



1953 HUDSON CARS DESCRIBED

1953 HUDSON - GENERAL: A downsized Hudson arrived this year, called the Hudson Jet. It had styling that would be mimicked by the rest of the line in 1954. Gone was the Pacemaker, with its nameplate replaced by a new, lower level Wasp. The upper level Wasp, called the "Super Wasp," and it moved into the former Commodore 6 slot that now disappeared. The Hornet finally supplanted the Commodore 8 completely. The nameplate was retired, putting the 8-cylinder powerplant out to pasture. That L-head I-8, having served twenty long years from 1932 until 1952, was gone.

The consolidation of lines and the removal of the Commodore Six and Eight allowed for less tooling in the Wasp-Hornet lines and should have saved money. The problem was that production kept dropping even though the cars were considered popular. The issue at hand was dated styling and the lack of an OHV V-8.

At the root of the lower production was Hudson's lack of investment dollars when that trend to V8s and more modern styling was pulling the Big Three away from all other competition. Worse, a good deal the sales problems were the result of Hudson misreading their audience and thinking that these changes weren't needed. Even with the introduction of the Jet, production dropped. And Hudson's racing victories, that outshone all rivals, while earning respect for the brand, did not entice buyers into the showrooms.

INNOVATIONS: The Hudson Jet, a smaller, more economical model, was introduced. It was an attempt to drop into the lower price market to pick up sales. It was smaller in size with only a 105.0" wheelbase, fully 19" less than the Hornet and 14.0" less than the Wasp. It also had less standard features and a more Spartan interior.

1953 HUDSON JET SERIES 1C SIX and SUPER JET SERIES 2C SIX. The new "Jet" was marked by slab sided styling, with then conventional, for 1953, lines. As such for 1953, the Jet looked different from other Hudsons. A faux air scoop was placed at the front of the hood. The grille had a flat oval appearance with a chrome molding highlighting the upper opening. There was a base model, simply called the "Jet" though no script identified it as such. "Super Jet" in script appeared on the fenders of the upper level model.

Standard equipment on the base model included: Hudson's "Teleflash" idiot lights, along with water temperature and gasoline gauges; "Twin-Control" vacuum wipers; defroster vents; rotary door latches; theft-proof locks; push button door handles; lock buttons; dash ash tray; wing type front ventipanes; twin stop and tail lamps; front parking lamps; manual dome light; lockable parcel compartment; twin horns; twin visors; and a lighted ignition switch. Upholstery was done in Grey weave worsted striped red and brown.

Super Jets received the following additional standard equipment: oversize tires, wing type rear ventipanes, automatic dome lamps and front seat backs pockets, coat hooks, cigarette lighter, robe hanger and ash tray. Super Jets could be had in two-tone Blue or Green woven wool upholstery, with Durafab leather grain trim.

1953 HUDSON WASP SIX - SERIES 4C. Both Wasp models were now the only mid-size Hudson with the 119.0" wheelbase. All Wasps still offered the Company's traditional step-down interior. For the most part, the 4C series Wasp was a badge-engineered Pacemaker.

Appearance changes included deletion of the twin-strut grille guard and the addition of a faux air scoop on the hood. Upholstery was in Tan weave cord with red and brown stripes and Durafab trim. This base Wasp was powered by the former Pacemaker 232 CID L-head six. Notable standard equipment included a plain steering wheel, plain top fenders and small hub caps.

1953 HUDSON SUPER WASP - SERIES 5C. The new "Super Wasp" models were, for intents and purposes, the 1952 Wasp. Super Wasps were powered by the 262 CID L-head six. The Twin H-Power option was also available on the Super Wasp.

The Super Wasps were upholstered in new Nylon combinations with special check weave and Durafab trim in two-tone Green was the standard interior with the six solid exterior colors and twelve two-tone combinations. Two-tone Blue was standard with four different solids and nine two-tones. Both upholstery choices switched with opposite exterior colors at no extra cost. Leather upholstery was also a no cost option on the Super Wasp convertible.

1953 HUDSON HORNET SIX - SERIES 7C. The 1953 Hudson Hornet was similar to the previous year's model, except that the strut bar grille look was eliminated and the air scoop hood was added. Since the Commodore 8 was gone, the Hornet now occupied the top-of-the-line Hudson position.

Hornets had the equipment used on Wasps as standard, plus front rectangular bumper guards, front outer bumper guards, electric clock, large hub caps, front and rear foam seat cushions, and hydraulic window regulators for convertibles. The rocket-ship shaped Hornet front fender and trunk ornaments returned. Special decorator check weave Nylon upholstery was featured in the same colors as Wasp interiors, and a slim three spoke steering wheel with specially positioned horn button was fitted.

The H-145 six-cylinder engine, with the "Power Dome" aluminum cylinder head was standard, with the Twin H-Power I-6 as optional.

MODEL/ENGINE I.D. DATA:

- **Jet serial numbers.** Jets were numbered from 1C-202917 to 268963.
- **Super Jet serial numbers.** Super Jets were numbered from 2C-202917 to 269059.
- **Wasp serial numbers.** Wasps were numbered from 4C-202917 to 26751.
- **Super Wasps serial numbers.** Super Wasps were numbered from 5C-202917 to 26745.
- **Hornet serial numbers.** Hornet Sixes were numbered from 7C-202917 to 267453.

Serial numbers were on the right door post. Hudson did not provide body code numbers. In the production chart, the first two symbols comprise the series/model codes, followed by a group of numbers in sequential order. The first two symbols were "the series" in 1953: "4B" = Pacemaker; "5B" = Wasp; "6B" = Commodore Six; "7B" = Hornet; and "8B" = Commodore Eight. The following numbers designated production sequence.

Engine numbers were the same and were found on a boss near the top left side of the cylinder block as well as between the first two manifold flanges.

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BODY PAINT CODE/COLORS:

- K-5 Ebony Black
- B-96 Broadway Blue
- H-27 Texas Tan
- J-97 Southern Blue
- M-64 Toro Red
- G-128 Pearl Gray
- N-135 Honey Cream
- P-136 Blue Grass Green
- Q-133 Surf Green
- S-132 Meadow Green
- CC-134 Robins Egg Green
- RR-137 Seal Gray

HUDSON ENGINES:

- **Jet and Super Jet Standard Six:** Inline L-head six-cylinder. Chrome alloy block. Displacement: 202 CID. Bore and stroke: 3.00" x 4.75" inches. Compression ratio: 7.5:1. Horsepower: 104 @ 4000 RPM. Torque: 158 @ 1400 RPM. Four main bearings. Solid valve lifters. Carburetor: Carter one-barrel type WA-: Models 2009S or 2009SA.
- **Jet and Super Jet "Twin H-Power" Six:** Inline L-head six-cylinder. Chrome alloy block. Displacement: 202 CID. Bore and stroke: 3.00" x 4.75" inches. Compression ratio: 8.0:1. Horsepower: 114 @ 4000 RPM. Torque: 160 @ 1400 RPM. Four main bearings. Solid valve lifters. Carburetors: Two Carter one-barrel type WA-1 model 749S. (Twin H-Power became a factory-installed production option for 1953 Jets early in the 1953 production run).
- **Wasp Six:** Inline L-head six-cylinder. Chrome alloy block. Displacement: 232 CID. Bore and stroke: 3.5625" x 3.875". Compression ratio: 6.7:1. Horsepower: 112 @ 4000 RPM. Torque: 175 @ 1600 RPM. Four main bearings. Solid valve lifters. Carburetor: Carter one-barrel type WA-1 model 749S.
- **Super Wasp Six:** Inline L-head six-cylinder. Chrome alloy block. Displacement: 262 CID. Bore and stroke: 3.5625" x 4.375". Compression ratio: 6.7:1. Horsepower: 127 @ 4000 RPM. Torque: 200 @ 1600 RPM. Four main bearings. Solid valve lifters. Carburetor: 2-barrel WGD Type Model 776S.
- **Super Wasp "Twin H-Power" Six:** Inline L-head six-cylinder. Chrome alloy block. Displacement: 262 CID. Bore and stroke: 3.5625" x 4.375". Compression ratio: 6.7:1. Horsepower: 140 @ 4000 RPM. Torque: 200 @ 1600 RPM. Four main bearings. Solid valve lifters. Two Carter one-barrel type WA-1 model 749S.
- **Hornet "H-Power Six":** Inline L-head six-cylinder. Chrome alloy block. Displacement: 308 CID. Bore and stroke: 3.8125" x 4.5 inches. Compression ratio: 7.2:1. Horsepower: 145 @ 3800 RPM. Torque: 257 @ 1800 RPM. Four main bearings. Solid valve lifters. Carburetor: Carter two-barrel type WGD model 776S.
- **Hornet Twin H-Power Series Six:** Inline L-head six-cylinder. Chrome alloy block. Displacement: 308 CID. Bore and stroke: 3.8125" x 4.5 inches. Compression ratio: 7.2:1. Horsepower: 160 @ 3800 RPM. Torque: 260 @ 1800 RPM. Four main bearings. Solid valve lifters. Carburetors: Two Carter one-barrel type WA-1 model 749S.
- **Hornet "Twin H-Power" Six:** Inline L-head six-cylinder. Chrome alloy block. Displacement: 308 CID. Bore and stroke: 3.8125" x 4.5 inches. Compression ratio: 7.2:1. Horsepower: 160 @ 3800 RPM. Torque: 260 @ 1800 RPM. Four main bearings. Solid valve lifters. Carburetors: Two Carter one-barrel type WA-1 model 749S.

NOTE: To see details on Hudson's 232, 262 and 308 CID sixes - Click [HERE](#).

CHASSIS:

- **Wheelbase:** Jet 105" Wasp 119", Hornet 124".
- **Overall length:** Jet 180.69" Wasp 201.50" Super Wasp 202.50" Hornet 208.50".
- **Front tread:** Jet 54.00" All Others 58.50".
- **Rear tread:** Jet 52.00 All Others 55.50".
- **Tires:** Jet 5.90 x 15 Super Jet 6.40 x 15 Hornet Convertible 7.60 x 15 All Others 7.10 x 15.

POWERTRAIN OPTIONS:

- Oil bath air cleaner (\$8).
- Two oil bath air cleaners with 'Twin-H' power package (\$16).
- Aluminum cylinder head, Wasps (\$14); Jets (\$12).
- Twin H-Power setup for the Jet sedan (\$50)
- Special 127 horsepower Super Wasp Six for Wasp (\$37).
- Hydra-Matic Drive (\$176).
- Oil filter (\$14).
- Overdrive for Jets (\$102); for other models (\$111).
- Combination fuel and vacuum pump for base Wasp (\$12); for Jet/Super Jet (\$11).
- Twin oil bath air cleaners mandatory on Wasp 4C with "Twin-H Power" (\$85.60).
- Available rear axles included 4.09:1, 4.10:1 4.55:1, 4.27:1, 3.54:1, 3.31:1 and 3.07:1 gear ratios. Specific applications of axle ratios varied with models and transmissions, but options available were no extra cost.

SIGNIFICANT OPTIONS:

- Backup lights, Super Jet (\$18); Wasps and Hornet (\$24).
- Cigar lighter (\$4).
- Custom wheel discs Jets and Wasp (\$20); Super Wasp and Hornet (\$18).
- Deluxe steering wheel (\$20).
- Direction indicator, Jets (\$21); Wasps (\$24); Hornet (\$24).
- Dura-fab trim (\$53).
- Eight-tube pushbutton radio (\$100).
- Electric clock, Jets (\$22); Wasps (\$19).
- Exhaust deflector (\$2).
- Front fender top ornaments (\$7).
- Front foam seat cushions, Jets (\$13); Wasp (\$14).

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SIGNIFICANT OPTIONS Continued

- Front outer bumper guards (\$15).
- Front rectangular bumper guard (\$24).
- Glare-proof mirror (\$5).
- Hand-buffed genuine leather trim (\$132-146 per body style). NOTE: leather trim not available on base Jet. Blue combinations not available on base Wasps.
- Heavy-duty shock absorbers (\$14).
- Hydraulic window regulators for Super Wasp convertible (\$67).
- Large hub caps (\$11).
- Large plastic rear window for convertible (\$10).
- Orlon convertible top (\$134).
- Outside rear view mirror, Jets (\$5); others (\$6).
- Outside sun visor with traffic light viewer (\$33).
- Rear foam seat cushions (same price per model).
- Rear seat arm rests, Jet and Wasp two-door sedan (\$4).
- Rear wheel covers, (fender skirts) (\$15).
- Remote control Weather Control heater, Jets (\$73); others (\$74).
- Six-tube manual radio (\$82).
- Solex glass with sunshade windshield (\$42).
- Special solid paint colors on Jets (\$27); other models (\$28).
- Tire options for Jets and Super Jets included whitewalls, six-ply and Super Jet size on Jet at exchange prices from \$6 to \$50.
- Tire options on other Hornets, Wasps and Super Wasps included 7.60 x 15 size, white sidewalls and special order six-ply choices at exchange prices from \$22 to \$72.
- Tire options on the Hornet convertible included whitewalls at \$41 exchange price, and six-ply black walls at \$54 exchange price.
- Two-tone paint combinations on Super Jet only (\$27); on Super Wasp or Hornet only (\$31). NOTE: Special and two-tone colors were not available on base Jet or base Wasp.
- Wheel trim rings (\$15).
- Window and wing vent shades, except convertible and Hollywood hardtop (\$18).
- Windshield washer (\$11).

HUDSONS IN RACING: A special "7-X" engine package was released for "severe usage", but was really about high-performance stock car racing. This powerplant was a crate engine that was not factory installed and could only be ordered by serious racer, over the counter. Horsepower ratings were never released as exact numbers because each engine was hand assembled ("blueprinted") and continuously modified based on previous race results. It was generally agreed that 210-220HP was about right. Learn about the 7X engine [HERE](#).

The 7-X package helped Hudsons capture 22 (out of 37) major NASCAR races, with driver Herb Thomas winning championship honors for the season. In AAA competition 13 (out of 16) races went to Hudson. In all, the Hornets took checkered flags in 35 of 53 contests. Click [HERE](#) to learn more about Hudson's stock car victories.

HISTORICAL BACKGROUND: The 1953 Hudson line was introduced in November 1952. Rumors of an impending merger between Hudson and another independent manufacturer began circulating in Detroit.

PRODUCTION: Model year sales were down to 66,143 units. Hudson dropped to the 15th ranked producer. See attached chart for production numbers.

1953 Hudson Models								
Model Name	Series Number	Body Number	Wheelbase	Body Style Type & Seating	Factory Price	Shipping Weight	Body Totals	Model Totals
Hudson Jet & Super Jet Series	1C - Jet	NA	105	4-dr Sedan-6P	\$ 1,858	2,650	21,143	21,143
	2C - Super Jet	NA	105	4-dr Sedan-6P	\$ 1,954	2,700		
	2C - Super Jet	NA	105	2-dr Coupe-6P	\$ 1,933	2,695		
							TOTAL	
Hudson Wasp Series	4C	NA	119	4-dr Sedan-6P	\$ 2,311	3,380	17,152	17,792
	4C	NA	119	2-dr Brougham-6P	\$ 2,264	3,350		
	4C	NA	119	2-dr Club Cpe-6P	\$ 2,311	3,340		
Hudson Super Wasp Series	5C	NA	119	4-dr Sedan-6P	\$ 2,466	3,480	590	17,922
	5C	NA	119	2-dr Sedan-6P	\$ 2,413	3,460		
	5C	NA	119	2-dr Club Cpe-6P	\$ 2,466	3,455		
	5C	NA	119	2-dr Hollywood-6P	\$ 2,812	3,525		
	5C	NA	119	2-dr Brghm Conv-6P	\$ 3,048	3,655		
							TOTAL	
Hudson Hornet Series	7C	NA	124	4-dr Sedan-6P	\$ 2,769	3,570	26,148	27,208
	7C	NA	124	2-dr Club Cpe-6P	\$ 2,742	3,530		
	7C	NA	124	2-dr Hollywood-6P	\$ 3,095	3,610		
	7C	NA	124	2-dr Brghm Conv-6P	\$ 3,342	3,760		
							TOTAL	
							Production TOTAL	66,143

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CAR IMAGES:



1953 Hudson Hornet Convertible. The convertible Hornet was the highest-priced Hudson in 1953 at \$3,342. 150 were produced.



The 1953 Hudson Hornet Club Coupe (top) and Hornet Hollywood Hardtop. The Club Coupe was the racer's favorite and the Hollywood was the hot and sexy street car. About 10,000 Club Coupes were built and 910 hardtops were sold.



1953 Hudson Hornet 4-door Sedan. The 4-door only weighed 50 lbs. more than the Club Coupe so it was no slouch when it came to performance. Over 16,000 Hornet 4-doors were delivered this year, making it the most popular Hudson in 1953.

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CAR IMAGES Continued



1956 Hudson Super Wasp Hollywood Hardtop. The Super Wasp could be had with Twin-H Power on its 262 CID I-6, making it the junior hot rod of the Hudson line. 590 were produced.



1953 Hudson Super Wasp 2-door Sedan was really a Brougham. Unfortunately Hudson combined most of the Wasp and Super Wasp production figures so exact totals are not known.



The 1953 Hudson Super Wasp line was filled out with the Brougham Convertible (top), 4-door Sedan (left) and the 2-door Club Coupe (right). Only the convertible totals are known, with 50 made.

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CAR IMAGES Continued



The 1953 Hudson Wasp line is shown here. The Pacemaker replacement was limited to three models; 4-door Sedan, 2-door Club Coupe and 2-door Brougham. No individual production numbers for each model are known.



1953 Hudson Jet. The Jet was the base model and only offered in a 4-door sedan, with little window trim and no side molding. It could behad with Twin H-Power, however. About 10,000 of the 21,143 ne cars were Jets.

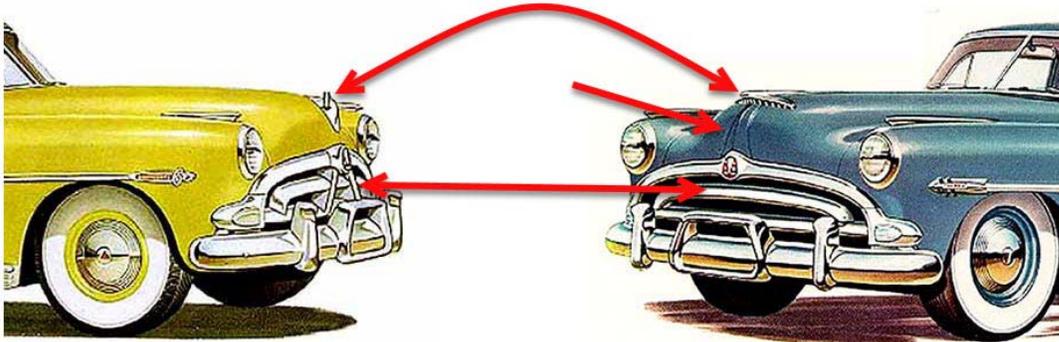


1953 Hudson Super Jet was the upscale version with chrome window trim and available in two-tone hues as well. A 2-door model was also available and it contributed to the over 11,000 Super Jets sold.

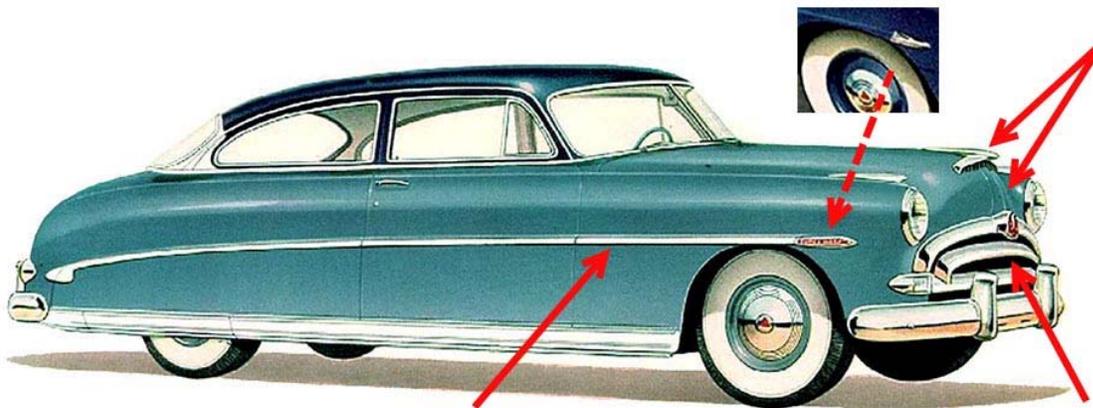
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STYLING CHANGES FOR 1953



For 1953, the Hudson front end "look" was only slightly changed. The hood ornament moved on top of a true air scoop. Note center wide ridge running front to back to give the hoods a new look. The triangular center bars were removed from the grille – all else was unchanged.



All the Wasp models adopted the grille of the Hornet, however, the parking lights from the previous Pacemaker were retained. The Super Wasp used the Hornet style grille with the scoop/ornament. The standard Wasp omitted this hood and used the previous year's design.

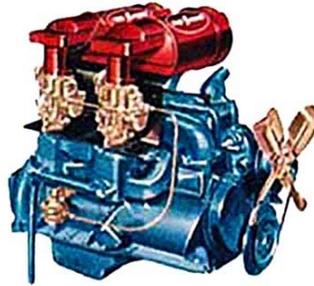
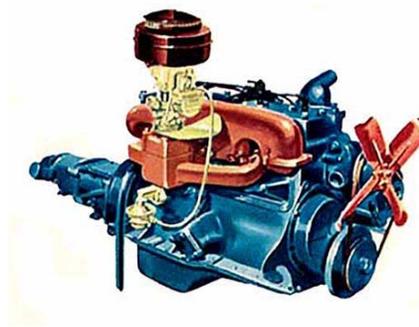
The Super Wasp used the Hornet style side trim (lower arrow), however the standard Wasp bare on the sides (see inset and dotted arrow) except for a small jetlike arrow tip at the end as had been on the 1952 Pacemaker.

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INNOVATIONS FOR 1953



The Jet and Super Jet were powered by a 202 CID Six derived by cutting the last two cylinders from the old Commodore Eight, lengthening the stroke by 0.25" and adding pressure lubrication. In January 1953 Twin H-power was offered, adding 10 HP to 114 – more than the entry level sixes of the Big Three offered.

The Super Wasp also was available with Twin H-Power on its 262 CID I-6, upping its HP from 127 to 140 - again more than any other entry level full size car.



The Hornet also wanted to increase its prowess on the track, and as such, a "7X" special order engine was made available to sponsored racers. In fully prepped form it made about 220 HP and almost 300 ft. lbs of torque!

The 7X featured a blueprinted block, ported and relieved intake and exhaust runners (in the block) very hot cam and unique split exhaust for dual outlets (see arrow). This last piece became a dealer installed option on all Hornets mid-year.