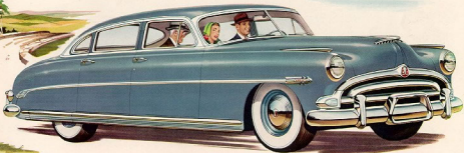


HUDSON for '53



A FABULOUS NEW **HUDSON HORNET**
A SPECTACULAR NEW **HUDSON Super WASP**
A LOWER-PRICED NEW **HUDSON WASP**



Hudson Hornet Club Coupe

2-tone SEDAN



4 DOOR SEDAN



HOLLYWOOD (Hardtop)



CONVERTIBLE BROOKMAN

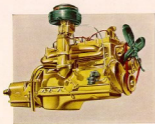
THE FABULOUS Hudson Hornet, with an all-time record for performance, safety and durability, now sets the style for 1953 with brilliant new luxury and beauty. The nation's stock-car champion is longer, lower, richer-looking than ever. Front-end styling is smart and distinctive, with a handsome, air-scoop hood ornament that

is as modern as tomorrow. The bold, functional grille, the massive bumper and guards, the huge parking lights—all tell you that here is automobile styling as practical as it is beautiful.

Hudson-Aire Hardtop Styling at standard sedan and coupe prices is yours on all models. There's

full visibility, front, sides and rear, in this stylish beauty. A sturdy rub-rail protects the car from front to rear, helps to point up the clean, streamlined silhouette. The fabulous Hudson Hornet for '53 comes in a choice of eight standard colors, four special extra-cost colors and 19 two-tone color combinations.

ORNET



The Hudson Hornet's sensational 15-145 engine is a masterpiece of advanced engineering for exciting get-up-and-go and rugged durability with a minimum of upkeep. The chrome-alloy cylinder block, exclusive with all Hudson engines, outwears blocks of ordinary metal by thousands of miles, uses practically no oil.



Here they are—the newest, liveliest, most luxurious interiors in any automobile! For '53 the Hudson Hornet brings you beautiful new nylon upholstery, in a special decorator-styled checked weave, in combination with Dura-fab in a leather-grain finish. Dura-fab is Hudson's new wonder material that won't crack, chip or peel, and that wipes clean with a damp cloth.



There's a look of power and readiness for the road in this beautiful new instrument panel. All controls are grouped together for your convenience and at-a-glance reading. Dials are indirectly lighted and may be dimmed as desired. A slim, three-spoke steering wheel, with a specially positioned horn ring, is color-keyed to blend with the upholstery tones.

For '53 ... a spectacular new HUDSON Super



Hudson Super Wasp 2-Door Sedan
2970-4-4400-1

This newest member of the Hudson family is a trim-lined beauty that's packed with power. Like all Hudsons, it features "step-down" design in a Monobilt body-and-frame.* This basically different and better way to build automobiles provides America's lowest center of gravity with full road clearance for the best and safest ride in any car. These wonderful advantages are impossible

in all other makes of cars, which have bodies bolted on top of frames.

"Step-down" design makes possible Hudson's low-built streamlining, but there actually is more head room and seating room, knee room and leg room than would be possible with ordinary design.

The spectacular Hudson Super Wasp for 1953 brings you the same brilliant styling as the Hudson

Hornet. From the continental grille to the wrap-around rear bumpers (which Hudson alone among all car manufacturers attaches directly to the base frame for extra strength), the Hudson Super Wasp is a classic of inspired design.

Like the Hudson Hornet, the Hudson Super Wasp is available in eight standard colors, four extra-cost colors and 19 two-tone combinations.

*Trademark. Patents pending.



4-DOOR SEDAN



CLUB COUPE



HOLLYWOOD (2-DOOR)

For '53... a new, lower-priced **HUDSON**



Hudson Wasp 4-Door Sedan



2-DOOR SEDAN



COUPE

Now you can enjoy all of Hudson's exclusive advantages in design and construction in an automobile priced below many smaller cars!

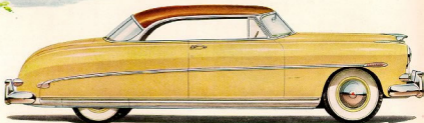
The Hudson Wasp for 1953 brings you high-compression, high-output power; sleek, new styling; and the most room, best ride and greatest safety of any car in

its price class. And of course you benefit by many years of engineering leadership and manufacturing.

If you have never tried a "step-down" designed before, you have a thrilling new experience. Because the floor is recessed down within the

The glamorous Hudson *Hollywood*
The dashing Hudson *Convertible Brougham*

Luxury, performance and durability
that set the style for 1953



It will be here at first sight when you first glimpse the Hudson Super Wasp HOLLYWOOD.



A show car, the Hudson Motor CONVERTIBLE BROUGHAM is beautiful, glamorous, safe.

For 1953 Hudson sets the style in luxury, performance and durability with a sparkling new series with sleek, low-built streamlining . . . breath-taking beauty at its luxurious best. High-compression engines of advanced design are packed with exclusive features, and new Dual-Range Hydra-Matic Drive (extra-cost option) is available for all models to make driving truly effortless. Hudsons give a stable, gliding ride you must experience to believe.

Hudson's brilliantly designed hardtop, the Hudson Hollywood, is the glamorous car of this or any other year. Here is graceful, modern Hudson-Aire Handup Styling in its fullest expression. Large, streamlined window areas give you a sweeping view of all outdoors. Trim posts are slim and out of the driver's line of

vision. Lavish interiors, with luxurious upholstery fabrics in smart new weaves, have a freshness and newness to suit every taste . . . and there are many exquisite car colors and color combinations from which to make your choice.

The sweeping lines and the low streamlined silhouette of Hudson's Convertible Brougham make it the most dashing and desirable sports car obtainable at any price. And what's more, it's the safest convertible that ever came off an assembly line. Exclusive windshield header contributes to the over-all rigidity, and contains a Pullman-type interior light. Specially reinforced frame and body give structural strength for added safety. Snarply tailored interior appointments are luxury you'll be proud to own.

