. Extensive tests under the strongest sunlight, chief cause of convertible top deterioration, have proven that tops of "Orlon" will take years of continual exposure without appreciable damage. Furthermore, this new fabric withstands the effects of heat and acid, abrasion and stretch - and has high strength, wet or dry . . . The durability and beauty of . these tops are unmatched by any other material. They will keep that "new look" after long service.

"A nice person disagrees without becoming disagreeable." - Jack Herbert

HE LIKES THE HORNET -- A Hudson Owner writes us his impression of the fabulous Hudson Hornet - a testimonial that speaks for itself: "I have been driving Hudson-made motor cars since May, 1920, and the delivery of my new Hudson Hornet makes a total of 17 Hudson cars in the past 32 years . . All of the other Hudson cars have given very satisfactory performance and service, as my continuing to drive Hudson through the past 32 years will prove. However, each day I drive my Hornet I am more pleased with the exceptional performance . . . You just have to own and drive a Hudson Hornet to appreciate its Power performance. And above all, the gas economy with such a powerful motor as in the Hudson 'Hornet."

PLACES TO DRIVE YOUR HUDSON IN AUGUST

- 1-3 6th Annual Lobster and Seufood's Festival, Rock-land, Maine
- Cowboy's Rodeo Reunion. Las Vegas, New Mexico
- Sauerkraut Day, Spring-field, Minnesota
- 8-17 Illinois State Fair, Spring-field, Illinois
- Big Sea Day, Point Pleas-ant, New Jersey
- 11-15 Grape Festival, Tontitown, Arkansas
- 15-16 Wild West Frafessional Rodeo, Jackson, Wyoming
- 15-17 20th Anniversary, West-moreland, New Hampshire
- 16 Crawfish Festival, Tuala-tin, Oregon
- 16-17 21st Festival De Las Flores, La Mesa, California
- Southern Tier Kennel Club Championship Dog Show, Hornell, New York
- 17-22 Dallas Fashion Center Market, Dallas, Texas
- 21-23 Pennsylvania Dutch Days, Hersbey, Pennsylvania
- 22-23 Western Gateway Rodeo, Newcastle, Wyoming
- 22-31 Ohio State Fair, Columbus, Ohio
- 23-Sept. 1 Iowa State Fair, Des Moines, Iowa
- 23-Sept. I Minnesota State Fair, St. Paul, Minnesota
- 24-28 American Legion National Convention, New York City, N. Y.
- 26-Sept. 6 Indiana State Fair, Indianapolis, Indiana
- 31-Sept. 9 Michigan State Fair Detroit, Michigan

THOUGHT STARTERS — The school of experience has also raised its tuition rates . . . He has a set of matched clubs — all the shafts are broken . . . A penny saved is subject to 943 separate taxes . . . Blessed are the hard of hearing who miss much small talk . . . Our government has too much overhead and underhand . . . The old-time miracle drugs were calomel, castor oil and camphor . . . The major parties in this country seem to be Republican, Democratic and cocktail . . The wag says chlorophyll even removes the aroma of the mouth wash . . . Sunburn once again proves that beauty is only skin-deep . . . The words, "In God We Trust", may have been placed on pennies for the benefit of people using them for fuses . . . Some public officials find it easier to write books than to balance them . . . If you don't think money grows on trees, buy some lumber . . . When you stop to think, don't forget to start again.

"There are more deductions in today's paycheck than in a Sherlock Holmes novel."-Ruth Tilgner

MIRACLE DRUG

CASTOR OIL

MY EYE -

NEWS OF NEW THINGS — Be it rain, fog, dust or smog, you can allegedly remove the hazards of bad weather driving in just five seconds with a new, amber-colored polaroid lens. It snaps tightly onto most regular headlights, utilizing their full candle power to pierce the adverse elements . . . Young people, eager to drive, can get safe, realistic practice at home with a new toy about portable phonograph size. It has a convincing dashboard and wheel on one side — with control light, horn, gear shift and starter — all operated electro-magnetically . . . A new children's tent made of vinyl plastic can be used for play indoors as well as out-of-doors. Easily dismounted, it stands five feet high and accommodates four children . . . There's a new sun-tan cot made of light-weight aluminum that fits into an automobile trunk very neatly when folded . . . You can now look over callers at the door without opening it with a new one-way peephole . . . For names and addresses of suppliers of these products, write to Hudson Newsletter, 431 Howard Street, Detroit 31, Michigan. You will receive a prompt reply.

"An ounce of appreciation is worth a pound of pressure." - Anne Waters



TYPOGRAPHICAL TIDBITS -- From the Pawtucket (R.I.) Times:
"Missouri Cuts Through Dike in Nebraska" . . . Headline in Louisville
Courier-Journal: "Cat Takes Time Having Chickens" . . . Recent helpwanted ad in Richmond (Ind.) Palladium-Item: "Wanted - Part-time lady
for clerical work." . . . Quotation from the Raton (N.M.) Daily
Range: "I've gotten myself into the financial position so that I
know my children will be taken care of until they are able to take
care of myself." . . . Letter to the editor of the Pittsburgh Press,
in its entirety: "I'm so mad at the knuckleheads in Washington that
I forgot what I was going to write about." . . . Notice in Hollywood
(Calif.) Citizen-News: "Egg-laying Contest Won by Local Man."

"Criticism comes easier than craftsmanship." - Zeuxis

ONE SECOND SERMONS -- Character and lives are like water, which can be taken to a higher level only by work . . . Character, when you boil it down, is just the sum total of the choices we have made . . . The tremendous strength of those dedicated to evil lies largely in the indifference of those who profess to be dedicated to good . . . He who would go to the top, never sits down and despairs. Instead of staring up those steps, he just steps up the stairs . . . Seneca once made this sage observation: "There is no right way to do a wrong thing."

"There are no cheap politicians. Cheap politicians, so-called, are an extremely costly drain upon the moral vitality of a nation. Their drain on government is paid for in terms of waste, extravagance, moral laxness and social disintegration." — Albert Dale Hagler

GOOD ADVICE FOR ALL OF US — Ford Frick, Commissioner of Baseball, once sent this advice to his umpires: (1) Keep your eye on the ball . . . (2) Keep all personalities out of your work. Forget and forgive . . . (3) Avoid sarcasm. Don't insist on the last word . . . (4) Never charge a player and, above all, never point your finger or yell . . . (5) Hear only the things you should hear and be deaf to others . . . (6) Keep your temper. A decision made in anger is never sound . . . (7) Watch your language . . . (8) Take pride in your work at all times. Remember respect for an umpire is created off the field as well as on . . . (9) Review your work. You will find, if you are honest, that 90 per cent of the trouble is traceable to loafing . . . (10) No matter what your opinion of another umpire, never make an adverse comment regarding him. To do so is despicable and ungentlemanly.

"A pat on the back is good if it is bard enough and low enough." - Bishop Sheen

CATNIPS — She lost face, and with one like hers, it was a blessing . . . There's quite a shortage of men who want to marry her . . . There ought to be some kind of chewing gum that would help her kill the odor of that perfume . . . She has a new convertible trimmed in black to drive while mourning for him . . . It was a case of marrying opposites. She was broke, and he was loaded . . . She can play tennis, golf, piano — and dumb . . . She looks like a millionaire — every year of it . . . He'd need to be an X—ray specialist, to see something in her . . . If her husband became deaf and dumb, it would take that gabby creature a week to discover it.



"The right to be let alone is indeed the beginning of all freedom."-Justice Douglas

SEVEN NATIONAL CRIMES — A prominent minister lists these seven indictments against our way of national life: (1) I don't think . . . (2) I don't know . . . (3) I don't care . . . (4) I am too busy . . . (5) I "leave well enough alone" . . . (6) I have no time to read and find out . . . (7) I am not interested.

"Trouble with logistics is that they don't make locomotives in native villages." - Harvey Slocum

FOR THE LADY OF THE HOUSE — Manufacturers advise, to avoid unnecessary runs in nylon stockings, roll the stocking down to the toe before slipping it on . . . Cover a cot mattress you don't use anymore with heavy denim and give it to those robust boys for a gym mat. They'll like it and you'll like it — it's better than having furniture mauled . . . Keep a tooth brush handy around the laundry tubs for brushing dirt out of the inside corners of shirt pockets and for scrubbing slip straps and extra—soiled collars . . . If you ever have a flat tire and are stuck for help on the road, you're more apt to get it if you place the spare alongside the fender. It stands out as a signal of distress.

"He who teaches his child to live on small means leaves him a fortune."-Elsie Benedict

FASCINATING FACTS — Approximately 1/3 of all dividends of American corporations are paid to persons whose income is less than \$5,000 a year . . . The present world population is about 2.3 billion; at the current rate of growth, it will double in 85 years . . . The only liquid that has more chemical uses than sulfuric acid is water, just plain water . . . The pineapple is neither a pine nor an apple. It is a berry . . . An octopus is capable of more striking color changes than almost any other mollusk in the world.

"The shorter the headline, the longer it stays in somebody's head."-Tom Allen

ANSWERS TO BASEBALL QUIZ -- (1) The Cubs . . . (2) Walter Johnson . . . (3) George Sisler . . . (4) Joe Jackson of the "Black Sox" . . . (5) Dizzy and Daffy Dean; Walker and Mort Cooper; Joe, Dom and Vince DiMaggio; Rick and Wes Ferrell; Paul and Lloyd Waner - and many others, including George and Skeeter Kell in the American League today.

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