

Presenting a new kind of car

THE WONDERFUL

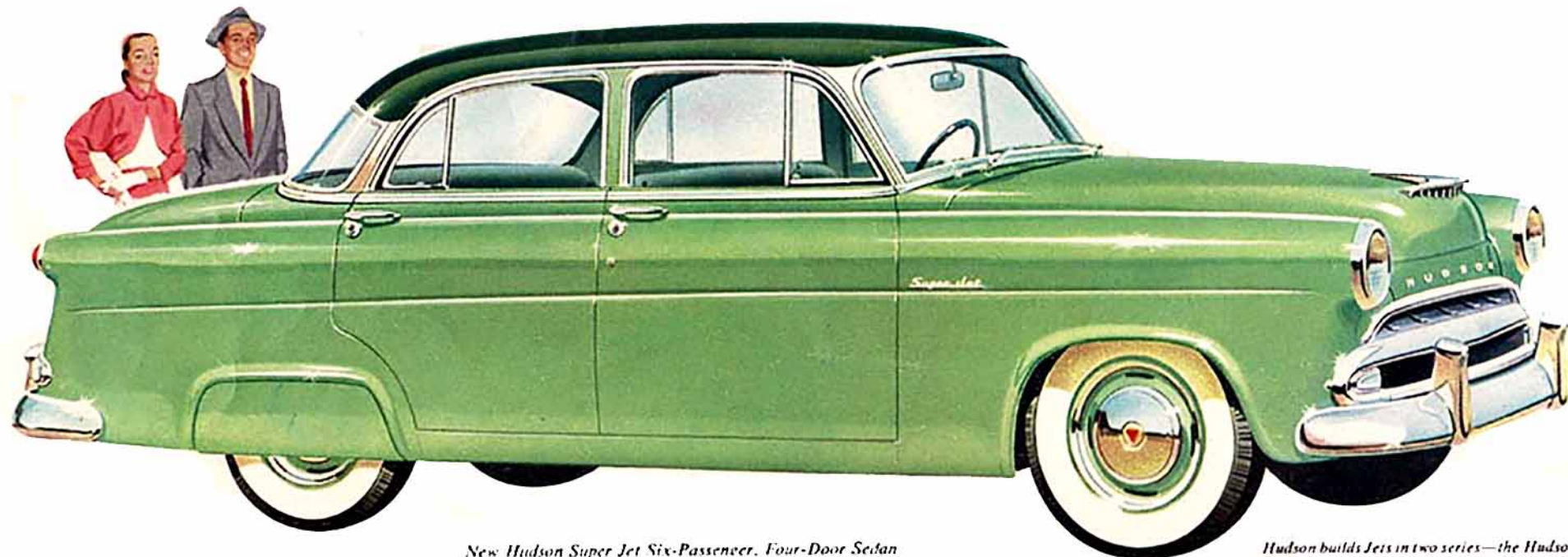
HUDSON  *JET*



A compact, economical wonder car
in the low-price field, with performance,
luxury and safety comparable only to that of the
fabulous Hudson Hornet itself!

THE HUDSON SUPER JET →

Brings fine-car luxury, performance and durability . . . plus great new safety and outstanding economy . . . to the low-price field.



New Hudson Super Jet Six-Passenger, Four-Door Sedan
White sidewall tires, wheel trim rings, back-up lights, and rear wheel covers optional at extra cost.

Hudson builds Jets in two series—the Hudson Super Jet and the Hudson Jet. All printed description applies to both series unless specifically noted as Hudson Super Jet.



When a woman meets this lovely jewel of a car, it's love at first sight! For if ever there was luxury, smartness, modern styling built into a car—it is in the new Hudson Super Jet. And if ever there was a car easy to park, to handle, to use in a lady's never ending day, it is this compact, economical Hudson Super Jet. For lugging the youngsters to school, for shopping, for social calls, for meeting husbands at the railroad station—in fact, for any feminine need, nothing could be so desirable as this brilliant new kind of car!

With its low price and economy, the new Hudson Super Jet is also luxurious. Interiors are as glamorous and rich as a jewel case. Seats are finished in a specially woven, two-toned worsted in either blue or green, depending on the exterior color of the car. Six passengers can ride comfortably in the Hudson Super Jet. And because there is no wasted space

and generous room is made available for passenger comfort, the new Hudson Super Jet is truly an all-purpose car. It is ideal for cross-country driving or city traffic, for a family vacation or a run to the store by the lady of the house. Long trips or short, driver and passengers arrive at their destination rested and relaxed in the wonderful Hudson Jet.

Now, for the first time, you can get a compact, economical car that has high-power performance, smart appearance, luxurious interiors, a marvelous ride, durability and safety—and you can get all this at a low price!

In the past you could get these important advantages in varying degrees in different makes of cars. But you could not get all these qualities in one economical, compact car that sells at a low price and provides exceptional gasoline economy.

The new Hudson Jet changes this. For the first time anywhere you can get all these desirable qualities, including low price and economy, in one car. And when it comes to performance, to luxury and safety, to riding qualities and durability, the low-priced Hudson Jet can be compared only to the fabulous Hudson Hornet itself!

This new kind of car is possible only because of

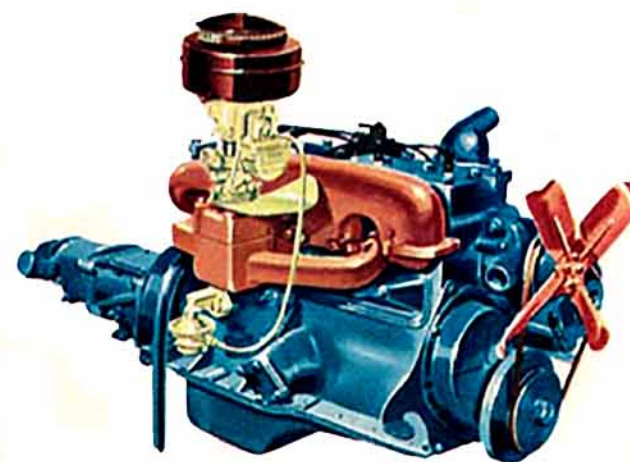
Hudson's exclusive "step-down" design—which recesses the floor down within the base frame—provides the lowest center of gravity among American cars, while still preserving full road clearance.

This in turn permits the new Hudson Jet to safely handle more power in relation to its weight and to provide far greater performance than has ever been possible in any other car in the low-price field! And also because of this low center of gravity, you get roadability that is so safe, so smooth, so steady a full day's driving is no strain at all.

"Step-down" design, which is combined with an all-welded, single-unit Monobilt body-and-frame*, also gives the new Hudson Jet unequalled ruggedness and durability—key factors in this car's outstanding safety and economy.

The new Hudson Jet is truly a new kind of car—a wonder car in every respect.

*Trade-mark. Patents pending.



Economical Super-compression Power from the HUDSON JET'S ENGINE

The Hudson Jet's super-compression 6-cylinder engine is of uncomplicated in-line, L-head design—easy to service. It is available in either of two compression ratios—7.5 to 1 with the standard cylinder head, 8 to 1 with the aluminum head—the highest in any American car for use with regular-grade fuel. This extremely high-compression ratio gives you unequalled efficiency and maximum economy. Premium-grade fuel is not required.

The engine in the Hudson Jet employs the same principles of design—the same-type oversize bearings and rugged construction—as the famous H-145 engine in the fabulous Hudson Hornet. It's so smooth, so quietly efficient that a vibration damper is not actually needed, though the very best type is provided.

The simplified design of the Hudson Jet's super-compression engine assures you of long years of trouble-free performance. There are fewer moving parts and wear points, less friction and less power loss as a result. You get smoother, better performance at all times. No other car in the low-price field can match the performance of the wonderful new Hudson Jet.

(Optional at slight extra cost.)

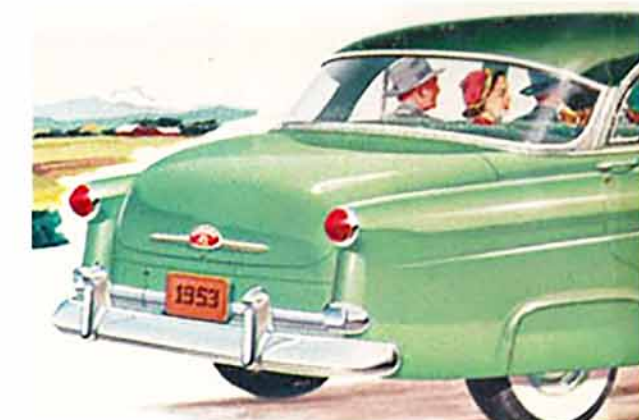


Clean and functional, yet rugged and sturdy, is the distinctive new grille on the Hudson Super Jet. The sleek streamlining reduces frontal surface and enables you to slip along through head winds with a minimum of wind resistance and gasoline consumption. Note the stylish air-scoop hood ornament.



Passengers in the Hudson Super Jet enjoy luxury that has never been known before in the low-price field. This seat back is an example. A big, handy ashtray is located in the back of the front seat, along with a convenient robe hanger and a roomy tailored pocket for your personal belongings.

This striking insignia marks the Hudson Super Jet—a compact, economical car that brings to the low-price field new, high standards for performance, luxury and safety. This new kind of motor car is available in 8 standard colors, 4 special extra-cost colors and 19 two-toned color combinations, which are optional at extra cost.



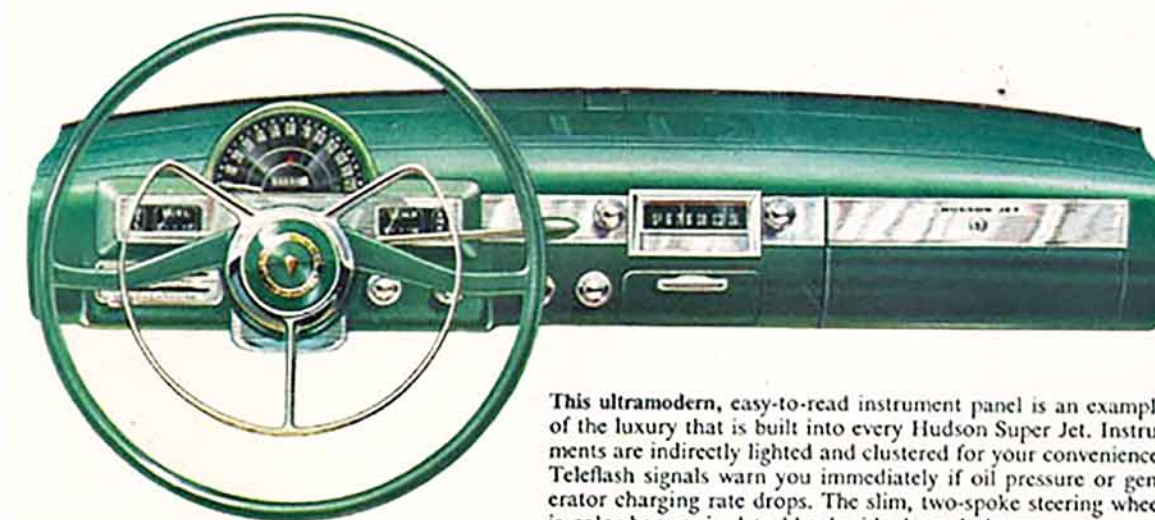
Here is a low-priced car with distinctive continental styling. The lean, low lines of the swept-back fenders, rear lights that are clearly visible from side or rear, directional signals†, and massive, wrap-around bumpers are quality details that give the Hudson Super Jet its exclusive custom look.

†Optional at slight extra cost.

Economical to Buy . . . Economical to Own!

The new Hudson Jet sells in the low-price field. But its low first cost is merely the beginning of its thrilliness. Its exclusive all-welded Monobilt body-and-frame*, for example, keeps it solid and rattle-free long after other cars begin to twist and groan. Its super-compression engine has Hudson's traditional rugged efficiency, and is uncomplicated in design, economical in operation, and inexpensive to maintain.

The new Hudson Jet's compactness and extremely high ratio of power to weight mean mileage from gasoline, from oil and tires you'll have to experience to believe. The new Hudson Jet is not only a new kind of car—it is also a fine-quality car in every detail—a thrilling new Hudson that provides greater economy than has ever been known in a car of its high-power performance.



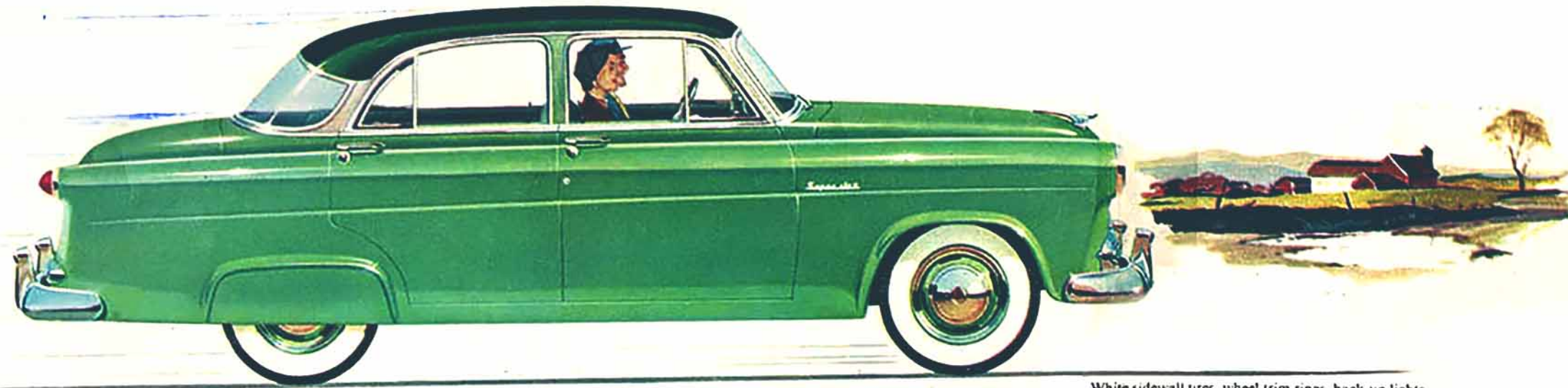
This ultramodern, easy-to-read instrument panel is an example of the luxury that is built into every Hudson Super Jet. Instruments are indirectly lighted and clustered for your convenience. Teleflash signals warn you immediately if oil pressure or generator charging rate drops. The slim, two-spoke steering wheel is color-harmonized to blend with the upholstery.



The Hudson Jet has the largest amount of usable luggage space in any low-priced car, more, in fact, than many cars costing hundreds of dollars more. Here is tangible evidence of Hudson's ingenious use of space. The spare tire is placed in an upright position so it can be removed without removing luggage. There's room here for all the luggage your family will need for a long vacation. The beautiful woven-fibre floor covering is durable and easy to clean. (Back-up lights shown in illustration, optional at extra cost.)

The Hudson Jet is an economical wonder car...

a combination of compactness and features never before known in the low-price field!



White sidewall tires, wheel trim rings, back-up lights, and rear wheel covers optional at extra cost.

In all the world there is no other car like this!

Brilliant performance yet outstanding economy!

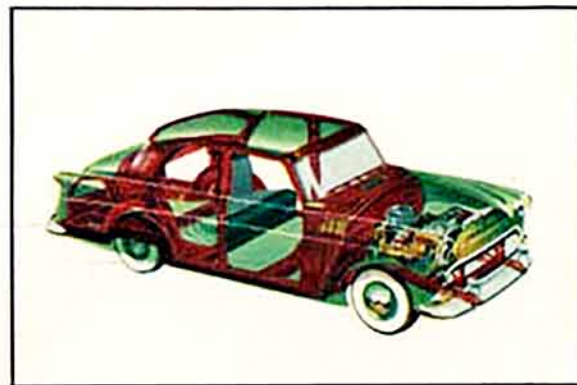
The Hudson Jet is a wonderful new kind of car that, for brilliant performance, can be compared only to the fabulous Hudson Hornet itself. It has more power in relation to its weight than any other car in the low-price field. This is made possible by exclusive "step-down" design with a recessed floor, which provides the lowest center of gravity among American cars and, for the first time anywhere, makes tremendous power safe and practical in a low-priced car.

Because of this lowest center of gravity, the new Hudson Jet hugs the road, clings to curves as no other low-priced car ever has before.

Yet the Hudson Jet is an economical car to own and operate. In over-all design—and in its super-compression engine—the Hudson Jet is modern and efficient, yet dependable and uncomplicated. The extremely high power to weight is your assurance that fuel consumption will stay low. Premium gas is *not* required.

gives you finger-tip control, on the open road or when you park.

Exclusive "step-down" design makes possible an ingenious use of space which provides generous room for six passengers. Seat cushions are almost as wide as the car is high. Interior shoulder room is far greater than you would expect in a compact car, and the new Hudson Jet has the largest amount of usable luggage space in the low-price field.



Rugged durability yet low in price!

No other low-priced car gives you the matchless strength and bedrock durability of the Hudson Jet. Because it has "step-down" design in a Monobilt body-and-frame*, this car is protected on all sides by box-section steel girders—even outside the rear wheels! And this rugged Monobilt body-and-frame* is rigidly built up by more than 5,000 permanent welds.

This is by far the strongest automobile construction anywhere in the industry!

The Hudson Jet's super-compression engine has fewer wear points and generously oversized bearings throughout. It also has a chrome-alloy cylinder block—the toughest in the industry—for more thousands of miles of like-new performance. The wonderful new Hudson Jet is built to last and

*Trademark. Patents pending.

to give lasting pleasure, yet it is priced within easy range of every new-car buyer's budget!

World's best ride yet no useless weight!

All useless weight is eliminated from the new Hudson Jet, yet you get a smooth, comfortable ride with unsurpassed roadability and ease of operation.

The secret lies in the Hudson Jet's low center of gravity, which is due to exclusive "step-down" design with its recessed floor. In addition to this great advantage, the Hudson Jet has the finest springing and suspension system ever built into a low-priced car. This combines with "step-down" design to give this great car unsurpassed stability at every speed over every type of road. Sixty seconds behind the wheel will prove to you that the new Hudson Jet, like all Hudsons, has the world's best ride!

Tremendous power yet utmost safety!

The new Hudson Jet can handle more power to weight than any other car ever introduced in the low-price field. Because it has exclusive "step-down" design, the new Hudson Jet has the lowest center of gravity among American cars—making really high-power performance practical for the first time anywhere in the low-price field.

This power is practical, useful and safe for you and your passengers. With its low center of gravity, the new Hudson Jet is steady on the road at all speeds. Like all Hudsons, it hugs the curves as no car ever has before. This explains in part why we call it a new *kind of car!*

With its very high power-to-weight ratio, there is always plenty of reserve power to get you out of tight spots. And just a touch of your toe on the

brake pedal puts the forward motion of the Hudson Jet to work applying terrific stopping power to the big, oversize brake drums.

In the wonderful new Hudson Jet, your safety always comes first!



Custom-car quality yet economical to buy!

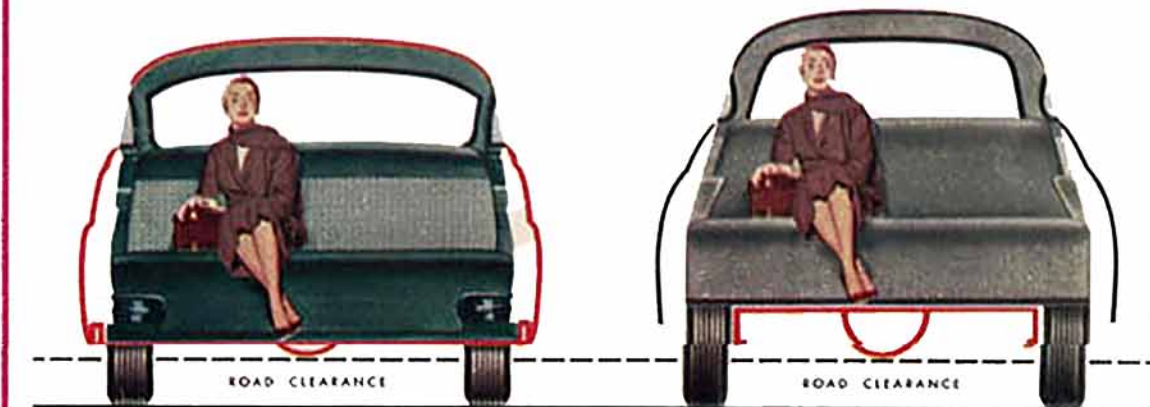
You could pay far more for makes other than Hudson, and still not get all the custom-car qualities the Hudson Jet offers you in the low-price field!

Every detail of the Hudson Jet is designed and built to add to your pride of ownership. Special costly alloys are used throughout the super-compression engines for extra smoothness and longer life. All component engine parts are matched and balanced before assembly. After assembly, they are balanced again while in motion to insure perfect running operation.

For top-flight performance, beautiful styling and luxurious interiors, no other car anywhere near its price can equal the low-priced Hudson Jet!

Experience for yourself the pride that comes from owning the very best—place your order for a wonderful new Hudson Jet today!

The new wonder car would not be possible without Hudson's EXCLUSIVE "STEP-DOWN" DESIGN



HUDSON

OTHER CARS

Like the fabulous Hudson Hornet itself, the wonderful new Hudson Jet has the floor recessed *within* the base frame members, which creates "step-down" design.

The Hudson Jet's seats are lowered and the roof is lowered. While still providing full head room and road clearance, this unique design results in the lowest center of gravity among American cars.

This low center of gravity makes it possible and practical for the first time anywhere to put tremendous power in a car of this type—the most power in relation to weight that has ever been offered in a low-priced car.

You get brilliant performance—full use and benefits from this great power, because the new Hudson Jet hugs the road as though it were geared to it, clings to curves so smoothly, so safely you actually have to experience it to believe it!



Compact and easy to handle yet plenty of room for six!

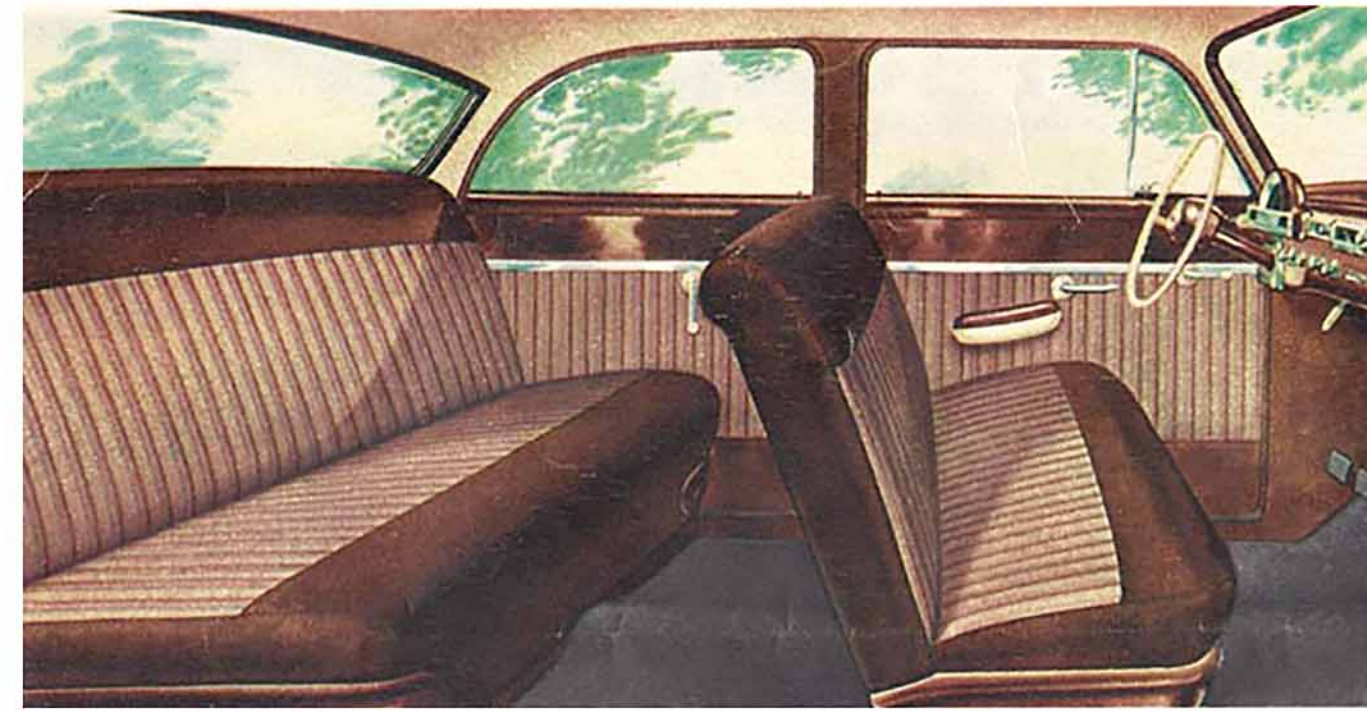
The new Hudson Jet is not only compact in size, but weight is so perfectly distributed that this new wonder car practically steers itself. This, plus true Center-Point Steering, eliminates "wheel fight" and

NEW HUDSON *JET*

Compact, economical companion car to the fabulous Hudson Hornet and spectacular Hudson Wasp



New Hudson Jet Six-Passenger, Four-Door Sedan
White sidewall tires, wheel trim rings and rear wheel covers optional at extra cost.



Like the Hudson Super Jet, the Hudson Jet features a luxurious interior. There is beautiful new upholstery in a grey weave with red and brown stripes, and this is framed by bolster cloth in a rich tone of solid brown color.

This is combined with Dura-fab trim to add even greater durability. With the big one-piece windshield, huge one-piece, wrap-around rear window and deep door windows, you enjoy full-circle visibility for greater driving ease and safety.



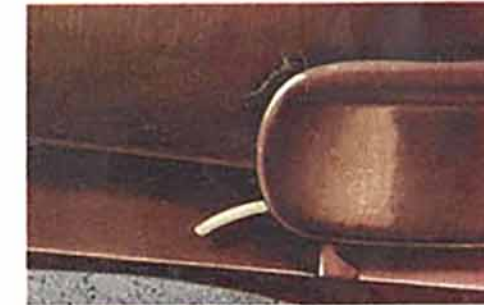
The Hudson Jet's nonrotating outside door handles have a push-button latch release, and are theft-proof. All doors have new and improved gear-type rotary door latches for positive action on either opening or closing. Doors lock from the inside with safety-type push buttons. Even in the smallest details, the new Hudson Jet brings you conveniences and features that mark this as a car that will serve you well.



Here is one feature on the Hudson Jet that everyone appreciates. The cowl ventilator is placed just in front of the windshield, and fresh air is drawn in high above street level—above the level where dust and exhaust fumes are concentrated. This fresh air prevents steamed-up and fogged-up windows, which are so dangerous in cold or rainy weather.



There's a definite suggestion of power and performance in the Hudson Jet's clean, functional instrument panel. All operating instruments are clustered together for at-a-glance viewing. Chrome trim sets them off attractively without setting up interior glare to interfere with driving vision.



Long legs or short, six feet four or four feet six, the front seat of the wonderful new Hudson Jet adjusts to give you a comfortable, easygoing ride. As the seat is moved forward, it rises to give shorter people the same perfect view of the road directly in front of the car that is enjoyed by taller drivers.

The Hudson Jet has a solid "feel" and ride that have never before been achieved in a low-priced car. Its styling is sleek and attractive, with free-flowing continental lines. Interiors are finished like a jewel case.

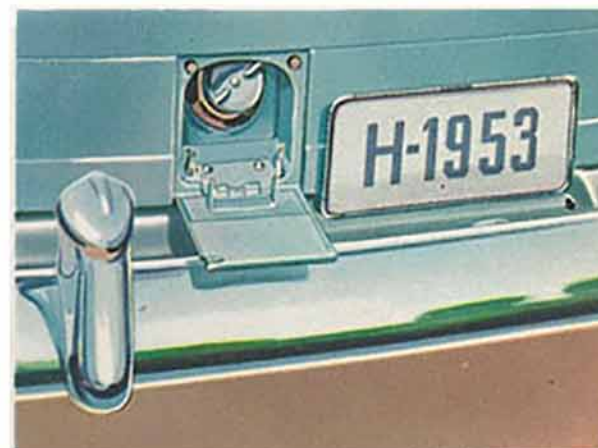
The Hudson Jet is truly an all-purpose car. Its perfect weight distribution and true Center-Point Steering eliminate "wander" and "wheel fight," even on high-crown roads.

Its powerful engine and restful ride make it ideal for the traveling man. Its economy and size—

there's ample room for six passengers and their luggage—make it a fine family car. Its ease of handling and dependability make it the perfect companion car for the lady of the house.

Until you have driven a Hudson Jet yourself, there's just no way you can appreciate the new standards in performance, luxury and safety that it brings to the low-price field. Sixty seconds at the wheel of a Hudson Jet will prove to you that

In all the world there is no other car like this!



Here is new convenience and practical design. The gas tank cap, with its own spring cover, is placed off-center below the trunk lid—easier to reach, out of the way.

The Hudson Jet's very high power-to-weight ratio is your assurance that fuel consumption will stay low. The Hudson Jet's super-compression engine delivers premium performance on regular gas.

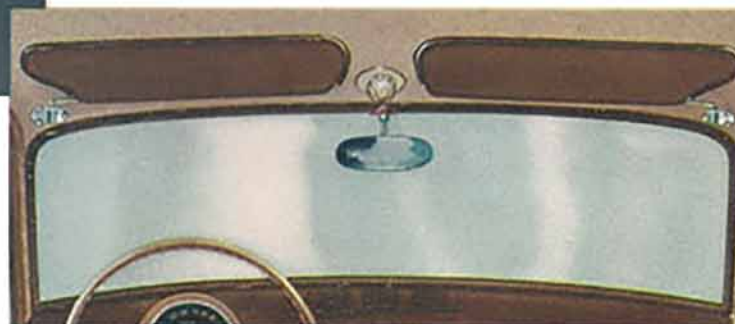


Usable room and lots of it is yours in the Hudson Jet's glove compartment. Extra-wide and extra-deep, it is equipped with a feather-touch latch and rubber-cushioned door. A dependable lock is provided to protect all your valuables. This is typical of the fine-car features you find in every Hudson Jet—a combination of luxury items never before offered in the low-price field, and only rarely achieved in any car at any price!



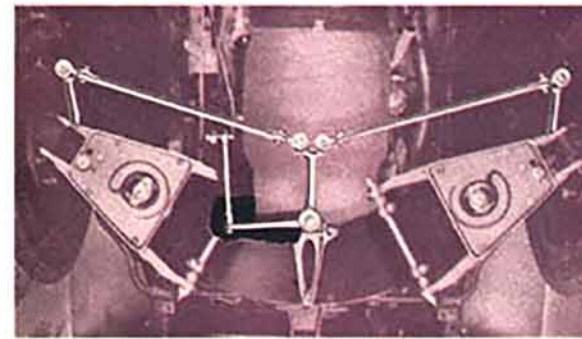
No need to be bothered with cigarette ashes—the Hudson Jet has a large, easy-to-use ash receiver in the center of the instrument panel—conveniently located for both driver and passengers.

In the new Hudson Super Jet, a second ash receiver is positioned in the center of the front-seat back, where it is conveniently reached by rear-seat passengers.

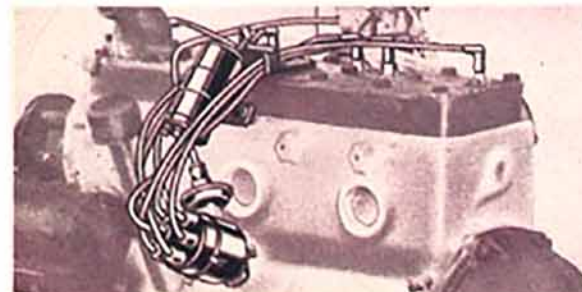


A turn of the knob and the radio antenna in the new Hudson Jet is up or down, as you wish. Special pivot-type twin visors, adjustable to most any position, keep glare out of the driver's and front-seat passengers' eyes.

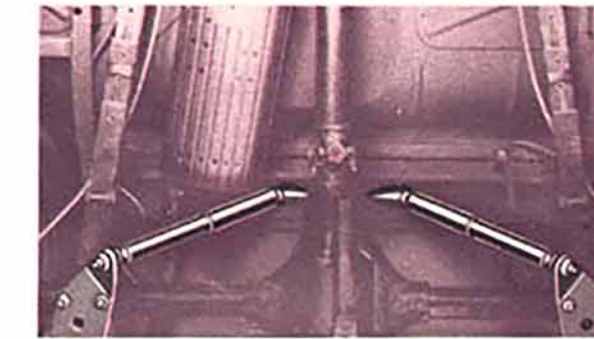
plus all these wonderful Hudson features



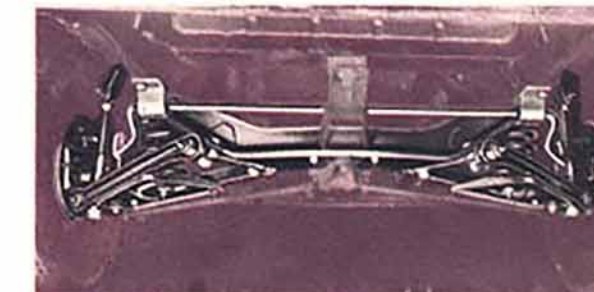
Center-Point Steering in the Hudson Jet is the easiest-handling, most accurate steering system known. It acts directly and equally on both front wheels—thus eliminating "wheel fight" and road weave and wander.



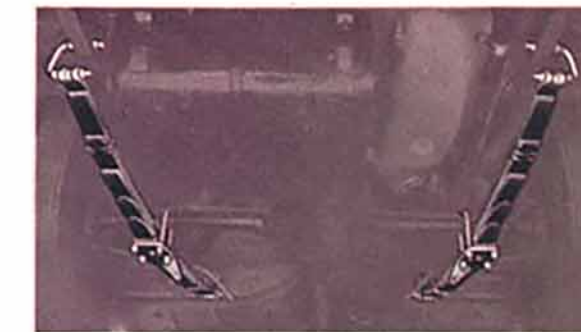
The Hudson Jet starts easily in the dampest weather—thanks to its waterproof ignition system. Neoprene high-tension wiring, improved, long-life spark plugs and high-efficiency ignition coil guarantee brilliant performance in all types of weather and under all road conditions.



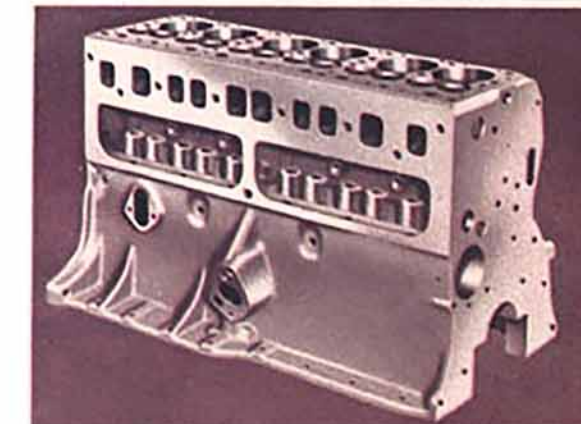
Special high-volume, direct-acting shock absorbers control spring action for a steadier, more comfortable ride. Front shock absorbers are vertically mounted inside the coil springs at exact center of spring action. Rear shock absorbers are diagonally mounted for greatest efficiency and increased stability.



Front-end suspension in the Hudson Jet is the finest in the low-price field. Independent front-wheel coil springing of special alloy steel provides a softer, easier ride on even the roughest roads, yet there is such sturdiness and fine balance that the Hudson Jet is arrow-true on the road.



Long, leaf-type rear springs give a soft, smooth ride. They are splay-mounted (positioned at an angle) to give car greatest stability at all speeds and when rounding curves. Special rubber mountings cushion road shocks and are permanently quiet.



Hudson's exclusive high-chrome-alloy cylinder block is the toughest in the industry. It machines to a mirror-like finish and outwears ordinary blocks by thousands of miles. This extra-tough cylinder block keeps your engine running like new longer and cuts oil consumption to an absolute minimum.

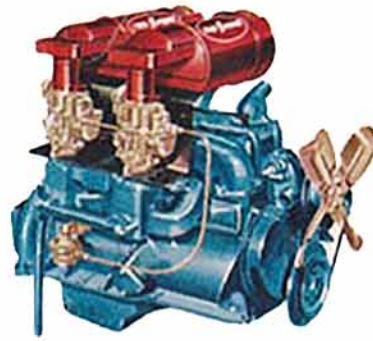
No other car in the low-price field offers all these great options



New Dual-Range HYDRA-MATIC DRIVE

New Dual-Range Hydra-Matic Drive* gives you the benefits of Overdrive in a completely automatic transmission. You just step on the gas and steer. It's effortless driving at its best—yours in the Hudson Jet and in no other car in the low-price field!

*Optional at extra cost.



TWIN H-POWER

Twin H-Power—Hudson's amazing new engine development—is available on the Hudson Jet at slight extra cost. It gives you performance plus in your driving range and develops more power out of every drop of gas. Premium fuel is *not* required. Twin H-Power is so sensational you must try it yourself to believe it.



WEATHER-CONTROL

Hudson's exclusive Weather-Control* is a fourfold heating, ventilating, defrosting and conditioned-air system for year-round driving comfort.

In winter, set the lower lever at the temperature you desire, and heated fresh air is forced into the car through the cowl ventilator, high above the exhaust fumes and dust of street level. Rain and snow are drained off. The thermostatic valve automatically maintains temperature. The upper lever controls a powerful blower for faster warm-air circulation when the car is slowed or standing. Blower may be set at *Medium*, *High*, *De-fog* or *De-ice*. When set at the *De-fog* position, part of the heated air is forced through the windshield defrosters; at the *De-ice* position, all the heated air is directed onto the windshield for quick removal of snow and ice.

For warm weather, the temperature lever is moved to *Summer Off*. Fresh air is forced into the car through the cowl ventilator. Ventilator wings or rear-quarter windows may be opened slightly for additional air flow, or the blower lever may be moved to *High*. Even in wet weather you enjoy fresh, clean air without foggy windows.

*Optional at extra cost.

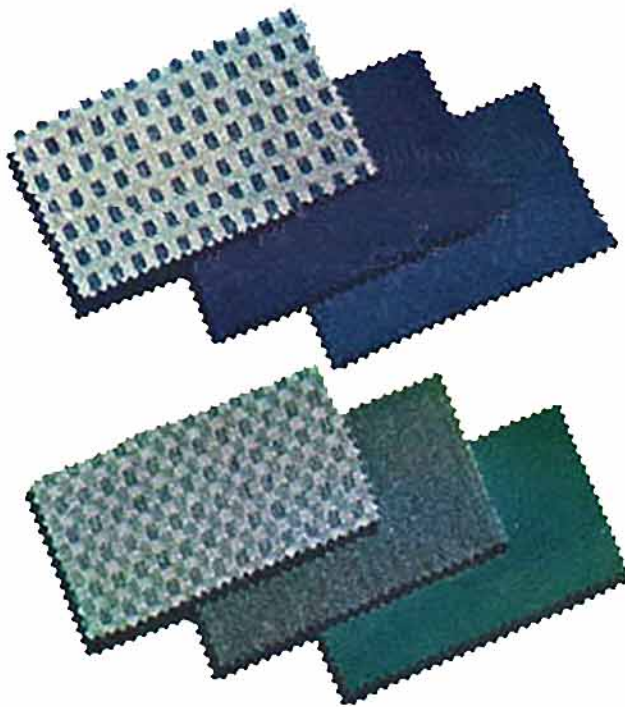
SOLEX SAFETY GLASS

Solex Safety Glass (tinted, anti-glare with sunshade windshield) with its soft greenish tint, cuts glare by 50%, reduces eye fatigue from brilliant sunlight or strong night lights, and cuts down the interior heat generated by the summer sun as much as 10 to 20 degrees. It is available at extra cost in the wonderful new Hudson Jet.

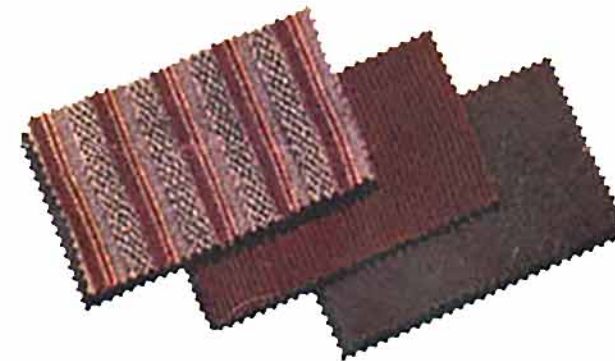
FUEL-SAVING OVERDRIVE

Cuts down engine effort by as much as 30% without reducing cruising speed. You shift into Overdrive by momentarily lifting your toe from the accelerator. Factory-installed Hudson Overdrive is available as an extra-cost option on the Hudson Jet with manual transmission.

HUDSON JET HIGHLIGHTS



The Hudson Super Jet has beautiful, new, specially woven, two-toned wool upholstery in either blue or green (depending on exterior color of the car), and combines this with Dura-fab in leather-grain finish.



The Hudson Jet features luxurious new worsted upholstery in a grey weave with red and brown stripes, and combines this with Dura-fab in leather-grain finish, which can be wiped clean with a damp cloth.

SUPER-COMPRESSION POWER—The new Hudson Jet's high-output, L-head, 6-cylinder engine develops from 104 to 114 horsepower (the highest power to weight in the low-price field), depending on your choice of equipment. All options operate at top efficiency on regular-grade gas and provide outstanding fuel economy. For the most brilliant performance ever seen in the low-price field, the high-turbulence, cast-iron cylinder head provides a 7.5-to-1 compression ratio. For even livelier performance, the optional* aluminum head gives you a compression ratio of 8 to 1—the highest ratio in any low-priced car! Hudson's sensational Twin H-Power* with the cast-iron cylinder head provides performance *far beyond* anything in the low-price field, and Twin H-Power with the aluminum cylinder head gives the new Hudson Jet performance comparable only to that of the fabulous Hudson Hornet itself!

*Aluminum cylinder head and Twin H-Power optional at extra cost.

NEW RIDING COMFORT—Airplane-type, double-acting shock absorbers, both front and rear, add to your riding comfort, help give Hudson the world's best ride. Dual-action front stabilizer bar and angle-mounted rear shock absorbers control sway on even the sharpest curves. Independent front-wheel coil-spring suspension smoothes out the roughest roads. Semielliptical, leaf-type rear springs are mounted on an angle to contribute to the Hudson Jet's amazing stability and wonderful riding qualities.

REAR AXLE OPTIONS TO SUIT YOUR NEEDS—Improved semifloating rear axle with hypoid gears. Standard gear ratio with manual transmission is 4.10 to 1. For cars operating in mountainous territory, a special gear ratio of 4.27 to 1 is available. This ratio provides powerful pulling power for even the steepest grades. For maximum economy, a 3.31 gear ratio is available. With overdrive, 4.27 to 1 is standard and

4.10 to 1 is optional. With Hydra-Matic Drive, 3.54 to 1 is standard and 3.31 to 1 is optional.

SERVO-ACTION BRAKES—The Hudson Jet features the finest brakes in the low-price field. Exclusive Hudson hydraulic brakes convert the forward motion of the car into braking action with only the slightest pressure on the foot pedal.

FINGER-TIP STEERING—True Center-Point Steering has needle-bearing-mounted worm and roller-type steering gear—the car practically steers itself! Turning radius is only 18 feet—the new Hudson Jet is the easiest of all cars to handle.

SUPER-CUSHION TIRES—Low-pressure Super-Cushion tires on extra-wide, safety-type rims give you a smoother, better ride. Standard size on the Hudson Jet is 5.90 x 15; 6.40 x 15 is standard on the Super Jet, optional on the Jet at extra cost.

CUSTOM-CAR EQUIPMENT—Teleflash signals for oil pressure and generator charge . . . water temperature gauge . . . gas level gauge . . . twin contour-following vacuum windshield wipers . . . windshield defroster vents . . . rotary door latches . . . theftproof door locks . . . nonrotating outside door handles with push-button latch release . . . inside safety-type, push-button locks . . . ash receiver in instrument panel . . . robe hanger, coat hooks, cigarette lighter and ash receiver on back of front seat in Super Jet . . . wing-type front-door ventilating windows . . . wing-type rear-door ventilating windows in Super Jet . . . twin stop and tail lamps . . . front parking lamps . . . center dome light with a manual operation on Jet, manual and automatic operation on Super Jet . . . pocket on back of front seat in Super Jet . . . parcel compartment with lock . . . twin horns . . . twin inside visors . . . illuminated ignition-switch keyway.

Note: The Hudson Motor Car Company reserves the right to make any changes or improvements on its products without incurring any liability or obligations whatsoever, and without being required to make any corresponding changes or improvements on products theretofore manufactured or sold. Standard trim and other specifications and accessories are subject to change without notice.