

Rachmaninoff

World-Famous Pianist

Prefers Studebaker Big Six

Rachmaninoff

Appears in Concert at the Coliseum
Thursday, January 24



RACHMANINOFF, whose magical technique has thrilled millions in every civilized country, will appear in concert at the Coliseum Thursday, January 24. Mr. Rachmaninoff, while a pronounced genius, is nevertheless intensely practical, very strong in his opinions, very correct in his judgment of values. Hence, his preference for the Studebaker Big Six is heralded as another tribute to this popular car. Below, we reproduce a telegram received from Mr. Rachmaninoff, in which he requests the use of a Studebaker Big Six automobile while in Shreveport for his concert, and which it will be our pleasure and privilege to furnish.

CLASS OF SERVICE	SYMBOL	WESTERN UNION		CLASS OF SERVICE	SYMBOL
Day Message	DM			Day Message	DM
Day Letter	DL			Day Letter	DL
Night Message	NM			Night Message	NM
Night Letter	NL			Night Letter	NL

15V AC 36 NL 4 EXTRA

Shreveport, La., 9:26p, Jan. 18, 1923

T S HICKMAN
General Manager Commercial Motors Co., Shreveport, La.:
Rachmaninoff, world famous pianist, who appears in Coliseum Wednesday evening, January 24, prefers big Six Studebaker for his use while in Shreveport. Will you furnish him with a Big Six Sedan.

R. D. SMITH
Personal Representative for Rachmaninoff

Rachmaninoff owns a Studebaker Big Six; and in his home in New York City, spends much of his leisure time in his garage where he personally supervises any repairs on his car, oftentimes "tinkering" with the mechanism himself. He is thoroughly familiar with the fine points of the mechanism, and a staunch believer in the Studebaker.

"This is a Studebaker Year"

Commercial Motor Co.

Distributors of Studebaker Automobiles
Frost-White Building Phone 2819 T. S. Hickman, General Manager