



A view on one of Ariel F. Cooley's four Arizona alfalfa farms.

*A fine
American farm
and a fine
American car*



ARIEL F. COOLEY FARMS NEAR MESA, ARIZONA. He raises a main crop of alfalfa—with some barley and flax—on four places totaling 650 acres. "I'm driving my second Studebaker Land Cruiser car and also keep a 2-ton and a ½-ton Studebaker truck busy every day," Mr. Cooley tells us proudly.

"Studebaker's my favorite automobile"
says this successful Arizona alfalfa grower

THE low, long, alluring 1950 Studebaker is more than the "next look" in cars. It's the "next ride" in cars.

It's the most progressive step yet in refashioning automobiles for smarter appearance—and for safer, simpler, more relaxed driving.

From its gleaming aerodynamic front end to its gracefully flight-streamed rear fenders, this trim, sleek, smooth-performing 1950 Studebaker has the right build for thrift—the right design for riding comfort.

It's a car free from bulging excess bulk that might squander your gasoline—a car solid and sound with the durability of fine Studebaker materials and wear-resisting Studebaker craftsmanship.

Stop in at the nearest Studebaker showroom first chance you have. Arrange to go out for a convincing drive.

Treat yourself to the unforgettable pleasure of a half hour behind the wheel of a low-price Champion or value-packed Commander sedan, coupe, convertible—or the special Studebaker Land Cruiser.

And don't forget to check up on a handsome, husky, powerful new Studebaker truck, too. Studebaker trucks are noted for low cost operation.

**NEW 1950
STUDEBAKER**
The "next look" in cars!