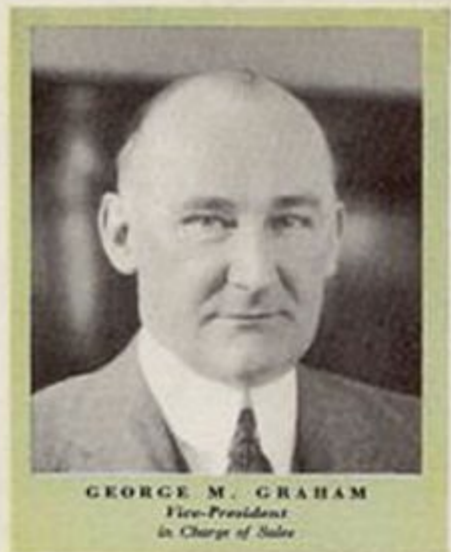


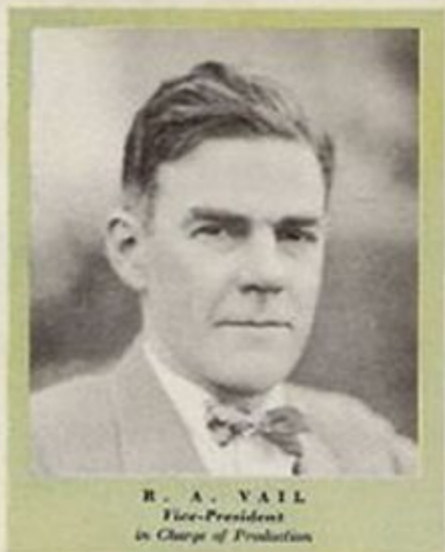
Here's the full story  
of the

# ROCKNE SIX

America's  
most  
comprehensive line  
of low priced  
motor cars



GEORGE M. GRAHAM  
Vice-President  
in Charge of Sales



R. A. VAIL  
Vice-President  
in Charge of Production



F. O. PETERSON  
Treasurer



HAROLD S. VANCE  
President



R. E. COLE  
Chief Engineer



ROCKNE MOTORS CORPORATION DETROIT PLANT

# ROCKNE SIX IS BUILT IN DETROIT BY ROCKNE MOTORS CORPORATION

[A Studebaker subsidiary company]

## A Statement

BY A. R. ERSKINE

Chairman of the Board of Directors

**W**E are calling this new car the Rockne Six in honor of a man who was our former business associate. Knute Rockne would have been Vice President of Rockne Motors Corporation had he lived. It was his intention to give up active football direction after the 1931 season.

Knute Rockne was more than a man of magnificent attainments in the world of athletics. He was well on the way to becoming an equally notable figure in the world of business.

He had been associated with the Studebaker organization for several years and at the time of his tragic passing was a valued executive of the Studebaker sales staff.

Mr. Rockne was proud of his work here and of the responsibilities we had entrusted to him.

With characteristic energy, he brought to Studebaker the keen mind, the magnetic personality and the indomitable



ALBERT RUSSEL ERSKINE

persistence which had won him such high place in football.

It seems to me highly fitting that the finest qualities of Knute Rockne, the man, should be so brilliantly reflected and recalled by the stamina, sparkle and speed of the Rockne Six. It is a source of great pride to us and to his family that the Rockne Six will worthily honor his name and perpetuate his memory.

# ROCKNE "65"



**World's lowest priced Six  
of this size, performance  
and quality features**

In these two remarkable new automobiles, Rockne Motors Corporation has done the seemingly impossible.

It has produced in the "65" a car that actually sells for less money than any other car made—on the basis of features the purchaser gets without paying extra.

And in the Rockne "75", you get all that the "65" offers plus 4 inches more wheelbase and increased roominess throughout.

### *Free Wheeling — Synchro-Mesh Switch Key Starter*

Both these Rockne Six cars have that greatest of all engineering advancements—Free Wheeling in all forward speeds. And in addition to Free Wheeling, they also have the last word in Synchro-Mesh gears.

This transmission is built into both chassis as fundamental engineering. It is included in the low price the public pays for either car. The entire mechanism—in advanced design, in quality of steel, manufacturing precision and performance is unsurpassed in any car at any price.

# \$585

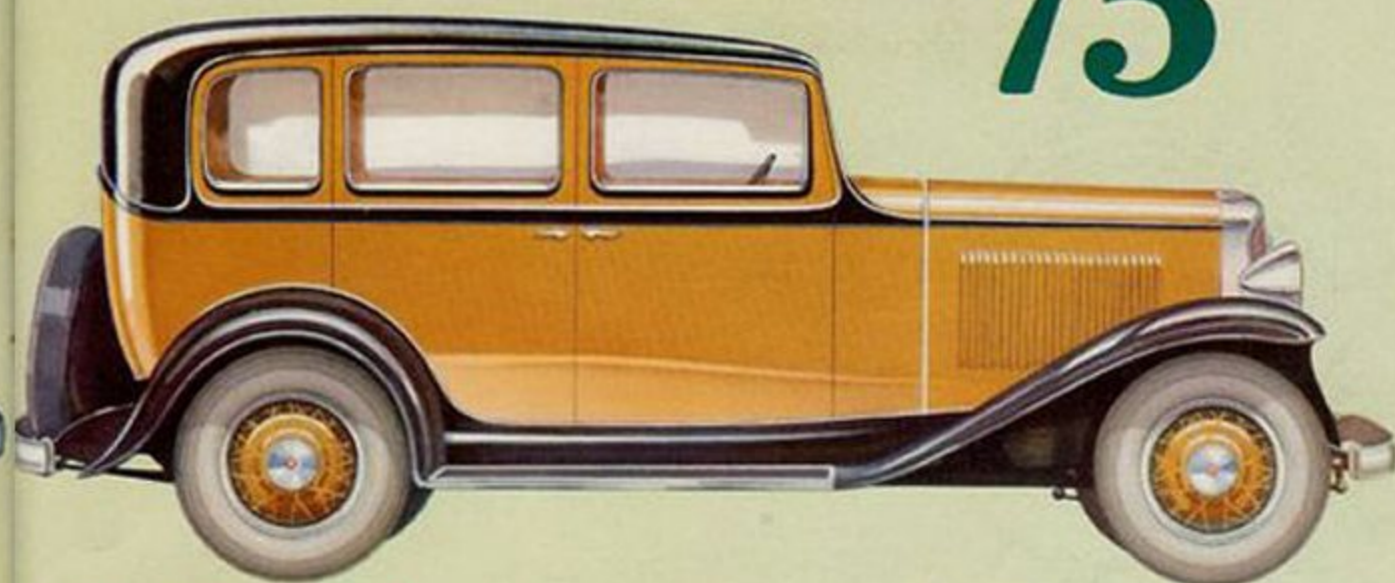
*and up, f. o. b. Detroit*

Furthermore both cars are constructed with that decidedly appealing new development, the Switch Key Starter, built in. With this improvement, the engine starts at the turn of a switch key and keeps running under all conditions without any possibility of stalling.

The Switch Key Starter ends all the old annoyance of groping for pedals and buttons. And like the other Rockne Six advancements it is included in each car's list price.

Size is everything in a low-priced car. And the Rockne "65" has 110 inches of wheelbase. It stands 5 feet 8 inches from the ground. Its front seat is 45 inches wide. Its rear seat is 47 inches wide.

# ROCKNE "75"



**World's largest  
low-priced Six**



The Rockne "75" has a 114 inch wheelbase, the longest ever offered in a Six at this price. Its seats have the same capacious width you find in the "65".

These dimensions mean a great deal. People do not want their low-priced cars to look small.

### *4-point Cushioned Motor Gives Ultra Smoothness*

The Rockne Six is of Studebaker sponsorship and therefore has exceptionally smooth engines.

Both the "65" and the "75" engines easily develop a driving speed of 70 miles an hour.

No Four in the low-priced field, no matter how treated to reduce vibration, can possibly compare with either of the Rockne Sixes in volume and evenness of power flow.

But the Rockne engineers have taken a long step further to make doubly sure protection against even slight vibration. They have cushioned both these superb power plants in live rubber at all four points of suspension—introducing the 4-point Cushioned Motor into the field of the low-priced car.

# \$685

*and up, f. o. b. Detroit*

### *Unusual Body Styles and New Clear-Way Front Compartment*

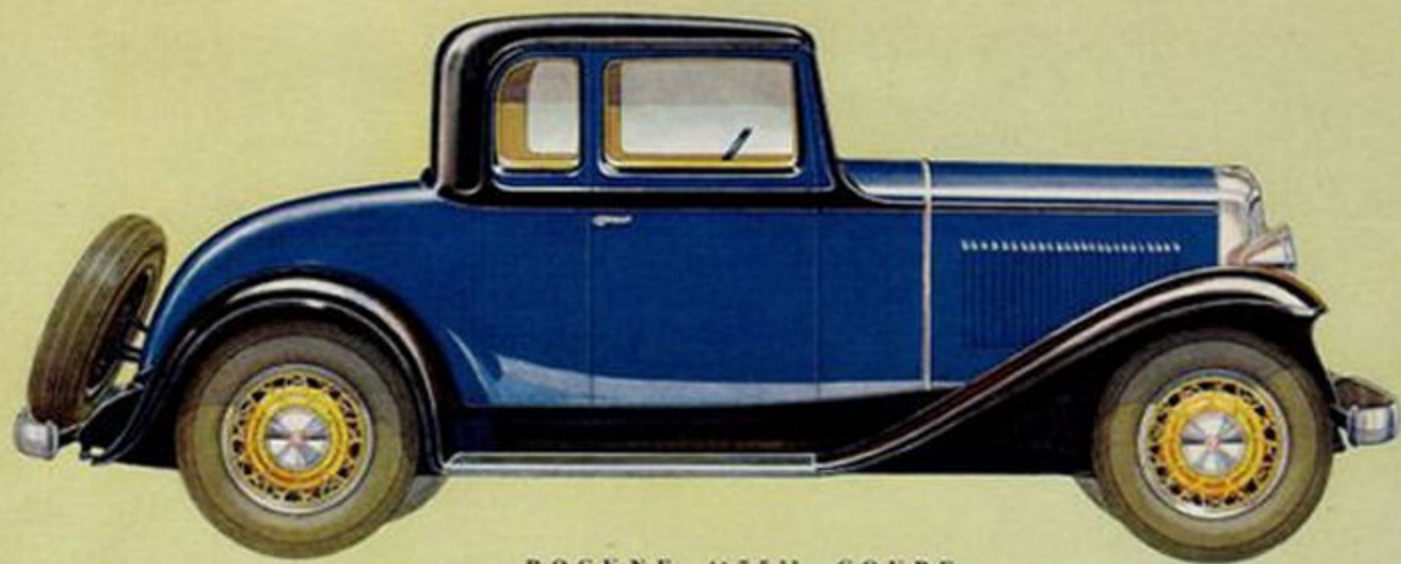
The same Studebaker resources of men and money that make these two Rockne Six cars so superior mechanically contribute also to their magnetic eye appeal.

The aerodynamic influence of the day is expressed in their long, low, sweeping lines.

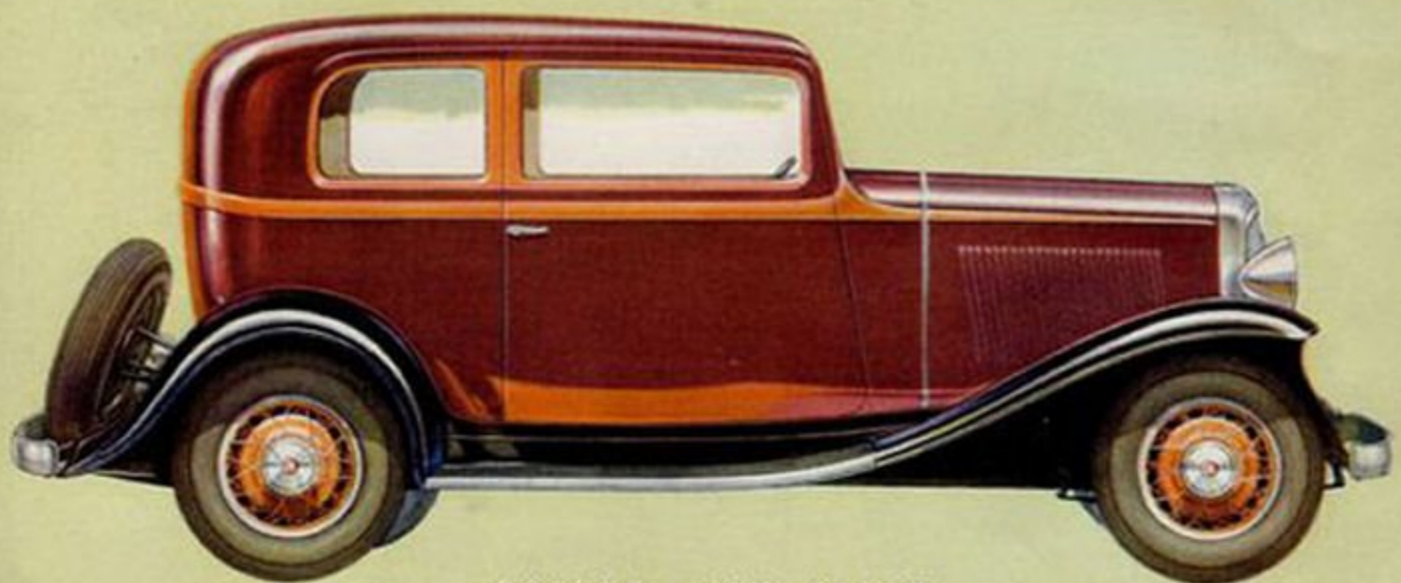
The new Clear-Way Front Compartment of the Rockne Six brings to the field of low-priced cars new standards of roominess and comfort. The wide front seat is adjustable to the most comfortable driving position. The unusual positioning of hand brake and gear shift levers permits easy entrance or exit by either door.

SPONSORED AND GUARANTEED BY

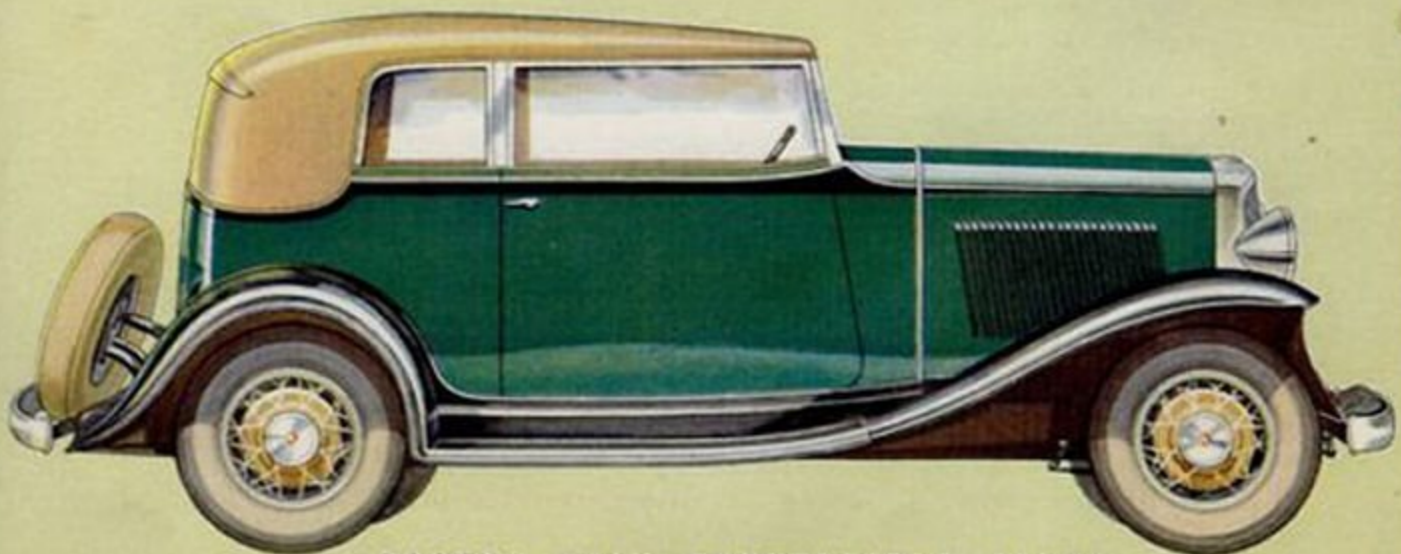
THE STUDEBAKER CORPORATION



ROCKNE "75" COUPE



ROCKNE "65" COACH



ROCKNE "65" CONVERTIBLE SEDAN

**85.7%**  
of all cars sold  
are in the  
**Rockne Six**  
price range



*Picture the profit opportunities*

**T**HE Rockne Six market is the largest and richest of all motor car markets. Nearly 86 out of every 100 cars sold are in the Rockne Six price range, according to figures for the first 8 months of 1931 as furnished by the National Automobile Chamber of Commerce.

And the general public trend toward keeping down expenditures is bringing more people into the field every day.

*But a change was needed*

Up to now, two Fours and one Six have been getting practically all the business in the low-priced car field.

There have been no recent outstanding advances in low-priced car values.

The public has had to be satisfied with the bare essentials of satisfactory performance for its money.

And dealers who have made any profits have had to do enormous volume.

The Rockne Six corrects conditions because it is not one car but a line of cars. It serves not one buying group but two groups. It provides not one profit for the dealer but two profit opportunities.

*The Rockne Six is the answer*

The Rockne Six gives you in the Rockne "65" a car that competes with the very lowest priced cars.

But hundreds who come in to see the Rockne "65" will have the money and the desire to own the Rockne "75".

The extra \$100 a car you can get under those circumstances will add appreciably to the net revenue a one-car line could produce. Yet the number of models in both lines has been kept down so that dealers need not make an excessive investment in stock.

With a "65" at \$585 and up, and a "75" at \$685 and up, the Rockne Six line enables you to offer the most modernly engineered, most smartly designed, most completely equipped cars for the money in the world.

[ Wire or write for full information about the Rockne Six franchise to Rockne Motors Corporation, John R and Piquette Streets, Detroit, Michigan ]

# SPECIFICATIONS

## OF THE

# ROCKNE SIX



### ROCKNE SIX "65"

**WHEELBASE:** 110 inches.

**ENGINE:** Six cylinders, L-head type. Bore 3 1/4 inches, stroke 4 1/2 inches; piston displacement 189.8 cubic inches. N.A.C.C. rating 23.4 horsepower. Develops 65 horsepower at 3200 r.p.m. Engine is mounted in rubber at four points, providing marked smoothness. Pistons are tin-plated cast iron. Connecting rods are drop-forged from selected steel. Heavy drop-forged crankshaft, statically and dynamically balanced, with 4 counterweights. Lancaster type vibration damper. Crankshaft drilled for passage of oil. Camshaft quiet lift type, supported in four ball-bearing bearings. Camshaft drive by silent chain. Valves are chrome nickel steel for intake and aluminum steel for exhaust.

**LUBRICATION:** Full pressure feed to main, connecting rod and camshaft bearings from gear type pump.

**CARBURATION:** 1 1/4 inch plain tube carburetor. Carburetor silencer practically eliminates motor roar. Manifold heating control for seasonal variations in temperature.

**IGNITION:** Autolite; belt-driven generator; 6 volt 102 ampere hour battery. All wiring enclosed in metal conduits.

**STARTER:** Automatic Switch Key Starter. A turn of switch key on dash starts engine and keeps it running.

**GASOLINE SYSTEM:** Fuel pump insures smooth flow of gasoline at high speeds or on extreme grades. Hydraulic gasoline gauge on dash. Fuel tank capacity 12 gallons.

**COOLING SYSTEM:** Centrifugal pump mounted on front end of motor; belt-driven. Improved type fan. Tubular type radiator. Thermostatic control retards water flow until motor reaches correct temperature.

**CLUTCH:** Single plate dry disc with moulded facings.

**TRANSMISSION:** Selective Free Wheeling, with Synchro-Mesh gear shift; silent second gear. Standard gear shift, 3 speeds forward, 1 reverse. Free Wheeling available in all forward speeds. Control mounted on dash at right of steering wheel makes locking power of engine available in all gears. Free Wheeling automatically locked out in reverse gear.

**REAR AXLE:** Semi-floating. Spiral bevel gear final drive. Timken bearings at wheel hubs and differential. Heavy axle housing casting with tubular shaft enclosing axle shaft. Road clearance at housing 8 5/16 inches.

**SPRINGS:** Semi-elliptic, front and rear; silico manganese steel. Self-adjusting spring shackles. Hydraulic shock absorbers, front and rear.

**BRAKES:** Mechanical 4-wheel, internal expanding, with long-life moulded lining. Total braking area 143 square inches. Hand brake, located to left of driver, operates on all four wheels.

**STEERING GEAR:** Cam and lever type; 13:1 reduction. Thin-grip steel core steering wheel, 17 inches in diameter.

**FRAME:** Rigid pressed steel, double-drop construction; 3 sturdy conventional cross members and two "X" cross members make for exceptional torsional stiffness and 4-point motor suspension gives exceptional frame rigidity. Tread: front, 56 inches; rear, 58 inches.

**WHEELS:** Five wire wheels. Six wire wheels standard on deluxe models.

**TIRES:** Full balloon tires, size 18x5.25.

**BODY:** All steel, unit-piece construction. Overall height, 68 inches from ground.

**MODELS:** 5-passenger 4-door Sedan; 2-door Convertible Sedan; Coach; 2-passenger Coupe; 4-passenger Coupe; Convertible Roadster. All types available in deluxe models.

**LIGHTS:** Twin-beam chromium-plated headlamps. Dome lamp in Sedan. Rear traffic signal lamp.

**REFINEMENTS AND EQUIPMENT:** Cloth or leather upholstery according to model. Upholstered arm rests in rear seat of Sedan. Rube rail and foot rest in Sedan. Cowl pocket. Cool ventilator. Adjustable front seat. Automatic windshield cleaner. Rear vision mirror. Instrument panel contains speedometer, gasoline gauge, oil pressure gauge, ammeter and engine temperature indicator.

### ROCKNE SIX "75"

**WHEELBASE:** 114 inches.

**ENGINE:** Six cylinders, L-head type. Bore 3 1/4 inches, stroke 4 1/2 inches; piston displacement 205.3 cubic inches. N.A.C.C. rating 25.4 horsepower. Develops 72 horsepower at 3200 r.p.m. Engine is mounted in rubber at four points, providing marked smoothness. Pistons are tin-plated cast iron. Connecting rods are drop-forged from selected steel. Heavy drop-forged crankshaft, statically and dynamically balanced, with 4 counterweights. Lancaster type vibration damper. Crankshaft drilled for passage of oil. Camshaft quiet lift type, supported in four ball-bearing bearings. Camshaft drive by silent chain. Valves are chrome nickel steel for intake and aluminum steel for exhaust.

**LUBRICATION:** Full pressure feed to main, connecting rod and camshaft bearings from gear type pump.

**CARBURATION:** 1 1/4 inch plain tube carburetor. Carburetor silencer to eliminate motor roar. Manifold heating control for seasonal variation in temperature.

**IGNITION:** Autolite; belt-driven generator; 6 volt 102 ampere hour battery. All wiring enclosed in metal conduits.

**STARTER:** Automatic Switch Key Starter. A turn of switch key on dash starts engine and keeps it running.

**GASOLINE SYSTEM:** Fuel pump insures smooth flow of gasoline at high speeds or on extreme grades. Hydraulic gasoline gauge on dash. Fuel tank capacity 14 gallons.

**COOLING SYSTEM:** Centrifugal pump mounted on front end of motor; belt-driven. Improved type fan. Flat tube type radiator. Thermostatic control retards water flow until motor reaches correct temperature.

**CLUTCH:** Single plate dry disc with moulded facings.

**TRANSMISSION:** Selective Free Wheeling, with Synchro-Mesh gear shift; silent second gear. Standard gear shift, 3 speeds forward, 1 reverse. Free Wheeling available in all forward speeds. Control mounted on dash at right of steering wheel makes locking power of engine available in all gears. Free Wheeling automatically locked out in reverse gear.

**REAR AXLE:** Semi-floating. Spiral bevel gear final drive. Timken bearings at wheel hubs and differential. Bush type housing of heavy pressed steel. Road clearance at housing 8 inches.

**SPRINGS:** Semi-elliptic, front and rear, silico manganese steel. Self-adjusting spring shackles. Hydraulic shock absorbers, front and rear.

**BRAKES:** Mechanical 4-wheel, internal expanding, with long-life moulded lining. Total braking area 148 square inches. Hand brake, located to left of driver, operates on all four wheels.

**STEERING GEAR:** Cam and lever type; 13:1 reduction. Thin-grip steel core steering wheel, 17 inches in diameter.

**FRAME:** Rigid pressed steel, double-drop construction; 4 sturdy cross members and 4-point motor suspension give exceptional frame rigidity. Tread: front, 57 1/2 inches; rear, 58 1/2 inches.

**WHEELS:** Five wire wheels. Six wire wheels standard on deluxe models.

**TIRES:** Full balloon tires, size 18x5.50.

**BODY:** All steel construction. Overall height, 69 1/2 inches from ground.

**MODELS:** 5-passenger Sedan; 2-door Convertible Sedan; 2-passenger Coupe; 4-passenger Coupe; Convertible Roadster. All types available in deluxe models.

**LIGHTS:** Twin-beam chromium-plated headlamps. Dome lamp in Sedan. Instrument board indirectly lighted. Rear traffic signal lamp.

**REFINEMENTS AND EQUIPMENT:** Cloth or leather upholstery according to model. Upholstered arm rests in rear seat of Sedan. Rube rail and foot rest in Sedan. Cowl pocket. Cool ventilator. Adjustable front seat. Automatic windshield cleaner. Rear vision mirror. Instrument panel contains speedometer, gasoline gauge, oil pressure gauge, ammeter and engine temperature indicator, grouped under glass.

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