MONTH OF GREAT MEN — February is the month in which we honor some of the greatest men in American history — Washington, Lincoln and Edison. Each of these men is noted for a conspicuous contribution to his country . . . Few of us will ever come close to the greatness that these men achieved, but we can apply to ourselves the ideals and inspirations by which these men patterned their lives — Honesty, loyalty, sincerity, industry and faith.

"It's trying to live comfortably that makes life rough." — Arnold Glasow

WASHINGTON SAID: — "The value of liberty is enhanced, in our estimation, by the difficulty of its attainment; and the worth of characters appreciated by the trial of adversity." . . . "Associate with men of good quality if you esteem your own reputation; for it is better to be alone than to be in bad company." . . . "Distinction is the consequence, never the object, of a great mind." . . . "I hope I shall always possess firmness and virtue enough to maintain what I consider the most enviable of all titles — the character of an honest man."

"The budget, like the man needing a haircut and shave, should be trimmed all over." — Arthur Watkins

LINCOLN SAID: — "Let us have faith that right makes might, and in that faith let us, to the end, dare to do our duty as we understand it." . . . "You may deceive all the people part of the time, and part of the people all the time, but not all the people all the time." . . . "With the fearful strain that is on me night and day, if I did not laugh I should die" . . . "Civil liberty must not be surrendered after even one hundred defeats."

"An acre of performance is worth the whole world of promise." — Howell

NICKNAME QUIZ — Try guessing what people, places and things these nicknames stand for. If you get five or more right, you will have an excellent score . . . (1) Old Ironsides . . . (2) Massa Bob . . . (3) King of Swing . . . (4) The Great Commoner . . . (5) Maid of Orleans . . . (6) Wizard of Menlo Park . . . (7) Old Eli . . . (8) Little Corporal . . . You will find answers on page four.

"Executive ability is deciding quickly and getting somebody else to do the work." — J. C. Pollard

FAMOUS LAST WORDS — I can't afford it — and how soon can you make the delivery? . . . You don't need to have your head examined — just the holes . . . Honest, Warden, we had it when we started to hunt . . . I bought a canteen for my wife to use as a purse. After all, she spends money like water.
DAFFYNITIONS -- Geologists: Fellows with rocks in their heads . . . Cocktail glasses: Hic cups . . . Precocious child:
Mind over matter . . . Silence: College yell of the school of experience . . . Cost of Living index: Vittle statistics . . . Bifo-

"Trouble with him is—he thinks all his friends like him!"—Maury Wolbach

ALWAYS ROOM FOR A GOOD IDEA -- Ingenuity still has its place in American business. In Phoenix, Arizona, a maternity dress shop offered a baby blanket free to every pregnant woman who could guess the exact date upon which her baby would be born. More than 1,000 women registered at the store — and many stayed to shop . . .

A lady in Oceola, Ohio (population 120) saw a need for a store that would sell odd-size shoes, including extremely narrow widths. Now she sells 20,000 pairs of shoes annually, with most customers driving to Oceola from the cities.

"We doubt that necessity was even the mother-in-law of a piano that sounds like bagpipes."—H. V. Wade

CATNIPS -- He asked for her hand, and then found out she was under her thumb . . . She's one of those hit-skip conversationalists . . . She puts a little too much enthusiasm into a sweater . . . Without her make-up on, she looks like a book that has been chewed by a pup . . . She always has been a bargain hunter. So it was no surprise when she had twins . . . She tried on 15 dresses and requested something more flowing — so I suggested the river.

"The life of the party can generally be seen taking a transfusion now and again."—Ruth Titgner


"Solvency has a convenient way of invading decency."—Joe Williams

LONG WEEK-ENDS COMING UP -- Bills are now under consideration in 42 state legislatures for creation of four "Monday holidays". Newest is a "President's Day" celebration on the third Monday in February. Independence Day would be the first Monday in July always . . . The travel industry is spearheading the drive for more Monday holidays, but they expect support from hotels, railroads and entertainment groups . . . Actually there are no "national" holidays. Each state has jurisdiction over them, designating them by law or executive proclamation.

"There are too many people with 25¢ worth of heart trouble and 75¢ worth of anxiety."—Dr. William Gordon

FOR THE LADY OF THE HOUSE -- If your husband is troubled with lint on his blue serge suit, have him strip a piece of Scotch tape around his hand with the sticky part outside. Then rub lightly over the serum — no lint! . . . A quick way of dusting bric-a-brac and figurines is with a clean paint brush . . . Your cleaning clothes and dusters will last much longer if they are hemmed to prevent ravelling . . . Hang wrinkled garments in the bathroom and run scalding hot water into the tub so that the steam will smooth the wrinkles as a substitute for pressing. This will save clothes, as too many pressings shorten the life of most clothing . . . Next time you dust, try using twin dust clothes, one in each hand.

"No matter what happens—a friend can eat today, enjoy the sunlight today, mix good cheer with friends today—enjoy it and bless God for it. Do not look back on happiness. You are rich if today do not let yourself be cheated out of it."—Henry Ward Beecher
HOW TO GET MORE HEAT FROM YOUR HEATER. -- Remember the old days when you put cardboard in front of your radiator to make your engine run warmer in zero weather? It's still a good scheme for making your heater give more heat. Though radiators are less accessible, a little finagling will enable you to insert a cardboard shield as suggested by the sketch. It will diminish the flow of frigid air that super-cools the engine water already somewhat cooled by heater radiation. How much radiator surface to cover? Watch the heat indicator. When the needle reads the same as in milder weather, you'll find the heat thus shielded from winter wind is being delivered through your heater.

Buccaneer: What the farmer would like for his corn.

BLINDED BY HEADLIGHTS? -- If you have two good eyes here's an oculist's idea for reducing the temporary blindness of glaring headlights. Shut one eye as a high-beam "dazzler" approaches. After the offending car passes, re-open that eye. Although the glare leaves an after-image in the open eye and contracts its pupil -- which takes several seconds to re-adjust -- the protected pupil of the closed eye remains normal, ready to see clearly the instant it is re-opened. (Do YOU always depress YOUR lights in passing?)

Shindig: Signal under the table.

LIGHTER FLUID CLEANSPARKPLUGS FAST -- On damp mornings, if your car won't start, try cleaning and drying the porcelain and terminals of the sparkplugs with lighter fluid on a clean cloth.

Careless Smokers: Forest's prime evil.

BOOM!!! -- Never use a match when you peek into the radiator to check the water level if your car's cooling system contains anti-freeze of the methanol or alcohol types. Their fumes are inflammable! Play safe -- use a flashlight which, incidentally, is one of the handiest things a motorist can keep in the glove compartment of his car.

Fahrenheit: About five feet, seven.

DRIVING SOUTH THIS MONTH? -- Tourists in Mexico are often bothered by the alkalinity and, in some places, by the doubtful purity of water for drinking purposes. Sterilized water can be obtained in 10-gounce cans, with purity guaranteed for the life of the can. Write Hudson Newsletter for address of producer.

Movies: Snooze reels.

WATCH (OR FEEL) YOUR STEP -- Do you ever navigate your garage stairs in the dark? Here's how to avoid that neck-jolting stumble off the last step that "isn't there." If the stairs are cement, paint the bottom step white or luminous. If wood, tack old carpeting on the bottom tread and even in pitch-dark your feet will feel the warning.
Does she love me? Is this my lucky day? Should I bet on that horse?

Am I going to get a raise in salary? Will I go on a long journey? Should I...

This Trick Will Tell You...

Tie your ring to a foot-long thread. With elbow on table, suspend ring over a paper on which any question is written. Soon the ring will begin to sway. Concentrate on it. Your answer will be "YES" if ring swings in straight line; "NO" if it swings in a circle. Try it. Believe it or not, you'll always get the answer you want!

Here's Another Party Joke...

To tell time, suspend the ring in a bowl. Back and forth it will swing, farther and farther, until it strikes the side of the bowl—striking the hour of the day!
It's unbelievable...uncanny! Try it and see for yourself!

This Is No Joke!

See how hard it is to steady that ringless tremor of your hand.
As the ordinary auto rolls along, pendulum of "force" swings constantly side to side. The slightest road flaw...the least...and its mighty swing is magnified.
However, except for that "tired" ride, and that embarrassing pilin, going 'round a curve, you usually of this vast lurking force.
But let ANYTHING divorce the road—ice, wet leaves, loose gravel, and this ever-eager side force TAKE you into a SKID that may prove dang...

THERE ARE MANY KINDS OF SKIDS

**Slue Skid**
This is the vicious skid that scares you early in December. Speed, nearly-closed street, red light—you jam on brakes—wheels lock, no traction, rear end slides to side. A winter-warning to TAKE IT EASY.

**Speed Skid**
Driving too fast—uneven gas feeding, trying to speed-up too rapidly on slick highway—car starts to spin out of control on straight-aways because speed decreases the tire-traction and increases the sidesway.

**Power Skid**
Rear-end "waltz" during flash getaways on skiddy street or charging up icy slope. On slippery roads car may turn right around when over-acceleration spins rear wheels—tires lose grip—sidesway starts.

HOW TO GET OUT OF A SKID

1. Keep calm.
2. Steer in direction rear end is skidding. (Although this seems contrary to instinct, steering the other way will turn skid into violent spin.)
3. Avoid using brakes. If front wheels are locked by brakes all steering ability is lost.
4. But don't "over-steer" (too fast or too far), for car may right itself suddenly and reverse-skid!
5. If nothing is in front of you, feed gas gently to maintain traction.
6. To stop, pump brakes GENTLY.

REMEMBER—Skid will be worse if you tramp on brakes, decelerate suddenly, or throw out clutch.

Skid Prevention
When one or more wheels out for snow, ice (especially black-top and brick, high railroad tracks, manhole, car, gusty winds, soggy o
Adapt your driving to conditions. USE A FEATHER-FOOT DOWNHILL to avoid brakes. Keep firm grip on steering.
Don't ride tail of car ahead. In spring or fall expect ice.

Whatever you do, do SLOW. A good car, plus a good d
W to avoid them

NOW, while the ring dangles, pinch the thread lower down with your other hand.

See how the ring stops swinging. Why? You have lowered its center of gravity.

I buy a new car?

ug! It swings at giant invisible ly from side to side, steering shift d, "feeling" after a of passengers drive unaware m grip of tire on even a bounce—OVER, hurling "own.

It's easy to see how Hudson's LOWEST center of gravity diminishes that pendulum of sidesway.

You can't control road conditions, but you can select the car least influenced by them.

Highway hazards that endanger ordinary high-built cars are minimized—perhaps not even noticed—as you cruise in "step-down" Hudson's confident comfort and safety.

Cornering Skid

Too fast around curves. Slow down BEFORE steering—never brake in curve. On high-built cars force-pendulum wings 'way out-car sway tip. Side-strain causes tire squeal, slow-out, car damage.

Steering Skid

Steer 'round fast curve, but car plunges straight ahead! Front tires have lost their grip on slick road surface due to steering wheel wander— weav ing (may cause skid on a straight road if slippery enough).

To further help you avoid skids, Hudson holds your course in FOUR tire-tracks instead of two! You get better handling from this steadying feature—plus front and rear stabilizers and long-leaf spral-mounted springs.

Like a deep-chested, sure-footed, steel-muscled panther your poised Hudson prowls the highway—America's best-riding automobile.

Want Proof?

Then thrill to Hudson's triumph over all makes in 1952 stock car races! Tight little tracks—pot-holed and poorly banked—nothing but one death-dealing, lurching, screeching skid 100 miles long at 90 MPH!

Many cars are fast. Some are powerful. But on break-neck turns they skid wide, claw 'round on two wheels, mangle tires, crack up, tip over, break down... while fast, powerful, low-slung Hudson clings to curves, keeps going... WINS!

Hudson
World's SAFEST Car!
Hudson Headlines and By-lines

No. 22 in a Series on How to Take Care of Your Hudson

Observe Your "Teleflash" Signal — Your Oil Pressure "Teleflash" signal should go on when the ignition is turned on, and go off as soon as the engine is started. If it does not flash red when the ignition is turned on, or go out after the engine is started, you should check immediately to determine the cause. You should also shut off the engine immediately if the indicator should consistently flash red while the car is in motion and determine why . . . . Your Generator Charge "Teleflash" signal functions practically the same as that for oil pressure. If it flashes red when the engine is running above idle speed, you should immediately learn why . . . Should you find it necessary to remove your radiator filler cap when the engine is HOT, always turn the cap SLOWLY until the stop is reached. The cap should remain in this position until all pressure in the radiator has been released, then turn the cap FULLY to the left and remove. If this precaution is not taken, a serious steam burn may result.

"It's all right to know what to say, but you don't always have to say it." — Phil Mann

Hudson Captures Every National AAA Record — Of the 13 stock-car races held by the American Automobile Association this year, Hudson won 12. These grueling trials are impartial tests of practically every make of car (just like those you can buy from your dealers) for performance, durability, safety — the very qualities that are so vital in your family car. In these races (trials), Hudson set new records over every distance from 1/2 mile to 200 miles. This proves Hudson's exclusive "Step-Down" design, with America's lowest center of gravity, results in a better performing, more durable, safer car for you and your family. Further proof of Hudson's superiority is evidenced by the fact that Hudson won both NASCAR and Pacific Coast championships by winning 46 out of the 54 strictly stock car events in which it participated during 1952.

"If it weren't for weak arguments, what use would we have for all our strong words?" — Josephs Henry

Dress Up With Hudson License Plate Frames — You can add a smart touch of sparkling beauty and needed protection to your car with a sparkling chrome Hudson License Plate Frame . . . This plate will protect the only unfinished part of your car with style. It prevents plate edges from bending, chipping or rusting. They're completely adjustable to any size license plate . . . Your Hudson Dealer has them.

"There are many educated fools, but no intelligent ones." — Alexander Rosenthal


"Lots of folk have to live beyond their means in order to live at all." — Olin Miller

Be Your Own Proof-Reader — If you consider yourself an especially observant person, try your teeth on this one: Slowly read the following lines and count the number of F's. Read it just once, and then write down the number of F's you found . . . Feature Films are the result of years of scientific research, combined with the experience of years . . . You are an average reader if you saw three F's. You are above average if you spotted four — and you can turn up your nose a little if you found five F's. You are in the genius category if you caught six, which is the correct number.

Places to Drive Your Hudson in February

1. 4-15 Houston Fat Stock Show, Houston, Texas
2. 5-8 Great Southern Track Show, Jacksonville, Florida
1. 6-7 Long Beach Ocean Sailing Race, Long Beach, California
2. 6-9 $100,000 McLean Race, Houston, Texas
3. 6-13-15 Strawberry Players Golf Tournament, El Paso, Texas
4. 6-14 NASCAR 400-Mile Sportsman's Auto Race Championship, Daytona Beach, Florida
5. 6-14 Chicago Open House Festival, San Francisco, California
6. 6-14 National Ski Jumping Championship, Steamboat Springs, Colorado
7. 6-14 NASCAR 200-Mile Grand National Circuit Auto Race, Daytona Beach
8. 6-14 Mardi Gras, New Orleans, Louisiana
9. 6-14 International Pancake Race, Liberal, Kansas
10. 6-14 National Date Festival, Indio, California
11. 6-20 March 1 National Travel Show, International Amphitheatre, Chicago, Illinois
12. 6-21 $100,000 90th Wideners Stakes, Hialeah, Miami, Florida
13. 6-21-22 6th Annual Camelia Show, San Diego, California
14. 6-23-23 March 9 Tin Can Times Annual Convention and Tour, San Diego, California
15. 6-28 $100,000 San Juan Capistrano Stakes, Santa Anita Track, Arcadia, California
16. 6-28 $100,000 Flamingo Stakes, Hialeah, Miami, Florida
17. 6-28-28 8th National Auto Racing Exposition, State Armory, Hartford, Connecticut
THOUGHT STARTERS -- The sum total of our national debt is SOME TOTAL . . . An effective, four-word diet: "No more, thank you." . . . Any reference to the Monroe Doctrine these days usually has something to do with Marilyn . . . It's difficult to take advice from some people, when you know how badly they need it . . . A porcupine gets no petting . . . Another crying need is self-shoveling snow . . . Biggest worry of a doting father is usually a dating daughter . . . Sometimes there's a little difference between the take-home pay and the bring-home pay . . . Some of the government's troubles might be too much overhead and too much underhand . . . A taxpayer and his money are soon parted . . . Nothing but money and kisses could be so loaded with germs and still be popular . . . The young feller who keeps watching the clock is likely to stay just one of the hands.

"Our ancestors may not have come over on the same ship, but we are all in the same boat." — Harry Heilfield

ELIMINATING HEADACHES FROM FOOTNOTES -- If you think that those footnotes down at the bottom of books you read are only meaningless chicken-tracks to confuse you, here's a glossary of some of them . . . Et seq. -- For the Latin, "et sequentia", "the following" . . . Ibid. or ibidem. Either way, Latin for "the same as mentioned before" . . . Ff. Take your choice. It may mean either "folios" or "following pages" . . . Pp. This can mean "pages" or "privately printed" . . . These few definitions may not keep you from tripping over numbers, asterisks, paragraph marks and "double daggers" — but they will organize your confusion while reading.

"I get eternally tired of the lack of understanding of what the infantry soldier endures." — Dwight D. Eisenhower

AUTOMOTIVE NEWS CAPSULES -- Highway use of taxes for highway purposes was assured recently by voters in Alabama, Arizona and Georgia . . . Meanwhile there are still 23 states which channel highway tax funds to non-road purposes. In New York in 1951, it is estimated that more than $77 million, or about 41 cents out of every dollar collected for "highways", strayed off to other departments in the state . . . The Automotive Safety Foundation notes that there are 17 different systems among the 48 states for marking center lines. There is no common system of hand signals, rules of the road, or traffic-light systems. And in one state, it is not even illegal to drive on the left side of the road . . . There is a new automotive textbook primarily intended for high school driver education.

"The cockroach, in my opinion, is a surplus bug." — Josh Billings

HIGH READERSHIP -- America is a nation of readers, and the most widely-read books currently are the Bible, Sears Roebuck catalogs, McCuffy's Reader, and the Boy Scout Manual. In 1951, more than eight million new Bibles went into circulation in the United States . . . McCuffy's Reader has topped 155 million circulation. Only a handful of other books have sold in the million -- besides comic books, which were disposed of at the rate of 800 million copies in 1952.

"Gossip makes rumors, but only facts make news." — Franklin H. Chase

SIGNS OF THE TIMES -- Advertising slogan of "pie-mix" company: "Now her pumpkin pie is Mate Bait" . . . A Milwaukee tax consultant has "TV While U Wait" . . . Help-wanted classified ad in New York paper: "We are in search of a public relations man. He must be inoffensively aggressive." . . . Sign tacked up by California real estate broker: "The magnificent trees on this property contain all the chlorophyll you'll need for a clean, fresh, healthful living." . . . Television satire on home economics program, carried by a San Francisco radio station, is "Phyllis Dillis, The Homely Friendmaker" . . . Chicago bookstore provides badges for browsing visitors labelled: "Just Looking."
ONE SECOND SERMONS -- One of the sorrows of divorce is that an alimony check won't teach a young boy how to throw a baseball ... An error becomes a mistake only when you refuse to correct it ... Character is 24-carat. Reputation may be but tinsel ... Prejudice is a loose idea, tightly held ... A fellow isn't completely down until he's down on everybody ... Some people can see more evil through a keyhole than others can see through an open window ... Democracy is nothing but an attempt to apply the principles of the Bible to a human society ... Lengthening your nights will shorten your days.

"She has two expressions—joy and indigestion." — Irving Hoffman

FASCINATING FACTS -- An inventor has taken out a patent on a machine-driven toothbrush with adjustable directions and speeds ... The Hindu Day begins at sunrise, the Jewish day at sunset, and the Christian day at midnight ... The main course at a feast at the Cherokee, N. C., Indian reservation consists of roast bear and barbecued rattlesnake ... The only presidential cabinet that served through an administration with no change was that of Franklin Pierce ... More than one-third of all U.S. cities over 25,000 population now operate under city managers ... If a human family ate in proportion to a family of birds, the daily grocery list would include something like 50 loaves of bread, 25 pounds of hamburger, 30 doughnuts, 10 pounds of spinach and one gallon of ice cream.

"Love is like a vaccination—when it takes, you don't have to be told." — Myrtle Reed

ANYTHING GOES — Did you know that one state does not require an examination for drivers, does not issue a license, and sets no legal standard for motorists? While most states have been tightening their driver-licensing codes and instituting programs aimed at ridding the roads of careless operators, South Dakota has but one standard—to operate a motor vehicle, you must be 15 years old ... And yet, surprisingly, South Dakota had one of the lowest death rates in the nation during 1952, says the National Highway Conference.

"Common sense is nothing more than a deposit of prejudices gained before you reach 18." — Albert Einstein

NEWS OF NEW THINGS — If you're a do-it-yourself man around the house, you will be interested in a new wallochart that the manufacturer claims "goes up faster than wall paper" ... A new indoor gymnasium promises relief from winter lethargy for children and adults. Hanging on doorway brackets, it consists of a chinning bar, gymnasium rings, and a child's swing ... You can eliminate umbrella collisions with a new "window" umbrella having a transparent panel ... A new non-inflammable paint remover is on the market. It is said to work rapidly and needs no heat ... A new, simple scissor sharpener is said to sharpen shears of any size or make. A self-adjusting hone, which conforms to the cutting edge of the blade, does the trick ... Something different is a new magnesium alloy that is claimed to clean silver in the dishwasher while you wash the dishes ... An adjustable governor for autos is the latest device by which Dad can set the speed that Junior cannot exceed while using the family car. Using a key which he keeps, the parent unlocks a dial on the dashboard and makes the speed setting ... Names and addresses of suppliers of these products may be obtained by writing to Hudson Newsletter, 431 Howard Street, Detroit 31, Michigan.

"History is just gossip that has grown respectable with age." — Sydney J. Harris

ANSWERS TO NICKNAME QUIZ — Old Ironsides was the U.S.S. Constitution. Massa Bob was General Robert E. Lee. The King of Swing is Benny Goodman. The Great Commoner was William Jennings Bryan ... The Maid of Orleans was Joan of Arc. The Wizard of Menlo Park was Thomas Edison. Old Eli is Yale College, and the little Corporal was Napoleon Bonaparte.

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