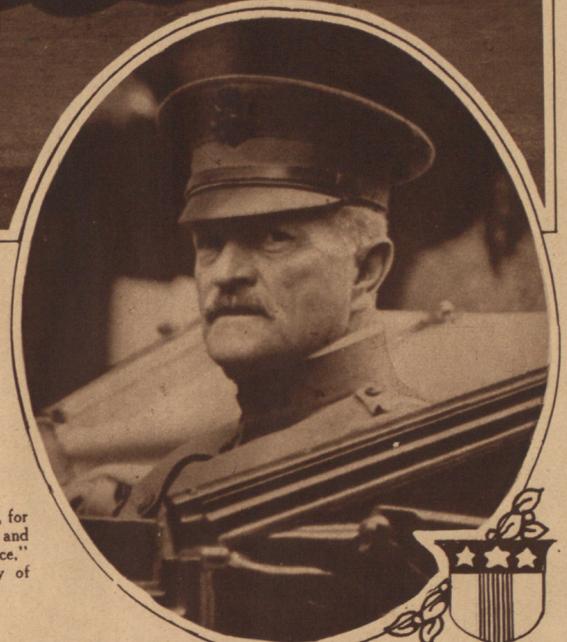




The confirmed motorist may consider knee-deep mud a "beautiful place" for proving the manufacturers' claims, but an apple-blossom lane in California is lots more romantic.



Speed, comfort and durability for General Pershing over the broken roads of France—a war-car specially constructed by the Locomobile Company for the leader of the A. E. F. and his General Staff.

(Insert)

Captain "Eddie" Rickenbacker, for years a driver of racing cars and now the foremost American "ace," smiling under the responsibility of driving Pershing's car.



Have you seen the New Studebaker Cars ?

THE beautiful lines and mechanical excellence of the New Studebaker Cars are emphasized by comparison with America's foremost automobiles.

Here are three new and distinctively individual models. Light in weight; economical in the use of gasoline and tires; very powerful in ratio to fuel consumed—with the sturdiness that insures continuous, dependable service the year 'round.

Studebaker quality, dominant for 67 years, is reflected in these new cars.

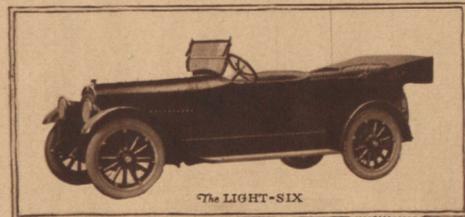
STUDEBAKER

Detroit, Mich. South Bend, Ind. Chicago, Ill. Walkerville, Canada

New York Retail Branch: Broadway at 50th Street



The LIGHT-FOUR



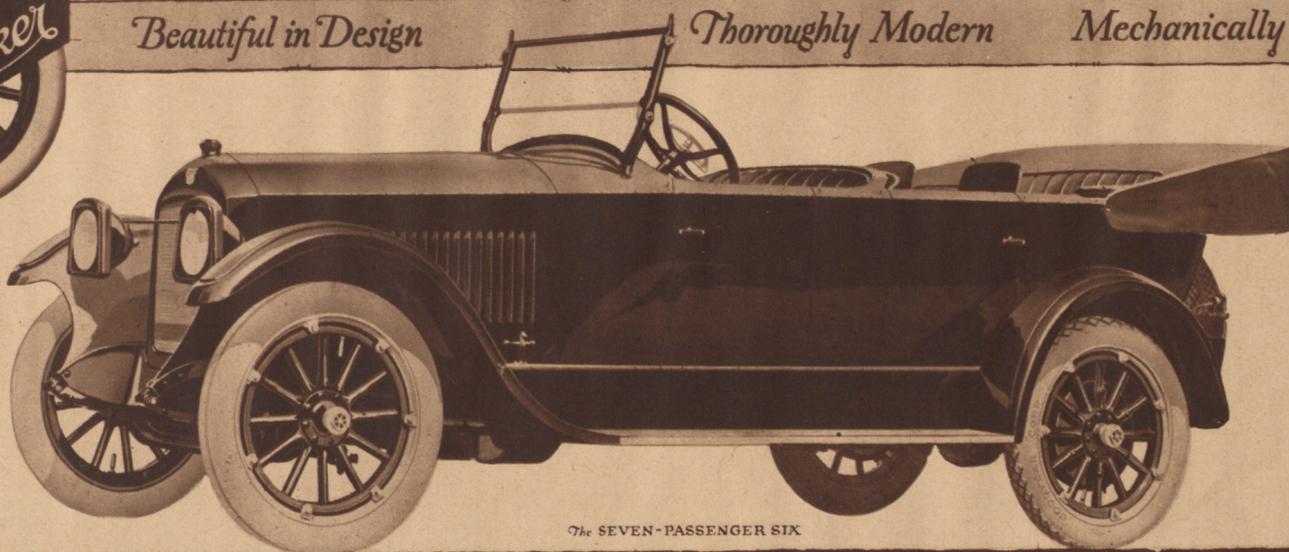
The LIGHT-SIX



Beautiful in Design

Thoroughly Modern

Mechanically Right



The SEVEN-PASSENGER SIX