

ROCKNE

SPONSORED AND GUARANTEED BY STUDEBAKER

1933

A STATEMENT BY THE PRESIDENT *of Rockne Motors Corporation*

WHEN we announced Rockne in December 1931, we stated that we felt such a car would quickly receive widespread public approval.

Within eight months from the time the first Rockne appeared on the streets, Rockne had swept from thirty-first place to eighth place in sales.

This is a remarkable showing for the first year of any car—and it is particularly significant, considering the kind of year 1932 was.

The 1933 Rockne models, although low in price, reach into the higher priced field for their spec-

ifications. They express our conviction that the public is not willing to sacrifice roominess, beauty and performance for the sake of saving a few dollars.

The 1933 Rockne, above all, has character. Sponsored and guaranteed by Studebaker, it brings to the purchaser of a low priced car the full benefit of Studebaker's eighty-one years of experience and integrity in vehicle manufacturing. As in 1932, so in 1933, Rockne offers value that is unsurpassed.

H.S. Hanna

President, Rockne Motors Corporation

THE CAR THAT SWEEPED TO SUCCESS IN ONE YEAR

ROCKNE HAS MADE QUALITY THE MEASURE OF LOW PRICED CAR VALUE

ONE of the most significant things that has been said of Rockne is this comment so often made by owners: "It is built with Studebaker thoroughness."

And that, in truth, is the reason for Rockne's exceptional record of satisfaction.

From headlights to rear bumper, every Rockne is a credit to its Studebaker sponsorship. The same fine materials and the same exacting workmanship that distinguish Studebaker cars are employed in its construction.

Equipment that cannot be offered by cars of lower price is included in the moderate Rockne price.

Indeed, that is why the Rockne management has persistently refused to submit to mere price competition. For Rockne came into the low priced field not with the objective of underselling other cars but with the determination to give more. Its only rivals are the cars of higher price.

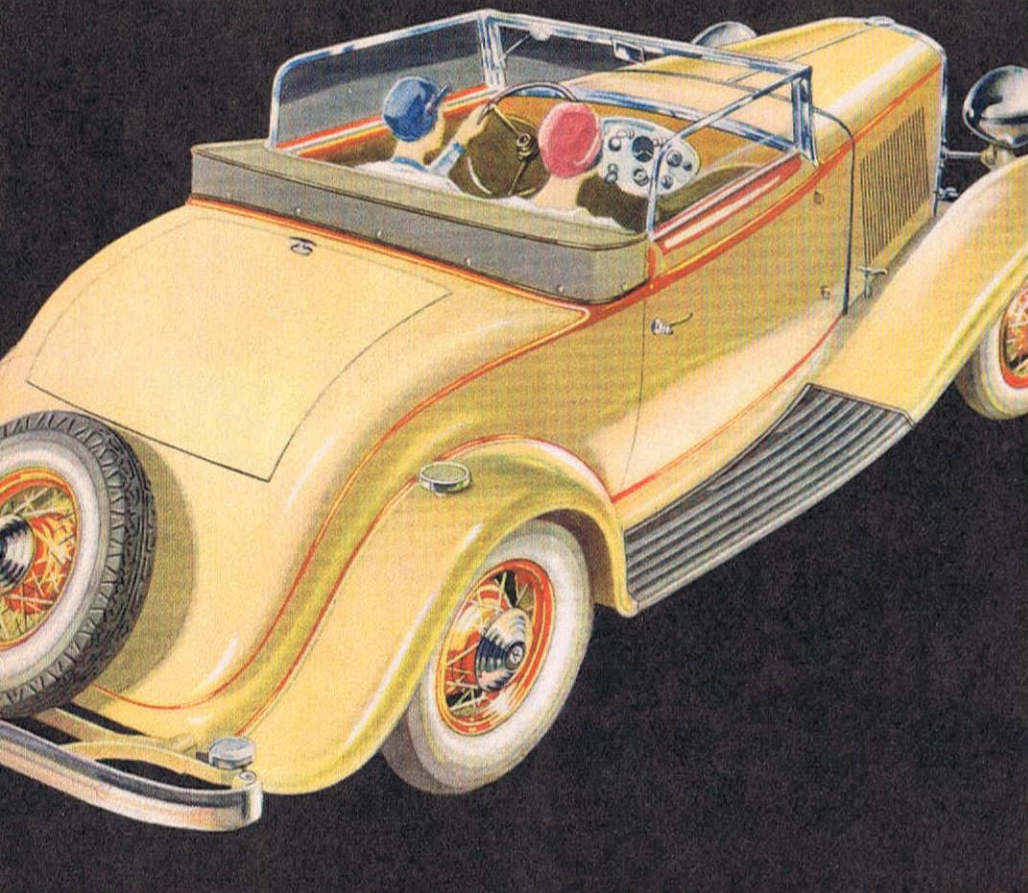


You realize how much experienced motorists recognize and appreciate this Rockne policy of placing quality above every other consideration when you talk to Rockne owners. Their enthusiasm for their cars is astonishing. No car in history has ever had such strong owner loyalty.

Those who own Rocknes, know from actual performance-comparison that it is without a serious rival in its price field. It has superior

Only Rockne has them all

Extra Roomy Interiors
Luxurious New Upholstery
Six-Cylinder Engine
70 Horsepower
Motor Floated in Rubber
Automatic Starting
Free Wheeling
Synchronized Shift
Silent Second Speed
One-Piece All Steel Bodies
Double-drop X Frame
Electro-Plated Pistons
Silent Threaded Spring Shackles
Aerodynamic Design
Closed Bodies wired for radio



Aerodynamic

Aerodynamic styling is not a phrase but a fact in the Rockne. No car of comparable price has such sweeping symmetry.

style. It is luxuriously roomy. It combines tremendous power with low cost of operation. Its entire mechanism is well nigh flawless.

It has wonderful balance—taking turns steadily and smoothly at speeds one would not dare risk with many other cars. It steers with remarkable ease.

Its extra large six-cylinder engine is not only inherently smooth at all speeds but assurance against vibration is made doubly sure by floating it in live rubber at all four points of suspension.

You can easily climb hills in high in a Rockne that are difficult for most other cars. And Rockne not only gives you superior get-away speed but is capable of a pace on the straightaway that not many cars, even though costlier, can rival.

Rockne comes to the purchaser complete, with every approved engineering advancement built in. It reaches into the higher priced field for everything but its price. It is a car that looks more expensive than it is.

ROCKNE INTERIORS ROOMIER AND MORE BEAUTIFUL

FROM the very first, Rockne attracted the attention of low priced car owners because of its exceptional roominess. The rear seats in the coach and sedan models were built not for two passengers but to accommodate three full-grown persons without crowding. This exceptional seat width is characteristic also of the clearway Rockne driving compartment.

And now Rockne goes a step further. In all 1933 models, there is exceptional leg room not only in the front compartment, but in the rear.

Furthermore, Rockne seats are so designed that they conform scientifically to the person. They are not only wide but deep, richly and durably upholstered over heavily cushioned luxury type coil springs such as are used in the finest living room furniture. One sits back relaxed, as though on a lounge in the home.

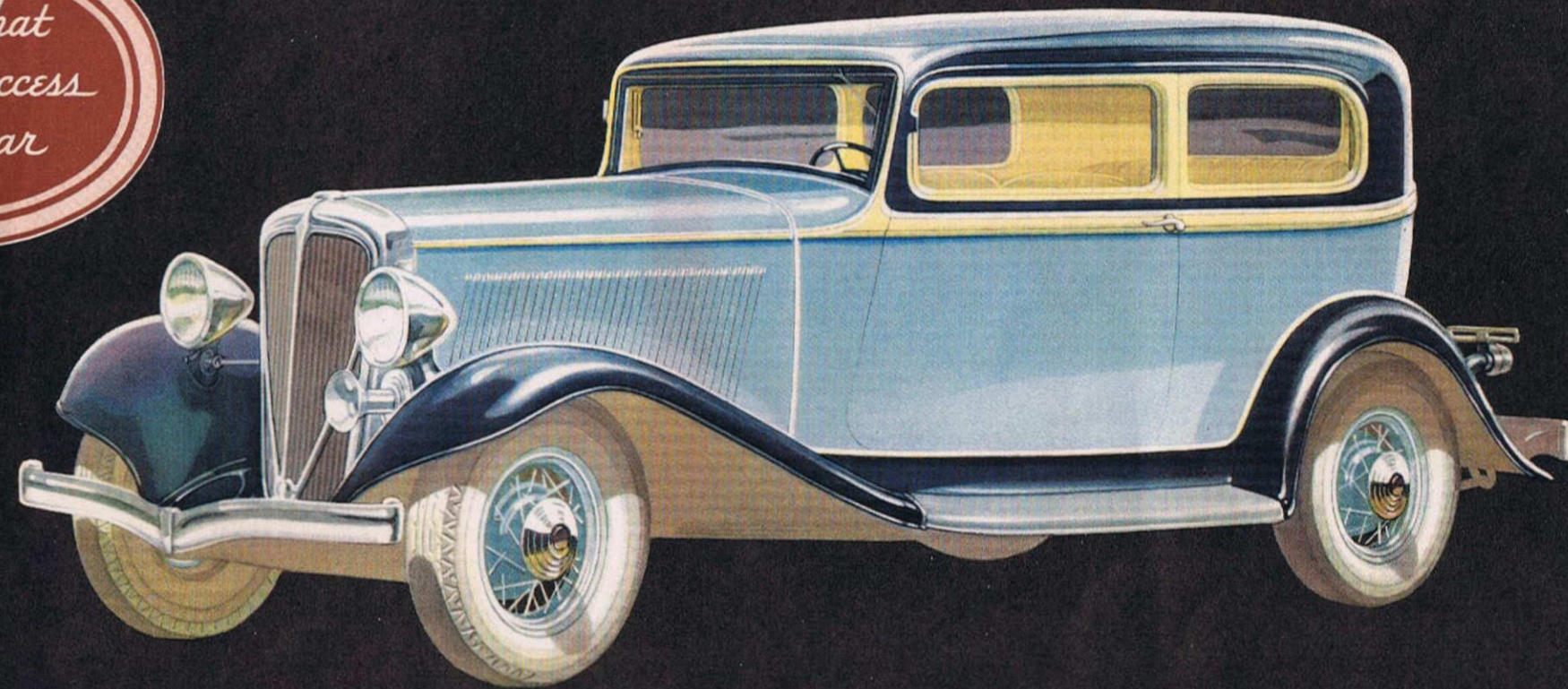
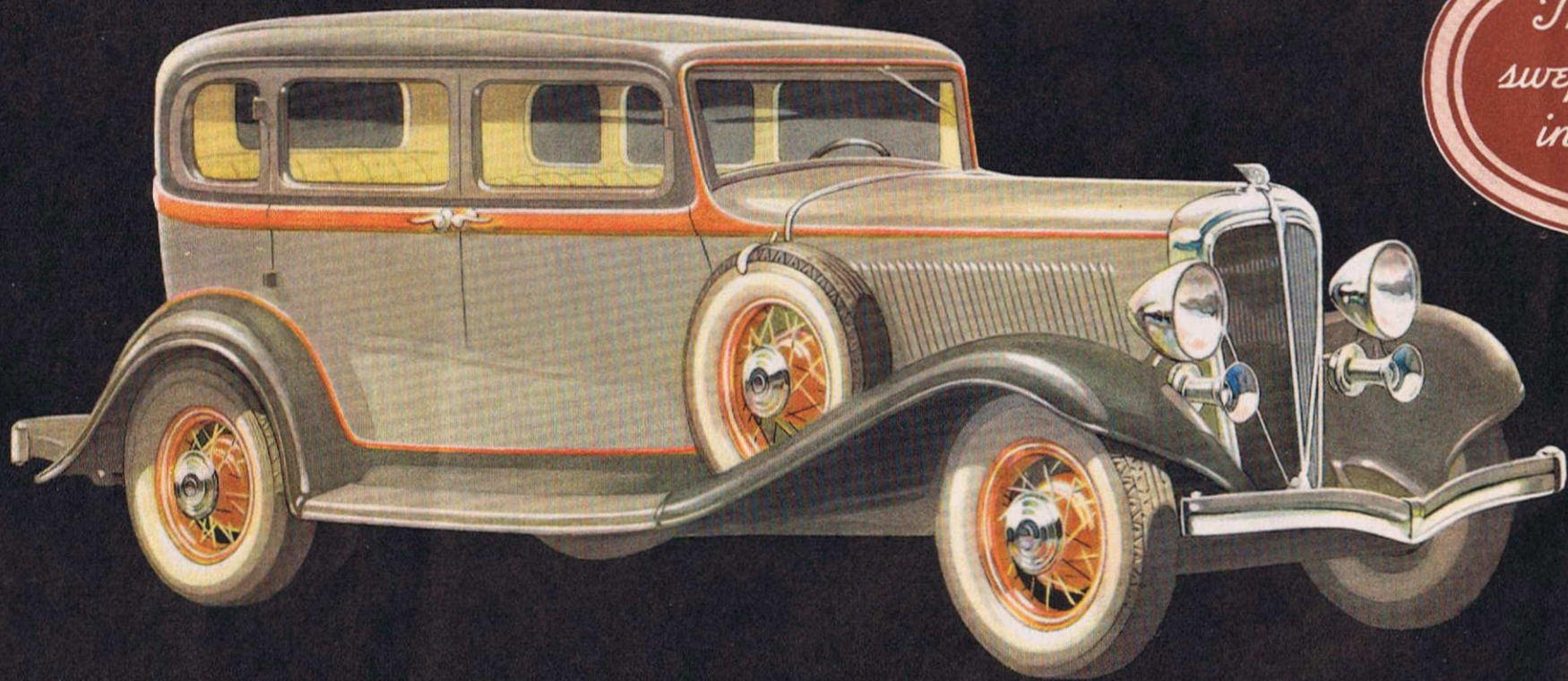


There's ample body room as well as leg room for five adult passengers in Rockne Coaches and Sedans.

Extra Roomy

TWO NOTABLE EXAMPLES OF ROCKNE DISTINCTION

*The car that
swept to success
in one year*



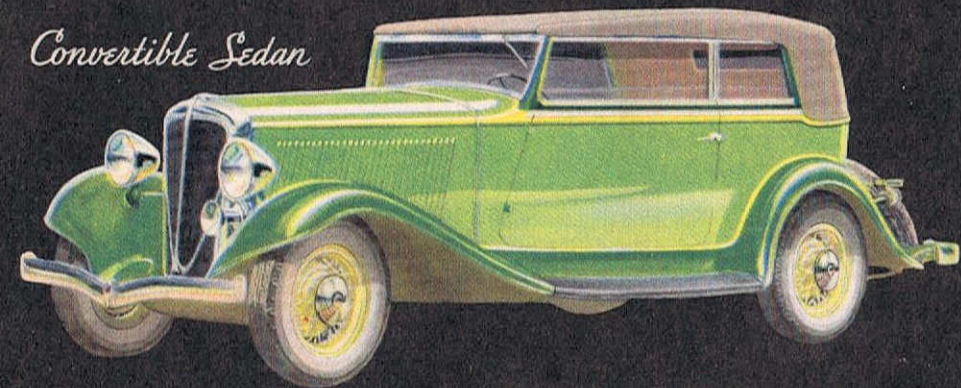
De Luxe Sedan

It has all the charm of its 1932 predecessor plus increased roominess and new refinements. Several options of body color. Wired for radio.

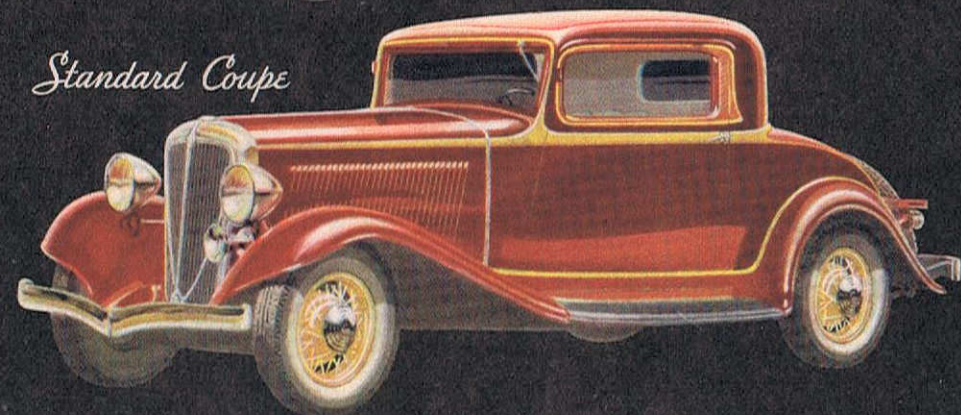
This popular body style in its finest expression. Available in a variety of exterior finishes. Includes complete wiring for radio.

Standard Coach

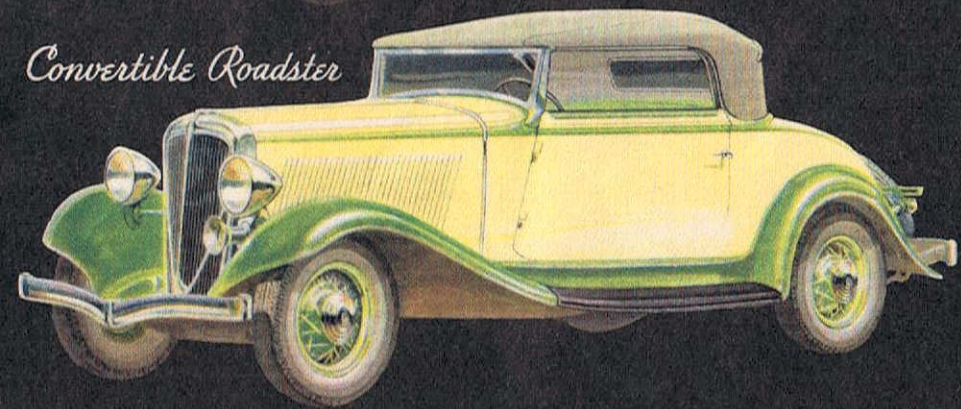
Convertible Sedan



Standard Coupe



Convertible Roadster



ROCKNE MODELS MEET EVERY MOTORING REQUIREMENT

THE Rockne line for 1933 comprises a five-passenger sedan, five-passenger coach, two-passenger coupe, four-passenger coupe, convertible roadster and convertible sedan; standard as well as deluxe models.

Every normal need for a motor car is thereby gratified. Throughout all the models of the Rockne line, the distinctive aerodynamic styling that puts Rockne in a class alone in its price field is evident no matter from what angle the car is viewed. The sedan and coach models have as much admirable symmetry as the coupes and roadsters.

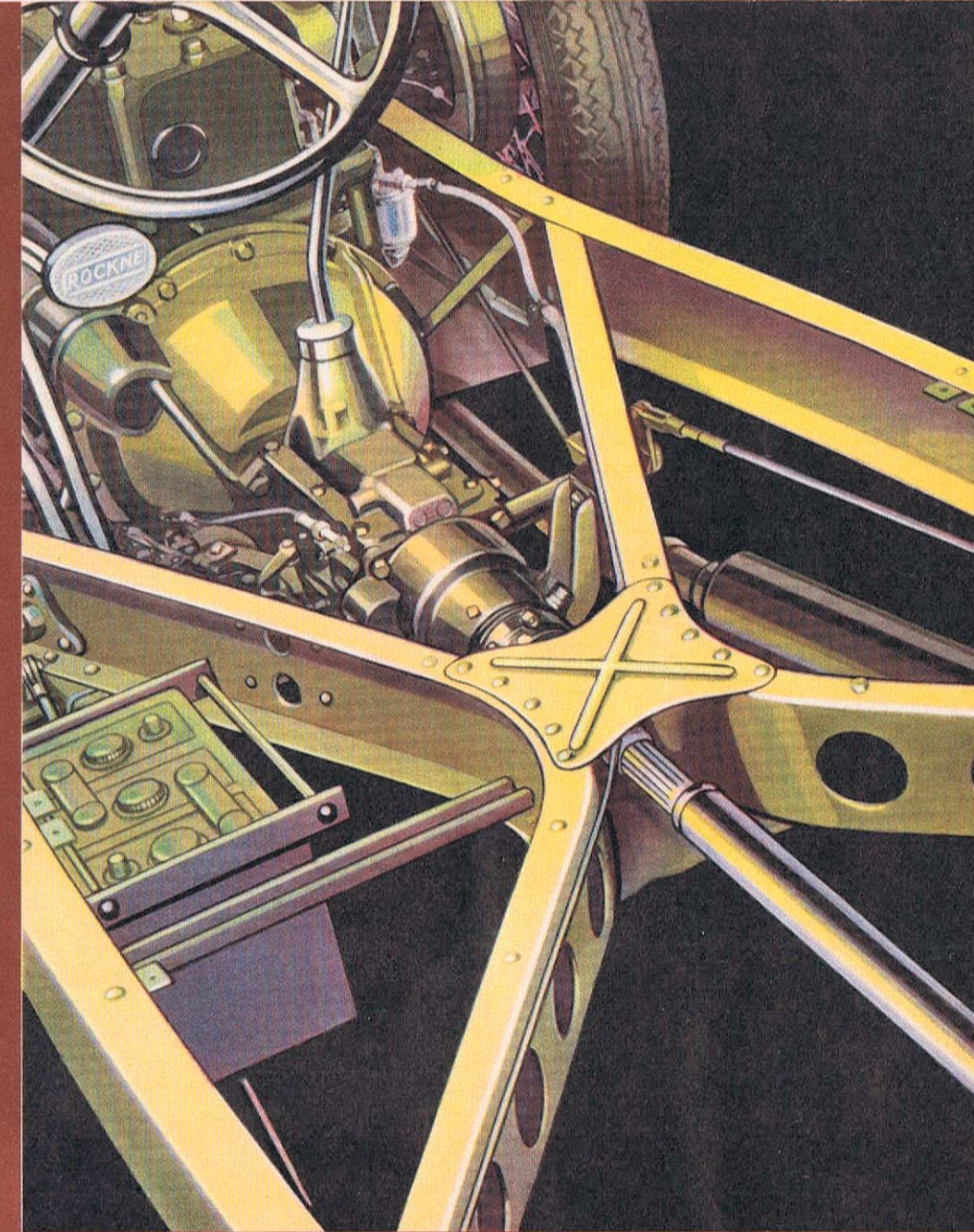
There is a new and wider sweep to the Rockne fenders, particularly in front. The headlamps are of a new and decidedly more attractive design.

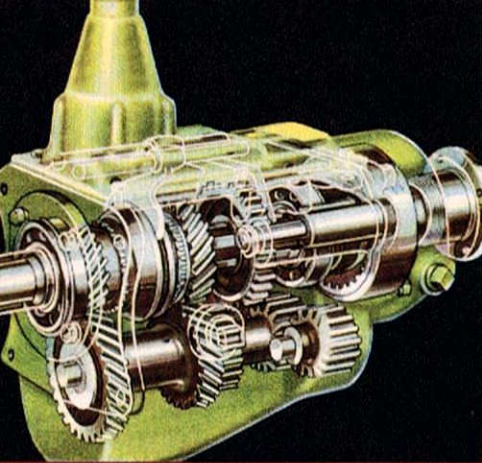
THE ROCKNE CHASSIS IS REMARKABLY ADVANCED

ROCKNE engineers have succeeded in producing the most advanced chassis ever offered by a car in or near Rockne's price range.

The amazingly strong double-drop frame is made exceptionally rigid and safe by means of the specially designed X cross member construction. The brakes are of the positive acting mechanical type that one finds in most of America's fine cars.

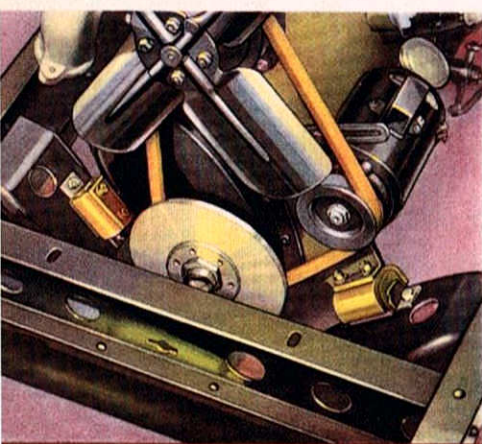
The exceptionally smooth Rockne 6-cylinder engine has an S.A.E. rating of 23.4 horsepower, a license advantage in many jurisdictions—yet, with 189.8 cubic inch displacement, it is exceptionally powerful—delivering, by block test, 70 horsepower at 3200 revolutions per minute.





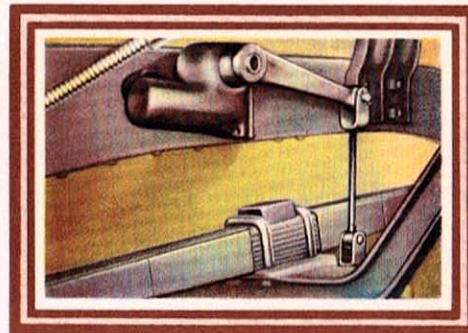
FREE WHEELING AND SYNCHRONIZED SHIFT

You get Free Wheeling in its best form plus the last word in effortless, noiseless Synchronized Shifting. Your second speed is silent.



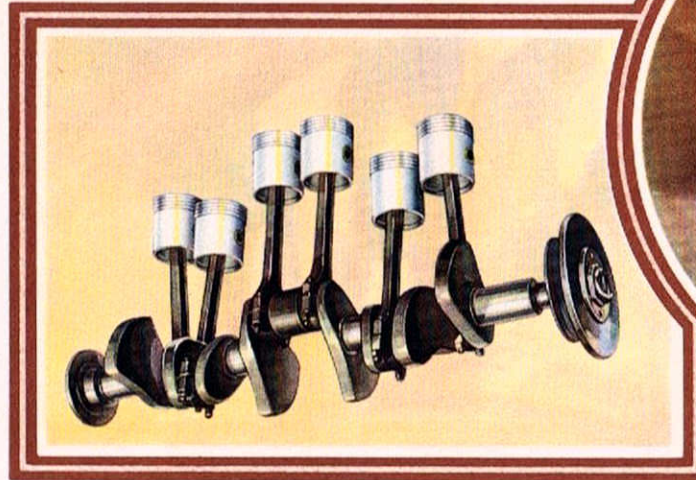
ENGINE FLOATED IN LIVE RUBBER

The Rockne's inherently smooth six cylinder power plant is floated in live rubber at all 4 points of suspension. Vibration is fully absorbed.



HYDRAULIC SHOCK ABSORBERS

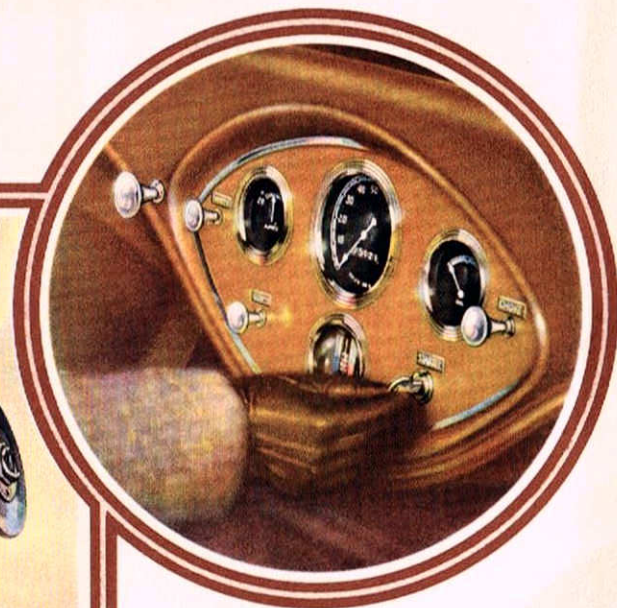
Noiseless threaded spring shackles and hydraulic shock absorbers are standard Rockne equipment on all models.



ROCKNE PISTONS ELECTRO-PLATED

Matched pistons of low-expansion gray iron are electro-plated to glass-like smoothness, reducing friction, bettering compression and affording greater fuel and oil mileage. Rockne crankshafts are quadruply counter-weighted and equipped with specially designed dampener.

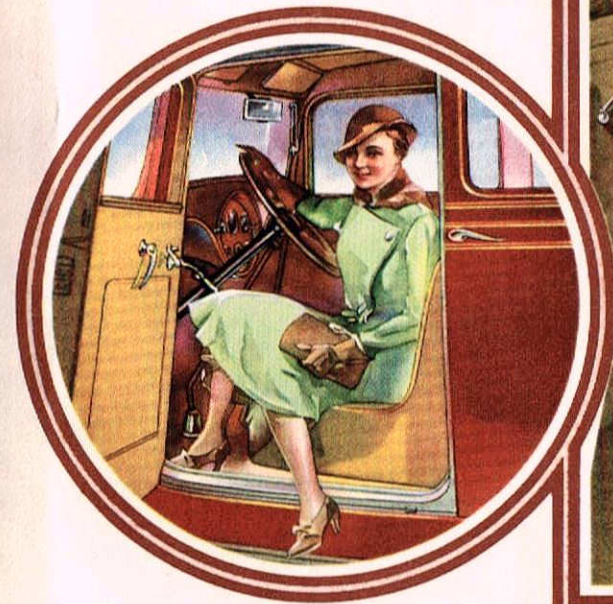
ONLY ROCKNE HAS THEM ALL



AUTOMATIC STARTING

You start your Rockne with the turn of a key in the dash. Simultaneously it switches on the ignition and turns over the engine. And should the engine stall, it automatically and immediately starts again.

ALONE AMONG LOW PRICED CARS IN BEAUTY



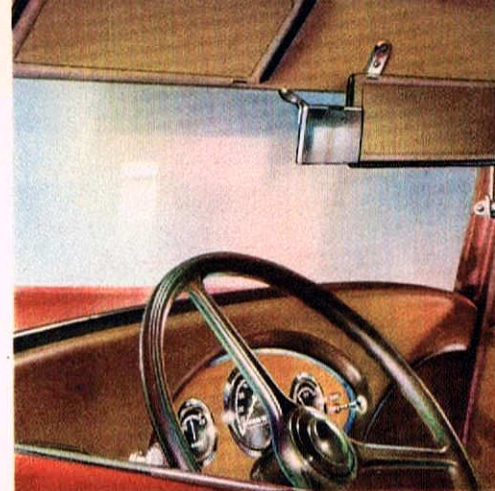
EXTRA SPACIOUS DOORWAYS

Because Rockne bodies are of full size, the doorways are comfortably wide. And the clear way front compartment, with emergency brake at driver's left, allows easy exit or entrance at either side.



LUXURIOUS NEW UPHOLSTERY

Rear seats in Rockne coaches and sedans are not only wide and deep but they are richly upholstered over luxury type coil springs. Thick carpet pads the floor. Walls and ceilings are covered with fine fabrics. Closed bodies are wired for radio. Instrument Panel is the no-glare Aeroplane type indirectly illuminated.



SAFETY GLASS WINDSHIELDS

Safety glass windshields and two fold-a-way type sun visors are standard equipment in the 1933 Rockne.



AERODYNAMIC ALL THE WAY

Viewed from the rear the Rockne is an unbroken sweep of aerodynamic line. A flaring back cleverly conceals the gasoline tank.

Wheelbase: 110 inches

Engine: Six cylinder, L-head type. Bore, $3\frac{1}{8}$ " stroke, $4\frac{1}{8}$ "; piston displacement 189.8 cubic inches. N.A.C.C. rating 23.43 horsepower. Develops 70 horsepower at 3200 r.p.m. Flexible 4-point rubber engine mounting absorbs noise and vibration. Electroplated cast iron pistons. Connecting rods drop-forged from special alloy steel. Heavy drop-forged crankshaft statically and dynamically balanced and equipped with 4 integral counterweights; special design dampener cushions torsional vibration. Crankshaft drilled for passage of oil. Four large main bearings are steel backed, babbitt lined, interchangeable, precision type. Camshaft quiet lift type, supported in 4 removable, steel-backed bearings; drive by silent chain. Inlet valves, nickel chrome steel alloy; exhaust valves, silichrome steel.

Lubrication: Pressure type. Positive feed gear pump forces oil under approximately 30 lbs. pressure to main, camshaft and connecting rod bearings. Reservoir capacity 5 quarts.

Carburetion: $1\frac{1}{4}$ " plain tube carburetor. Silencer practically eliminates noise caused by air entering carburetor. Choke and throttle controls on instrument panel.

Ignition: Belt driven generator; 6-volt 102 ampere hour battery. Waterproof and heat-proof ignition cables.

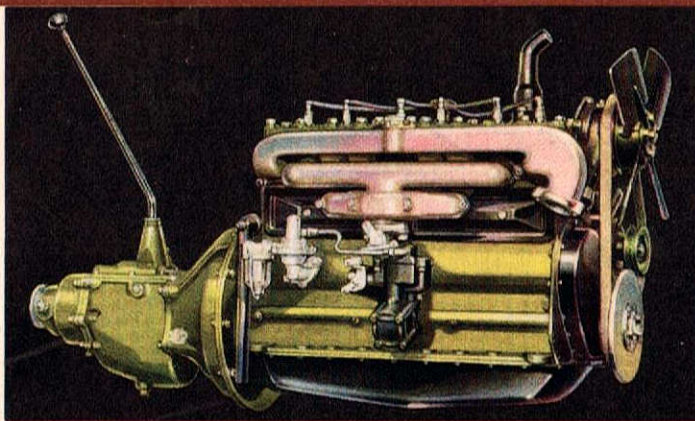
Starter: Automatic. Switch key on instrument panel simultaneously turns on ignition and starts engine.

Fuel System: Pump driven by eccentric from camshaft gives even flow of gasoline to carburetor at all speeds. Hydrostatic fuel gauge on instrument panel. Fuel tank capacity 12 gallons.

Cooling System: Centrifugal pump driven by fan belt. Thermostat in cylinder head regulates flow of water. Four-blade 16" fan driven by "V" belt. Heat indicator on instrument panel. Capacity, 3 gallons.

Clutch: Single dry plate clutch with moulded facings.

Gearbox: Selective Free-wheeling, with synchronized shift, silent second speed. Standard shift, 3 speeds forward, 1 reverse. Free-wheeling available in all forward



ROCKNE SPECIFICATIONS

speeds. Control mounted on instrument panel above steering column makes braking power of engine available in all gears. Free-wheeling automatically locked out in reverse gear.

Rear Axle: Semi-floating built-up type, with removable inspection plate. Drive gear and pinion, spiral bevel type.

Springs: Semi-elliptic; front, $35\frac{1}{2}$ " x $1\frac{3}{4}$ ", rear, 54" x $1\frac{3}{4}$ ". New threaded type shackles eliminate squeaks and rattles. Hydraulic shock absorbers.

Brakes: Mechanically operated 4-wheel, internal expanding. Brake action is positive, self-equalizing.

Lamps: Doorless type headlamps with double filament bulbs; headlamp switch on instrument panel, dimmer control by button on toe board. Dome lamp in Sedan and Coach. Combination stop and tail lamp, doorless type, reflex design.

Frame: Heavy pressed steel, double-drop construction, X-cross member type. Four cross members. Maximum depth of side rails $5\frac{1}{2}$ ", $9/64$ " thick. Extra heavy frame side members, X-section and method of mounting steel body on frame, forms unit of maximum rigidity. Tread: front 56", rear, 58".

ROCKNE MOTORS CORPORATION

(A Studebaker subsidiary company)

DETROIT, MICHIGAN

Wheels: Five wire, 17" x $3\frac{1}{4}$ " drop center rims. Six wire with Chromium-plated trim rings on deluxe models. Tires, full balloon 17 x 5.25. (White sidewall tires standard on convertible models.)

Five 16" wire wheels with 5" rim accommodating 16 x 7.00 air balloon tires optional at extra cost on standard models only.

Body: Steel, one-piece construction, insulated against noise, heat and cold, offers safety of strength and satisfaction of permanent quietness and comfort. Wide and gracefully curved fenders harmonize with distinctive aerodynamic body design. Safety glass windshields in all models.

Models: Five-passenger 4-door Sedan; 2-door Convertible Sedan; 2-door Coach; two-passenger Coupe; four-passenger Coupe; Convertible Roadster. All types available in both deluxe and standard models.

Steering Gear: Cam and lever type, fully adjustable, 15 to 1 ratio. Thin-grip 3-spoke 17" steel core steering wheel.

Refinements and Equipment: Cloth or leather upholstery according to model. Chromium-plated headlamps and tail lamp, flush type cowl ventilator, adjustable front seat, automatic windshield wiper, and rear vision mirror on all models. Chromium-plated horn mounted below left front headlamp on standard models. Closed models equipped with two adjustable interior sunvisors, and wired for radio. Indirectly illuminated, non-glare instrument panel contains speedometer, ammeter, oil pressure gauge, hydrostatic fuel gauge and engine temperature indicator. Deluxe equipment: spare wheels mounted forward in fender wells; two chromium-plated horns mounted below headlamps; chromium-plated windshield; fenders and sheet metal parts lacquered to match body; folding luggage carrier.

The right is reserved to change any of the specifications listed without obligation to subsequent purchasers or add new designs or improvements without making similar alterations in automobiles manufactured. The option of changing color combinations is also reserved.