

## FROM THE DESK OF SAVVA - 2



Last month we mentioned the collecting of automobilia and how mascots have become collectable. Thanks so much to those of you who helped identify the mascot that was illustrated. So far the best bet is a 1951 Ford. Thanks to eagle eyed Riaan van Eeden.

Here's another interesting mascot that was bought on the internet a couple of years ago. Incidentally, the fun of collecting is not necessary in the ownership but in the research. This mascot has to be one of the most beautifully designed and well-made mascots ever - it's big and heavy and beautiful.



The history:

In the early 50's Hudson was in serious trouble and joining up with Nash didn't help very much. Hudson and Nash basically used the same cars with a bit of trim difference. So to identify their cars as one-up on Nash Hudson decided to display a posh mascot. The mascot was to be fitted to both the small Hudson and its bigger brother, and believe it or not, the Austin Metropolitan called a Hudson. In the US most Metropolitan were called Nash but a small number were in fact badged as Hudson and fitted with this massive mascot.

Some of us will remember Hudson's of that era. As cars they had certain limitations like still using side valve engines in the mid 50's and body quality that left a lot to be desired. I doubt if many have survived. The only one I know of is a very pretty little station wagon Barrie Swanepoel is rebuilding in Johannesburg.

To design the mascot they used the services of a chap called George Petty. He was a very famous illustrator and couldn't have come cheap. He was a pin-up artist and his works appeared in top magazines like Esquire, True, and the very collectable Rigid Tool calendar etc. During the Second World War reproductions of his work was also used on military warplanes. One of his most famous being the gorgeous lady that adorned the nose of the Memphis Belle.



The cars are long gone but where are the mascots? They must be out there somewhere. I doubt if they were crushed with the cars. If you can find one I can assure you it will be the pride of your automobilia collection.

As will be seen each and every mascot was stamped with Petty's name. Probably to ensue he received his loyalty payment on each one.