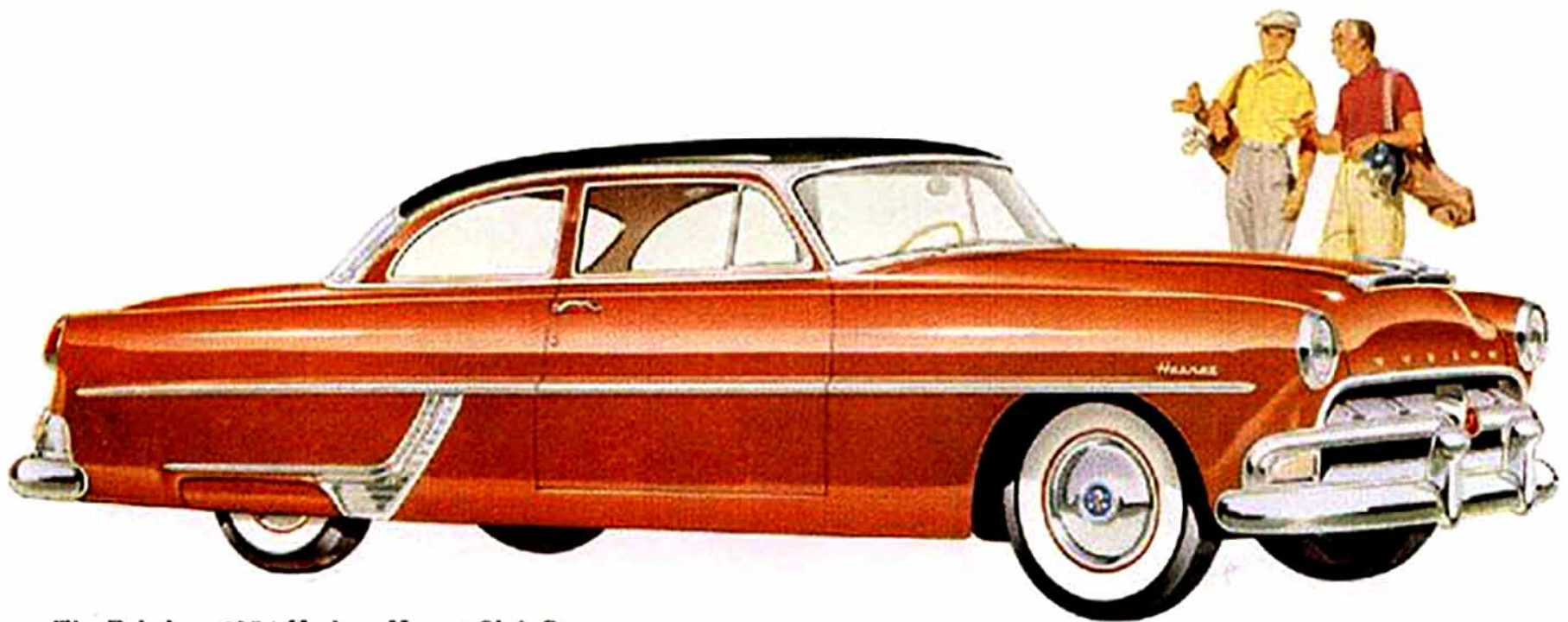


1954

INTRODUCING THE BEAUTIFUL **ALL-NEW HUDSONS FOR '54**

including a magnificent new HUDSON HORNET



The Fabulous 1954 Hudson Hornet Club Coupe

NEVER BEFORE A CAR WITH ALL THIS—

New Flight-Line Styling
New Salon Lounge Interiors
New Power, Performance
New Perfected Power Steering*
New Improved Power Brakes*
Exclusive "Step-Down" Design
Exclusive Twin H-Power*
Exclusive Monohilt Body-and-
Frame Trademark, Patented.
New Dual-Range Hydra-Matic
Drive*

*Available at extra cost on various models.
See your Hudson Dealer for full information.

Instant Action Engines with Super Induction

for the quickest power response you've ever seen

NEW HUDSONS for 1954 are here, with the greatest array of big, new features ever seen! Nothing on four wheels can match their all-new Flight-Line Styling, their comfortable Salon Lounge Interiors, their smart upholstery in rich, new fabrics.

There's new Perfected Power Steering*, new Improved Power Brakes*, and the quickest power response you've ever seen, from Instant Action Engines with Super Induction. When you step on it, something *happens!* Try a new Hudson as soon as you can.

Standard trim and other specifications and accessories subject to change without notice.

HUDSON **HORNET**

HUDSON **WASP**

HUDSON **JET**