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 E. ALLE ST.
QUINCY 70, MASS.
Cut Maintenance and Operating

With its high horsepower-to-weight ratio, the Hudson Jet easily outperforms cars costing over $1000 more. Its instant traffic-light getaway 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.

Comparing the Jet's payload dimensions with other cars:

<table>
<thead>
<tr>
<th></th>
<th>JET</th>
<th>Car “A”</th>
<th>Car “B”</th>
<th>Car “C”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headroom—Front Seat</td>
<td>36-3/8&quot;</td>
<td>35-2/5&quot;</td>
<td>35-4/5&quot;</td>
<td>36-5/8&quot;</td>
</tr>
<tr>
<td>Headroom—Rear Seat</td>
<td>34-5/8&quot;</td>
<td>34-1/5&quot;</td>
<td>35-1/10&quot;</td>
<td>35-1/8&quot;</td>
</tr>
<tr>
<td>Seat Height—Rear Seat</td>
<td>14-3/4&quot;</td>
<td>13-1/2&quot;</td>
<td>12-3/5&quot;</td>
<td>15&quot;</td>
</tr>
<tr>
<td>Hip Room—Rear Seat</td>
<td>58&quot;</td>
<td>58-9/10&quot;</td>
<td>60-1/2&quot;</td>
<td>58-3/4&quot;</td>
</tr>
<tr>
<td>Maximum Brake Horsepower</td>
<td>104</td>
<td>101</td>
<td>108</td>
<td>100</td>
</tr>
<tr>
<td>Shipping Weight (lbs.)</td>
<td>2675</td>
<td>3120</td>
<td>3215</td>
<td>3004</td>
</tr>
</tbody>
</table>

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 HUDDON!

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.

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.

New Hudson Wasp Six-Passenger, Four-Door Sedan
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.

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.

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 compression 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 WASPS and JETS are practically built-to-order for tough 'round-the-clock police duty
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.
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 8.6-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 semi-floating rear axle with hypoid gears. Available gear ratios with manual transmission are 4.10 to 1 or 4.27 to 1 for cars operating in mountainous territory and 3.31 to 1 for maximum economy. With Overdrive you may have 4.27 to 1, 4.10 to 1 or 3.54 to 1 or 3.31 to 1. With Hydra-Matic Drive, gear ratios of 3.54 to 1 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 5.60 x 15; 6.40 x 15 in standard on the Super Jet and Jet-Liner, and optional on the Jet at extra cost of equipment.

JET DIMENSIONS—Over-all length: 180-1/4", Wheelbase: 105", Over-all width: 67'-1/4", Hip room, front and rear seats: 68". Over-all height, loaded: 60'-4". Maximum head room: 38'-4".

CUSTOM-CAR EQUIPMENT — Teleflash signals for oil pressure and generator charge, twin contour-following vacuum windshield wipers, windshield defroster, relays, rotary catches, lockable compartment with key; twin horns, inside visors, many other luxury features.

**TABLE:**

<table>
<thead>
<tr>
<th>Option</th>
<th>Name</th>
<th>Price Includes Fed. Tax</th>
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<tbody>
<tr>
<td>SPECIAL ORDER</td>
<td>Heavy-Duty Clutch</td>
<td>$3.75</td>
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<tr>
<td>SPECIAL ORDER</td>
<td>Generator</td>
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<tr>
<td>SPECIAL ORDER</td>
<td>Heavy-Duty Battery</td>
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<td>SPECIAL ORDER</td>
<td>Stiffer Front-Seat</td>
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<tr>
<td>Option</td>
<td>Heavy-Duty Shock BB</td>
<td>5.35</td>
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<tr>
<td>Option</td>
<td>Heavy-Scale SS Springs</td>
<td>Charge</td>
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**HEAVY-DUTY EQUIPMENT**

for taxi and police use

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</thead>
<tbody>
<tr>
<td>SPECIAL ORDER</td>
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<td>$9.63</td>
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<tr>
<td>SPECIAL ORDER</td>
<td>Front-Wheel Brakes</td>
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<tr>
<td>Option</td>
<td>Heavy-Duty BB Shock</td>
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<tr>
<td>Option</td>
<td>Heavy-Scale SS Springs</td>
<td>Charge</td>
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</table>

**HEAVY-DUTY SPECIFICATIONS**

WASP ENGINE—Instant Action Engine with Super Induction has super-hard chrome-alloy cylinder block, water-cooled ignition system. Displacement is 262 cu. in. The cast-iron cylinder head provides a 7.0-to-1 compression ratio, develops 128 horsepower. With optional aluminum cylinder head—7.0-to-1 compression ratio, 140 horsepower, Twin H-Power with the aluminum cylinder head develops 140 horsepower.

SPECIAL WASP ENGINE, Optional on WASP—Instant Action engine displacement is 262 cu. in. High-turbulence, cast-iron cylinder head provides a 7.0-to-1 compression ratio, develops 140 horsepower. With optional aluminum cylinder head—7.0-to-1 compression ratio, 140 horsepower, Twin H-Power with the aluminum cylinder head develops 140 horsepower.

TRANSMISSION — The standard transmission for 1954 is the silent synchronized mesh, block 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.
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.