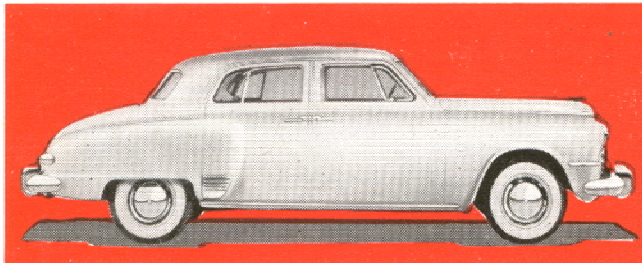
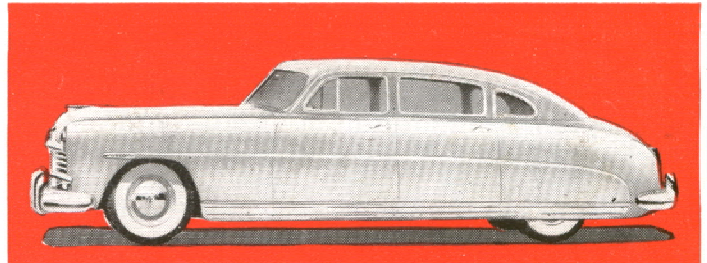


# Sales FACTS

## Compare the Studebaker Land Cruiser WITH the Hudson Super-Six and Super-Eight



Studebaker Land Cruiser Sedan

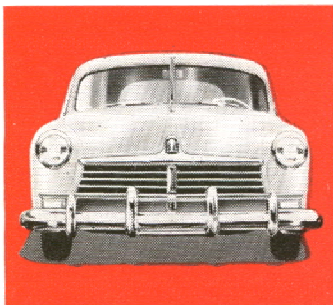


New Hudson Super Series Sedan

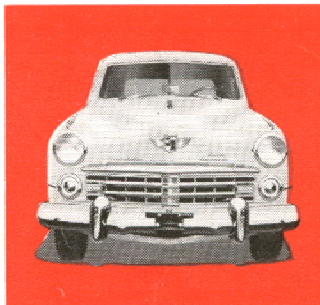
**A**LTHOUGH the Land Cruiser is the biggest car in the Studebaker line and is advertised as their luxury model, it leaves much to be desired when compared with the New Hudson Super-Six and Super-Eight—as the following data will show.

Let's start by checking the outside dimensions:

	Studebaker Land Cruiser	New Hudson Super Models
Wheelbase.....	123"	124"
Over-all length.....	209 <sup>7</sup> / <sub>16</sub> "	207 <sup>1</sup> / <sub>2</sub> "
Over-all width.....	69 <sup>19</sup> / <sub>32</sub> "	77 <sup>1</sup> / <sub>16</sub> "
Height.....	61 <sup>5</sup> / <sub>8</sub> "	60 <sup>3</sup> / <sub>8</sub> "



New Hudson with "step-down" design is lower, wider, roomier, and has full road clearance.



Studebaker Land Cruiser with body-over-frame design is higher, narrower, and has less interior room.

As a result of greater front and rear overhang and extended bumpers, the Studebaker Land Cruiser is a trifle longer, bumper to bumper, than the New Hudson. However, it has a shorter wheelbase and is considerably narrower. Hudson bumpers are of the wrap-around type, the rear bumper being mounted directly to the Monobilt body-and-frame\* for greater protection.

Cars of greater length usually require the building of costly extensions to standard or average-size garages, which is the reason some motorists hesitate and others refuse to buy cars with greater over-all length.

The Land Cruiser, with greater front and rear overhang, extended bumpers, and shorter wheelbase than the New Hudson, is obviously more difficult to handle and park, especially in congested areas.

### HUDSON IS MORE STREAMLINED

Hudson's additional over-all width—77<sup>1</sup>/<sub>16</sub>" for Hudson and only 69<sup>19</sup>/<sub>32</sub>" for Studebaker Land Cruiser—is reflected in greater interior roominess, as will be shown in a later section in this Sales Facts. By way of explanation, Hudson's width is no more than the width of many prewar and postwar cars with protruding rear fenders.

Free-flowing lines are essential to streamlining. As a result of its new and exclusive "step-down" design and

\*Trade-mark and patents pending.

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