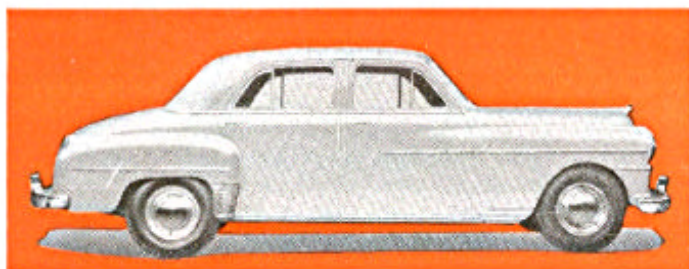
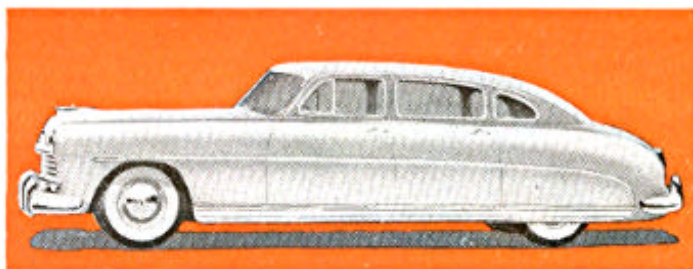


# Sales FACTS

## Compare the 1949 DeSoto Deluxe Six and Custom Six with the New Hudson Super-Six and Super-Eight



DeSoto 1949 Custom Sedan



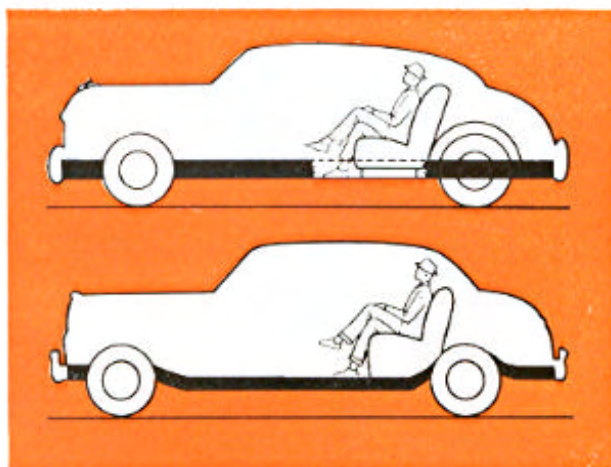
New Hudson Super Series Sedan

REGARDLESS of claims by DeSoto for new beauty, more passenger room, more comfort, more safety and more convenience, the New Hudson excels in these and other important advantages.

Beauty and styling of the 1949 DeSoto—high roof, broken body lines, protruding fenders, and other out-moded design characteristics—leave much to be desired when compared with the low silhouette, graceful, free-flowing lines, and breath-taking beauty of the New Hudson.

The comfort of interior roominess, passenger space and luxurious riding is much greater in Hudson than in DeSoto, as will be explained in detail in this *Sales Facts*.

More safety will be found in Hudson than in DeSoto,



Upper: Showing recessed floor in New Hudson. Lower: Floor on top of frame in DeSoto.



New Hudson with "step-down" design



DeSoto with body on top of frame

by a wide margin, because of Triple-Safe brakes, all steel Monobilt body-and-frame\*, and many other Hudson safety advantages.

Extra convenience and added motoring pleasure, resulting from improved controls, advanced features and gorgeous appointments, give the New Hudson a wide margin of superiority over DeSoto.

The pronounced advantages Hudson has over DeSoto are described in detail in the following pages:

\*Trade-mark and patents pending

**CONFIDENTIAL:** This bulletin will provide Hudson salesmen with exclusive information regarding Hudson advantages over competitive makes. It is not intended to be shown to prospects. This information has been secured from the most reliable sources but cannot be guaranteed. Aug. 30, 1949.