



KRESTELER MOTOR COMPANY
HUDSON SALES & SERVICE
826 San Mateo Drive
San Mateo, Calif.
DL 4-6894

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 steady purr 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 ease. 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 disc-and-rod, linkage type, steering column full, extra 1/2" power should go out of order. Available in extra cost on all 1954 Hudsons, Super Waags, and Waags.

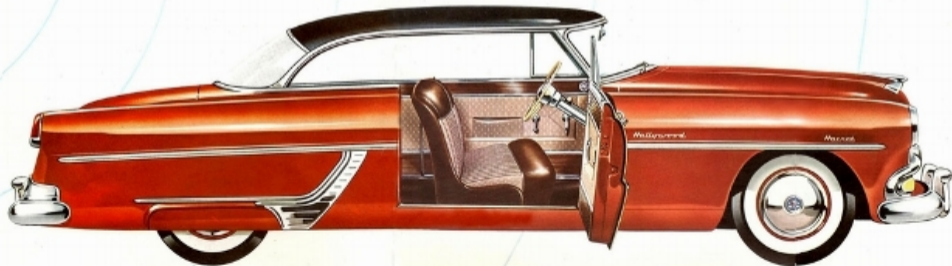


New Improved Power Brakes*

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



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



The glamour car Hudson Road Hollywood...Hollywood for 1954.



Lowercase new Sales Lounge Interior, upholstered in new materials including a wadded and nylon Wilpoart, are featured in the 1954 Hudson Hornet.



The Hudson Hornet exemplifies the spirit of good living in this restless age of ours. Beautiful in look as functional in design, the Hudson Hornet leaves witness to its owner's taste and character. 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.

Customarily fitting in years in every detail of the Hudson Hornet for 1954. On the inside there's panel, for instance, the handsome wood and vinyl upholstery is combined with Plac-Hide vinyl to give you luxury as practical as it is beautiful. Seats are a full story-four inches wide and are reinforced 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, side 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 dissimulated simplicity . . . the functional air scoop . . . the one-piece curved windshield . . . the jet-stream rear fenders with their large 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

stunning new performance. Great before, it's even greater now! The Hornet's Intrans Action Engine with Super Induction gives you the quickest, most responsive get-up-and-go you've ever experienced. Total 16-Power, Power Steering, Power Brakes and Dual-Range Hydraulic Drive are optional at extra cost.



HUDSON HORNET FOUR DOOR SEDAN

Hudson Hornet 604 Coupe



Hudson Hornet 604 Roadster



Hudson Hornet Convertible Wagon





The luxurious, rummy interior of the Hudson Super Wasp is finished in a beautiful, long-wearing second upholstery in a special checked weave. Contrasting bolster cloth is used with Flax-Hite in a leather-grain finish to lend additional richness and elegance. Door panels, as in all Hudson, are stressed so that the arm rest, door and window controls are convenient, but positioned to prevent accidental bumps and bruises. The expert finish of the Super Wasp breaks in unexpected anywhere near its price class.



There's more convenience as well as riding beauty in the new Super Wasp instrument panel. All instruments are grouped directly in front of the driver to reduce driving fatigue. Vibration signals vary immediately if oil pressure or generator charging rate drops. For your additional driving pleasure, Power Brakes, Power Steering, Dual-Keeper Hydraulic Drive and Twin Hi-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 Pilgrimage Hardtop



Hudson Super Wasp Convertible Roadster



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 swifly soaring mate for the fabulous Hudson Hornets. Here is brilliant Flight-Line Styling with a long, low silhouette that flows at the mighty power under the hood. From the beautifully styled grille to the cast-aluminum rear fenders, the Hudson Super Wasp typifies the striking, 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 was in its skin, sweeping lines is more than fulfilled. The Super Wasp's latest 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 woven upholstery and long-wearing Plast-Hite vinyl.



Luggage room—more than ever—fits even in every Hudson. The new, raised rear deck not only adds beauty, but also greatly increases luggage space. The trunk boot is self-latching 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 large oval taillights not only accent the sleek flight lines of the rear fenders, but are also an important safety factor for night travel.



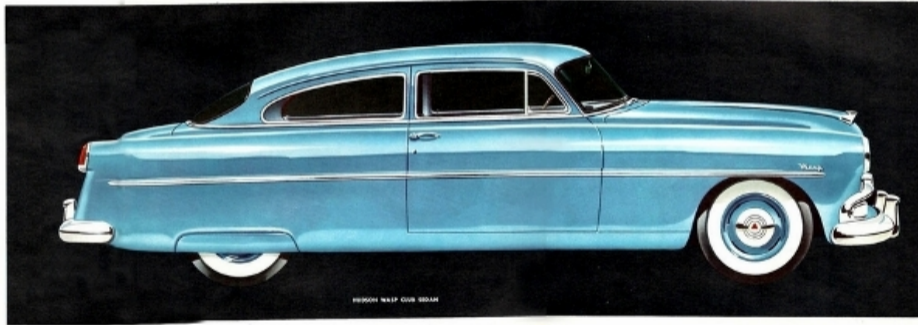
All New HUDSON WASP for 1954

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 every smaller car. Its new Flight-Line styling with clean, sweeping lines; its luxurious interior; its customer-care features; its high-powered performance put the Wasp for 1954 far ahead of any car in its price field.

And inside, the glamorous Wasp offers you the room and comfort in any car—except another Hudson! Hudson's exclusive "step-down" design lowers 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, less-tired ride with no wander, even

at high speeds. The Wasp also offers added safety, the rugged protection of all-welded, single-unit Monoblock 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 Hydramatic Drive are optional at extra cost.

*Trademark, Patent.



HUDSON WASP COUPE 500,000

Hudson Wasp Four-Door Sedan



Hudson Wasp Club Coupe



White shown. Green and Black-up light are optional in most states. © 1954 Hudson Motor Car Co.

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 governing benefits of Over-drive. Hydra-Matic driving is as easy as ABC; you just sit on the gas and save.



Twin H-Power™, Hudson's sensational multi-cylinder power, when applied to Instant Action Engines with Super Induction, gives you power-plus where you need it most: at actual driving speeds. You cruise over from a standing start and soon shoot when you want to pass—without a regular grade hill. You meet the Twin H-Power in below 27.
*Optional on all 1954 Hudsons, except the Whip, at extra cost.



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



Hudson's exclusive Mitsubishi 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 Mitsubishi body-and-frame* construction by Hudson. Rugged, low-section steel, girders completely inside the passenger compartment—and steel armor outside the rear wheel. Body and frame are welded into a single unit with over five thousand precision welds. This results in greater passenger safety and freedom from body rattle.

*Mitsubishi Process.



The greatest single reason why Hudson is the most comfortable car on the highway today is Hudson's exclusive "step-down" design. Because the floor of the car is recessed down within the knee frame assembly, the roof and seats are lowered without sacrificing either head room or load clearance. "Step-down" design gives Hudson an extremely low center of gravity for non-toggling safety at all speeds. An ingenious new in Haines and Whip models simplifies floor clearing.



Hudson's exclusive Weather-Control is a four-way heating, recirculating, defrosting, conditioned-air system. In winter, you enjoy heated fresh air, forced into the car through the dual radiators. High speed duct and exhaust flaps at outer level. The powerful blower may be used for faster warm-air circulation, or for de-bugging and driving 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 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 Hudson's 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 Root 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-Points 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 created to add to your pride of ownership. The rich, warm-toned 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. Searily pleated seats (comfort-cushioned with foam rubber), and interior top are upholstered in an antique-white Plast-Hide. Contrasting bolsters, in a choice of blue, red or green, are also in rich Plast-Hide. Doors are trimmed

in a matching two-tone combination. Wornest cloth interiors optional at no extra cost. The glass-encased Jet-Liner, with its Instant Action Engine (featuring Super Induction), provides maximum performance as well as unusual economy. New Dual-Range Hydraulic 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, dressmaker-selected interior of the Hudson Jet Utility Sedan. Luxuriously, two-toned upholstery fills the large, convenient luggage niche. Plast-Hide sits on door panels adds beauty, as well as lasting durability, to the Jet's overall appearance.



Remove the back seat of the Jet Utility Sedan and you have generous space for carrying luggage, tools, sports equipment or someone's samples. Floor area extends through to the trunk. Replace the seat and you have a Six-Passenger 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 Cones-Polar Steering combine to give maneuverability and grip unparalleled by any other car at any price. The Jet is a regular mixer with gasoline and air, easy on time, and its uncomplicated design keeps maintenance costs to a bare minimum.

New Dual-Range Hydraulic 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 1.0* 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 1.0* 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—Teletach 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 $\frac{1}{8}$ ". Wheelbase: 124". 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 $\frac{3}{8}$ ".

SUPER WASP dimensions—Over-all length: 202 $\frac{1}{8}$ ". 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 $\frac{3}{8}$ ".

WASP dimensions—Over-all length: 201 $\frac{1}{8}$ ". 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 $\frac{3}{8}$ ".

JET dimensions—Over-all length: 180 $\frac{1}{8}$ ". Wheelbase: 105". Over-all width: 67 $\frac{3}{8}$ ". 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.

**Ratio 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, 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, 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 therefore manufactured or sold. Standard trim and other specifications and accessories are subject to change without notice.