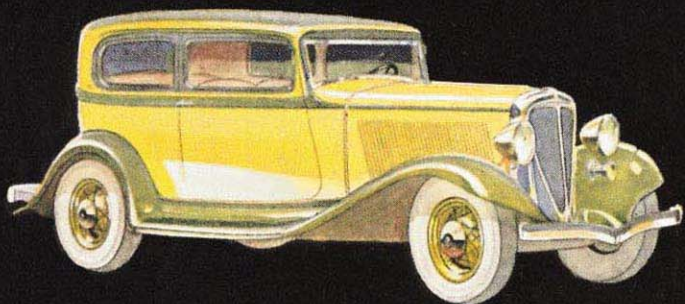


**BEAT THE  
DEPRESSION  
WITH  
STUDEBAKER**

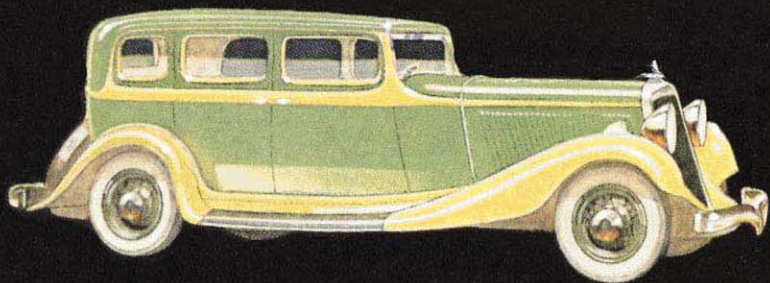




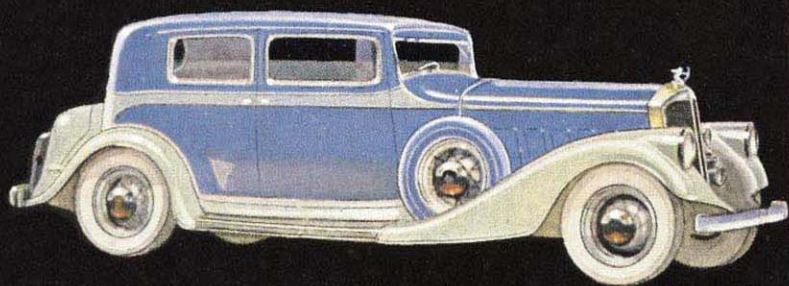
# STUDEBAKER dominating values in



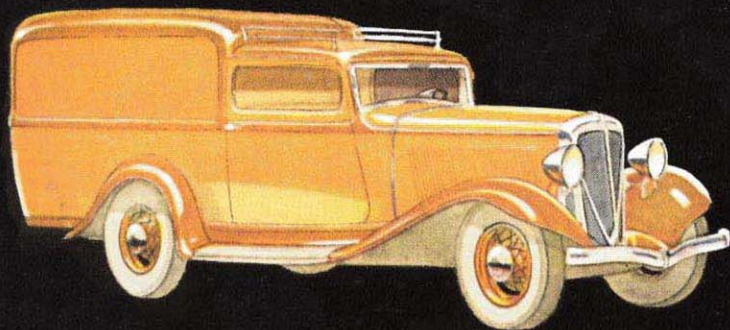
THE BRILLIANT ROCKNE SIX—\$585 to \$740



THE 4 GREAT STUDEBAKER CARS—\$840 to \$2030



THE NEW 8 AND 12-CYLINDER PIERCE-ARROWS—\$2385 to \$7200



THE NEW ROCKNE DELIVERY CAR—\$615

STUDEBAKER dealers in 1932 got a 59% bigger slice of the total business of the industry than they did in 1931!

They did it because they've had the right kind of merchandise at startling prices. Their business *stood up* because their lines *stood out* against competition.

This year the opportunity is greater than ever. The Studebaker line-up for 1933 is still more remarkable—still more dominant—in every price range. Studebaker offers you a line to choose from which totally *covers* the market and looms above competition like a lighthouse!

The brilliant, smart, fast-selling Rockne Six opens the line at \$585 and up! Starting from scratch, Rockne Six, by the end of its first 9 months, had risen to Fifth, Fourth, Third Place in many of the most important markets of the country! In August and September, Rockne stood in Eighth Place nationally.

Can you sell it? You *know* you can! It's selling, *in volume*, everywhere it has adequate representation—and that's in more than a thousand American communities!

Studebaker, builder of champions and style-starter, meets 1933 with important new engineering advancements of tremendous appeal.

The great new development—*power brakes*—is standard equipment all through the 1933 Studebaker line. And thus once again Studebaker forges to the front with a feature as sensational in its way as Free Wheeling, pioneered by Studebaker—as wanted by the public as Studebaker's 1932 contribution of Free Safety Glass in all windshields and windows.

Studebaker Dealers are getting a 59% bigger share



# offers for 1933 every price class!

The 1933 Studebakers dominate the thousand-dollar field with a brand-new, 100-horsepower, Commander Eight at \$1000! Think of it—a Commander—one of the most popular individual cars ever known, at a thousand dollars! And *two* new types of the World Champion President Eight—models 82 and 92, at \$1325 and \$1625, respectively.

The popular Studebaker Six, with a top speed within 5 miles an hour of the President Eight, completes the coverage of the great market below \$1000, with its base price of \$840.

Pierce-Arrow offers a remarkable new Eight at a price phenomenal for Pierce-Arrow quality—\$2385—and two magnificent Twelves of 160 and 175-horsepower at prices which give you absolute command of the fine-car situation!

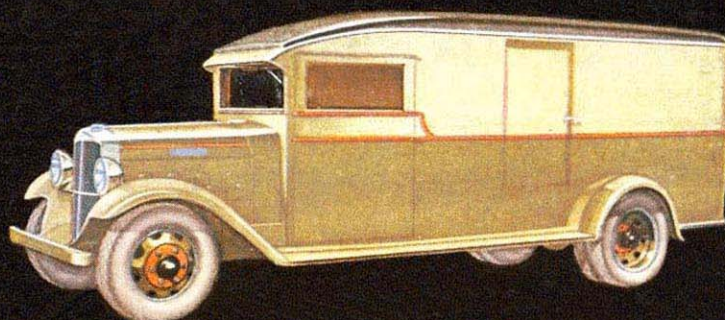
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Studebaker cars, Rockne cars, Pierce-Arrow's Twelve and Eight, White trucks and busses, Studebaker trucks, Indiana trucks, Pierce-Arrow trucks, the new Rockne retail delivery unit and Studebaker funeral cars and ambulances—what a line-up! What an array to give you what your market requires!

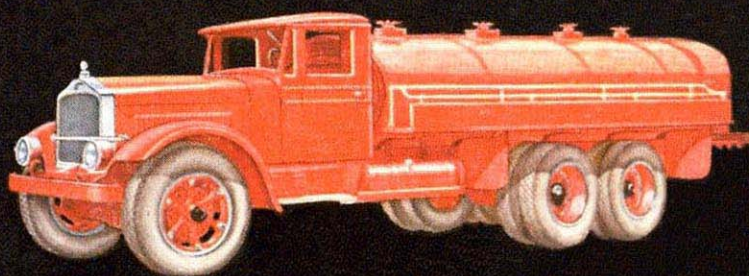
Mail the coupon, or write, or telegraph, **TODAY**. Find out what Studebaker can do for you—then decide after you've got the facts!



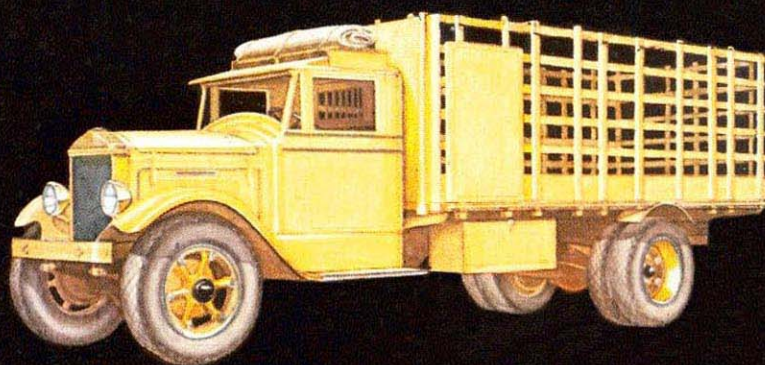
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THE POPULAR INDIANA TRUCKS—\$885 to \$4800



THE FAMOUS WHITE TRUCKS AND BUSES—\$1700 to \$16,000



THE MATCHLESS PIERCE-ARROW TRUCKS—\$1950 to \$7550

## of the business than they did a year ago...are you?



# STUDEBAKER ALONE

offers you a "tailor-made" franchise  
to insure you a profit in 1933!



PAUL G. HOFFMAN  
President



ROY H. FAULKNER  
Vice President



GEORGE M. GRAHAM  
Vice President



JAMES M. CLEARY  
Vice President

## Sell any...or all of these proved profit-makers!

**I**F you made money in 1932 it was because you had saleable merchandise—and your territory wasn't crowded. But can you see enough business in sight for 1933 to justify carrying on?

*Isn't a new line and a new line-up in order?*

No other manufacturer today so thoroughly covers the whole range of transportation as does Studebaker. With its four great affiliates, Rockne, Pierce-Arrow, White and Indiana, this 80-year-old pioneer offers the most flexible and *all-inclusive* franchise the industry has ever seen. *Studebaker is ready to hand-fit a franchise proposition for you.*

Remember there's a Studebaker product that competes successfully in every market. And wherever dealer and territory merit it, you can represent every automobile and truck that Studebaker sponsors.

Make up your mind now to face 1933 with the kind of merchandise that made it possible for Studebaker dealers to get a 59%\* bigger share of the business this year than they did in 1931.

\* First 8 months 1932—R. L. Polk registration figures

### The STUDEBAKER • PIERCE-ARROW • ROCKNE SALES CORPORATION

*South Bend, Indiana*

Paul G. Hoffman  
President

Roy H. Faulkner  
Vice-President

George M. Graham  
Vice-President

James M. Cleary  
Vice-President

Overseas dealers address: The Studebaker Pierce-Arrow Export Corp., South Bend, Ind., U.S.A.

*Fill this out!  
Mail it now!*

THE STUDEBAKER • PIERCE-ARROW • ROCKNE SALES CORP.  
South Bend, Indiana

Gentlemen:

I would appreciate your sending me further particulars in confidence and without obligation on my part. I am now representing the following makes of cars.

NAME \_\_\_\_\_

FIRM NAME \_\_\_\_\_

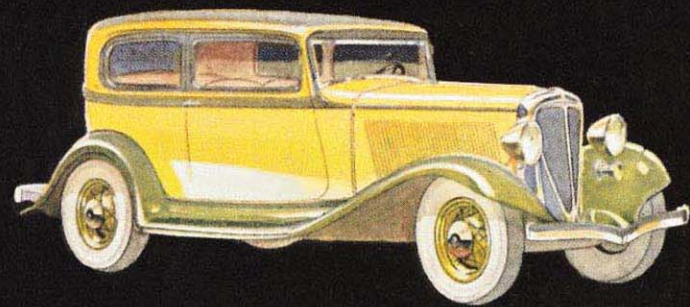
STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

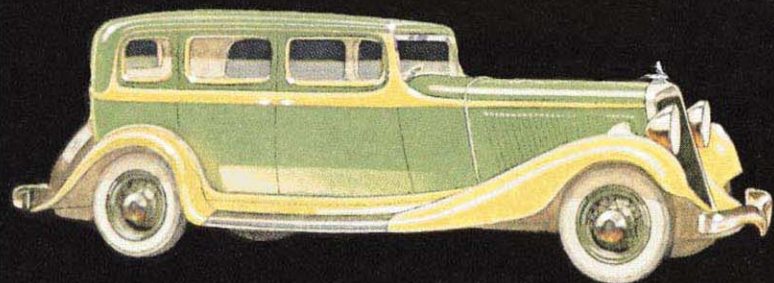
STATE \_\_\_\_\_



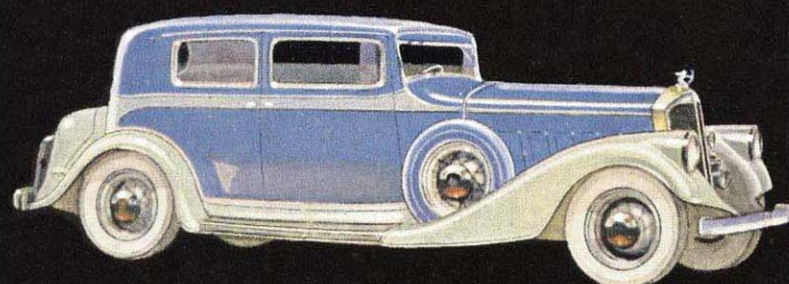
# STUDEBAKER offers for 1933 dominating values in every price class!



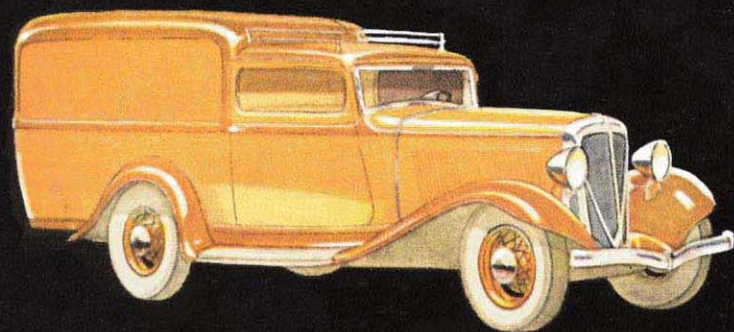
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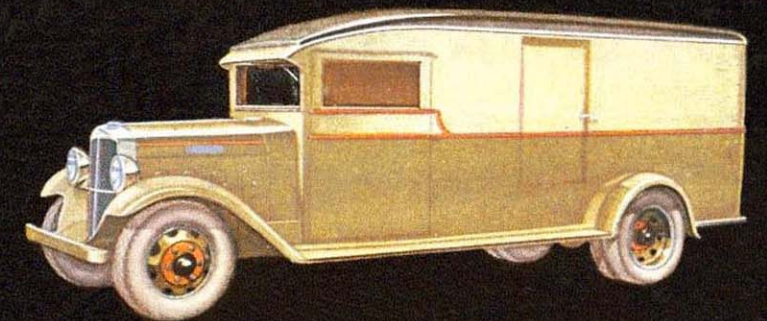
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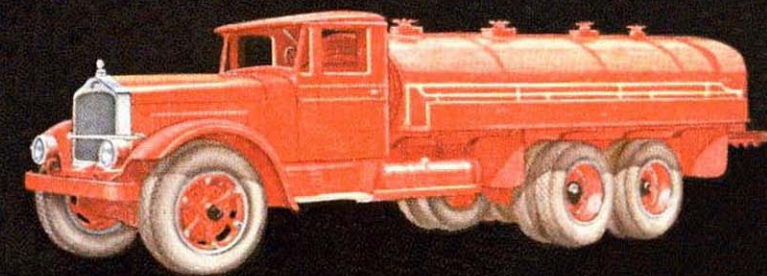
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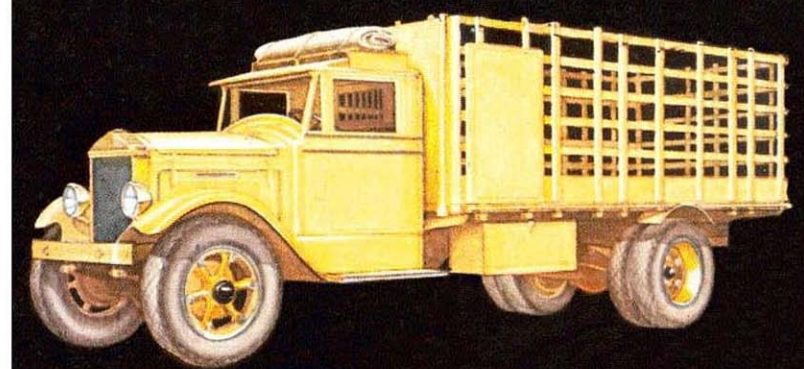
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