

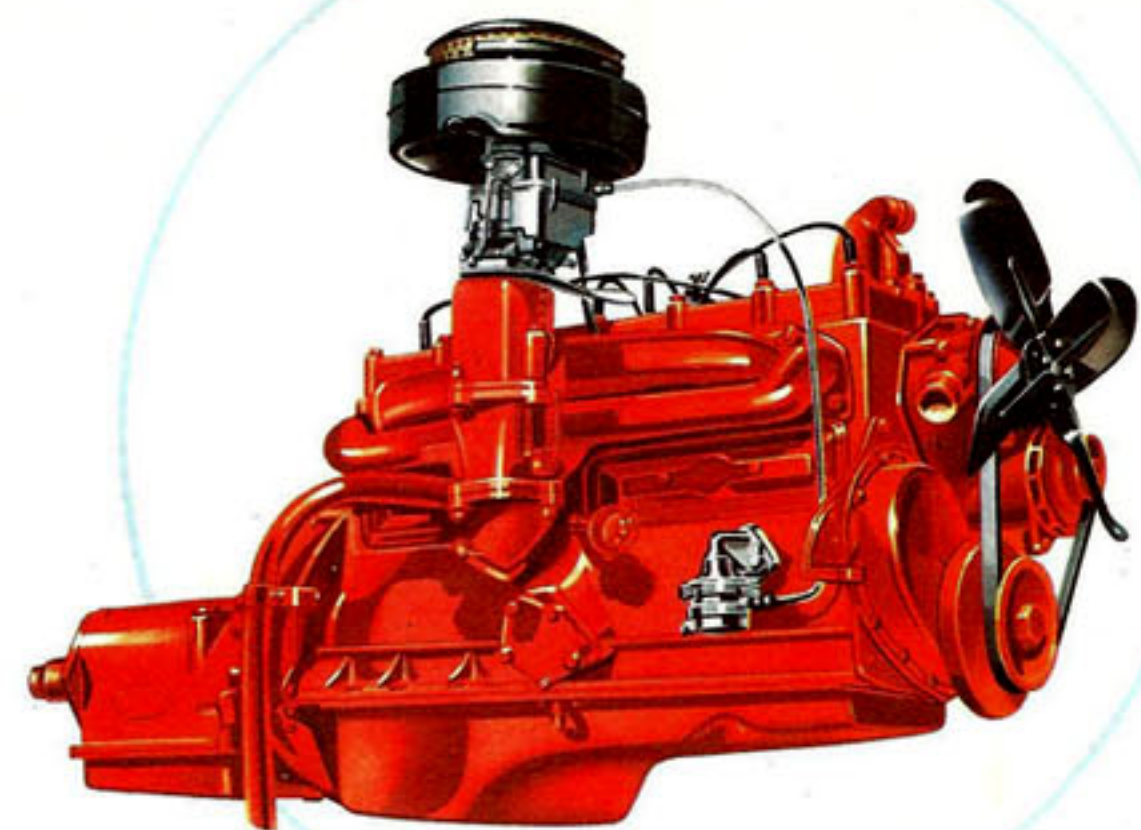


KRETELLEK MOTOR COMPANY
HUDSON SALES & SERVICE
836 San Mateo Drive
San Mateo, Calif.
DL 4-6884

Presenting All-New

HUDSONS FOR 1954

featuring *Instant Action Engines* with Super Induction



Hudson's Instant Action Engines with Super Induction bring you the quickest response you've ever seen, at *every* point in the driving range

NOW, you can say goodbye forever to that helpless feeling that comes when you step on the gas and there's nothing there—just a mushy pause as the engine builds up speed. Hudson's Instant Action Engines have Super Induction—an entirely new development in power production that gives you trigger-quick acceleration throughout the driving range. In any of the new Hudsons for 1954, when you step on it—something happens!

New Perfected Power Steering*

NOW, you can park and steer with one-fifth the effort. Hudson's Perfected Power Steering takes the work out of steering, yet leaves you that all-important "feel" of the road. Hudson's Power Steering is of the direct-action, linkage type; steering cannot fail, even if power should go out of order.
*Available at extra cost on all 1954 Hornets, Super Wasps, and Wasps.

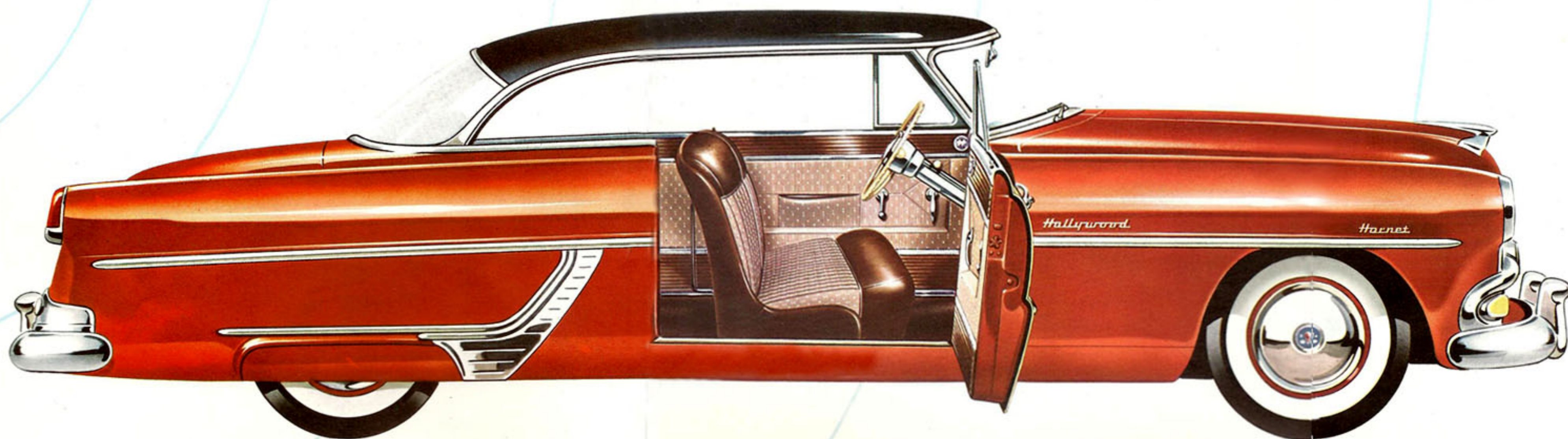


New Improved Power Brakes*

NOW, you can cut braking reaction time by one-third with Hudson's Improved Power Brakes. And with the pendulum-type, extra-wide foot pedal, it's as easy to operate the brake as the accelerator. A reserve vacuum tank and direct mechanical pedal linkage insure safe stopping on all occasions.
*Available at extra cost on all 1954 Hornets, Super Wasps, and Wasps.



Introducing *Instant Action Engines* with Super Induction...for all Hudsons



The glamorous new Hudson Hornet Hollywood Hardtop for 1954



Luxurious new Salon Lounge Interiors, upholstered in new materials including a worsted and nylon Whipcord, are featured in the 1954 Hudson Hornet.



The Hudson Hornet exemplifies the spirit of good living in this modern age of ours. Beautiful to look at, functional in design, the Hudson Hornet bears witness to its owner's taste and discrimination. In the city or on the highway, it does its job and does it superbly well . . . carrying you to your destination swiftly, safely and in complete comfort.

Custom-quality tailoring is yours in every detail of the Hudson Hornet for 1954. On the inside door panel, for instance, the handsome worsted and nylon upholstery is combined with Plasti-Hide trim to give you luxury as practical as it is beautiful. Seats are a full sixty-four inches wide and are cushioned in super-soft foam rubber to give you a smoother, more comfortable ride.

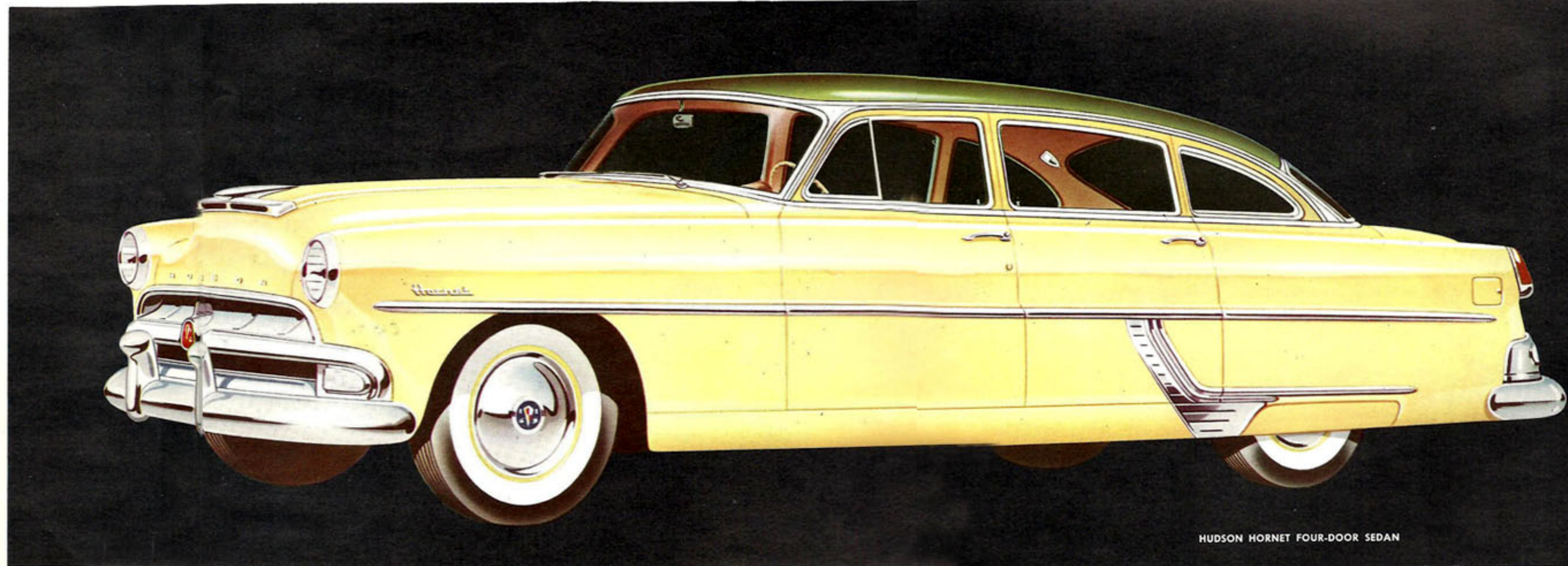


All New HUDSON HORNET for 1954

Here it is—America's Stock-Car Champion—the fabulous Hudson Hornet, even more beautiful, more luxurious, more powerful than ever for 1954. From front, sides or rear, the Hudson Hornet has new Flight-Line Styling—a look of balanced, symmetrical beauty in motion, even when it's standing still. The classic

grille with its clean-lined simplicity . . . the functional air scoop . . . the one-piece curved windshield . . . the jet-stream rear fenders with their huge tail-lights . . . the massive, wrap-around bumpers—all tell you that here is a car of true distinction. And just as you would expect, the Hudson Hornet has

sizzling new performance. Great before, it's even greater now! The Hornet's Instant Action Engine with Super Induction gives you the quickest, most responsive get-up-and-go you've ever experienced. Twin H-Power, Power Steering, Power Brakes and Dual-Range Hydra-Matic Drive are optional at extra cost.



HUDSON HORNET FOUR-DOOR SEDAN

Hudson Hornet Club Coupe

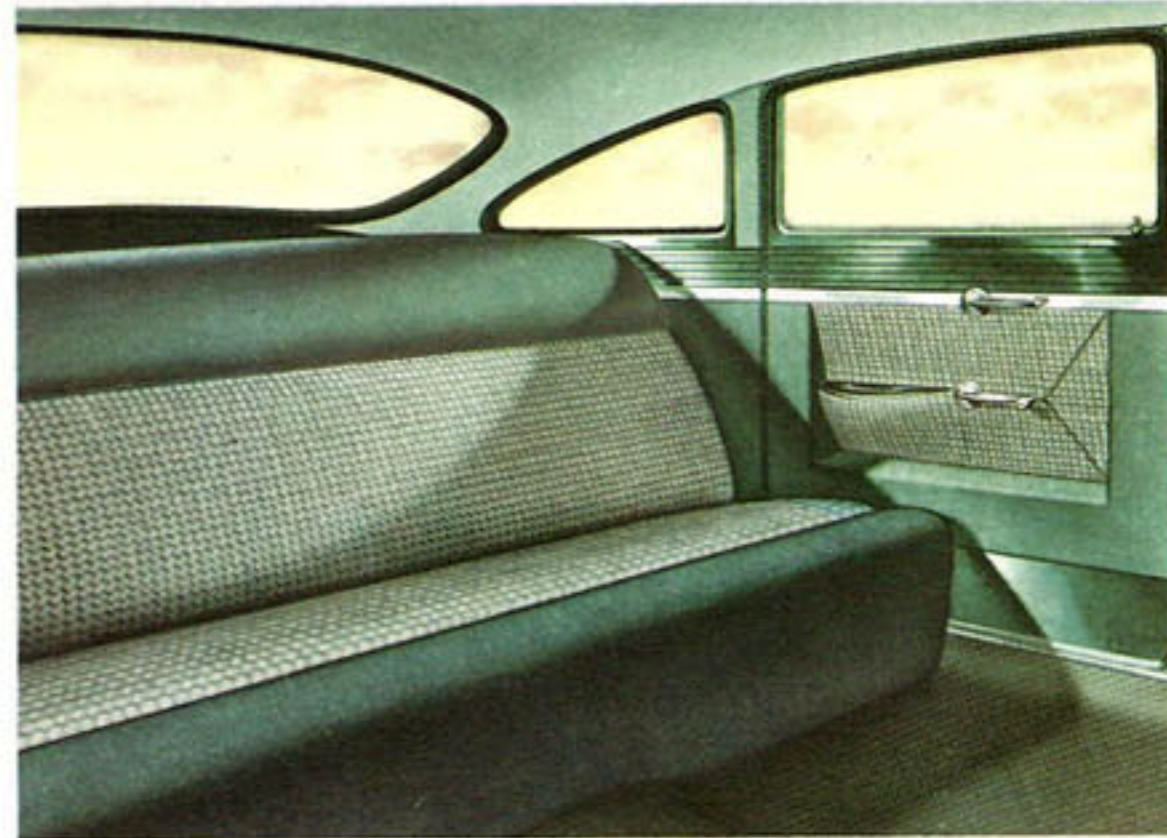


Hudson Hornet Hollywood Hardtop



Hudson Hornet Convertible Brougham





The luxurious, roomy interior of the Hudson Super Wasp is finished in a beautiful, long-wearing worsted upholstery in a special checked weave. Contrasting bolster cloth is combined with Plasti-Hide in a leather-grain finish to lend additional richness and elegance. Door panels, as on all Hudsons, are recessed so that the arm rest, door and window controls are convenient, but positioned to prevent accidental bumps and bruises. The superb finish of the Super Wasp interior is unsurpassed anywhere near its price class.



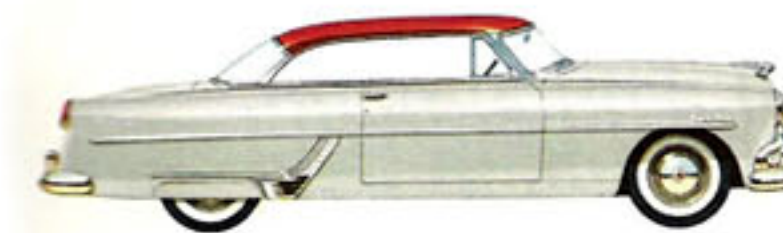
There's extra convenience as well as striking beauty in the new Super Wasp instrument panel. All instruments are grouped directly in front of the driver to reduce driving fatigue. Teleflash signals warn immediately if oil pressure or generator charging rate drops. For your additional driving pleasure, Power Brakes, Power Steering, Dual-Range Hydraulic Drive and Twin H-Power are optional at extra cost on the Super Wasp for 1954.



Hudson Super Wasp Four-Door Sedan



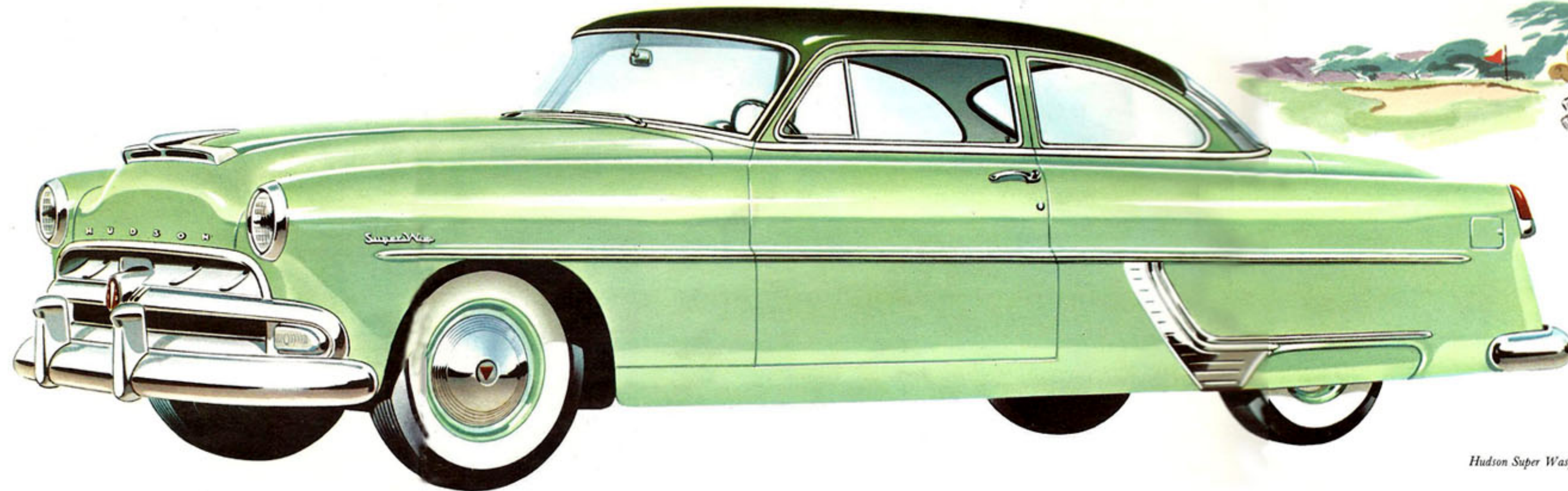
Hudson Super Wasp Club Sedan



Hudson Super Wasp Hollywood Hardtop



Hudson Super Wasp Convertible Brougham



Hudson Super Wasp Club Coupe



All New HUDSON Super WASP for 1954

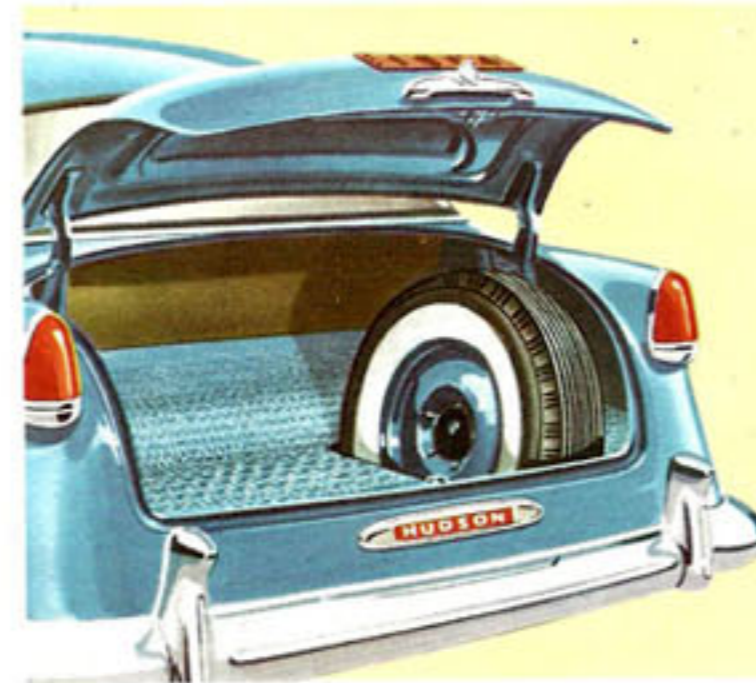
One look at the spectacular Hudson Super Wasp for 1954 tells you that here is a worthy running mate for the fabulous Hudson Hornet. Here is brilliant Flight-Line Styling with a long, low silhouette that hints at the mighty power under the hood. From the beautifully trim grille to the continental-type rear fenders, the Hudson Super Wasp typifies the exciting, new concept

in styling—Flight-Line Styling—of Hudson for 1954. Then, when you take the wheel of the Super Wasp, you find that the promise of power and performance seen in its sleek, sweeping lines is more than fulfilled. The Super Wasp's Instant Action Engine with Super Induction gives you power—all the power you want—that *extra* power you may need when an emergency

arises. And here is world-famous Hudson performance . . . now even better than ever. You and your passengers enjoy the comfortable, steady ride made possible by Hudson's exclusive "step-down" design . . . the best and safest ride in any car. You enjoy thrilling, trouble-free performance mile after mile, year after year in the *most durable car your money can buy.*



Gorgeous Wasp interiors combine rich worsted upholstery and long-wearing Plasti-Hide trim.



Luggage room—more than ever—is yours in every Hudson. The new, raised rear deck not only adds beauty, but also greatly increases luggage space. The trunk hood is self-locking with spring-loaded hinges for easy opening and more usable space. The spare tire and wheel are in an upright position—out of the way, but conveniently located for emergencies. There's more than enough room for the entire family's luggage for a long vacation. The huge twin taillights not only accent the sleek flight lines of the rear fenders, but are also an important safety factor for night travel.



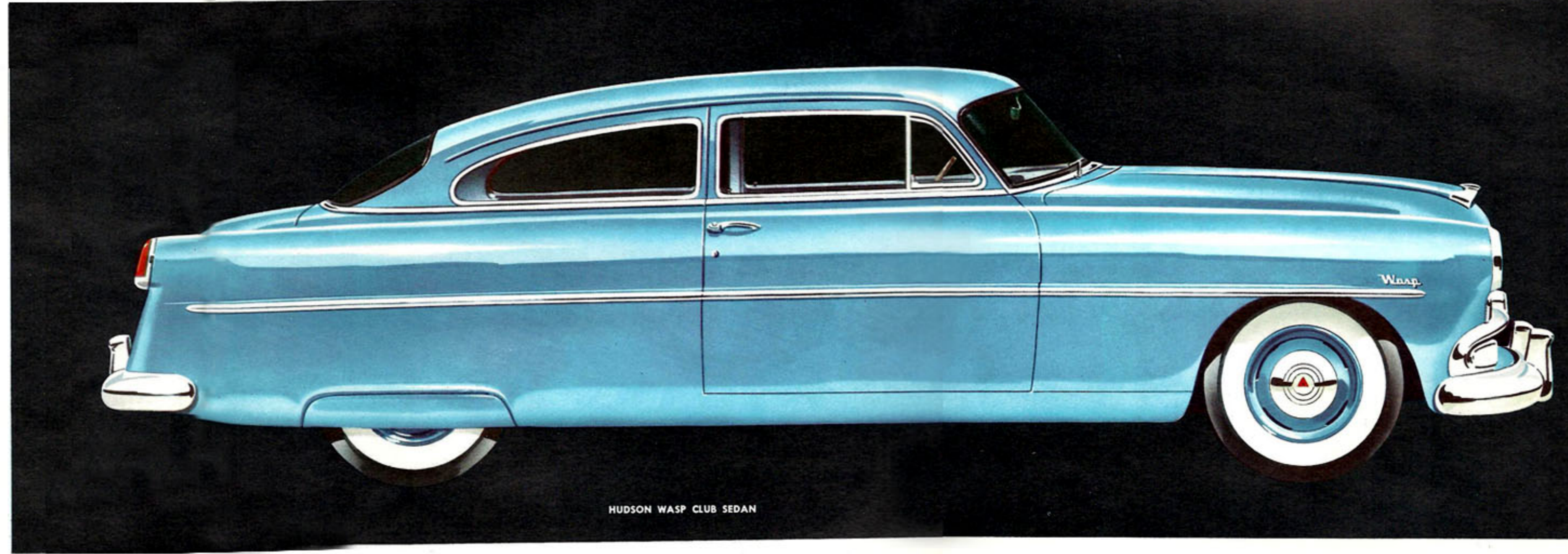
All New HUDSON WASP for 1954

The beautiful, new Hudson Wasp for 1954 brings you all of Hudson's exclusive advantages in design, style and construction in an automobile priced below many smaller cars. Its new Flight-Line Styling with clean, sweeping lines; its luxurious interiors; its custom-car features; its higher-powered performance put the Wasp for 1954 far ahead of any car in its price field.

And inside, the glamorous Wasp offers you the most room and comfort in any car—except another Hudson! Hudson's exclusive "step-down" design recesses the floor down within the base frame members to provide extra room and a lower center of gravity. This lower center of gravity gives the Wasp unusual stability . . . a smoother, hug-the-road ride with no wander, even

at high speeds. The Wasp also offers added safety, the rugged protection of all-welded, single-unit Monobilt body-and-frame*—the safest, most durable automobile construction known. Rugged box-section steel girders protect the passenger compartment on all sides. Power Brakes, Power Steering and Dual-Range Hydra-Matic Drive are optional at extra cost.

*Trademark. Patented.



HUDSON WASP CLUB SEDAN

Hudson Wasp Four-Door Sedan

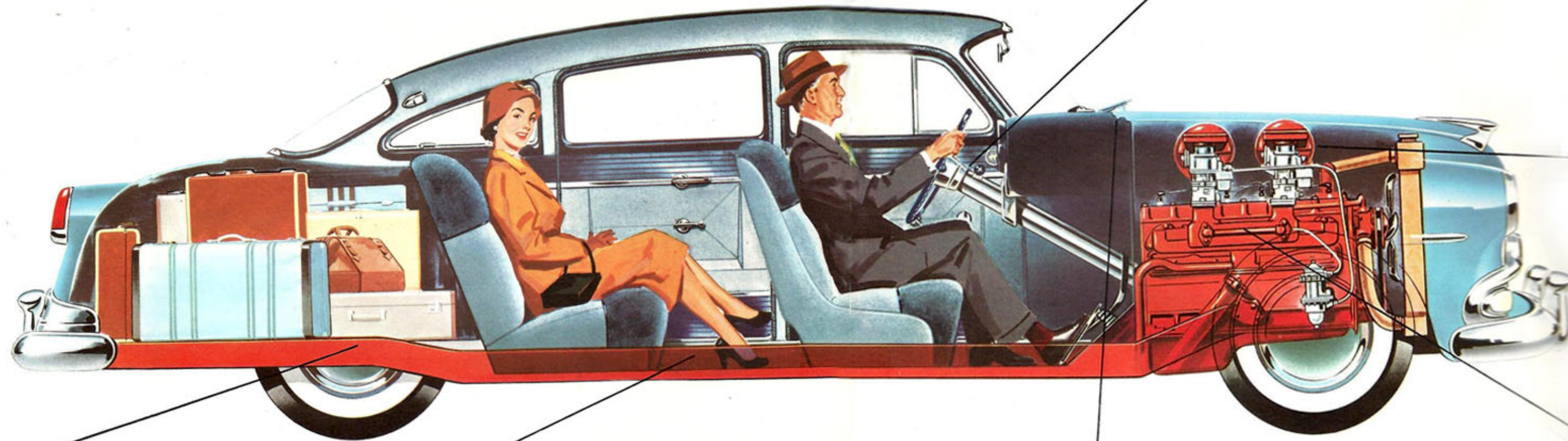


Hudson Wasp Club Coupe

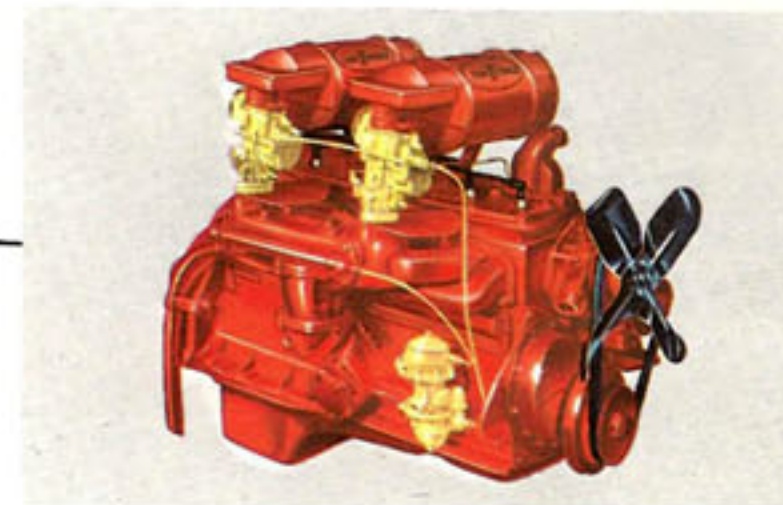


White sidewall tires and back-up lights are optional at extra cost on all 1954 Hudson Wasps.

More Great Features That Make Hudson Your Best Buy for 1954



Dual-Range Hydra-Matic Drive is available at extra cost on all 1954 Hudsons. This fully automatic transmission has been tested and proved by millions of motorists. And now it's better than ever before. A new driving range has been added that gives you all the gas-saving benefits of Over-drive. Hydra-Matic driving is as easy as ABC: you just step on the gas and steer.



Twin H-Power**, Hudson's sensational multiple-fueling system, when applied to Instant Action Engines with Super Induction, gives you power-plus where you need it most: at normal driving speeds. You catapult away from a standing start and zoom ahead when you want to pass—and on regular grade fuel. You must try Twin H-Power to believe it!
 **Optional on all 1954 Hudsons, except the Wasp, at extra cost.



Hudson's exclusive Monobilt body-and-frame* is the strongest, most durable automobile construction known. No case of failure of a structural member (except in collision) has ever been reported, in six years of Monobilt body-and-frame* construction by Hudson. Rugged, box-section steel girders completely encircle the passenger compartment—and even extend outside the rear wheels. Body and frame are welded into a single unit with over five thousand permanent welds. This results in greater passenger safety and freedom from body rattles.

*Trademark. Patented.



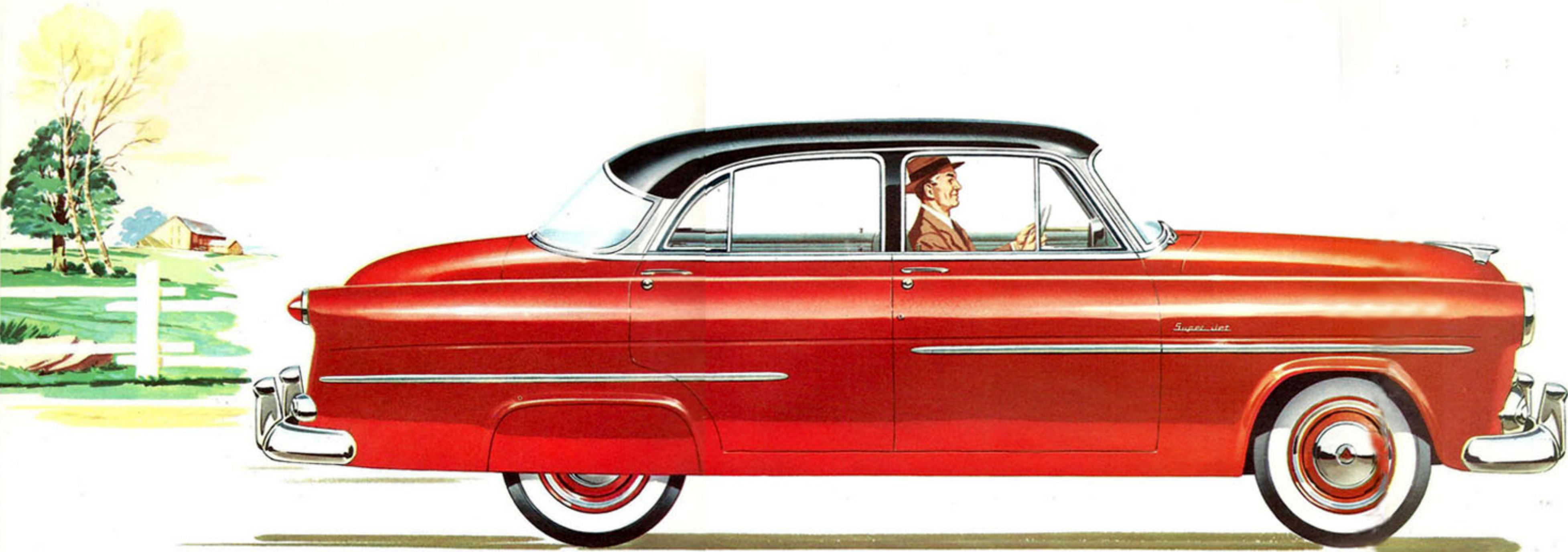
The greatest single reason why Hudson is the most roadable car on the highway today is Hudson's exclusive "step-down" design. Because the floor of the car is recessed down within the base frame members, the roof and seats are lowered without sacrificing either head room or road clearance. "Step-down" design gives Hudson an extremely low center of gravity for road-hugging safety at all speeds. An ingenious cove in Hornet and Wasp models simplifies floor cleaning.



Hudson's exclusive Weather-Control† is a four-way heating, ventilating, defrosting, conditioned-air system. In winter, you enjoy heated fresh air, forced into the car through the cowl ventilator, high above dust and exhaust fumes at street level. The powerful blower may be used for faster warm-air circulation, or for de-fogging and de-icing windows. In warm weather, you turn heater to Summer Off and enjoy fresh, clean air without foggy windows, even in wet weather.
 †Optional on all 1954 Hudsons at extra cost.



Hudson's all-time stock-car record is proof no other car can equal it for performance, stamina and safety. Hudson now holds every AAA competitive stock-car record and the National Stock-Car Championship in three major racing associations.



Hudson Super Jet Six-Passenger, Four-Door Sedan

New 1954 HUDSON Super JET

This compact, new *kind* of car brings Hornet-like performance, luxury and safety to the lowest price field

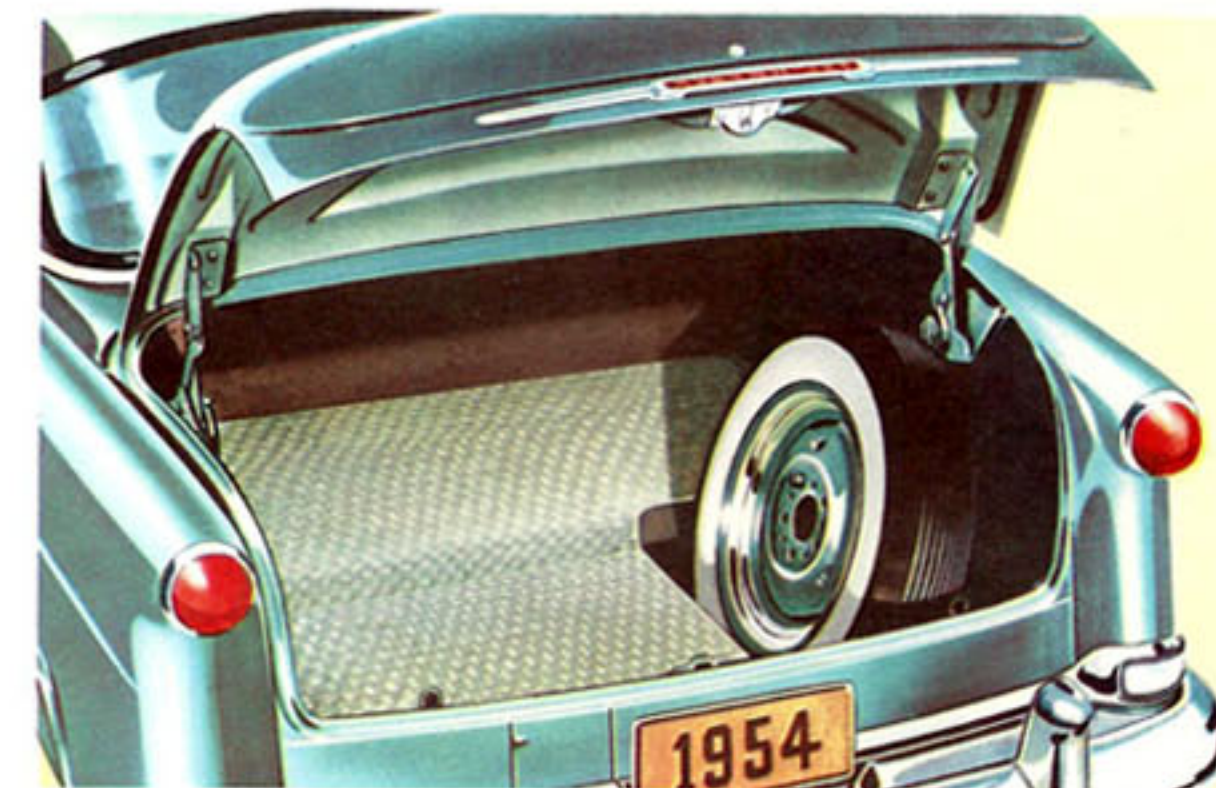
Here is a car so wonderfully compact it's a delight to handle, drive and park—even in congested traffic—yet with ample room for six passengers. Here is a car with Instant Action Engine featuring Super Induction—a car so powerful it leads the lowest price field for performance, yet so economical it's thrifty as a Scot on

gas, oil, tires and upkeep. You can enjoy all this and more in a Super Jet. Because it combines all the advantages of compactness with exclusive "step-down" design, the Hudson Super Jet is a sensational new *kind* of car. Moreover, for 1954 it brings you sleek new Flight-Line Styling and glamorous Salon Lounge

Interiors. For performance, luxury, safety and durability, you simply can't compare the Hudson Super Jet to anything but the fabulous Hudson Hornet itself. Yet it sells in the lowest price field! Twin H-Power and Dual-Range Hydra-Matic Drive are available at extra cost on the Hudson Super Jet.



Never before have such handsome interiors been offered in the lowest price field. In every particular of style and finish, the Salon Lounge Interiors of the Hudson Super Jet have been carefully crafted to add to your pride of ownership. The rich worsted upholstery comes in two color patterns, green or blue, to harmonize with the exterior color of the car.



All Hudson Jets give you more usable luggage space than any other car in the lowest price field. There's room enough and more for your entire family's vacation gear. And it's easy to load and unload with the big, wide-opening trunk lid. The spare tire is placed in an upright position for quick access.



Hudson Super Jet Six-Passenger, Club Sedan



Greatest luxury in the lowest price field!

New HUDSON JET-LINER

FOR 1954

Here's the most luxurious car ever offered in the lowest price field—the beautiful Hudson Jet-Liner! Interiors are rich beyond compare. Smartly pleated seats (comfort-cushioned with foam rubber), and interior top are upholstered in an antique-white Plasti-Hide. Contrasting bolsters, in a choice of blue, red or green, are also in rich Plasti-Hide. Doors are trimmed

in a matching two-tone combination. Worsted cloth interiors optional at no extra cost. The glamorous-styled Jet-Liner, with its Instant Action Engine (featuring Super Induction), provides matchless performance as well as unusual economy. New Dual-Range Hydra-Matic Drive, Twin H-Power and Solex Safety Glass are available at extra cost.



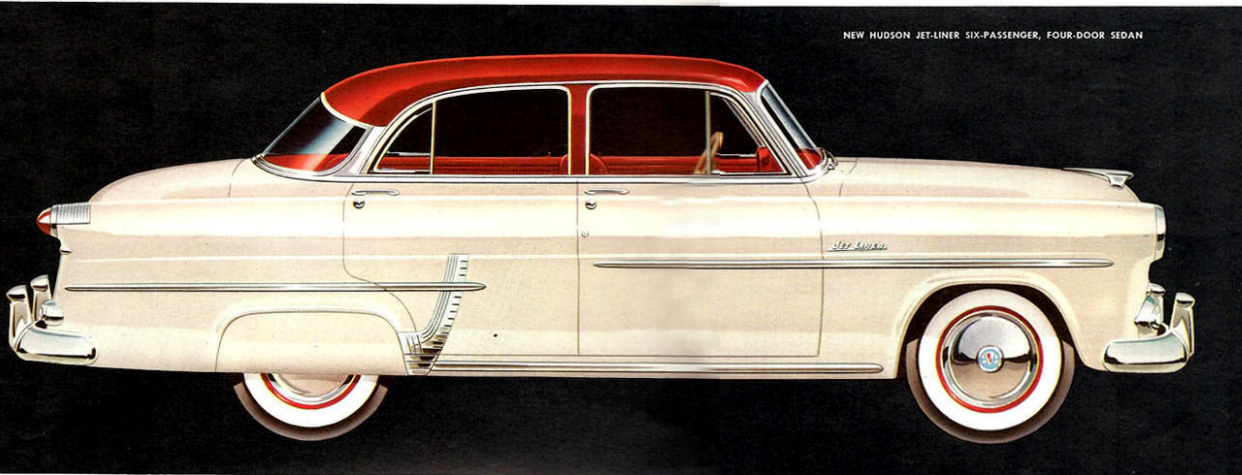
Shopping a chore? Not with a new Hudson Jet! With this compact, new kind of car you can breeze in and out of traffic, park with ease, do your errands and arrive home relaxed and fresh. For the Jet is fun to drive—wonderfully maneuverable and easy to handle.



You'll find luxury far beyond its price in the beautiful, decorator-selected interior of the Hudson Jet Utility Sedan. Lovely, two-toned upholstery fabrics have contrasting bolster cloth. Plasti-Hide trim on door panels adds beauty, as well as lasting durability, to the Jet's over-all smartness.



Remove the back seat of the Jet Utility Sedan and you have generous space for carrying luggage, tools, sports equipment or salesmen's samples. Floor area extends through to the trunk. Replace the seat and you have a Six-Passenger Sedan.



NEW HUDSON JET-LINER SIX-PASSENGER, FOUR-DOOR SEDAN

Greatest economy and utility in the lowest price field!

New HUDSON JET

FOR 1954



The Hudson Jet for 1954 features economy and utility unmatched in the lowest price field. And, thanks to its extremely low center of gravity, the Hudson Jet has the road feel of a big car. It has generous room for six passengers—has exceptional luggage space—yet is wonderfully compact.

Although the Hudson Jet is low in cost, one glance at its sleek, new styling tells you that here's the look of luxury! This new kind of car is the answer to heavy city traffic; easy to handle, easy to park and fun to drive. It makes shopping a cinch for the lady of the house; it's ideal for business use; and it's the perfect low-cost second car.

The quick power of its Instant Action Engine with Super Induction, and the immediate response of true Center-Point Steering combine to give maneuverability and get-up-and-go unequalled by any other car at any price. The Jet is a regular miser with gasoline and oil; easy on tires; and its uncomplicated design keeps maintenance costs to a bare minimum.

New Dual-Range Hydra-Matic Drive, Twin H-Power are available at extra cost. There is no greater value in the lowest price field than the Hudson Jet.



New Hudson Jet Six-Passenger, Utility Sedan



New Hudson Jet Six-Passenger, Four-Door Sedan

SPECIFICATIONS ALL SERIES

Instant Action Engines with Super Induction—The new Hudsons for 1954 are powered by Instant Action Engines—high-compression, high-output, L-head, 6-cylinder engines—with new Super Induction for trigger-quick acceleration in all driving ranges. The superhard, chrome-alloy cylinder block minimizes wear, reduces upkeep costs. The new, waterproof ignition system insures fast starts. All Hudsons operate economically, at top efficiency on regular-grade gas.

HORNET—Instant Action engine displacement is 308 cu. in. Horsepower: 160. Compression ratio: 7.5 to 1. With Twin H-Power*: 170 horsepower. Aluminum cylinder head is standard equipment. Compression ratio with optional cast-iron cylinder head: 7 to 1.

SUPER WASP—Instant Action engine displacement is 262 cu. in. High-turbulence, cast-iron cylinder head provides a 7-to-1 compression ratio, develops 140 horsepower. With optional* aluminum cylinder head—7.5-to-1 compression ratio, 143 horsepower. Twin H-Power* with the aluminum cylinder head develops 149 horsepower.

WASP—Instant Action engine displacement is 232 cu. in. The cast-iron cylinder head provides a 7-to-1 compression ratio, develops 126 horsepower. With optional* aluminum cylinder head, compression ratio is 7.5 to 1; the horsepower is 129.

JET—Instant Action engine displacement is 202 cu. in. The cast-iron cylinder head provides a 7.5-to-1 compression ratio and develops 104 horsepower. With cast-iron head, Twin H-Power*: 111 horsepower. The optional* aluminum cylinder head provides a compression ratio of 8 to 1 and develops 106 horsepower. With aluminum head, Twin H-Power*: 114 horsepower.

Transmission—The standard transmission on all Hudsons for 1954 is the silent synchronized mesh, blocker type with helical gears. The handy shift is placed at the steering wheel. New Dual-Range Hydra-Matic Drive is available at extra cost for all Hudsons.

Overdrive—Fuel-saving overdrive is available on all Hudsons equipped with standard transmission. 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 and angle-mounted rear shock absorbers control sway. Independent front-wheel coil-spring suspension smoothes out the roughest roads. Semielliptical, leaf-type rear springs are mounted on an angle. Rear lateral stabilizer (on Hornet and Super Wasp series) provides additional steadiness, eliminates vibration on rough roads.

Long-Range, Hi-Fidelity Radio—Hudson's long-range radio is factory-approved and installed . . . designed specially for the acoustical requirements of your car. The large speaker grille is mounted on top of the instrument panel, directing its tone upward for remarkably clear audibility in the rear seat. Inside plastic knob raises or lowers outside antenna. Auxiliary rear-seat speaker also available. Radio available for all models at extra cost.

Anti-Glare Solex Safety Glass—Its soft, greenish tint cuts glare, reduces eye fatigue, and cuts down interior heat in summer sun by 10 to 20 degrees. Available for all models at extra cost.

Weather-Control—Hudson's exclusive fourfold heating, ventilating, defrosting and conditioned-air system is available for all

Rear Axle Options to Suit Your Needs—Improved semifloating rear axle with alloy hypoid gears and alloy axle shafts.

HORNET gear ratio with manual transmission is 4.09 to 1**. Where more pulling power is desired, a special gear ratio of 4.55 to 1 is available. With Overdrive*, gear ratios are 4.55 to 1** or 4.09 to 1. With Hydra-Matic Drive*, the gear ratio is 3.07 to 1.

SUPER WASP and **WASP** gear ratio with manual transmission is 4.09 to 1**. For cars operating in mountainous territory, a special gear ratio of 4.55 to 1 is available. With Overdrive*, gear ratios are 4.55 to 1** or 4.09 to 1. With Hydra-Matic Drive*, the gear ratio is 3.07 to 1.

JET offers a wide variety of gear ratios to suit your needs. The gear ratio with manual transmission is 4.10 to 1**. A special gear ratio of 4.27 to 1 is available to provide powerful pulling power for even the steepest grades. For maximum economy, a 3.31 gear ratio is available. With Overdrive*, four gear ratios are available—4.27 to 1**, 4.10 to 1, 3.54 to 1, 3.31 to 1. With Hydra-Matic Drive*, 3.54 to 1** and 3.31 to 1 gear ratios are available.

Brakes Designed for Extra Safety Margin—The big, fast-acting brakes on all Hudsons were specially designed for the weight and power requirements of each car—an extra margin of safety.

HORNET brakes are Servo-action hydraulics with a reserve mechanical system on the same foot pedal—Hudson's famous Triple-Safe Brakes. Should hydraulic pressure fail, as it may in any car, mechanical brakes take over and stop you safely. Improved Power Brakes, which cut braking reaction time by one-third, are available at extra cost. Two extra margins of safety are provided in the Improved Power Brakes: a reserve vacuum tank, and a direct mechanical pedal linkage.

SUPER WASP and **WASP** brakes are Servo-action hydraulics with a reserve mechanical system—Hudson's exclusive Triple-Safe Brakes. Improved Power Brakes are available at extra cost.

JET features the finest brakes in the lowest price field. The Jet's Servo-action hydraulic brakes convert forward motion into braking power with only the slightest pressure on the foot pedal.

Finger-Tip Steering—The Hudsons for 1954 practically steer themselves. Hudson's True Center-Point Steering has needle-bearing-mounted worm and roller-type steering gear.

models at extra cost. Every Hudson is equipped with a cowl ventilator that draws in fresh air high above street-level fumes.

Every Hudson Has All This Custom-Car Equipment—Teleflash signals warn when oil pressure or generator charging rate drops . . . one-piece, curved, wrap-around front windshield . . . twin contour-following vacuum windshield wipers . . . arm rest . . . windshield defroster vents . . . illuminated ignition-switch keyway on Hornets and Wasps . . . twin horns . . . parcel compartment with lock . . . rotary door latches . . . theftproof door locks . . . non-rotating outside door handles with pushbutton latch release . . . inside safety-type, push-button locking . . . twin sun visors . . . wing-type front-door ventilating windows . . . interior dome lamp . . . ash receiver in instrument panel . . . twin stop and tail lamps

HORNET turning radius is 20' 5" to right, 21' 2" to left. New Perfected Power Steering is available at extra cost. Hudson's Power Steering reduces effort required by 80%, yet leaves the "feel" of the road. This direct action, linkage system cannot fail.

SUPER WASP and **WASP** turning radius is 20' to right and 20' 9" to left. New Perfected Power Steering is available at extra cost.

JET turning radius is only 19' 10". The new Hudson Jet is the easiest of all cars to handle, parks in the tightest parking spaces!

Super-Cushion Tires—Low-pressure Super-Cushion tires on extra-wide safety-type rims give every Hudson a smoother, better ride.

HORNET tires are 7.10 x 15, standard size on all models except the Convertible Brougham. The standard size on the Convertible Brougham is 7.60 x 15. This size is optional on all other Hornet models. White sidewall tires are available at extra cost.

SUPER WASP and **WASP** tires are 7.10 x 15. Optional size available: 7.60 x 15. White sidewall tires available at extra cost.

JET tires are 5.90 x 15; 6.40 x 15 is standard on the Super Jet and the Jet-Liner, optional on the Jet at extra cost. White sidewall tires are available at extra cost.

Dimensions—All models, including the compact, new Jets, allow full head room and carry six passengers comfortably.

HORNET dimensions—Over-all length: 208 $\frac{1}{2}$ ". Wheelbase: 124". Over-all width: 77 $\frac{1}{4}$ ". Hip room, front and rear seats: 64". Elbow room: front seat, 66"; rear seat, 65". Over-all height, loaded: 60 $\frac{3}{8}$ ". Maximum head room: 38 $\frac{3}{4}$ ".

SUPER WASP dimensions—Over-all length: 202 $\frac{1}{2}$ ". Wheelbase: 119". Over-all width: 77 $\frac{3}{8}$ ". Hip room, front and rear seats: 64". Elbow room: front seat, 66"; rear seat, 65". Over-all height, loaded: 60 $\frac{3}{8}$ ". Maximum head room: 38 $\frac{3}{4}$ ".

WASP dimensions—Over-all length: 201 $\frac{1}{2}$ ". Wheelbase: 119". Over-all width: 77 $\frac{1}{8}$ ". Hip room, front and rear seats: 64". Elbow room: front seat, 66"; rear seat, 65". Over-all height, loaded: 60 $\frac{3}{8}$ ". Maximum head room: 38 $\frac{3}{4}$ ".

JET dimensions—Over-all length: 180 $\frac{1}{2}$ ". Wheelbase: 105". Over-all width: 67 $\frac{1}{8}$ ". Hip room, front and rear seats: 58". Over-all height, loaded: 60 $\frac{3}{8}$ ". Maximum head room: 36 $\frac{3}{8}$ ".

*Optional at extra cost.

**Ratios so marked will be supplied unless other ratio is specified in order.

AND THESE HUDSON LUXURY FEATURES

. . . front parking lamps . . . rear-view mirror . . . water temperature gauge . . . gas level gauge.

Additional Luxury Features—Assist handles in Hornet and Super Wasp models . . . cigarette lighter . . . robe cord in Hornet, Super Wasp, Wasp, Super Jet and Jet-Liner models . . . crank-type front-door ventilating windows on Hornet models, and on Super Wasp Hollywood Hardtop and Convertible Brougham . . . wing-type rear-door ventilating windows on Super Jet and Jet-Liner . . . courtesy door lights in Hornet, Super Wasp, Super Jet and Jet-Liner models . . . pocket on back of front seat in Hornet, Super Wasp, Wasp, Super Jet and Jet-Liner models . . . coat hooks in Hornet, Super Jet and Jet-Liner models . . . ash receiver in rear compartment of Hornet, Super Wasp, Wasp, Super Jet and Jet-Liner models.

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.