

*How to Present*  
*the 1933*  
**ROCKNE SIX**

*. . . the car that swept to  
success in one year!*

**IT'S THE  
FIRST**



**THAT  
COUNT!**

# *What* to do to make

*the first*



*count!*

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# Why IT'S

# THE FIRST

# 10 days

# THAT COUNT

It's the first ten days that count! *Why?*

*Here are the reasons:*

1. It is generally conceded that the low point of the depression was passed during the summer of 1932. There is no question but that we are now slowly—but surely—on the upgrade. Therefore it stands to reason that 1933 will be a greater automobile sales year than 1932. The replacement market has been growing for three years—since 1929. A substantial percentage of those people whose cars are completely worn out will be coming into the market in 1933.

In other words you are on the threshold of an automobile selling year which should enable you at least to double your Rockne sales in 1933. The work you do in the first ten days in announcing the new Rockne line will do more than any other ten days in the entire year to help you get that increase in sales.

2. During 1932 dealers lamented the fact that the public was not coming into their showrooms. The dealer had to take his showroom to the public's door—it refused to come to his door. This situation may not exist as strongly in 1933 as it did in 1932. But even if it does—the public *will still visit showrooms to see a new line of cars*—that is, if that line is properly presented to them. And this is why: A new car is *news*—it is something in which people have a definite interest whether they buy or not. And if the new cars are properly presented to them, they will come to the showrooms at that time of the year if *never* at any other time!

It is up to the dealer to cash in on this great public interest in automobiles of all kinds at its very peak—at the time the new cars are announced. In other words *it is the first ten days that count!*

3. The automobile buying year starts off with a bang in January and February and goes up to its peak in April and May. Let us assume there are ten prospects who will buy a car in the Rockne price class sometime in 1933. Probably one or two of these ten will buy in January or February. Five or six will buy in April or May. The remaining two or three will

buy later in the year. *BUT—all* of them will probably make up their minds in January or February, when they visit the shows and the showrooms, *which car they will buy!* And that is a **BIG REASON** why it's the first ten days that count! The more people you get into your showroom—the more people you can get to see the new Rockne, ride in it and drive it during that important ten day period when it is both new and news—the more April, May, June and July sales you are going to get! The automobile buying public "looks 'em over" in January and February and buys in April and May. They have always done so—and they always will. And the sooner a dealer goes with this trend instead of bucking it—the sooner will his efforts be reflected in new sales!

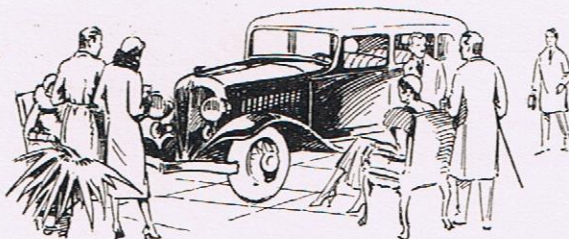
That's why it's the first ten days that count!

This booklet tells you, in complete, day by day detail, how to properly present the 1933 Rockne Six to your community. It is not a cure-all. It requires lots of work, lots of planning, lots of organization and—above all—showmanship. The ideas included here are not new. But that is just the point—they have been used by dealers for years—but every last one of them *works!* That is why we are giving you them again—because we know, from the experience of thousands of dealers, that if you follow them properly you will get results.

Another thing. There are a lot of suggestions here. Adapt as many of the ideas to your own operation as possible. Keep this book before you *constantly* during those first ten days.

With new cars available we suggest you plan your announcement to coincide with the first Rockne announcement at the New York Automobile Show on Saturday, January 7. Please do not announce your new cars before this date.

Take this book—plan your own campaign day by day—tell your salesmen of this program—then work it to death—and go ahead with Rockne in 1933!



# What to do on the *first* day—Tuesday

**T**HIS is the day you start planning for the big drive. You have four days to get ready for your opening gun on Saturday—the day you announce the new line and open your showroom to the public. What you do in these four days will tell whether your opening has been a success or failure.

It takes plenty of planning and organization so that everything will run off in clockwork fashion on the biggest day of the ten—Saturday—the day of your opening.

On this page are the things you should do on the first day—Tuesday.

## 1. Clean up your showroom



If you have a porter, start him on the job of house cleaning. If you have no porter, put your salesmen to work, and help them out yourself. Wash the windows, scrub the floor, take down old posters and pennants and so forth. There is nothing that discourages a prospect or kills a sale so quickly as an untidy showroom.

## 2. Clean up your service station



What you do in the way of cleaning your showroom also goes for your service station. For on Saturday you are going to have "open house" for your entire establishment. Thousands of automobiles have been sold on one thing only—the service the dealer can give. And nothing will sell service quicker—especially to women—than a service station that is clean and neat. So scrub and clean up this department. Have your mechanics' uniforms laundered. If you display used cars in the service station, have them washed and polished. Have your benches clean and neat and all tools in place.

## 3. Have literature available

If you have not already ordered 1933 Rockne literature, do so at once. No opening is complete without literature. Remember that all Rockne literature will be distributed from Detroit. Do not order from South Bend, for, while your order will be passed on to Detroit immediately, it will be needlessly delayed 24 hours. Order all Rockne literature either by wire or letter direct from the Advertising Department, Rockne Motors Corporation, Piquette and Brush Streets, Detroit, Michigan.

## 4. Start salesmen's meetings



This is one of the most important preparations for your opening. Your salesmen are going to have a big job on their hands for the next ten days. They must be on their toes constantly. They must know what to do every minute. To give them the complete story, you must hold a sales meeting *every day*—or perhaps twice a day for this period. To create added interest you might work out a system for paying salesmen a bonus for the best work done during this time. Do not try to cover all the points in one meeting. That is impossible. For the first day's meeting we suggest you do the following: (1) explain in a general way the ten-day program and impress upon them the importance of this period in their activity for all of 1933; (2) tell them in detail about your bonus plan; (3) assign the various duties for that day and Wednesday; (4) start a sales school on Rockne versus competitive cars. Your textbook in this school should be the Rockne Sales Manual, which can be purchased from the Rockne Sales Department for \$1.00.

IT'S THE FIRST **10** days THAT COUNT!

# What to do on the *second* day—Wednesday

IT is our suggestion that you carry out your entire 10-day program through the medium of salesmen's meetings—or rather meetings of your entire organization. Have two meetings each day—one in the morning and the other at night—to check up on the work accomplished for that day and plan

for the next day. This system will accomplish far more for you with less effort on the part of everyone. Turn your employees into an army, of which you are general and commander in chief.

Here are the things you are to do on the second day—Wednesday.

## 1. Prepare your showroom window

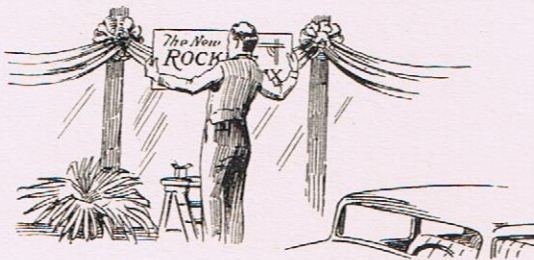


To create curiosity and public interest, whitewash your showroom windows. This will not only arouse curiosity, but will also give you a chance to prepare and decorate your showroom with more or less privacy and secrecy.

## 2. Install floodlights

If you have floodlights available put them to work for you. If you have none, they can be borrowed or rented at a very nominal cost. Then set them up in good locations where they will flood your entire building. There is no greater attention-getter at night than a building that is completely floodlighted.

## 3. Decorate showroom



You will be surprised how much you can change not only the appearance but the very atmosphere of your showroom with a few decorations than can be both simple and inexpensive. Here are some suggestions—ferns or palms to set off the cars, or strings of pennants which can be festooned from the ceiling (these can be purchased at very attractive prices from Advertising Creators. See back page of this booklet.) Or, if you prefer, festoon strips of colored crepe paper from the ceiling. You will be surprised how these decorations actually *invite* visitors to come in.

## 4. Preview for newspaper men

This is important. A good story about your announcement and a story about the new Rockne in your local paper will do you a world of good in creating interest and bringing people into your showroom. Furthermore, you will find your local editors, reporters or automobile editors in a more receptive frame of mind toward automobile publicity than at any other time of the year. Here is a tip. Give these people a *preview* showing of the new car, for two reasons: one, so they can have time to prepare their stories in advance of their Sunday issues; two, and more important, newspaper people like to know about things before other people do. For that reason you should show them this car *before* the general public sees it.

## 5. Demonstrators in shape



Have your demonstrators ready to work night and day when the new car is announced. Make them traveling advertisements—either by painting signs on them—or using the factory transfers which are furnished free. A Rockne constantly on the streets with the name "Rockne" on it—with your name—is worth many pages of newspaper advertising.

## 6. Sales meeting

Here is the program for your sales meetings on the second day: one, go over your first day's talk on the importance of the ten-day drive; two, tell the story of your bonus plan again; three, check up on what you have accomplished so far; four, assign duties for the second and third days; five, get into your training classes on the Rockne versus competition. Tell your men that you are going to give them a written examination on these lessons on Friday evening and that they must pass this test.

IT'S THE FIRST



THAT COUNT!

# What to do on the *third* day—Thursday

**Y**OU are now only two days away from the opening. You must work fast and keep your organization at high pitch. Up until now your work has largely been that of getting your showroom and facilities in shape to show to the public. Today you must plan to broadcast your message to the public—

in the form of telephone calls—direct mail—invitations, etc. You are also to hold your regular meetings, conduct your sales school and lay plans for the balance of the ten-day period.

Here, in detail, are the things you should do on the third day—Thursday.

## 1. Mail advertising material



This is a long, tedious job, unless you have it done by outside agencies, and you should start immediately. It is here we suggest you use the Rockne-Western Union Announcement Messages (see back page for complete details.). This is the best and most inexpensive announcement program you can carry on. At two cents each, these messages will be delivered by Western Union Messenger Boys in any section of the city you desire. And all for two cents each—complete! Even cheaper than a letter!

Get in touch with your local Western Union office and work out the complete details. Then send in your order and remittance to the factory—and *Rockne and Western Union will do the rest!*

## 2. "Mystery car"



To further excite curiosity you might get up a Rockne "Mystery car" and drive it through the business and residential sections of your town. Such a car would be easy and inexpensive to fix up—all you would need to do is make a cheap cloth covering that would leave an opening for windshield, front windows and so forth. You might also hang a sign on the car as indicated in the above picture. You will be amazed at the interest you will create.

## 3. Use the telephone



Today is the day you should start your most important campaign—your telephone barrage. If you have two or more phones in your place of business put a salesman on each one. Have your other salesmen use their phones at home. And have them call continuously for two hours every evening from seven to nine p. m. A conversation of this type will not be difficult, so you may be able to put others in your organization beside your salesmen on this work. All you need to do is qualify the prospect—learn if he still has his car—whether he bought it used or new—and then invite him to come to your opening on Saturday. Make no effort to tell him about the car—or sell him a demonstration. Sell him only one thing at this stage of the game—to come down and attend the opening. *This is the greatest single thing you can do in the ten-day period. Make the most of it!*

## 4. Your sales meeting

Here are the things you should accomplish in your meetings on the third day: (1) keep up interest in your bonus contest; (2) check up on what you have done to date; (3) assign duties for the next day; (4) emphasize the importance of two solid hours of telephone calls every day during the ten-day period; (5) continue your sales school and arrange for the examination the following day.

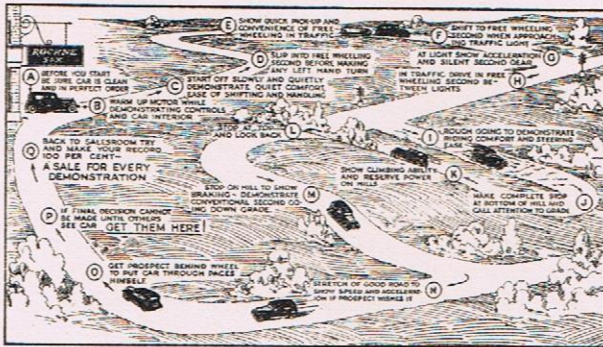
IT'S THE FIRST **10** *days* THAT COUNT!

# What to do on the *fourth* day—Friday

**T**HE most important thing for you to do today is conduct your examination of your salesmen on the comparative features of the Rockne versus competition. And when we say examination we mean just that—a written list of questions on which each salesman is to give you a written list of answers. It is suggested you conduct this examination early in the morning so you can return the corrected papers by evening and go over the points where the

salesmen were in error. Then have your salesmen give you a showroom presentation of the Rockne and sell you on a demonstration right from the showroom floor. You are to impersonate the showroom visitor, and you are to make your salesmen answer all questions you may care to ask about the Rockne and see that they sell you a demonstration. Your salesmen must be trained to handle people. This is the best way to train them in the shortest time.

## 1. Plan a demonstration route



Lay out a demonstration route that your men can follow starting the day of the opening. Be sure to include hills, bumpy roads, stretches for speeding, heavy traffic, etc. See that every salesman knows this route by heart—and that he also knows how to conduct a demonstration properly. Also have your demonstrators set and ready to be on the go constantly for the next six days.

## 2. Advertising and publicity



You should make final arrangements to see that your newspaper advertising is in shape—that your name, address and phone number are spelled correctly, and that you have received a good position in the paper. You might also check to learn if your publicity will appear to tie in with your program.

## 3. Mystery car on streets

Keep your mystery car on the streets all day Friday. This is your best chance to create pre-announcement interest in the Rockne and you cannot afford to overlook it.

## 4. Start radio announcements

If you have a local radio station, start your local announcements the evening before your opening. Or you may prefer to start on Thursday evening.

## 5. Use the telephone

Keep all your men on the telephone from seven to nine in the evening—qualifying registration lists and asking people to come to your opening.

## 6. Distribute windshield pluggers



As proven by the Rockne sales crews which worked with over 100 Rockne dealers in 1932, windshield pluggers are surefire to get prospects into showrooms. The more simple they are—the better they work. All you need is a small white slip of paper about four by five inches in size with the following message in your own handwriting: "I saw the new Rockne Six yesterday—and it is a knockout! New price—new upholstery—more power—bigger bodies—everything! Why don't you go to Blank Motors Sales opening at 1015 Main Street, Saturday, and see it?—Bill."

## 7. Remove window whitewash

The last thing you are to do on Friday evening is take the whitewash off your window and change your sign to read as follows: "It's here—TODAY—the New Rockne Six—the car that swept to success in one year. Take one out for a free trial drive." Also put up the Rockne window trim which will be sent you in plenty of time for your opening, and use the building banners and pennants which can be purchased from Advertising Creators.

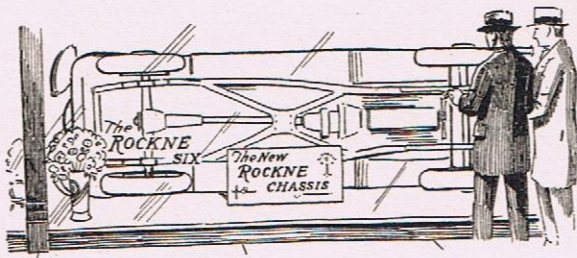
*The Day  
of the Opening!*

## What to do on the *fifth* day—*Saturday*

OF all the ten days that count, this day—the day of the opening—counts most. First impressions are lasting—and the way you handle your showroom visitors—the courtesies you extend—in fact everything you do is going to be reflected in your sales for all of 1933. Make the most of this day. Everyone should be on his toes. You have built

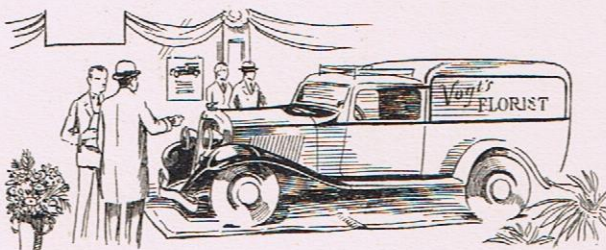
up everything for this one day—you have scheduled newspaper advertising—you have put out pluggers and the Rockne-Western Union announcements—you have been busy on the telephone every night. All this effort will be lost if you fail to come through today. Here are the things that you must do on the fifth day—Saturday—the things that will make your announcement a success.

### 1. *Arrange a chassis display*



To stop passersby you should have a chassis display in your front window. Turn a Rockne over on one side and paint the running gear to show up the Rockne features. You might have ribbons running from the chassis to the window, with a sales message on the window end of each ribbon.

### 2. *Special display of panel delivery car*



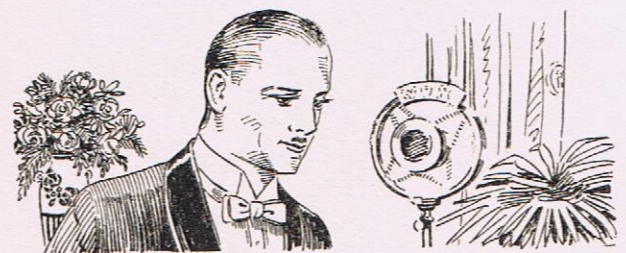
The Rockne panel delivery car opens an entirely new market for you. Make the most of it from the very start! Have this car in a prominent place in your showroom. To increase its advertising value, have the name of one of your local firms already painted on it. It is suggested that you make an unusual effort to sell this first car to enable you to put this name on the car. Call up local dry cleaning establishments, florists, and others who have a need for a car of this type and invite them to see the new Rockne delivery car.

### 3. *Keep demonstrators busy*



Keep *all* your demonstrators busy *all* the time! Work out a definite routine for your salesmen as follows: Take the visitor through the showroom—show him the cars—then through your service station—and at the end of the tour have a Rockne right in front of him ready to give him a lift wherever he may care to go. Demonstration was the only thing that sold Rocknes in 1932. And it is going to be the only thing that will sell them in 1933!

### 4. *Continue radio advertising*



Keep your radio announcements going for the entire ten-day period. You know as we know that you cannot expect everyone who even wants to see the Rockne to come in on your opening day. Your "open house" must last at least a week—and to keep your house filled up, you must plug it every day. And what we say about radio advertising also goes for the telephones and the pluggers.

IT'S THE FIRST **10** days THAT COUNT!

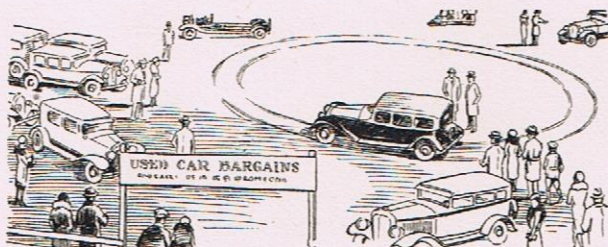


# What to do on the *sixth* day—*Sunday*

IT is difficult to do much work on Sunday, yet there are a few jobs that can be done so you will have them out of the way. The most important perhaps, is to continue your sales and organization meetings and prevent any possibility of a let down. This is a natural reaction, as you have built up plans up to the peak on the opening day, Saturday. But this is no time for a let down. As stated before, you cannot expect everyone who has seen your advertising, direct mail, etc., to come in on Saturday. So you

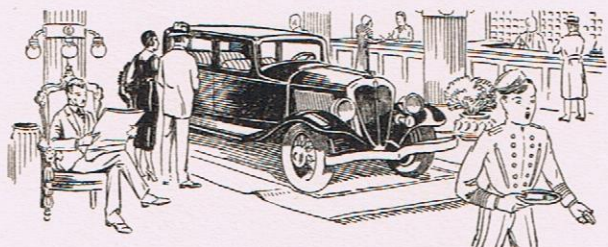
must be ready with plans and ideas to keep interest alive. You must continue your open house—although you need not do it on such an elaborate scale. Music and flowers, for example, are not necessary after the opening day. But you must continue to show visitors through your entire building and make every effort to sell them a demonstration at the end of the visit. Here are a few things you can be doing on the sixth day—Sunday.

## 1. *Have a special used car lot display*



You will naturally have a number of visitors at your used car lot on Sunday. Why not display a new Rockne in this lot to attract the interest of possible new car buyers? You might increase this interest by having a Rockne traveling driverless in a continuous circle in the center of the lot. This idea has been worked by several dealers with great success.

## 2. *Arrange display in hotels or banks*



Sunday is a good day to move a Rockne model into one of your local hotels or banks. You should arrange this earlier in the week and then move in the car on Sunday, if possible, when the banks are closed and when it is relatively quiet in a hotel lobby. You will find banks and hotels generally agreeable to allowing such displays, and it is of decided advantage to you as it doubles or triples the number of people who will see your car on display.

## 3. *Your sales meeting*

At this meeting you should tell your salesmen of the importance of continuing their efforts throughout the duration of the ten-day period. Impress on them that they must keep up their telephone calls each evening from seven to nine. As a special incentive you might work out a "buried treasure" plan. Arrange with a prospect on your registration lists to be home between seven and nine on a certain evening. Then tell your salesmen that one of the names on one of their phone lists will bring them a ten dollar bill—if they call the "mystery number" and succeed in getting the prospect to visit the showroom.

## 4. *Put your owners to work*



The Rockne owner is one of the best Rockne salesmen you have. He has already told his friends and acquaintances about his car and this word of mouth advertising cannot be bought. Cash in on this situation! Organize your owners to give you names of Rockne prospects and offer them a five or ten dollar bill for every name turned in that is sold. Confine this campaign to Rockne owners only—and make it *worth their while* to give you *good* names. You might even go further and offer a capital prize of perhaps \$25 to the owner who turns in the most names that are sold.

# What to do on the *seventh* day—Monday

**F**ROM now on until the end of the ten-day period you have two important jobs to do: one, devise ways and means of keeping public interest alive so that prospects will come to your showroom; and, two, work out a method whereby your salesmen keep a close tab on all prospects uncovered for

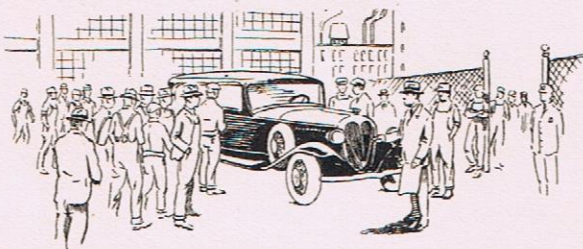
follow up. The first job can be done through the medium of demonstration tests, lettered cars on streets, etc. The second can be done only through your sales meetings—and the constant pounding of the value of follow up, day in and day out. Here is what you should do on the seventh day—Monday:

## 1. *Arrange a theatre tie-up*



A movie theatre tie-up (in which the theatre gives away a car free) is especially valuable these days because it brings the car to the attention of people who have money to spend. They must have money to spend or they would not be attending movies. You will find many theatres willing to purchase cars from you on these deals, because they definitely boost theatre attendance. As a side issue, you might purchase a large number of tickets yourself and advertise the fact that the first 50 visitors in your showroom on a specified day will receive tickets to the movie (as well as a chance on the Rockne) free of charge. Or you might make the giving away of the free ticket hinge on the taking of a ride in a Rockne.

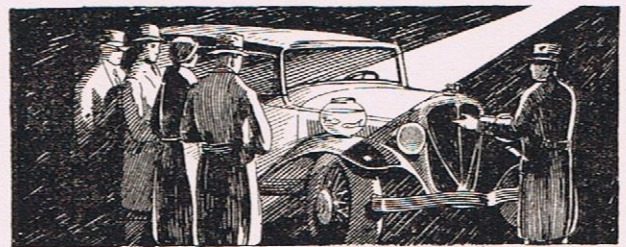
## 2. *Show car at factories*



Send out one or two salesmen in a demonstrator to make a "noon stand" at your local factories during the noon hour. Be sure and pick those factories where the men have been reasonably well employed and who are most likely to be prospects for new or used cars. It is suggested you use Advertising Creators' celluloid hood in this demonstration and put on the "fountain pen" test. This consists of simply standing a fountain

pen on its end on the front fender—and then racing the motor to prove how Rockne, with its motor floated on rubber mountings, eliminates vibrations to the frame or body.

## 3. *Have a night stand*



You should also put on this anti-vibration test, using the bowl of goldfish, on a prominent street corner on Monday evening. This night stand idea was originated by the Rockne crews last summer with splendid results. The car was floodlighted to attract attention, and was also equipped with a light playing on the goldfish bowl on the fender to attract even further attention. An added tie-up was the placing of a driver and demonstrator a few yards away. When an onlooker showed interest, he was invited to take a demonstration.

## 4. *Arrange performance tests*



Performance tests always create public interest. You can either advertise a special hill climb test, or can arrange private test with automobile editors and local city officials acting as sponsors and judges. If properly handled, this type of promotion should give you excellent publicity in your local papers.

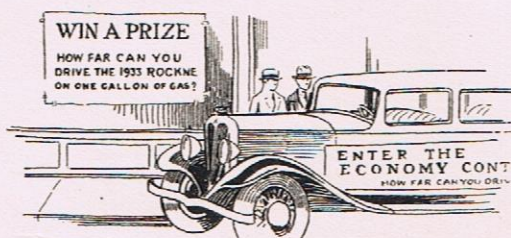
IT'S THE FIRST **10** days THAT COUNT!

# What to do on the *eighth* day—*Tuesday*

**Y**OU will find that, at this stage of the game, much of the natural public interest in your announcement has worn off. To counteract this situation it is up to you to work out some outstanding demonstration of the Rockne that will keep the public coming to your showroom. To do this we suggest

the Rockne Economy Contest described below. It is also time to make a thorough check of your organization to learn just what you have accomplished to date. Impress on your men that their biggest job right now is to get the public in to see the cars. Here is what you should do on the eighth day—Tuesday:

## 1. Start an economy contest



This plan has proven itself as the best possible demonstration program. Here is how you do it. Get a visible mileage tester and attach it to a demonstrator. Then pick out a short demonstration route that will allow plenty of free wheeling. Then advertise your contest—several cash prizes to the persons who make the greatest gasoline mileage over the specified route. A salesman will ride as "observer" with every contestant, and this will give him a chance to sell the Rockne as the person takes the ride. Put a chart of contestants' standings on your show window so that everyone can see who is leading.

## 2. Invite prominent persons for a ride

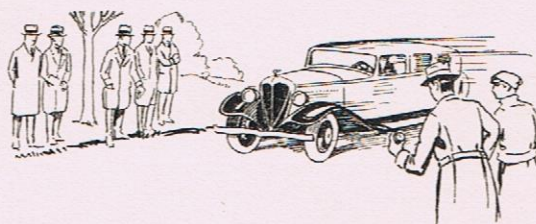


Here is another good way to get public interest and also gain additional publicity. Your local mayor, police chief, sheriff and other public officials are naturally interested in new cars—not only for personal use, but also in their daily work. Invite these people to take a ride in a Rockne—and endeavor to tie in the newspapers so you can get additional publicity.

## 3. Telephone calls

Be sure to keep your organization busy on the telephone every evening from seven until nine o'clock. This is the best single way to keep the public interested in the Rockne and get prospects into the showroom. Also continue your radio announcements.

## 4. More performance tests



Continue your performance tests. Here is your opportunity to put over the Rockne selling story in a dramatic way with speed tests, hill climbs, acceleration and braking tests, and so forth. Make the most of these activities.

## 5. Check results at meeting



You have now been waging a strenuous campaign for eight consecutive days. Your entire organization has been keyed up. In your sales meeting on the eighth day—express your appreciation for their efforts to date and ask their cooperation for the two more days. Assign their final duties and see that they are keeping their files of prospects and suspects in shape for a quick follow-up at the end of the ten-day campaign.

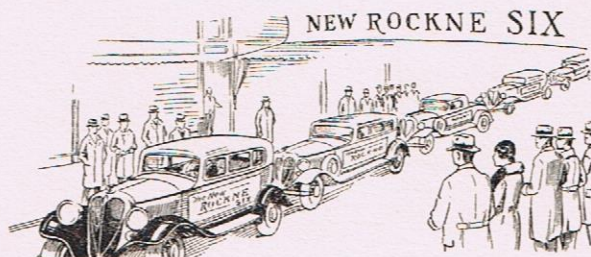
IT'S THE FIRST **10** days THAT COUNT!

# What to do on the *ninth* day—Wednesday

**T**HIS is the next to the last day of your campaign. Your work in introducing the Rockne to the public is about finished. There are still one or two important things you should do however to keep interest going to get the remaining people into your showroom. When this is done you are then ready to put your organization on a definite daily

schedule to start cashing in on the work they have done in this initial period. It is our suggestion that you start laying out your program for this work today—so that you can present it in full detail at your sales meeting on the morning of the tenth day—Thursday. Here, however are the final guns in your ten-day opening campaign.

## 1. Stage a parade of Rockne cars



A parade is as old as the hills—but there is still nothing that any dealer can do that will create more interest. The more cars, the more people you can get, the more banners you can have flying, the better the parade and the more good it will do you. Get prominent city officials, attractive looking girls and Rockne owners to enter the parade. Or you might stage a parade of only Rockne demonstrators and keep them constantly on the go eight or ten hours every day for three or four days. Work out a contest, asking the public to guess the combined total mileage (or the mileage per gallon) run-up by these cars for the entire period. This idea was put over in 1932 by one dealer with great results.

## 2. Visit service stations, garages



Service station attendants and independent garage owners are always the source of good prospects. Keep in touch with these men. Give each a Rockne demonstration. No matter whether they are in a position to buy, you should sell them on Rockne, for they can do you a lot of good. It is our suggestion that you take a list of every service station and independent garage in your city—and make it a ruling that each

salesman must call on at least one of these places each day until you have the entire list canvassed.

## 3. Distribute pluggers



It is about time to put out another supply of windshield pluggers on cars that you know will make good trade in values. Pluggers can be of two types as follows: (1) "I believe I have a buyer for this car at a very attractive price. If you are interested, phone me. Jones, Majestic 3-432;" (2) "I have just had a demonstration in the new Rockne. It's a knockout! You ought to take a ride in it. Bill."

This is the exact wording of the pluggers which proved so successful for the Rockne sales crews in more than 100 dealer points in 1932.

## 4. Arrange a parking lot display



Parking lots are patronized by automobile owners—the people who buy your cars. Why not take your product right to the heart of your market—and arrange a Rockne display in the very center of a public parking lot? Operators of these lots may not permit this in some cases, but it can be arranged in a great many of them. Once you do have the permission, it is a simple matter to park a car in plain sight and let the car itself do a selling job.

IT'S THE FIRST **10** days THAT COUNT!

# What to do on the *tenth* day—Thursday

**T**HIS is the final day in your announcement drive. If you have accomplished all the things suggested in this presentation, virtually every potential prospect in your entire trading area has either seen, read about, or heard about the 1933 Rockne Six.

It is now up to you to put your organization on a daily schedule to make a concentrated drive on these people in an effort to turn them into Rockne prospects and then Rockne owners. There is only one way to do this—and that is *work*.

## 1. *Contacts*

Put your salesmen on a daily schedule to make at least ten *new* personal contacts each day. This does not include telephone contacts—although your men should continue to use the telephone every night to qualify prospects and make appointments for personal contact the following day. Use your registrations lists, owners suggestions, telephone calls and cold canvass to make this daily quota.

## 2. *Demonstrations*

Your men should each make five bona fide demonstrations over a set demonstration route each day. You are then converting your ten contacts into prospects and sifting them down to the possible owners.

## 3. *Appraisals*

At the end of each demonstration you should make an effort to sell an appraisal—although you should not do this until you have the prospect willing to admit he wants a Rockne, and his final answer will be based only on the appraised value of his present car. Of the four or five demonstrations, you will probably get, on the average, about one or two appraisals each day.

## 4. *Sales*

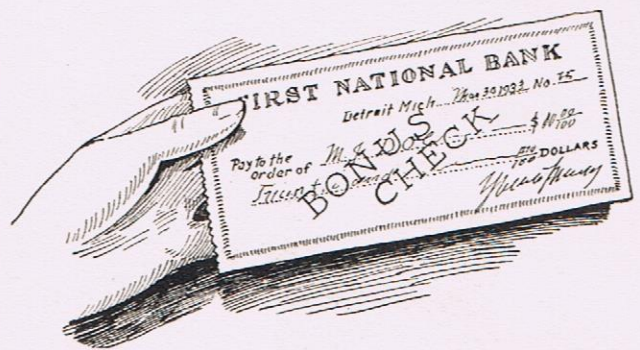
A table compiled from the sales experience of over 100 Rockne dealers in 1932 shows that one sale was made to every five appraisals. From this you can see how much work you and your organization must do to complete a single sale. It is hard work, but that is the only way you or anyone else can expect to sell automobiles in 1933.

## 5. *Put your salesmen on schedule*



The only way to accomplish the above things is to put your salesmen on a daily schedule and make them report their contacts, demonstrations, appraisals and sales to you each day. If you will keep your men on this schedule you will sell cars in 1933.

## 6. *Special programs*



It is understood that keeping a sales organization on its toes day in and day out is a difficult job. Canvassing, making phone calls, giving demonstrations—all are tedious work. To keep your organization stimulated it is suggested you work out special sales contests, bonus plans, etc., from time to time to keep interest alive and make this work worth your salesmen's time.

Use this sales and advertising material—it will help  
*make the first ten days count!*



Through an arrangement with Advertising Creators, Detroit, Rockne is now able to offer its dealers any number of valuable sales and advertising helps at nominal prices. Enclosed with the above folder is an order blank which you can use in purchasing this material. In buying, order direct from Advertising Creators, 2832 East Grand Boulevard, Detroit, Michigan, at the terms specified on the order blank.

# Here are your 52 big talking points in selling the 1933 Rockne Six . . . . .

## *The Engine*

1. Motor Floated on Rubber Mountings
2. Cam and Roller Free Wheeling
3. Synchronized Shift
4. Silent Second
5. 70 Horsepower at 3200 R. P. M.
6. Four-Bearing Counterweighted Crankshaft
7. Vibration Dampener
8. Six-Cylinder L-Head Engine
9. Fuel Pump
10. Thermostat Temperature Control
11. Electro-plated Cast Iron Pistons
12. Four Perfect Circle Piston Rings
13. Automatic Starting
14. Full Pressure Lubrication
15. Crankcase Ventilation
16. Four Steel-Backed, Aircraft Type Main Bearings
17. Silent Chain Driven Front End
18. Low Taxable Horsepower
19. 5.5 to 1 Compression Ratio
20. Carburetor Silencer

## *The Chassis*

21. Cam and Lever Steering
22. Metal Spring Covers
23. 11-Inch Brake Drums
24. Double-Drop X-Frame
25. Hand Brake on All Four Wheels
26. Five 17-Inch Wire Wheels

27. Silent Threaded Spring Shackles
28. One-Piece Steel Fenders
29. 102-Ampere-Hour Battery
30. Cable Actuated Brakes
31. Timken Bearings on Axle, Differential and Pinion
32. Moulded Brake Lining
33. Wide Tread
34. 110-Inch Wheelbase
35. Hydraulic Shock Absorbers

## *The Body*

36. True Aerodynamic Design
37. Luxury Spring Cushions
38. One-Piece All-Steel Bodies
39. Body Fully Insulated
40. All Closed Bodies Wired for Radio
41. Bandit-Proof Door Locks
42. Foot-Operated Light Control
43. Instrument Panel Indirectly Lighted
44. Engine Heat Indicator on Dash
45. Clearway Front Compartment
46. Two Sun Visors
47. Wide Doors
48. Roomier Front and Rear Compartments
49. New Type Upholstery
50. Wide Front and Rear Seats
51. Overall Height Decreased
52. Safety Glass in Windshields of Passenger Cars

*Only Rockne Has Them All!*

# Here is the story of the Rockne Six . . . *the car that swept to success in one year!*

**R**OCKNE was unknown a year ago. On January first, 1932, there wasn't a single Rockne on the streets. There was no great list of previous Rockne owners waiting to buy new Rockne cars. There was no far-flung dealer organization. Rockne was entering the most highly competitive price field in the industry—in the poorest sales year the industry has ever known.

Yet in spite of these almost overpowering handicaps Rockne has set one of the most impressive first year records in the history of automobile business.

Here is what Rockne has done in its first year . . .

For months Rockne has been among the first ten manufacturers in sales of cars to dealers. As of November 1, Rockne has sold more than 21,500 cars to dealers.

Actual registration figures, the final test of public acceptance, show that Rockne has moved from 31st place in total sales of all makes to eighth place in eight months. Month after month it has passed one car after another—cars with years of popularity behind

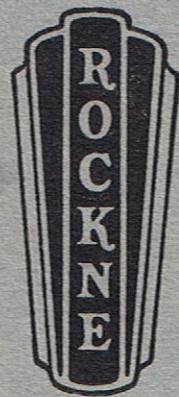
them. It has been in fourth place in registrations in California—the state with more cars per family than any other—for four consecutive months. In September Rockne was in fourth place in registrations in seven states.

Rockne can rightfully boast the greatest owner enthusiasm of any car on the market today. Never has any car known greater owner loyalty.

Rockne now has a sales organization numbering more than 1,800 dealers in every part of the United States. All of these dealers have been signed since December, 1931. Few companies can boast the acquisition of so many dealers in so short a time. Indeed few companies can boast *more* dealers than Rockne has today. And Rockne is only one year old!

Such has been the progress of Rockne in its first year—a year that has unquestionably been the poorest from a sales standpoint that the industry has ever known. If Rockne can get *results like this in a year like 1932*, what will happen when general conditions improve?

Rockne has proved that it is not only here to stay—but *here to go ahead!*



## *Go ahead with Rockne in 1933!*