



Presenting All-New

# HUDSONS FOR 1954

featuring *Instant Action Engines* with Super Induction



The luxurious, roomy interior of the Hudson Super Wasp is finished in a beautiful, long-lasting material upholstery in a special elegant weave. Tapering button cloth is combined with Plaid-Hits in a leather-grain finish to lend additional richness and elegance. Door panels, as on all Hudsons, are covered in the same rich, close and resilient material as seat-covers, but painted to prevent accidental damage and fading. 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. Tachometer signals warn immediately if oil pressure or governor changing rate drops. For your additional driving pleasure, Power Brakes, Power Steering, Dual-Kang Hydro-Matic Drive and Twin 16-Valves 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 Wildwood Hardtop*





Never before have such handsome interiors been offered in the lowest price field. In every particular of style and finish, the Series Lounge Interiors of the Hudson Super Jet have been carefully crafted to add to your pride of ownership. The rich, warm 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 class. There's room enough and more for your whole 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.



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 placed 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 trimmings optional at no extra cost. The glass-enclosed Jet-Liner, with its Instant Action Explorer (bearing Super Induction), provides matchless performance as well as unusual economy. New Dual-Range Hydra-Matic Drive, Turbo H-Power and Solar Safety Glass are available at extra cost.

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





Shopping a chore? Not with a new Hudson Jet! With this compact, new kind of car you can lunge 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 feel luxury for beyond its price in the beautiful, decorator-colored interior of the Hudson Jet Utility Sedan. Lustrous, varnished upholstery fabrics have contrasting leather-look plastic trim on door panels adds luxury, as well as having 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 children's supplies. Floor area extends through to the trunk. Replace the seat and you have a five-passenger Sedan.

Greatest economy and utility in the lowest price field!

# New HUDSON JET

FOR 1954



The Hudson Jet for 1954 boasts 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—the exceptional luggage space—yet is wonderfully compact.

Although the Hudson Jet is low in cost, one glance at its sleek, new styling tells you straight-off 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 snap for the lady of the house, it's ideal for business use, and it's the perfect low-cost second car.

The quiet power of its Buick Arrow Engine with Super Induction, and the immediate response of True Cruise-Point Shifting combine to give smooth, efficient and economical driving.



*The Hudson Jet five-passenger, Utility Sedan*

