



BURGDORF MOTOR COMPANY

2727 South Jefferson Avenue

St. Louis 4, Missouri

Phone PR. 6-2621

AUGUST ALMANAC — If you were born between July 23 and August 23, astrology says you're idealistic and easy to get along with usually, but inclined to be unreasonable occasionally . . . If August 10 is your birthday, you're in company with our senior living ex-president, Herbert Hoover, who'll be 80 this year . . . Mr. Hoover's been saddled with many things he never said or did, among them the 1928 election campaign slogan, "A chicken in every pot, a car in every garage," which was some unknown ad-writer's idea.

"A woman driver is a person who, when obeying every rule, is blamed for slowing down a man who isn't."—Marcelene Cox.



TYPOGRAPHICAL TIDBITS — Goody household hint in the Wilmington (Del.) Morning News: "A custard pie makes a neat holder for a partly-used pad of steel wool" . . . A Washington correspondent sympathized with President Eisenhower: "No man can think and study when he is worn out by pretty things" . . . Brutal truth in the Detroit News: "Substitution of large buses for streetcars is an obsolete necessity" . . . Power-of-woman note in the Buffalo Courier-Express: "The little group over-powdered the guards."

"You can have the guy who's searching for the bright side, I'll take the one who's polishing up the dull."—Don Marshall.

LANGUAGE LAGS AGAIN — When we dial a wrong number, the telephone operator inquires, "What number are you calling?", a carryover from the days when you called out your number instead of dialing it . . . Before she gets around to "What number are you dialing?" that, too, may be obsolete, because now the phone company is testing a phone with 10 push-buttons which will replace the dial . . . What will the girl say then? To us, neither "What number are you pushing?" or "What number are you buttoning?" sounds quite businesslike.

"It seems that children are never so dependent on their parents as after they become self-supporting."—Otto Harbach.

AIRBORNE BEAVERS — Those helpful little animals whose dam-building in mountain areas helps store water for later use in the cities below are now traveling to work by air . . . Crates of beavers are being parachuted into inaccessible regions of Idaho. On the ground, the crates snap open and the beavers are freed to benefit mankind by building new homes in mountain streams.

"If you want to go through life completely misunderstood, say exactly what you mean."—S. J. Mann.

WHITHER WEATHER? — Everybody talks about the weather but not many people know much about it. Match the following indicators with the kinds of weather listed and test your forecasting ability . . . The indicators are: Summer fog burning off early in the day; a ring around the moon; clouds clearing at sunset; you can see enough blue sky to make a Dutchman's jacket . . . The weather these signs indicate is cooler; rain; clearing, and continued fair. Answers on page four.



THOUGHT-STARTERS — Love makes the world go around— with a worried expression . . . Children draw a couple closer together—in mutual defense . . . There are two kinds of patients in hospitals, those who are desperately ill and those who complain about the meals . . . We have too many unwritten laws and not enough unbroken ones . . . One nice thing about a tombstone is that it always has a good word for the man who is down . . . A man may blame fate for bad luck—but he feels personally responsible for his hole-in-one.

"I've been in radio since One Man's Family was a guy in front of a drugstore whistling at girls."—Irene Ryan.

THEY'RE TAKING THE WALK OUT OF SIDEWALKS — Jersey City has a moving rubber "sidewalk" which carries commuters from one railroad terminal to another . . . Cleveland plans an underground moving belt starting at its central transportation terminal and circling the shopping district . . . A Los Angeles business and residential project going up now will include a network of moving walks . . . Airports, stadiums and amusement parks are also getting into the act of attracting business by making it possible for people to stroll standing still.

"Many a man thinks that when he has invented a phrase he has solved a problem."—Sir Herbert Williams.

MEXICO'S PEDAGOGUE PUPPETS — Battling illiteracy, which has been reduced from 60% of its population to 40% in 10 years, the Mexican government subsidizes puppet shows which tour areas where suspicious natives would resent advice and instruction by "outsiders" . . . Evidence indicates that Mexican Indians were familiar with puppets before the Spaniards arrived, and today's uneducated people willingly accept criticism and advice on health, cleanliness and education from the wooden dolls.

"Before this split-level house craze began, a fellow kept it to himself if he lived over a garage."—Luke Newton.

FASCINATING FACTS — A Washington, D. C., restaurant rents skirts to shorts-wearing tourists who wish to dine there. Another in St. Petersburg, Fla., lends ties to men in sports shirts . . . A Minneapolis hamburger shop leaves a chlorophyll tablet at the place of customers who order hamburgers with onions . . . A college study indicates that 9% of all employees who quit jobs give as their reason lack of enough work to keep busy . . . One out of every 4 persons in the U. S. has been born since 1939 . . . A leading cereal company is introducing fruit-flavored cereal in three colors.



"Facts may speak for themselves, but most people are somewhere else listening to propaganda."—R. D. Richardson.

FOR THE LADY OF THE HOUSE — Rice or macaroni is less likely to boil over on the stove if you grease a few inches of the top of the inside of the kettle . . . Heat the blade of your bread knife and it will cut smoothly through fresh bread . . . Short lengths of garden hose slipped over the handles of your clothes basket make safer, softer grips.

"The worst thing about insomnia is having to share the room with a sound sleeper."—Fannie Fawcett.

STAY PUT IN A THUNDERSTORM — There's no safer place than in your car, or indoors, during a thunderstorm . . . If you're outdoors, stay out in the open, because any tall tree makes an ideal target for lightning . . . Avoid oak trees at any cost. They're the most dangerous although no one knows why. Beech trees are the least likely to be hit, but you're far safer in your car or a building.

"Give up security as an ideal. Anyone who promises it is misbranding his political, social or economic goods. If you insist on being cheated, buy gold bricks or perpetual-motion machines. It is now clear that if you live at all you will live dangerously."—Dr. Henry M. Wriston.

HUDSON Newsletter SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

BETTER THAN TALKING — A vivid (and easy!) way to title your vacation movie or slide show is to shoot signs along the way. Highway markers, city limits, the marquee of the hotel where you stopped (dramatic shot by its own light), tell where you ARE and where you're GOING. A cardboard sign reading "563 miles to Dun Slavin" (or whatever the name of your summer place) brings smiles when filmed on a signpost between regular directions to Boston, Worcester, etc.



Etc.: A sign used to make others believe you know more than you do.

HOT WEATHER HEATER TRICK — When midsummer traffic inches along, keep an eye on your dashboard heat indicator. Gunning the engine, blazing sun and no breeze blowing through the radiator may allow coolant to overheat, causing vapor lock, warped valves, scored cylinders or worse. When needle nears boiling point—and bumper-to-bumper traffic prevents pulling over and letting engine cool evenly by idling—JUST TURN ON THE CAR'S HEATER, BLOWER AND DEFROSTER! The extra discomfort won't mean much to passengers, but the extra core area of the heater added to that of the radiator may dissipate heat fast enough to prevent engine ruin.

Rumor: A monster with more tales than an octopus.



A LITTLE SQUEEZE — Bug-juice and vision-obscuring dust (it dazzles as you drive into sun or bright lights, but rubbing it off dry may scratch your windshield) is easy to remove if you carry one of those squeezable plastic spray bottles refilled with window-cleaning fluid.

Poverty: A state of mind induced by the neighbor's new car.

IN THE BAG — On picnics and tours keep an extra paper bag or carton in your car as a temporary "wastebasket" (easily disposed of later) for discarded napkins, food wrappers, empty cans, etc., and you won't be tempted to litter the wayside . . . and thus add to forest fire hazard.

Gentleman: A man who uses a butter knife when he is dining alone.

SURPRISE BOX — Cross-country touring is fun for pre-school youngsters, but here's how to prepare for restlessness. Wrap individually some 5 & 10 toys—puzzles, crayon sets, miniature autos, dolls, etc.—and label for different days. Carry in a "Surprise Box" and let the children pick a package each day for a looked-forward-to delight at that psychological moment when boredom could turn to crankiness.

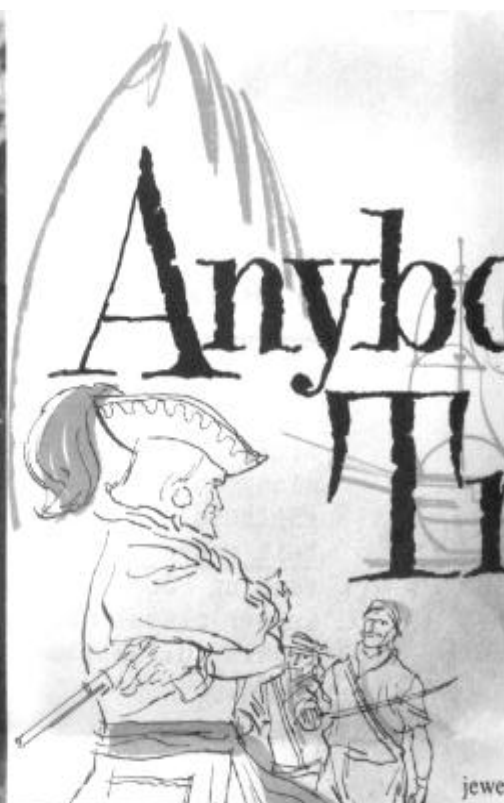
Genealogist: One who traces back your family as far as your money will go.

SNUFF IT . . . BREAK IT . . . BURY IT . . . DROWN IT — Thoughtless people in automobiles start 7 out of 10 forest fires. Don't let one start from YOUR car. Insist that match-flickers and butt-tossers use ash trays. Remember—only YOU can prevent forest fires.



TO HELP YOU GET BETTER ACQUAINTED WITH YOUR HUDSON





WHETHER it's sunken galleons, lost mines, or buried gold—if you have a yen to hunt for hidden treasure, the world is chock full of opportunities.

A recent news item tells how Lt. Cmdr. Lionel Crabb, a wartime frogman, has gotten permission from the British Admiralty to dive for the treasure of Tobermory Bay. It consists of a load of gold and silver coin carried by the *Florencia*, paymaster's ship of the Spanish Armada. Total estimates run anywhere from a million and a half to \$68,700,000.

Australian treasure-hunters are using a power shovel to scoop out a cliff face 30 miles southwest of Melbourne. Allegedly sealed up in a cave is a cargo of Peruvian gold, cached there around 1820 by a pirate named Benito Bonito, while on the dodge from British warships.

Somewhere in the deserts of South-West Africa lies a fabulous oasis of diamonds known as the Bushman's Paradise. As the story goes, a German soldier before World War I got lost on patrol. He was picked up by native Bushmen and taken to a secret oasis where diamonds were strewn about so plentifully, the children played with them like pebbles.

After escaping back to civilization and getting his discharge, the German set out again for the Bushman's Paradise. Weeks later he was found shot to death by a poisoned arrow. A modern expedition that tried to find the oasis disappeared without a trace.

Probably the richest lost treasures are those of the Incas, Aztecs, and Mayas. When Atahualpa, ruler of the Incas, was captured by Pizarro, he offered to ransom himself by filling a room with gold. The greedy Spaniards, breaking their agreement with the Inca chief, killed him before the room was full.



When news of his death spread, the vengeful Indians hid the rest of the ransom. It has never been found to this day. Historians place its value as high as \$100,000,000.

Favorite goal of treasure-hunters is buried pirate loot. There's evidence that such hordes do exist.

Pirate William Jennings buried a million dollars in pieces of eight on the Island of Mona, between Haiti and Porto Rico. Most of it is probably still there, although a 1939 expedition may have recovered a part.

Most famous of all treasure islands is Cocos Island in the Pacific, west of Costa Rica. Not one but several pirate hordes were buried there, including gold bullion, coin, plate, and

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jewels. Through the years, countless expeditions have tried to probe the island's secrets.

A supposedly authentic map of the Cocos Island treasure passed through the hands of certain Newfoundland seafaring men in the last century. Two of them are said to have located the main cache, one man dying in the attempt. But because the stories are so garbled, the truth of this treasure hunt will probably never be known.

Actually, a person need never leave the United States to hunt for lost treasure. During the Revolution, *H.M.S. Hussar* sank off Hell Gate loaded with pay for British troops. So far all attempts at salvage have failed. Nearby lies the hulk of the frigate *Lexington* which went down carrying gold and silver bullion from Vera Cruz, Mexico.

The Atlantic coast, especially New England, is dotted with alleged sites of buried or sunken treasure. For example, Captain John Quelch, hanged for piracy at Boston, is believed to

have cached his ill-gotten gold on the Isle of Shoals off New Hampshire. The Gulf Coast is also rich in treasure yarns, most of them connected with Jean Lafitte.

Out West, the specialty is lost mines—like the Lost Dutchman in the Superstition Mountains of Arizona. Several white men reportedly saw and took gold from this mine.

In recent times, two prospectors are believed to have found it. Both disappeared. When their remains were found, they had evidently been murdered and beheaded. Sims Ely, an Arizona newspaperman who has devoted over half a century to a study of the evidence, is convinced the Lost Dutchman really exists.

But the top treasure state is Florida. Its sun-kissed sands and waters are reputedly loaded with pirate gold. A Florida lawyer named Ralph Odum found his own kind of treasure. He collected and sifted through the various stories and legends, then had a treasure map of the state drawn up. Copies sold like hot cakes.

Has anyone actually found lost treasure? But definitely.

In 1946, Leonard Clark, an American soldier of fortune, bought an old Spanish map and headed into the Peruvian jungle. His search netted fifty pounds of gold dust.

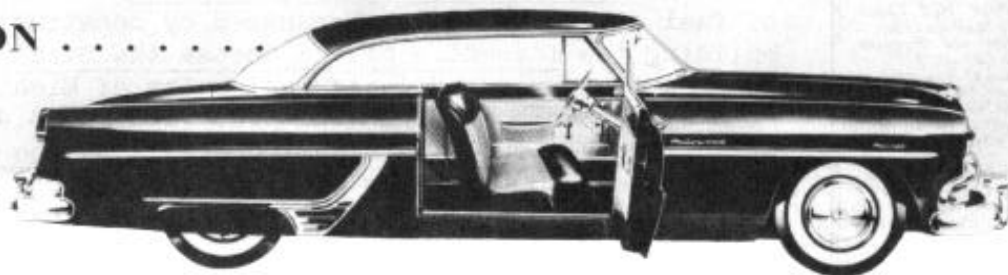
A ditch-digger in Miami once unearthed a quarter of a million dollars in old coins. More recently a diver named Arthur McKee has brought up bars of silver from a Spanish galleon sunk off the Florida keys.

Biggest treasure haul was the salvaging of twenty-five millions in gold from the torpedoed *SS Laurentic*. Another million or two is still down there.

Yep—there really is gold in them thar hills and waters. So if you have a yen to hunt for treasure, get yourself an old map, and a shovel or diving rig, and you're in business. Of course, they'll only bury it again down at Fort Knox, but think of the fun you'll have!

...But you don't
have to **HUNT**
for value in a
HUDSON

Hudson value is right out in the open for everyone to see—in the sleek, stunning beauty of the grille and air scoop, arrowing back to the jet stream rear fenders with their huge taillights—in Hudson's far-advanced body design, which gives you full headroom and road clearance in the most road-hugging car ever built. There's hidden treasure too in Hudson's Monobilt body-and-frame*—the strongest, safest automobile construction known. And when you step on the accelerator and feel the lightning surge of Hudson's Instant Action Engine with Super Induction, you'll know you've really struck gold!



HUDSON HEADLINES AND BY-LINES

MAKE DRIVING A REQUIRED COURSE FOR YOUR CHILD -- If your son or daughter's high school offers driver training, you'd be wise to advise your child to enroll . . . Surveys indicate that such courses might reduce the number of accidents involving teen-agers by 25% . . . If your local high school doesn't teach driving now, perhaps you and your neighbors could get this course added to the curriculum, to the benefit of the whole community.

"The trouble with most feminine opinions is that they're expressed in so many words."—K. L. Krichbaum.

ALL-AROUND SOUND — Your Hudson's radio will give you even more pleasure after you have us install a Hudson Rear Seat Speaker . . . With both speakers on, everyone can hear clearly, with no one being annoyed by blare. When the children are along, they can hear their favorite programs on the Rear Seat Speaker, while you converse up front . . . When you're alone, just turn the three-way switch to use only the set speaker. Drive in today and let us add this extra dimension of sound to your Hudson's radio.

"A parrot can repeat the marriage vows, but it's a rare bird who lives up to them."—Raymond Duncan.

WHAT DOES A HIGHWAY COST? -- A two-lane surface-treated road can be built for about \$15,000 a mile . . . A deep macadam or concrete road costs \$100,000 a mile . . . Multi-lane divided highways with only a few entrances and exits cost from \$500,000 to several million dollars a mile, with much of the cost going into bridges, overpasses, and other structures.

"This atomic race could end up in a dead heat."—Stephen Napierala.

RACING BY RADIO -- Two-way radio may soon be standard equipment in auto racing, to help drivers avoid trouble on the track and to help crews service cars even faster in the pits . . . Tests show crews can radio warnings to drivers to help them avoid pileups which might be out of sight up the track . . . Hand signals and blackboard instructions from the pits are often missed by a speeding driver. Then, too, the radio allows the driver to instruct his crew before he stops exactly what refueling and repairs the car will need.

"If at first you don't succeed, you're running about average."—M. H. Alderson.

SECOND BEST-PAID NATION IN THE WORLD — Almost everyone knows the U. S. is the richest country in the world, but what nation is second? . . . It's Switzerland, where the annual income is \$950 for each man, woman and child, compared to \$1525 here . . . New Zealand is third, Canada fourth and Russia 13th (with an annual average income of \$181). Ecuador is last with each citizen averaging only \$40 a year.

"The barber who talks your ear off could do even worse."—Frank Friendly.

2 MILLION GALLONS TO THE MILE -- That's the amount of fuel oil which will be consumed by construction equipment building the five-mile bridge across the Straits of Mackinac between the upper and lower peninsulas of Michigan . . . The bridge, scheduled to open in 1958, will be 26,444 feet long, making it the longest suspension bridge in the world . . . The span of 3,800 feet between tower piers will be only 400 feet shorter than the central span of San Francisco's Golden Gate Bridge.

PLACES TO DRIVE YOUR HUDSON

AUGUST

- 1-31 Shakespearean Festival, Ashland, Ore.
- 7 Old Fiddlers Picnic, West Chester, Pa.
- 12-15 Inter-Tribal Indian Ceremonial, Gallup, N. M.
- 14-15 Fiesta of the Flowers, La-Mesa, Calif.
- 18-21 Warbonnet Roundup, Idaho Falls, Idaho
- 19-21 Range Days Horse Show and Fair, Rapid City, S. D.
- 19-22 SeaBees National Convention, St. Louis, Mo.
- 20-Sept. 6 National Semipro Baseball Tourney, Wichita, Kan.
- 28-Sept. 6 Astoria Salmon Derby, Astoria, Ore.
- 31-Sept. 6 Arkansas Valley Fair, Rocky Ford, Colo.

SEPTEMBER

- 2- 6 Apple Festival, Hendersonville, N. C.
- 3- 7 Kids' Rodeo, El Paso, Texas
- 4- 6 National Air Races, Dayton, O.
- 4-11 Oregon State Fair, Salem
- 6 Bahia Invitational Water Ski Meet, Gleason Point, Calif.
- 6 Timber Day, Warroad, Minn.
- 6 Plug Horse Derby, Lexington, Ky.
- 6 500-Mile Stock Car Race, Darlington, S. C.
- 6 Pikes Peak Hill Climb, Colorado Springs, Colo.
- 7-11 Miss America Pageant, Atlantic City, N. J.
- 8-12 Exposition of Modern Living, San Antonio, Texas
- 9-11 National Sweet Corn Festival, Hoopston, Ill.
- 10-11 Grape Festival, Paw Paw, Mich.
- 13-16 Cherokee Strip Celebration, Perry and Enid, Okla.
- 15-18 Old Settlers and Threshers Show, Mt. Pleasant, Iowa

ONE-SECOND SERMONS — Be careful how you live; you may be the only Bible some person ever reads . . . Sundays are the filling stations along the turnpike of life . . . Those who hope for no other life are dead even in this . . . Let's not park our brains at the door when we enter church, or our hearts at the door as we leave . . . Maybe the Bible continues to be a best-seller because it's still the best fire-escape.



"If there's anything people get sicker of than two months without rain, it's two days with."—Bill Vaughan.

ONE-SIZE LICENSE PLATES — Forty-two of the 65 states, provinces and territories of the U. S. and Canada have agreed to begin issuing 6x12-inch license plates on or before January 1, 1956 . . . Most of the remaining 23 governmental units are expected to fall in line by then, too . . . Then car designers will be able to make the license mounting an integral part of the car's design, so that all plates can be fastened securely, lighted properly, and positioned to prevent sharp edges from protruding.

"When a married man holds hands, he's probably trying to keep them out of his pockets."—J. C. Salak.



SIGNS OF THE TIMES — An enterprising tailor near a mid-west courthouse posted this sign: "Law Suits Pressed" . . . A San Francisco bookshop caters to the pseudo-intellectuals with this poster: "Red and other colored books" . . . A Baltimore plumber's slogan is "Let Us Keep Your Wife in Hot Water" . . . "Like to get your hands on some real dough?" asks a Minnesota employment bulletin seeking bakers.

"Another good way to see yourself as others see you is to have a passport photo taken."—J. Edward Cook.

WHAT KNOWS BETTER THAN A NOSE? — A California scientist has perfected a "super sniffer" which, while it can't tell a good odor from a bad one, will measure the degree of odor, something the human nose can't do accurately . . . Refinements of the device may make it useful for telling "by smell" when fruit is ripe for canning, ripe for eating, or slightly spoiled.

"I saved those empty seed packets; I knew they'd be just the right size to store the crop in."—Bunny Kobli.

AUTOMOTIVE NEWS CAPSULES — A San Francisco filling station which offered free gas to every customer who could guess exactly the amount needed to fill his car's tank found that 7 out of every 100 patrons guessed right . . . There now are more than 45,000 motor courts in the U. S., and new motels are being built at the rate of 2,000 a year . . . Los Angeles ambulances are trying out radio transmitters which automatically switch traffic signals a quarter of a mile ahead, to stop cross-traffic while the ambulance passes . . . Some English roads have been imbedded with radioactive slag at varied intervals, to "talk" to instruments in cars and thus identify routes.

"The trouble with our age is that it's all signposts and no destinations."—Louis Kronenberger.

NEWS OF NEW THINGS — A push-pull turn-off valve for garden hoses can be attached between the hose and nozzle to save trips to the faucet . . . Tongue-and-grooved plastic floor tiles have a built-in suction cup pattern so they can be laid on concrete or wood without adhesives and can be moved easily . . . A screw driver with a flexible shaft and a socket set, is said to make it easy to reach awkward places . . . For names and addresses of suppliers of these products, write Hudson Newsletter, 431 Howard St., Detroit 31, Michigan.

"In every country where man is free to think and speak, difference of opinion will arise. But these differences, when permitted, as in this happy country, to purify themselves by free discussion, are but passing clouds leaving our horizons more bright and serene."—Thomas Jefferson.



CATNIPS — "She's lucky her husband's a bookworm; mine's just the ordinary kind" . . . "There must be lots of good in him, because so little has come out" . . . "She figures she can get by if she keeps her hair light and her past dark" . . . "Here comes my neighbor and her kids—a bomber escorted by a squadron of fighters" . . . "He's no depression bum. He was a bum when there was a boom on" . . . "He bought that mountain cabin only because his wife said the view left her speechless" . . . "He thinks everything is for the best—and that he's the best."

"You don't realize the speed at which daylight travels unless you've been up late the night before."—Margaret Schooley.

GOT A RARE BOOK IN YOUR ATTIC? — Those books of grandpa's stored in the attic probably have more sentimental than cash value . . . Age doesn't make a book valuable—it's the demand for it by collectors, who might want it for its subject matter or the way it was printed or bound . . . If you come across a book called "Newes From Virginia, the Lost Flocke Triumphant," printed in London in 1610, hang on. A copy has sold for \$20,000.

"A man always has two reasons for doing anything—a good one and the real one."—Nadine Berry.

WHO OWNS AMERICAN BUSINESS? — About 6.7 million people, according to the best recent estimate of the number of U. S. stockholders . . . Almost 54% of these people are over 50, and almost 60% of them never attended college. Of publicly-held stocks, almost one-third belong to unemployed housewives . . . However, only 22 of the 800 corporations worth more than \$50 million have more than 100,000 holders of their common stock.

"One thing about ignorance, it sure causes a lot of interesting arguments."—Louie Morris.

DAFFYNITIONS — Mountain Climber: Man who always wants one more peak . . . Public Relations: The art of not treating the public like relations . . . Screen Door: Thing kids get a bang out of . . . Woman-talk: Who, what, when and wear . . . Big Wheel: Guy who runs around in circles . . . Cigar Band: Orchestra sponsored by a tobacco manufacturer . . . Caveman: Fellow who gives his girl thumping to remember him by.



"Heredity determines the color of the eyes, but environment lights 'em up."—Louise Osborne.

HOW DO YOU OPEN A PACK OF CIGARETS? — If you tear off the whole top at one time, you're a ripper, and rippers are timid personalities inclined to be artists, says a self-confessed student of cigaret-pack openers . . . Slashers, who removed the cellophane and slit the pack down the middle, are fun at a party, worriers, borrowers, and good cooks . . . Peelers, who remove the revenue stamp and unfold the top, are outwardly calm but great sufferers inwardly . . . Mincers, who pick the foil open a little at a time, are crafty, irritable, have a high IQ, and are mostly women, says the expert, looking for a closet where he can open his own pack unseen.

"A husband is a man who sticks by his wife through all his troubles."—P. H. Raymond.

WEATHER WISDOM — If you knew your weather signs, you matched indicators and weather conditions on page one as follows . . . Summer fog burning off early in the day (continued fair). Ring around the moon (rain). Clouds clearing at sunset (cooler). Enough blue sky to make a Dutchman's jacket (clearing).

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

Your Hudson Reporter