



FOR TAXI

FOR POLICE

HUDSON **JET** ... FOR TAXI AND FOR POLICE

HUDSON—for a Better Job ... at a Lower Cost!

HUDSON **WASP**

FOR POLICE AND FOR TAXI

C. A. COX AUTO REPAIR

HUDSON SALES AND SERVICE

60 BRAD ST.

QUINCY 70, MASS.



HUDSON JET TAXI

Cut Maintenance and Operating

New Hudson Jet Six-Passenger,
Four-Door Sedan, with Continental tire mount†

†Optional at extra cost



Jet's luggage compartment provides more usable space than any other low-priced car. Counterbalanced lid opens wide; hinges, at extreme edges, out of the way. Continental rear tire mount optional at extra cost; otherwise spare tire vertically mounted in trunk.

Compact JET outperforms cars costing \$1000 more

COMPARE JET'S PAYLOAD DIMENSIONS, WEIGHT AND POWER WITH "OTHER THREE"

	JET	Car "A"	Car "B"	Car "C"
Headroom—Front Seat	36-3/8"	35-2/5"	35-4/5"	36-5/8"
Headroom—Rear Seat	34-5/8"	34-1/5"	35-1/10"	35-1/8"
Seat Height—Rear Seat	14-3/4"	13-1/2"	12-3/5"	15"
Hip Room—Rear Seat	58"	58-9/10"	60-1/2"	58-3/4"
Maximum Brake Horsepower	104	101	108	100
Shipping Weight (lbs.)	2675	3120	3215	3004

With its high horsepower-to-weight ratio, the Hudson Jet easily outperforms cars costing over \$1000 more. Its instant traffic-light get-away keeps you well out in front of traffic snarls—hastens every trip. Cab drivers find they can jockey a Jet, with its 7-inch narrower outside width, through even the tightest squeezes. Yet, inside, there's ample room for three in the rear seat, and plenty of baggage room in the rear trunk area.

The Jet's new Instant Action Engine with Super Induction, through better breathing,

gives more power, more mileage from every gallon of regular-grade gasoline. It is uncomplicated in design, holds adjustments longer and is easily accessible for servicing.

Monobilt body-and-frame*, the strongest body construction known, accounts for the Jet's quiet, rattle-free ride. Replacement of rear fenders can be made quickly and easily.

The Hudson Jet offers taxi firms, both large and small, a new approach to economical operation and low maintenance cost. Put a new Jet on trial in your fleet and check the savings.

*Trademark. Patented.

Up to 540 pounds of useless weight has been eliminated from the compact Jet at no sacrifice of passenger capacity, trunk space or comfort. Fuel and tire savings give you more payload-per-dollar of operating cost.

Costs with HUDSON!

Upkeep costs go down—customer appeal goes up with durable, beautiful WASP

Customers everywhere will like to ride in the glamorous new Hudson Wasp. Here's a taxi with the deluxe touch . . . smart, comfortable, and practical. It provides some of the roomiest seats in the business, and enormous trunk space to carry luggage.

Drivers, too, will like the Wasp, especially its quick pickup from its new Instant Action Engine. They will like the ease with which it handles. Its low center of gravity, due to exclusive "step-down" design, makes the Wasp as sure-footed as a cat, even on wet, slippery pavement. There is no "pitch" when brakes are applied, and hard cornering can be made

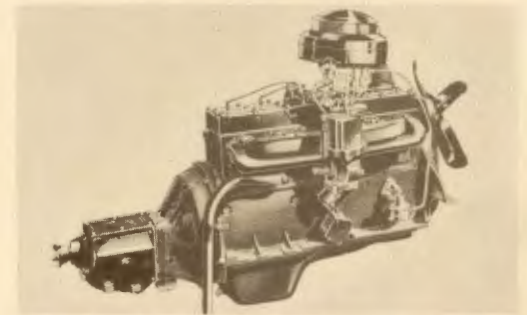
without the discomforting lurch experienced in other cars.

Taxi firms, large or small—as well as single-cab owners—will appreciate the economy of the Wasp's uncomplicated engine. It has fewer moving parts and wear points, less friction and loss of power. This means dollars saved on maintenance, a major factor in today's taxi operation. The Wasp is priced at just a few dollars more than the lowest priced cars. This small difference is quickly recovered in repair-free performance . . . and increased customer demand for the handsome Hudson Wasp cab.



New Hudson Wasp Six-Passenger, Four-Door Sedan

HUDSON WASP TAXI

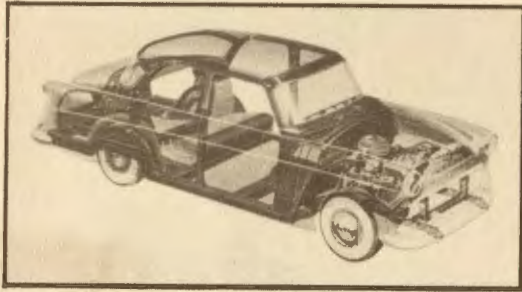


Both the Wasp and Jet engines have the same type of oversize bearings, pinned-in-position rings, and durable chrome-alloy cylinder blocks—the hardest in the industry. They last thousands of miles longer; use less oil than any other engine built.



There's more luggage room than ever in the new Wasp with its raised rear deck. The wide-opening trunk lid's spring-loaded hinges are out of the way at the extreme edges, and spare tire is vertically mounted.

HUDSON JET POLICE



Both Wasp and Jet have Hudson's rattle-free Monobilt body-and-frame*, rigidly built into a unit by more than 5000 permanent welds, the strongest, most durable construction in the industry, vital safety factor in collision or upset.

*Trademark. Patented.

Instant Action Power



New Hudson Jet Six-Passenger, Four-Door Sedan

(Also available in Two-Door Club Sedan)

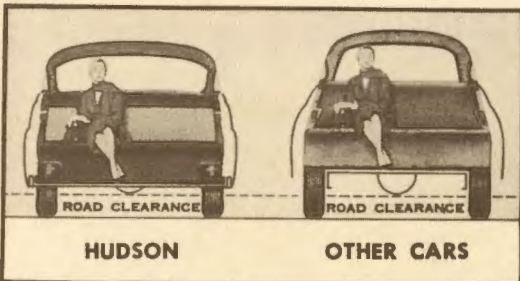
Hudson WASPS and JETS are practically built-to-order for tough 'round-the-clock police duty

Here are two tough customers police like to have on their side, the rugged Hudson Wasp and Hudson Jet. Both have Hudson's new Instant Action Engines with Super Induction. In terms of police duty, this means split-second takeoff—from a standing start, or from cruising speeds.

Further to increase the power in the Jet, an optional aluminum head with an 8-to-1 compression ratio is offered, and Twin H-Power is available for multiple fueling. A Super Wasp engine is offered as an option on the Wasp. With an aluminum head of 7.5-to-1 com-

pression ratio and Twin H-Power, this raises the Wasp's horsepower to 149 . . . more than the 1953 Hudson Hornet. A choice of gear ratios, at no extra cost, is shown on page 7.

For all its power, there is nothing to equal the simplicity of the Hudson engine. It requires a minimum of attention, is easy to service, and is economical to operate. This low cost of maintenance should prove a valuable asset to any police department's budget . . . just as Hudson Wasp's or Jet's superb performance should prove an asset to any police work.

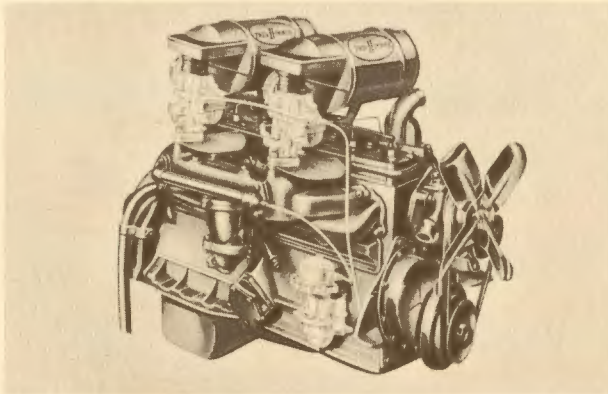


HUDSON

OTHER CARS

No other car has the road-hugging qualities of Hudson with its low center of gravity, because no other car has "step-down" design. This provides a safety margin worth the consideration of every city, county and state police department.

with Road-hugging Safety!

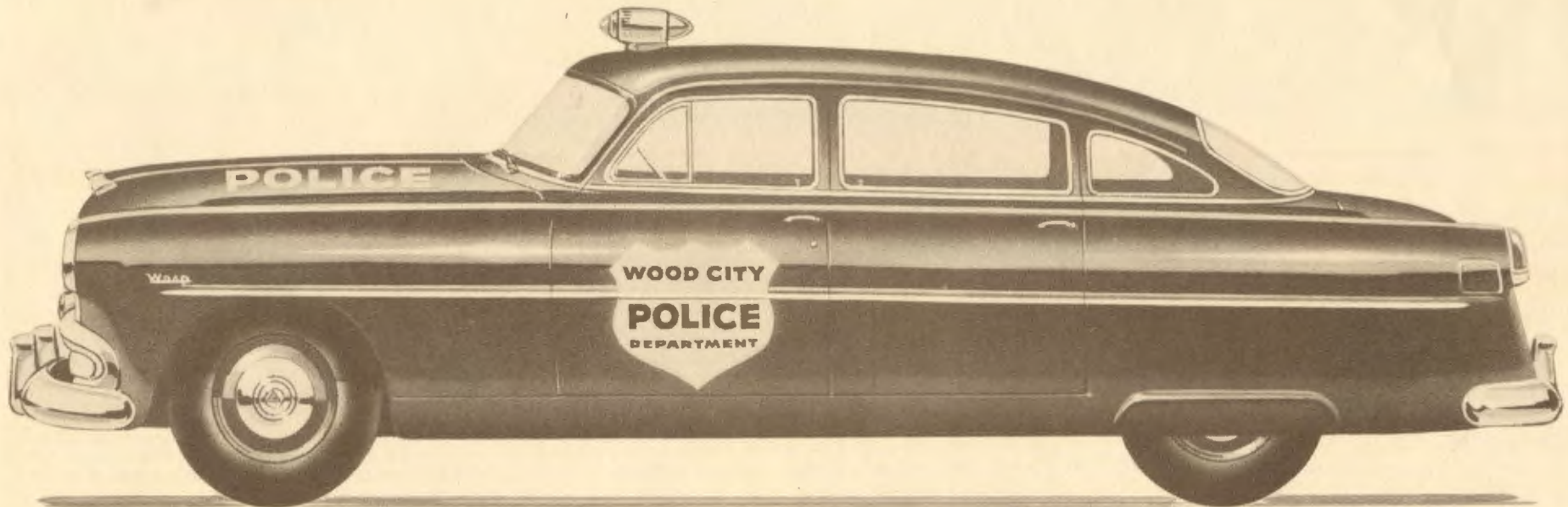


TWIN H-POWER[†] *Packs a Punch Police Can Use*

Twin H-Power makes the great new Hudson's Instant Action Engines even greater. This highly efficient multiple-fueling system steps up power by developing more energy from every drop of gas. Premium fuel is not required. Hudson Hornets, equipped with Twin H-Power, have won the National Stock-Car Championship for the last two consecutive years. Police find this extra power indispensable.

[†]Available at extra cost on the Hudson Jet and Super Wasp engines.

HUDSON WASP POLICE



New Hudson Wasp Six-Passenger, Four-Door Sedan
(Also available in Two-Door Club Sedan)



No use on earth proves the worth of a car so quickly as the taxi business and police operation. In all weather, at all hours, for all types

of severe driving—Hudson Wasps and Jets are proving that for performance and low upkeep costs, “You can’t beat a Hudson!”

“PERFORMANCE IS AMAZING”** says chief in large midwestern town, of their new fleet of Hudsons.

OREGON’S WILDS A CINCH. Police department in Oregon town chooses economical Hudson Jet.**

Not only in rugged taxi service, but in 24-hour police work, Hudson performance and low upkeep astonish operators!

POLICE CHIEF IN MISSISSIPPI** . . . “Jet affords rigid protection and economy . . . outstanding performance!”

“CATCHES SPEEDERS easily,” says Eastern police head.**

SWITCHES HIS DEPARTMENT TO SUPER JETS** . . . New England police chief orders four.

**Names and places furnished on request.

HUDSON **JET** SPECIFICATIONS

SUPER-COMPRESSION POWER — The new Hudson Jet's high-output, L-head, 6-cylinder engine develops from 104 to 114 horsepower (the highest power-to-weight ratio in the lowest price field), depending on your choice of equipment. The high-turbulence, cast-iron cylinder head provides a 7.5-to-1 compression ratio. The optional aluminum head gives a compression ratio of 8-to-1, the highest ratio in any low-priced car! Hudson's sensational Twin H-Power is available with both cast-iron and aluminum heads. Premium fuel is not required.

NEW RIDING COMFORT—Airplane-type, double-acting shock absorbers, both front and rear, add to riding comfort. Dual-action front stabilizer bar and angle-mounted rear shock absorbers control sway. Independent front-wheel coil-spring suspension and semi-elliptical, leaf-type rear springs, splay-mounted, not only give the

best ride, but provide the greatest stability.

REAR AXLE OPTIONS TO SUIT YOUR NEEDS—Improved semifloating rear axle with hypoid gears. Available gear ratios with manual transmission are 4.10 to 1 \ddagger , 4.27 to 1 for cars operating in mountainous territory and 3.31 to 1 for maximum economy. With Overdrive \ddagger you may have 4.27 to 1 \ddagger , 4.10 to 1 or 3.54 to 1 or 3.31 to 1. With Hydra-Matic Drive \ddagger , gear ratios of 3.54 to 1 \ddagger and 3.31 to 1 are available.

SERVO-ACTION BRAKES—Finest brakes in the lowest price field. Exclusive Hudson hydraulic brakes convert forward motion into braking action with slightest pedal pressure.

FINGER-TIP STEERING—True Center-Point Steering acts directly and equally on both front wheels, eliminating "wheel fight." Turning radius is only 19' 10".

SUPER-CUSHION TIRES—Low-pressure Super-Cushion Tires on extra-wide, safety-type rims. Standard size on the Jet is 5.90 x 15; 6.40 x 15 is standard on the Super Jet and Jet-Liner, and optional on the Jet at extra cost.

JET DIMENSIONS—Over-all length: 180 $\frac{11}{16}$ ". Wheelbase: 105". Over-all width: 67 $\frac{1}{16}$ ". Hip room, front and rear seats: 58". Over-all height, loaded: 60 $\frac{1}{8}$ ". Maximum head room: 36 $\frac{3}{8}$ ".

CUSTOM-CAR EQUIPMENT—Teleflash signals for oil pressure and generator charge, twin contour-following vacuum windshield wipers, windshield defroster vents, rotary door latches, parcel compartment with lock, twin horns, twin inside visors, many other luxury features.

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

\ddagger Optional at extra cost.

HEAVY-DUTY EQUIPMENT

for taxi and police use

Option	Name	Price Includes Fed. Tax
SPECIAL ORDER	Heavy-Duty Clutch . .	\$ 3.75
SPECIAL ORDER	Heavy-Duty Generator and Battery .	45.48
SPECIAL ORDER	Stiffer Front-Seat Cushion Springs . . .	2.14
Option BB	Heavy-Duty Shock Absorbers	5.35
Option SS	Heavy-Scale Springs	No Charge

HUDSON **WASP** SPECIFICATIONS

WASP ENGINE—Instant Action Engine with Super Induction has super-hard chrome-alloy cylinder block, waterproof ignition system. 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.

SUPER WASP ENGINE, Optional on 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.

TRANSMISSION — The standard transmission for 1954 is the silent synchronized mesh, blocker type with helical gears. The handy shift is placed at the steering wheel. New fully automatic drives are available at extra cost. **FUEL-SAVING-OVER-DRIVE** is also available 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. Semi-elliptical, leaf-type rear springs are mounted on an angle for additional stability.

REAR AXLE OPTIONS TO SUIT YOUR NEEDS—Improved semifloating rear axle with alloy hypoid gears and alloy axle shafts. Wasp gear ratio with manual transmission is 4.09 to 1 \ddagger . For cars operating in mountainous territory, a special gear ratio of 4.55 to 1 is available. With Overdrive \ddagger , gear ratios are 4.55 to 1 \ddagger or 4.09 to 1. With Hydra-Matic Drive \ddagger , the gear ratio is 3.07 to 1.

BRAKES DESIGNED FOR EXTRA SAFETY MARGIN — 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.

FINGER-TIP STEERING—The Wasp for 1954 practically steers itself. Its true Center Point Steering has a needle-bearing-mounted worm and roller-type steering gear. The Wasp turning radius is 20' to right and 20' 9" to left. New Perfected Power Steering is available at extra cost.

SUPER-CUSHION TIRES — Low-pressure Super-Cushion tires on extra-wide safety-type rims give every Hudson a smoother, better ride. Wasp tires are 7.10 x 15. Optional size 7.60 x 15 and white sidewall tires available at extra cost.

WASP DIMENSIONS — Over-all length: 201 $\frac{1}{2}$ ". Wheelbase: 119". Over-all width: 77 $\frac{1}{16}$ ". Hip room, front and rear seats: 64". Elbow room: front seat, 66"; rear seat, 65". Over-all height, loaded: 60 $\frac{1}{8}$ ". Maximum head room: 38 $\frac{3}{8}$ ".

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

\ddagger Optional at extra cost.

HEAVY-DUTY EQUIPMENT

for taxi and police use

Option	Name	Price Includes Fed. Tax
SPECIAL ORDER	Heavy-Duty Generator	\$45.48
SPECIAL ORDER	Heavy-Duty Clutch . .	9.63
SPECIAL ORDER	Heavy-Duty Front-Wheel Brakes	2.14
Option BB	Heavy-Duty Shock Absorbers . .	14.05
Option SS	Heavy-Scale Springs	No Charge



HUDSON...the most durable car your money can buy

See Your Hudson dealer

See the Hudson dealer in your locality for full details on Hudson Wasp and Jet . . . and complete information regarding multiple purchases.