

ROCKNE MADE  
SALES HISTORY IN 1932

*From*  
31<sup>ST</sup> PLACE TO  
8<sup>TH</sup> PLACE IN  
8 MONTHS

*Why not go ahead  
with Rockne in 1933?*



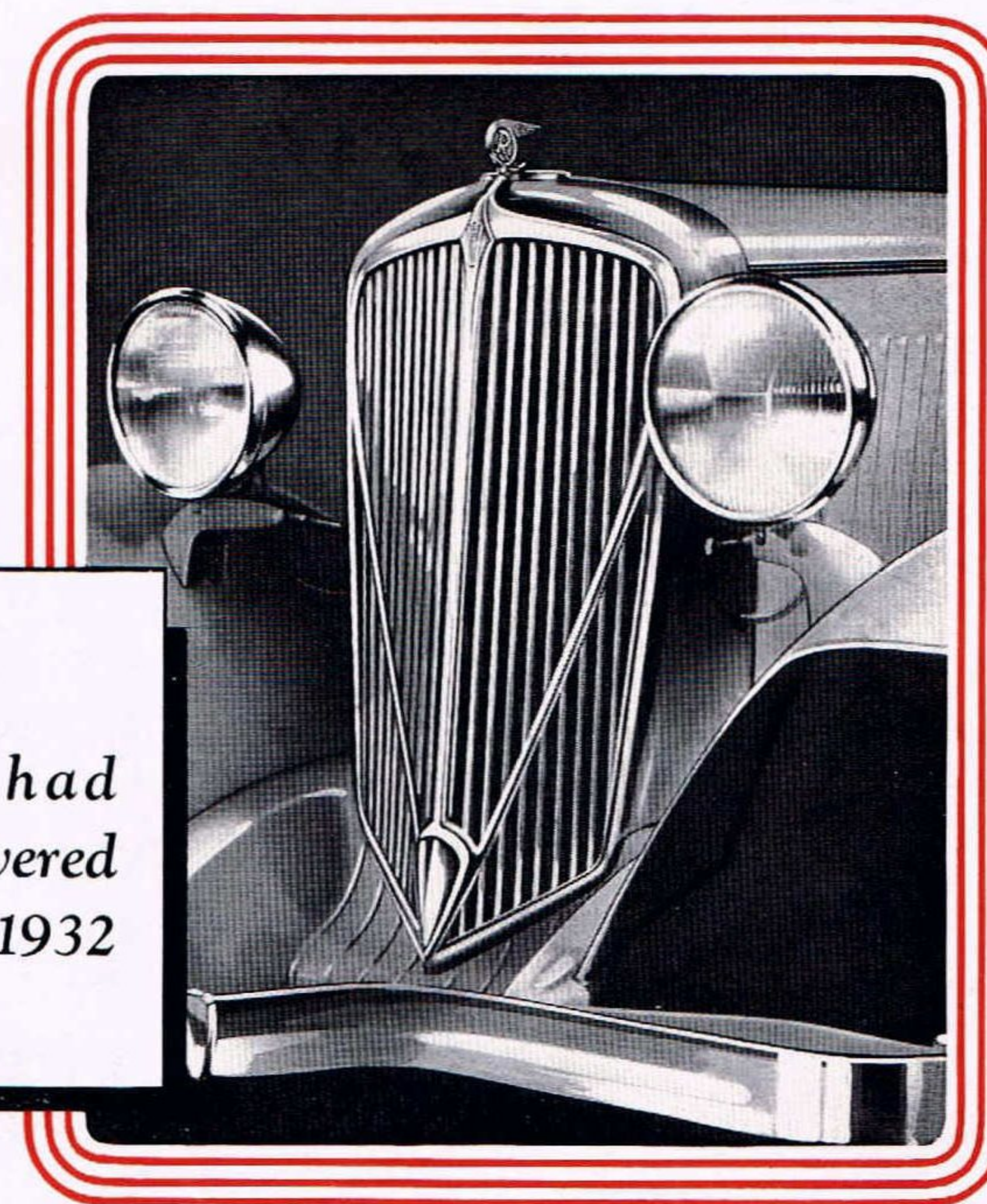
There wasn't a Rockne  
on the streets  
the first  
of last January



But, by September first,  
Rockne had swept  
from 31st place to  
8th place in sales

Rockne not only made this sensational  
record in its first year but Rockne  
made it in 1932, the worst year the  
motor car industry has known

Rockne captured public confidence  
at once because it started with an  
80-year reputation . . . the reputation of  
its sponsor and guarantor, Studebaker,  
oldest manufacturer of vehicles in  
the world



*More than  
21,500 Rocknes had  
been sold and delivered  
up to November 1, 1932*

THE CAR THAT SWEEPED TO SUCCESS IN ONE YEAR

THE CAR THAT SWEEPED TO SUCCESS IN ONE YEAR

# 4<sup>TH</sup> PLACE IN 7 STATES IN SEPTEMBER

Registrations  
show how quickly  
Rockne took high  
rank in important  
markets

4<sup>TH</sup> in Seattle  
IN AUGUST

5<sup>TH</sup> in St Paul  
IN SEPTEMBER

4<sup>TH</sup> in San Francisco  
IN AUGUST

3<sup>RD</sup> in Canton  
IN SEPTEMBER

4<sup>TH</sup> in Los Angeles  
IN AUGUST

5<sup>TH</sup> in Akron  
IN AUGUST

2<sup>ND</sup> in Pasadena  
IN SEPTEMBER

7<sup>TH</sup> in Washington  
IN AUGUST

3<sup>RD</sup> in Long Beach  
IN AUGUST

4<sup>TH</sup> in Louisville  
IN AUGUST

4<sup>TH</sup> in Dallas  
IN SEPTEMBER

3<sup>RD</sup> in San Diego  
IN AUGUST

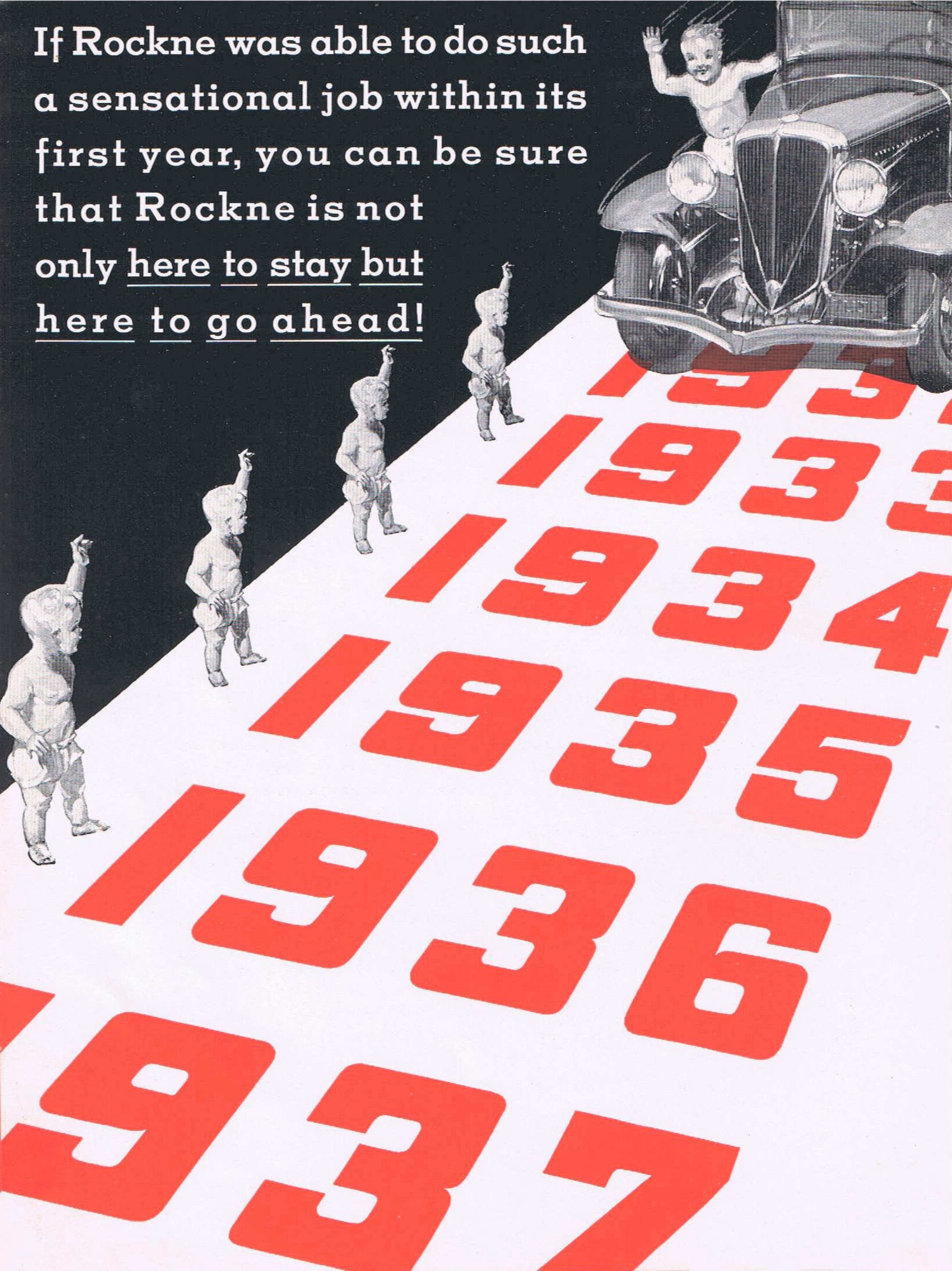
3<sup>RD</sup> in Houston  
IN SEPTEMBER

5<sup>TH</sup> in Atlanta  
IN AUGUST

THE CAR THAT SWEEPED TO SUCCESS IN ONE YEAR

THE CAR THAT SWEEPED TO SUCCESS IN ONE YEAR

If Rockne was able to do such a sensational job within its first year, you can be sure that Rockne is not only here to stay but here to go ahead!



## THE ROCKNE FRANCHISE *-the fairest ever written-* IS YOUR OPPORTUNITY

**W**ITH a year's success and the greatest owner enthusiasm in America behind it, Rockne enters 1933 offering tremendous opportunities to dealers.

By a long lead the "class" car of the low priced field, it has everything the most exacting car purchaser could want.

It is built in the characteristic Studebaker way with quality the chief consideration and with the conviction that the public is not willing to relinquish roominess, performance and beauty for the sake of a few dollars.

It has superior style, size, speed, stamina and equipment. In fact, it is the only low priced car that includes, at no extra charge, such advancements as Free Wheeling and full Synchronized Shift, Silent Second, 4-point Cushioned Power, Automatic Switch-key Starting and many other fine-car features.

Rockne probably involved a lesser dealer

expenditure for free policy service than any car ever required in its first year.

And so great and constantly growing is the interest in Rockne that even if 1933 be no better a year for general business, Rockne sales should easily double their 1932 total.

So why not get in the Rockne parade and really go somewhere?

The Rockne franchise is the fairest ever written. There is no overcrowding of dealers in metropolitan markets. There is no large inventory of slow moving body styles to tie up your funds and slow up your sales. Good territory is still open in many live localities.

No matter what car you are handling you owe it to yourself to look into the Rockne proposition from every angle.

1933 will be here before you know it. Send in the attached post card now!

THE CAR THAT SWEEPED TO SUCCESS IN ONE YEAR

**GET A ROCKNE FRANCHISE  
AND GO SOMEWHERE  
IN 1933**

Mail in the attached post card now...  
find out exactly what Rockne is going  
to do and why the Rockne manufactur-  
ing and sales program is certain to  
mean success for you



You Need

**BALLYHOO**

To Make This A

Great Introduction

**ROCKNE SIX**

# ADVERTISING CREATORS

Producers of Advertising and Sales Stimulators

2832 East Grand Boulevard  
Detroit, Mich.

# ORDER BLANK

All Merchandise Sent F. O. B. Detroit

Check Enclosed

Ship C. O. D.

Quantity	Description	No.	Price
	Building Banner	D162	
	Sets Pennants	D163	
	Tire Covers	D165	
	Imprinting Tire Covers		
	Parked Car Tags	A55	

Quantity	Description	No.	Price
	Car Background	32D124	
	Interior Light	32D78	
	Celluloid Hood	D164	
	Invitations	A56	
	TOTAL		

Check the 3 lines to imprint on Parked Car Tags or Invitations

Dealer's Name.....  
 Phone No. ....  
 Address .....  
 City, State.....

Check the 2 Lines to Imprint on Tire Covers

## PARKED CAR TAGS

Get after the prospective new car buyers—hang these tags on parked cars that look ready for trade-ins. GET THE ROCKNE NAME BEFORE EVERY PROSPECT IN TOWN. Advertise your name as the Rockne dealer—tie in with the national Rockne advertising. Hanging these tags on car doors or house doors makes

THE LAW OF AVERAGES WORK FOR YOU in sending prospects to your salesroom. Size 4 x 7. Printed in 2 colors on good card stock with your name.

	Order No. A55		
250	\$3.25	1000	8.25
500	5.00	Extra 1000	7.50

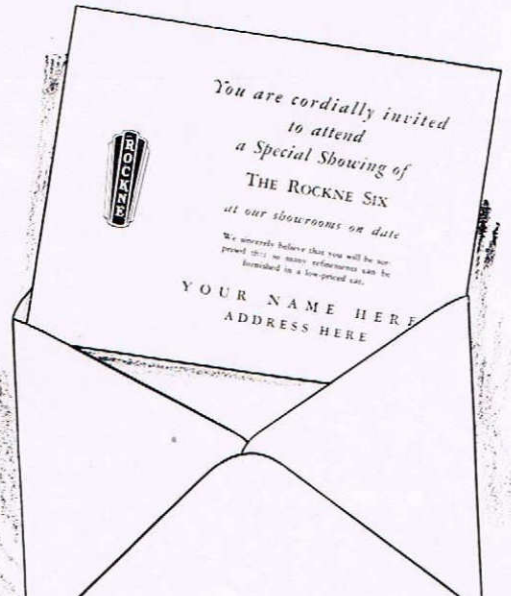


## INVITATIONS TO BRING THEM IN

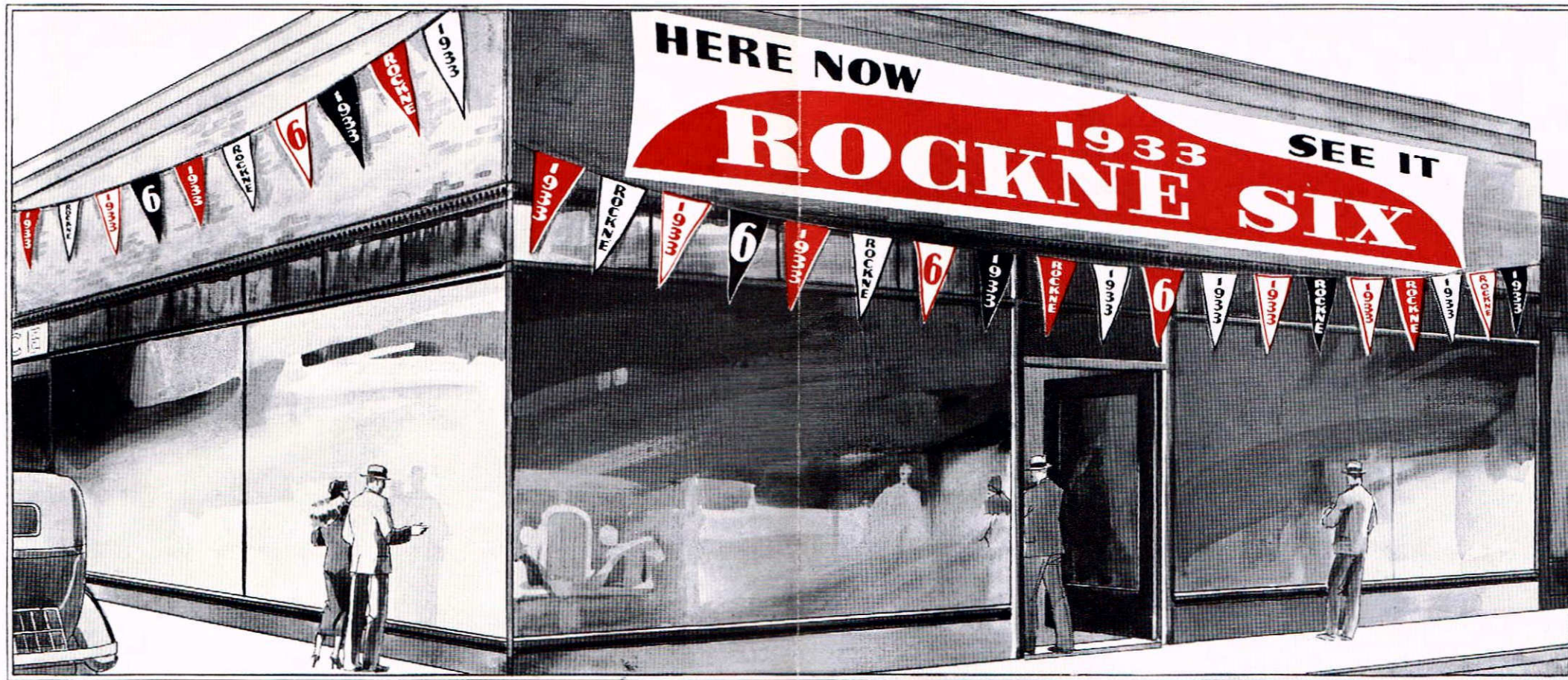
Neat, dignified invitations printed on good card stock and with envelopes to match. Size 4 1/4 x 5 1/2. Send them to your mailing list and to everyone that might be interested.

MAKE A BIG THING OF THIS ROCKNE INTRODUCTION. Make them want to come.

	Order No. A56		
100	\$3.50	500	8.50
250	5.00	1000	12.50



GET  
the Most  
out of  
New Car  
Time  
NOW



FAR  
Superior  
to any  
Hand  
Painted  
Display

Ballyhoo—used so successfully by all promoters—is required to properly introduce a new model. The more ballyhoo you can create—the more

people you can get to see and talk and gossip about the new Rocknes—**THE MORE PEOPLE WILL BUY.** This Display material is an intrinsic

and important part of that ballyhoo and yet it is one of the most inexpensive ways to bring people into your showroom. It brightens up your

building, makes the place look alive. Use it—get its full value. Competitors will decorate their places—show the people that you have the new models.

## Ballyhoo Display Material to get the big Crowds into your Showroom

### BANNERS

The banner is the MOST IMPORTANT PART OF THIS NEW CAR BALLYHOO. It's as important to the display as the engine is to a car.

Hundreds of thousands of dollars will be spent in magazine and newspaper advertising the introduction of the new models. It's up to you, then, to IDENTIFY YOUR SHOWROOM AS THE PLACE WHERE THESE MODELS ARE

ON DISPLAY. Then people will come in. These banners are 3 ft. by 20 ft. Painted on heavy canvas (not sign cloth). Won't rip or tear because they are hemmed all around. Reinforced canvas strip loop at each corner for easy hanging and to keep banner taut.

Order No. D162 **\$5.25**

### PENNANTS

Pennants are an ideal ballyhoo item for new car time. Bright, colorful and decorative. They flutter in the wind and attract plenty of attention.

**DON'T CONFUSE WITH MUSLIN.** These pennants are of canvas, the same as the banner. They are HEMMED ALL AROUND to prevent ravelling. They come to you already sewn on a 27 ft. rope. 10 pennants to a rope. Pennants are

15" x 30". Combination of colors as shown.

Dress up your showroom. MAKE THE MOST OF NEW CAR TIME. These pennants are inexpensive and pay big dividends. Order at least 2 strings. Use them in your service department, too.

Order No. D163 **\$1.95**  
Per string of 10

These special volume production prices will SAVE YOU MANY DOLLARS over the usual costs of having special displays made up. Far superior to window painting which counteracts the showroom's chief function: its display value.

Cash in on new car time—the period when everyone is interested in every new car announcement. A few dollars spent for material like this will bring Rockne to the front in your town. **YOUR COMPETITORS WILL BE REDECORATING THEIR SHOWROOM—HOW ABOUT YOURS?**

Order Now—  
We Ship in Time

**ADVERTISING CREATORS**  
Producers of Advertising and Sales Stimulators

2832 E. GRAND BOULEVARD  
DETROIT - MICHIGAN

Order Now—  
We Ship in Time

# Make Your Town "Rockne Conscious"

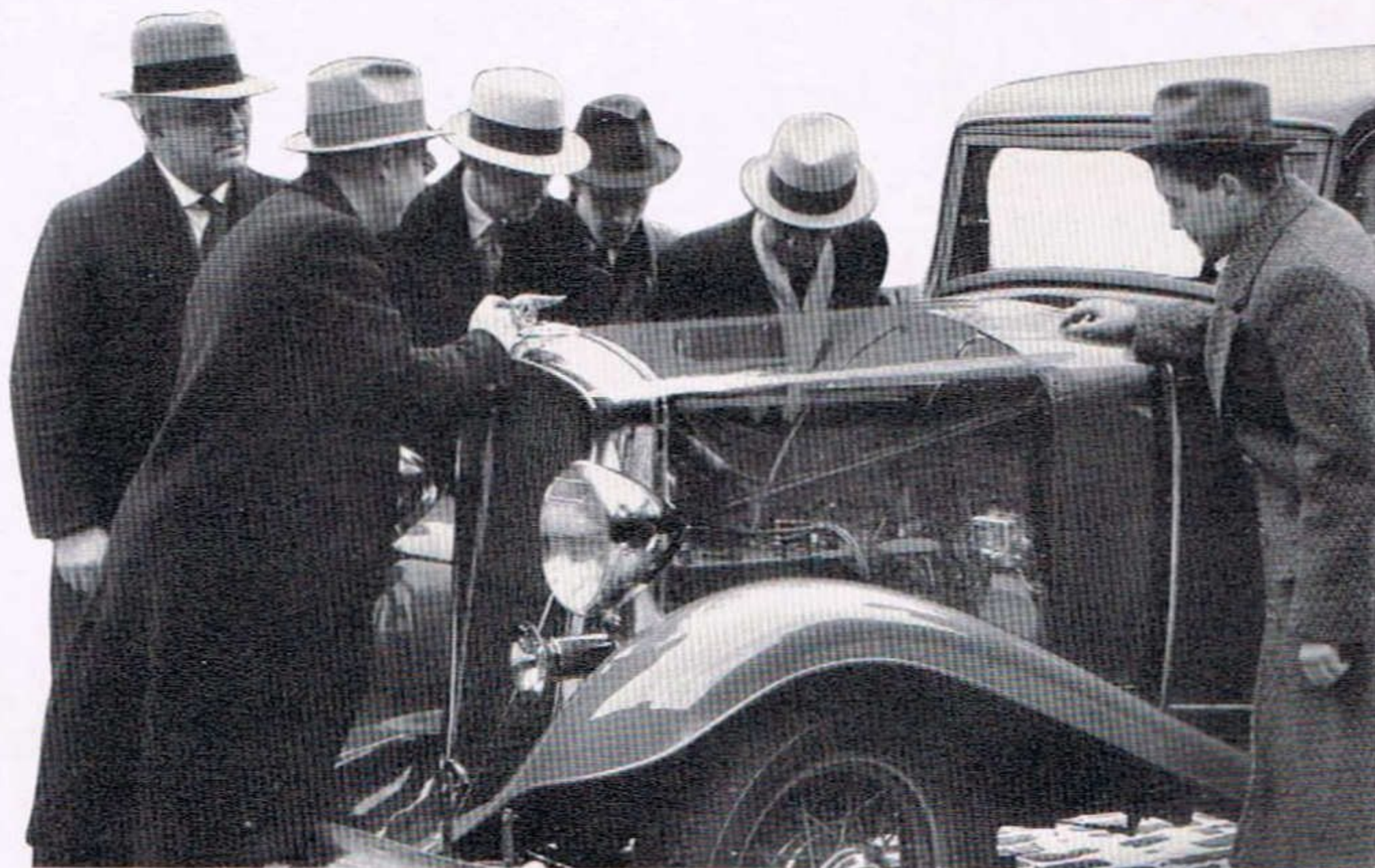
Here is an idea that will do it quicker than anything else.

It will gather crowds wherever you drive a demonstrator.

Simply replace the regular Rockne hood with one of these transparent, glass-like celluloid hoods.

Drive it around town or park near factories, movies, etc., and keep the engine running. Then watch the crowds gather. A motor whose operation can be seen always attracts people.

It looks like a sheet of formed glass giving perfect visibility to everything under it. Two little electric light bulbs shine on the engine.



## WON'T IGNITE

Hundreds of hoods in use now testify to practicability and safety. Celluloid is so heavy that you can hold a match under it without flaring. Car can be driven with celluloid hood at high speeds without damage. Can be taken off or put on in few seconds.

Use it in Showroom to eliminate tedious dirty lifting of hood to show prospects the engine while they stoop and bend to see it. Conforms to lines of car.

## DESCRIPTION

Outfit consists of one complete hood corresponding in size and shape to 1933 Rockne hood. Made of heavy molded celluloid. Fastened down by regular hood catches. 2 engine lights running off battery included as are two cards imprinted with your name to put in rear windows so that everyone will know whose demonstrator it is.

Order No. D164 **\$14.50**

## Tire Covers that Carry Your Name to Hundreds

Neat, dignified tire covers that carry your name and TIE THAT NAME UP WITH THE MILLIONS OF DOLLARS THAT ROCKNE IS SPENDING ON ADVERTISING.

Use every car as a means of advertising you to everyone in town. IDENTIFY THE NEW ROCKNES AS THEY DRIVE AROUND. Let people see how good they are.

WILL LAST FOR MONTHS. These are NOT paper discs. They are regular fabric covers of 220 long grain enamel drill. Colors are as shown

Imprinting 15c each	3 - \$2.50
No charge for imprinting	6 - 4.75
25 or more	12 - 9.00
Order No. D165	



# Display Rockne's Style in Bold Relief

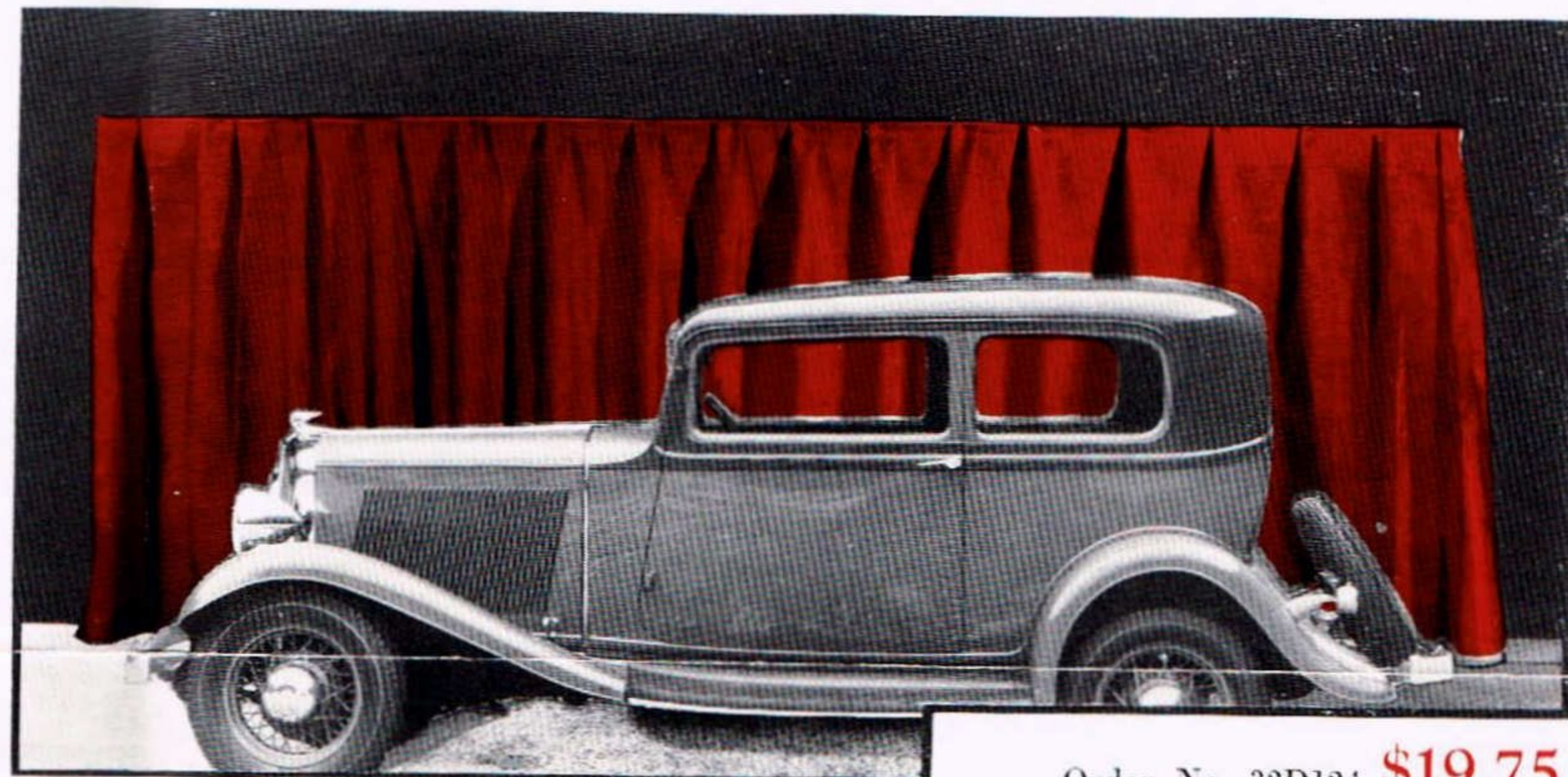
Here is a product that brings out every bit of the graceful beauty of the 1933 Rockne.

And at a cost that is a fraction of what you expected to pay. THIS YEAR IT WILL NOT BE NECESSARY TO WORRY ABOUT PROPERLY SHOWING OFF THE CAR'S BEAUTY to the many people that will visit your showroom.

This attractive background drapery is made of

a beautiful, heavy, dark red artists burlap—such as is used on the wainscoting of many expensive homes. An ideal cloth for a car background in color and weave yet within the price reach of all. The cloth is stretched on a 1/2 in. tubular pipe and allowed to drape naturally.

Use this drapery as a window background or as a drapery for a particular car in the showroom. Can also be used in service department.



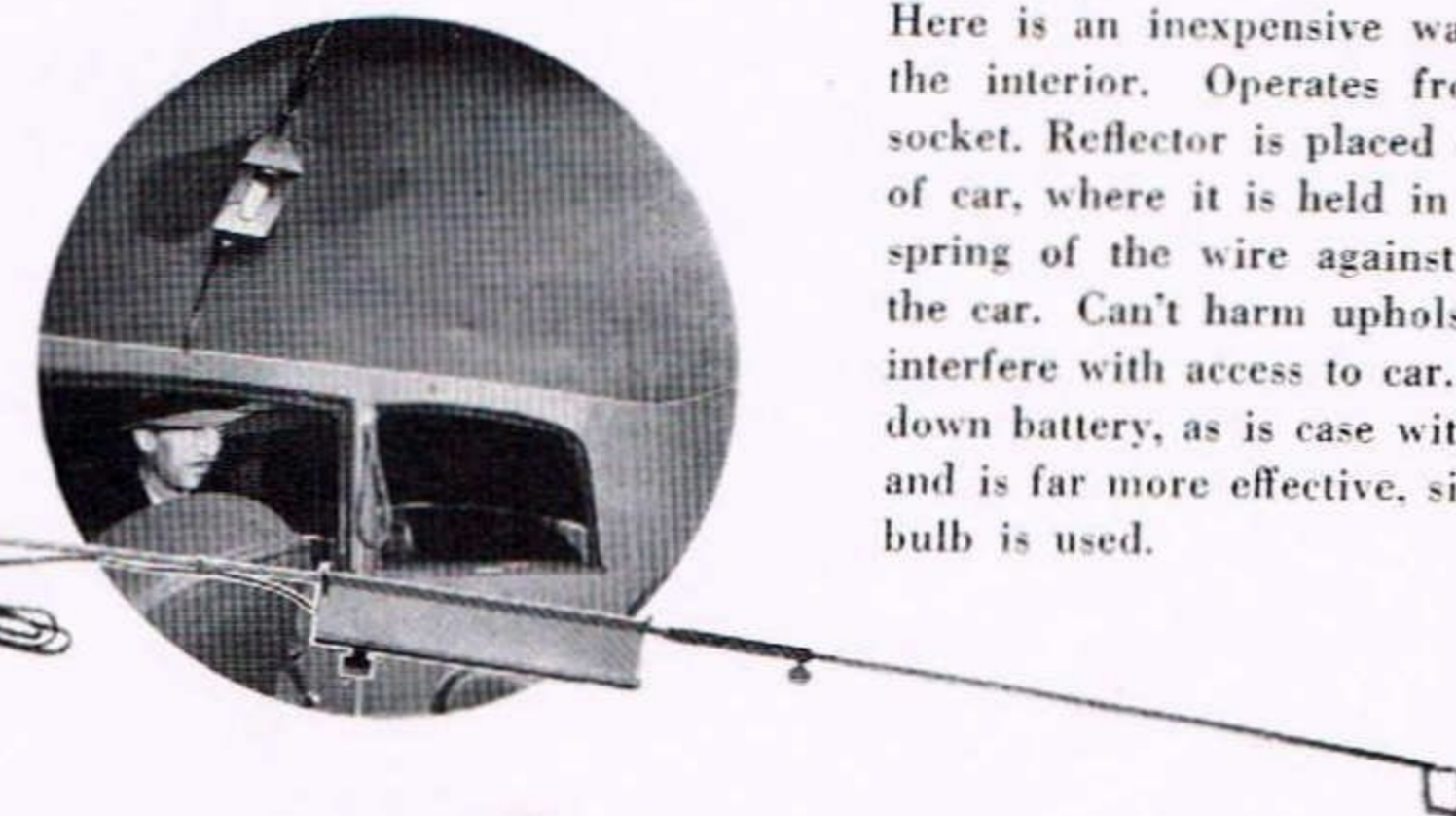
Order No. 32D124 **\$19.75**

The cars you are selling are beautiful and valuable merchandise. Don't simply dump them on the showroom floor. Use department store ideas. Display your merchandise to bring out its true beauty in the same manner that a jeweler brings out the beauty of a diamond—by setting it against a rich background.

No trouble at all to set up. We supply the frame of 1/2 inch tubular pipe and the metal bases on which it stands. Just screw together and hang drapery thru hem sewn in top. 7 ft. high. About 40 ft. of material is draped on a 20 ft. pipe

## Show the Upholstery and the Interior

Gives enough light to really show off the interior upholstery and fittings. Put one in your window car, open the door, and let every passerby see for himself. Complete with 10 ft. cord, reflector, wire, etc., except bulb. Finished in handsome antique bronze.



Let your prospects see the beautiful new upholstery.

Here is an inexpensive way of lighting the interior. Operates from any light socket. Reflector is placed on inside top of car, where it is held in place by the spring of the wire against the sides of the car. Can't harm upholstery. Doesn't interfere with access to car. Doesn't run down battery, as is case with dome light, and is far more effective, since a 20 watt bulb is used.

Order No. 32D78

**\$2.50**

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2832 E. GRAND BOULEVARD  
DETROIT-MICHIGAN