# The thisselguapy 

The Kissel Dealers and Distributors Newspaper-Official Organ of The Kissel Motor Car Company

# We WIIL CONCENTRAIE ON ONE PASSENGER CAR CHASSIS ONLY OUR AIM IS "QUALITY FRRST, LAST ANO ALL THE TIME" 

# Permits an Enlarged Production for Retailing at Moderate Prices. 


#### Abstract

We will concentrate on one passenger car chassis only-representing the eulmination of eleven years of engineering achlevements and inno-


 vation triumphs.Do you realize what this is going to mean to you from a sales standpoint, and what it will mean to us as fnanufacturers? First of all, let us remind you of the popularity of the custom-built model. We have hever built a line more popular than the Custom-Built line, nor have we built one more mechanically right. We have demonstrated conclusively what can be done with a strictly high class car in the Custom-Built 4 -passenger Tourster and Speedster on which price has never entered into consideration.

We will build an assortment of body designs on the custom-bullt chassls which has been proven to be mechanically right. Consider what this is golng to mean to your sales, and how much more eany it is to present your sales arguments on one chassts, as compared to a number. Consider how much better you can present your sales arguments when you are firmly convinced in your own mind that the product is right.

In concentrating our efforts on one chassis, we have the one alm in view of quality first, and in designing our body line, we will retain the 4-passrnger Tourster and the Speedster. We do this for the reason that if a man has in mind a 4 -passenger model or a 8 peedster, he is not likely to want a 7 -passenger Touring Car, or an All-Year Car. Furthermore, he is likely to want it with the best grade of equipment money can buy.

Now without disturbing the quali-
ty at all, we can take this same chassis and change some of the expensive items of equipment in the way of wire wheels, cord tires, bumpers, Waltham clock, imported top material, speclal natural wood finish. nickel plated top bows, etc., which will not sacrifice the quality in any respect, but will permit our turning out a 7 -passenger Touring Car, a Sedan or Coupe at a reduced price, corresponding to the difference in cost of these items of equipment.

With this full assortment of body designs and equipment, we will give you a line of cars on which you have but one sales argument, since it is only one chassls that you have to bear in mind-a line of cars that will fully meet the demand of the public for really custom-built carswith made-to-order appointments.

The All-Year Model will remain as distinctive as heretofore, and as originators of thls All-Year design, the Kissel will still lead the fleld. The one thing that we want you to retain of this article is the fact that you will have one individual line of passenger cars to sell, which means that you also will be concentrating your entire efforts on the sale of this one chassis representing the combined efforts of the entire organization,

You can also appreciate that by concentrating our efforts in this way, and having high quality and distinctive designs in vlew, it will be possible to get into a large enough production to produce this custom-bullt car at popular prices. These prices, of course, will be dependent upon a correaponding reduction in the cost of raw materinal and labor.

And speaking of raw material, although we have in the past years given purchases of the different materials careful consideration, we have made several changes in our Enginecring and Inspection Departments, so that all raw material is purchased strictly on a specification basis, made up by our Engineering Department, and same thoroughly inspected.


We know you will admit that this new Kissel emblem or radiator button is in keeping with the new Kissel Custom-Bultt models. It is the emblem of Unilmited Travel, of First Class Transportation, of the Highest Perfection In Mechanical Excellence. Body Deslgn, Personal Comfort and Exclualve Appearance.

This new Kissel emblem will be on all the new Kissel Custom-Bullt modela from now on.

## PRICE STUUTIOU IISULSS-

 ex BY CED. A. KISEEL
## PRICE REDUCTIONS DEPEND ON COST ELEMENTS

## Consumers Should Consider Confidence in Maker and Product Before Purchasing

"Why is it that some manufacturers have already announced price reductions while others have not? Is It a question of sacrificing quality to meet a demand for low prices, or were the prices rafsed out of proportion during the war?

Above are some of the questions that have probably been asked dealers by customers. The Kisselgraph editor asked Mr. Kissel to answer these questions and here is his angwer:
"The public in general is very apt to look at the question of price, i. e. as to whether or not reduction has been made, and If so, how much that reduction is. without taking into consideration the conditions pertaining to that particular commodity, and the reason which may have caused such reduction, as well as the reason which may have caused the high prices before the reduction.
"To thoroughly understand the situation, let us go back about a year when the automobile industry was asked to curtall its production of passenger cars, so that government work could be speeded up. At that time many compantes were obliged to curtail to a very large degree. In fact in many instances they were obliged to discontinue manufacturing their regular product. I refer particularly to those companies bullding and assembling passenger cars only. In some instances such companies did a certain amount of war work, but in a great many instances the amount was very small. Under such circumstances, it was viltally necesary for them to keep up certain other expenses in order to maintain and keep their organization and for that reason they were obliged to raise their prices beyond what would be considered a proper nominal raise consistent with labor and material prices and conditions.
"Such an increase under this condition naturally caused exhorbitant prices, with the result that now, when these companies are able to get back to a reasonable production they can very casily reduce their prices, and perhaps reduce them to prices that may be consistent under the present conditions.
"Now a different situation that creates a different condition, is that where the manufacturer kept his factory running to $100 \%$ eapacity, elther on regular truck or passenger
work, thus off-setting the big loss due to exhorbitant overhead expenses, due to little if any production. Such manufacturers were obliged to advance only as raw material and labor advanced, the overhead being absorbed by the government work.
"It can readily be seen that such companies will not be able to make any price changes so far as reductlons are concerned, as there will be very little change in raw material prices, and in labor conditions for some time to come.

Take for instances the elements entering into the cost of any com-modity-they can be summed up as follows:

First-Cost of Materials.
second-The direct labor for fabricating such material.

Third-Factory Expense or Overhead for Producing.

Fourth-Sales and General Expense.
These items make up the cost, regardless of the kind of product produced. In dissecting the above it will be easily understood that the basic material in the automobile is that of steel. Now the prices of steel for some time have not been exhorbitant because the government set the base price of steel at 5 cents, this being but a very small amount greater than the lowest figure a few years ago. There seems to be little chance for the prices of the steel produced to be lowered for some time to come, because such prices in turn are agair dependent on the question of labor. This therefore leaves this Item practically out so far as price reductions are concerned.
"It is my opiaion that the item of direct labor is one that will see mighty little change if any, for a long time to come and possibly never. This is because the standard living conditfons and the ways of living have been raised to a higher level, and it is not the American Spirit to have that reduced or curbed. This does not mean that in extreme cases where inexperienced help on war work were earning exhorbitant wages, that any such wage standard will be maintained. It does mean, however, that in order to meet present living conditions and standards, labor must necessarily be higher. That percentage with be probably on an average of $30 \%$ greater than pre-war labor standards, and leaves little room for
adjustment so far as the labor is concerned.
"The ftem of factory expense or production is one dependent entirely upon a certain overhead necessary for a certain production volume. Even If that production is not maintained, the same overhead is needed, which effects the cost of the product, Again in cases where factories have been running full time, with war work to offset this item of overhead, the exhorbitant advances were not necessary. Therefore the item of overhead, so far as effecting prices is concerned, would only effect those companies where exhorbitant advances were necessary, because they had no way to offset the overhead.
"The sales and general expense is an item which has been very materially reduced during the war period. and while the division on account of reduced production in many Instances was greater because of that reduced production, the principle as applied to general overhead would be applleable.

The above outlines conditions as they really exist, and from the consumer's standpoint, it really it a matter for him to figure out and have conflidence in the company with whom he is doing business. By that I mean conidence in whether that factory is, at the price they are offering, giving him the product that he orders, consistent with labor and materiai conditions as they exist, and as they will exist for some time to come, and whether or not that product, so far as value is concerned, measures up to standards set at the present time."

## PRICE SITUATION VIEWED BY PROMINENT MANUFACTURERS

"Any idea of a price war among manufacturers is absolutely ridiculous," says Lee Anderson, Vice-PresIdent Hupp Motor Corporation.

The Hudson Motor Company has decided to completely ignore the price problem. Officials declare that the price of the car is determined by the cost, and that they can foresee no Immediate reduction in cost.

The Paige-Detroit Motor Company has guaranteed Its prices to dealers until July 1919.

An Increase in price, rather than a decrease, is what the Packard Motor Company in facing acording to Alvin Macauley, President.

The Maxwell-Chalmers Company has guaranteed its price in advertisements to remain the same until June 1. 1919.

The Studebaker Corporation states that "until the pricis in materials and labor are lessened, we cannot see any reduction in the price of our cars."

The Briscoe Motor Corporation, Jackson, expects its present price to continue for six months.

# DETAILS OF THE NEW 1919 CUSTOMBULLT SILLER SPCCLMLS <br> THEY ARE CARS THAT ARE DESIGNED AND CONSTRUCTED AS YOU WOULD BUILD THEM 

The All-Year and Also Moderate Priced Models are Included

Since the war, there has been ther advance in effelent and economcreated a class of automobile critics who "design" their own cars, theoetically speaking. They inspect the cream of Europe's designs at the Salons-They view the best efforts of leading coach-makers, they visit the antion's exclusive automobile show rooms, looking for their ideal automobile-ose possessing the best features of all the Custom-made motor cars. Where in one instasce, exclusive body lines are designed, it may lack the quiet elegance and in: dividual niceties of the imported models, still another model may bave
ical performance, a superior force of eraftemanship was employed to produce a really Custom-built job in every particular.

Masterpleces of the 1919 Show
The result brought forth the new Kissel Custom-built Silver Specialsthe reception accorded these masterpleces at the Chicago and New York Auto Show is now a matter of automoblle history. The 4-pasenger Tourgter in Sllver Blue, handwrought with the same skill and technique that characterize the Cus-tom-built job-advanced chassis con-

that exclusive atmosphere of the hand-wrought artist, but lack a chassis distingulahed by the performance standard and service range of some other make. And so on-

With twelve years of advanced engineering progress, construction standards and body building innovatlons, back of him, Kissel set about to produce a strictly Custom-built Car, combining in one model all the chassis and body features which the motor car connolseur would demand If he himself were designing a car for his own use.

Three Objects Obtained
Three objects had to be attained, first-war time economy of operation and maintenance that proved such a surprise at a time when conservation was the Nation's war cry and atill is today; second-peace-time efllelency to meet the increased pace which the present reconstruction period demands of everbody; third-after that point of development had been reached which practically offered no fur-

The 4 -passenger Speedster, finlshed in chrome yellow-an Inspiration in motor car designing-an example of Custom-made work at its rarest-the aristocrat of the Speedster typefour seats, two over the running board-with the new Kissel custombuilt motor which develops 61 horsepower at 2300 R. P. M. dynamometer test.

In addition the Kissel Custom-built Six will be built in a moderate pricod model-a 7 -passenger standard touring, with all the vital custombuilt features.

Among the exclusive custom-built features are bullet-shaped head lights of powerful radiance-an unusually attractive radlator of the seml-spherteal design, the most expensive in America; ventilator in the hood operated from the driver's seat, to keep motor cool in summer and permit gas fumes to escape before reaching occupants: a long, racy hood with an unusually wide graceful-and a sky light that permits light and air; distinctive rounded windshield silver trimmed and set a rakish slant; straight line body; unusually wide doors; luxurious seats, with that of the driver sllding forward and backward; attractive rounded bodyrear; In fact, a car that belongs on Fifth Avenue, Michigan Boulevard, and Riverside Drive-perfectly at home among the exclusive and high priced imported thoroughbreds. The quiet elegance and individual appointments, together with exclusive mechanical features, make a double appeal to people of discernment.

The new models are mounted on the Kissel custom-built chassis on which our entire organization is concentrating, and which is the result of twelve years of brilliant engineering achlevements. Replete with those features that comblace efficlency and performance with economy of operation.

You must admit that these new models will make a strong appeal to these men and women whose discrim-

struction-body building-mechanlcal excellence-a composition in body design of those unique and distinctIve features which mark the Custombuilt motor car costing thousands of dollars. Ination is the result of years of motor car ownership-whose judgment is that of the connolsseur.

You can help us get into full production by giving us an Idea of the number of cara you will want.

# SIIMGP PICEOFCDIS: TOMBULIT MOOEL 

## SEVEN PASSENGER MOUNTED ON NEW CUSTOMBUILT CHASSIS

Deliveries to Start May 1st

The new Custom-built 7 -passenger Touring Model, to sell at a moderate price, will be ready for shipments to Kissel Dealers about May 1st. All designs have been completed and production has already started. This new model, the result of exhaustive experiments in body designing and construction ingenuity, strikes a new
this design. Without a doubt, it fully meets the personal Ideas and ideals of those owners who really fnsist on custom-buit quality and exclusiveness in motor car appearance.

Our production plans at this time will enable us to begin to make deliveries May 1st, and we urge upon every Kissel Dealer the necessity of placing orders for the number of the new models they will want this year for their territory.
Brief Specifications of New CustomBuilt 7-Passenger 'Touring

## MOTOR-

Kissel-built, high speed, 6 cylinder, L head type, cast enbloc. Bore $35 / 16^{\circ}$, stroke $51 / 2^{\prime \prime}$. Crank case cast integral with cylinder block and oil basin of a pressed steel stamping.

## PISTONS-

Made of annealed cast fron light in weight and accurately ground to dimensions. Are equipped with four piston rings, three

## The New Kissel Custom-Built Seven Passenger Touring Model


note in custom-bullt body design and mechanical excellence.

It is dealgned primarily for the class of purchasers who want the unusual in motor appearance, as well as performance, at a price within the reach of their fncomes, This new model is mounted on the new cus-tom-built chassis, the only passenger car chassis wo are concentrating on this year, and is the same upon which the new Custom-built Sllver Specials are mounted.

The new model will have the new custom-bullt motor, with a bore of $35 / 16^{\prime \prime}$ and a stroke of $51 / 2{ }^{\prime \prime}$, developing 61 H.P., at 2300 R. P. M. Dynamometer test. This motor is equipped with the new Kissel Automatic On Control and numerous other engine improvements, published elsewhere in this issue, and which makes this motor one of the most perfected pieces of mechanism on the market today.

In body deajgn, as the illustrations herewith show, it has practically all the vital custom-built features that give it that out-of-the-ordinary appearance, and sets it apart from the motor car the public has learned to expect in the moderate price elass. A straight front seat is planned to meet the popular demand in cars of
$21 / 16^{*}$ long. Center bearing 23 diameter x $2312^{*}$ long. Rear bearing : $234^{-}$diameter $x 3^{-}$long.

## CONNECTING RODS-

Are made of a high grade carbon steel, drop forged and heat-treated.
CAM SHAFT-
Made of a single drop forging with shaft and cams integral.

## motor bearings-

All crank shaft and connecting rod bearings have Fahrig Anti Frictlon metal ( $90 \%$ tin and $10 \%$ copper) for the wearing surface and perforated steel back to give greater strength.
TIMING GEARS-
Three in number at front end of motor. A steel gear on crank shaft and pump shaft meshes with a fabroid gear on cam shaft thns insuring extreme quietness.
AXLES-
Front-A large one plece drop forging having $23^{\prime \prime}$ deep I beam section.
thear-full floating of heavy rugged construction.
ENIVERSALS-
Double Spicer universal joints between transmission and rear axle. BRAKES-

Double external brakes on rear wheels are used. Each brake 14* diameter and has a $2^{\circ}$ face.

## FRAME-

Is constructed of 20 to 25 point carbon steel having side rails of $51 / 2^{-}$channel section converging to the front to permit a short turning radins.
CLUTCH-
Kissel Cone type leather faced with adjustable expansion plungers in rim of elutch to prevent grabbing. Also spring plungers

The New Kissel Custom-Built Seven Passenger Touring Model
above wrist pin and one near bottom of piston with of return groove below third ring from the top Rings are $3 / 16^{\circ}$ wide.

## CRANK SHAFT

Is a drop forging made of high grade 35 to $40 \%$ carbon steel. Front bearing $21 / 6$ diameter $\times$

acting as brakes, to stop the clutch from spinning are provided.
FINAL, DFIVE-
Hotchkiss.
STEERING GEAR-
Split nut and screw type with spec-
inl $18^{*}$ diameter hand whees.

Selective type three speeds forward and one reverse.
CHASSIS BEARING-
Timken roller bearings are used thronghout except transmission, which has annnlar ball and high grade phosphor bronze bearings, COOLANG SYSTEM-

Positive circulation by centrifugal pump.

## LUBRICATION-

Combination force feed to main crank shaft bearings and splash to connecting rod and pistons, Oil circulation is provided by means of a positive gear driven pump. New Kissel Antomatic Oll Control.
FAN-
Six blade safety type $16^{\circ}$ in diameter.
HADIATOR-
Tubular type special design giving the car a distinctive appearance.

## spilingis

Chrome Vanadium Steel. Front semi-elliptic $36^{*}$ long $\times 2^{\prime \prime}$ wide
Rear three-quarter elliptic $5 \mathbf{2}^{*}$ long $x 21 / 6^{2}$ wide.

## IGNITION-

Remy combined IIghting and fgnituon system is ased.
STAETING-
A 6 volt Reny starting motor with a Benedix screw drive to fly-wheel is used.
STORAGE BATTERY-
Willard 90 ampere hour.
WHIELL BASE-
124*
WHEELS-
Artillery type.
TIRES-
$32 \times 416$ " Goodycar or Firestone Non Skid rear.
GASOLINE TANK
Capacity 16 gallons. Hung on rear end of frame and connected to motor by means of Stewart vachum system.
CABBURETOR-
Special Kissel Stromberg automatic float feed type.
WINDSHIELD-
Special tilted type of highest quality.

## LAMPS-

Special so-called ballet type.
instruments-
Are mounted symmetrically on a special instrument board. Includes high grade Stewart Warner Speedometer.
SUMMER TOP-
One-man top covered with Pantasote.

## UNUSUAL TBECK MILEAGE

"The General Electric Company, Schnectady, N. Y., claim they are getting $191 / 2$ miles to the gallon on their Kissel GENERAL UTILITY TRUCK, and are more than pleased with it," says Wm. D. Havens, Schnectady, N. Y., Kissel Distributor. "They are also using otuc of our Freighter Models which has been more than satisfactory. It gives me pleasure to state that in the three years I have sold Kissel goods, I have never put in any repair parts."

## SEDAN BODIES

 ONEW CHHSSIS
## DOUBLE-SIX CLOSED JOBSA RARE OPPORTUNITY

Only a Limited Stock; Your Order by Wire is Necessary

The Hundred Point Six closed stock is practically exhausted. Some dealers have written us stating they will have a demand for All-Year Cars until the new model is ready for dis: tribution. Fortunately we have dis: covered a new means of taking care of this situation so none of you need suffer for the want of closed cars this winter if you act promptly.

We have a limited number of Double Six Bodies-All-Year Sedans, Sedanés, Coupes and Gibraltar Tour-

Custom-Bullt 4-passenger Coupe$\$ 2750.00$.
Custom-Built 4 -passenger Sedané - $\$ 2900.00$.

There would be the usual additional charges for special colors, plush upholstering, or additional equipment.

As a guide in your selection to facilitate quickest delivery, we would sugsest the following combination: For the Custom-Built Sedan-Green gray, upholstered in Alhambra Pattern B, Taupe 885; Beaver Brown, upholstered in Alhambra Pattern B, Taupe 885; Beaver Brown upholstered in Belgrade Pattern 1516-163, Brown 1808: Perfect Purple upholstered in Belgrade Pattern 1516-86. Taupe 885 ; or Brewster Green upholstered in Belgrade Pattern 1516--Green, 1377; Sedané - Brewster Green upholstered in Green Spanish leather, Custom-Builc Coupe -Standard Blue, leather upholstered. Regular Open Touring CarStandard Blue, leather upholstered.

Please understand that the above does not necessarily mean that you will have to confine your selection to the above combinations. They are


Double Six Sedan Body on New Custom-Built Chassis

Ings. We are mounting these on the regular Custom-built chassis with the exception of a few changes, such as equiping it with wooden wheels instead of wire, and with $34 \times 41 / 2$ fabric tlres instead of cord, and with ventilator in hood and cowl. This gives you a car equally as attractive as the regular Double Six model and at a price considerably lower. It gives you a chassis right in line with our 1919-20 production. In fact, any car put out in this way can really be considered as a strictly Cus-tom-built model. In other words, a Custom-built Sedan, Sedané, Coupe, or Touring Car at prices as follows:

Custom-Bullt 7-passenger shlar-- $\$ 2350.00$.

Youning Custom-Built 7 -pasenger Seday$\$ 2750.00$.
mentioned as a means of giving you quickest delivery. Also bear in mind that there are only a limited number of these Double Six Bodles, and if you wish to take advantage of any of them act quickly to facilitate delivery.

GOOD ROADS-GOOD BUSINESS As the war was won with motor trucks, so will our transportation problems in Peace times be solved in like manner. Let us therefore bend every effort in helping to bring about the realization of more road bullding projects, to insure 365 days of efflelent transportation of produce, mall. provisions, fuel and other necessitles every year. Let us encourage every bond issue, every road-building project, and every move for maintenance of these channela of commerce.

# KISSELE ENBIIEEAS PEPFECT HEW RUTOMATIC OLL CWYTPOL <br> TO BE STANDARD EQUIPMENT ON NEW CUSTOMBUILT MOTORS 

Gruelling Tests Prove its Succsss." Application for Patent Has Been Made


#### Abstract

Kissel engineers have been confronted with olling problems exactly the same as have confronted all engineers of motor cars, and particularly motors. This is because a motor is subjected to such a range of conditions, particularly that of reguiring the maximum horse-power of the motor at certain times and at other times high speed without maximum power, and agaln, low or average running speeds of the car, using little power.

The hardest problem has been that of controlling the oll supply in order


 to bave sufficient oil under the worst or most severe conditions, and still not too much oll when using but litcle power, or that which would be the average running condition of a car on good roads and with a load. The result of continual study and engineerIng has enabled the Kissol engineers to perfect a new automatic of control on which they have applied for patents apd with which the following results are accomplished:(a)-When the motor is pulling its maximum load, or using its full horse power, with the throttle widd open, the New Kissel Automatic On Control provides the "Maximum Of Pressure Needed," as We.. as the necessary "Oil Supply" to maintain the proper Oil Film under this Full Load condition.
(b) When the Motor Load is Meduced and the throttle closed the new Kissel Automatic Oll Control automatically reduces the Oll Pressure as well as the Oil supply.
(c)-It prevents the plling up of oll at elther end of the oil basin, i. e., when going up a grade or when going down a grade.
(d)-It distributes the correct amount of oll in the ofl pockets for each cylinder, regardless of the grade load condition or speed. No cylinder is ever starved of ofl or gets too much.
The Importance of the above is fully appreciated by engineers, or those who have had experience, and which is particularly true of dealers and users who have had occasion to subject the motors of their cars to a maximum pull, elther in the way of carrying a fall load up long grades or perhaps making a trip and being obliged to pull through bad country roads or sand.

In many instances they have burn-
ed out bearings. This was simply due to the fact that the designers had in mind providing for only a limited mupply of oil, in order to eliminate the condition of Too Mach Oil when running under Normal Loads. They were not able to take care of this oxtreme condition which is a condition that happens very often and in some sections it is quite common. Yew Kissel Automntic Oil Control Covers Such Conditions Perfectly
The worst condition comes under the second heading (paragraph B.) Under this head we have the condi-
the elty at low speed when little power is used, and the car is run with the throttle mostly closed.

Another great trouble that has confronted many makers has been that of the ofl piling up at either end of the oll basin. In hilly sections, this causing so much splash that the piston really acted as a plunger and in this way taking a large surplus of ofl up to the top of the plston, again causing the sooting of plugs. The New Kissel Automatic Oil Control in a very ingenlous way eliminates this, yet, as per paragraph " $D$ " automatically and at all times keeps the correct amount of oll in the cylinder in the proper place and at the proper time.

The full detalls of this will be described in the next issue of the Kisselgraph.

In order to make a thorough final test, a Custom-built motor was used, running it at a speed of $970 \mathrm{r} . \mathrm{p} . \mathrm{m}$. with the throttle wide open, In order to give it the maximum pull or load at this speed. This would give a motor the maximum torque and subjocts it to the worst condition under Ebich a PROPER OIL PRESSURE as well as a POSITIVE DELIVERY OF THE PROPER AMOUNT OF OIL IS NEEDED. Otherwise this steady


Kissel castom-built motor finishing 100 hour non-stop torque test, 10:30 a. m. Dec. 28,1918 , to 2:30 p. m. Jan. 2, 1919. During this test the Kissel Automatic Oll Control was perfected. Government seals insure boni fide test Penell (arrow) standing on end proves nimost total nbsence of vibration.
tion of too much oll, and too high oil pressure, causing so much oil in the oll basin that a good amount of it must pass the rings thus causing sooting of plugs and forming carbon. The great trouble has been in cutting down the ofl supply enough to take care of thla, or cut it down too much to take care of the condition under Paragraph A. The new Kissel Automatic oll Control however, automatteally reduces the oil prensure and oil supply, and overcomes that condition. This condition is prevalent when using a car on good roads, or around
pull would cause a BREAK of the OIL FILM which would burn out the bcarings. Thls test was run for 100 hours without stopplng, meaning that the motor was run in this same condition night and day for the 100 hours.

In the completion of thls test, the motor was then run for one hour at high speed, throttle wide open, in order to prove up that the oil pressure and delivery as to the amount of oil, wan ample under the severe condition.

The motor was then run at a very
low speed of only 200 r. p. m. with the oll supply and pressure automatically controlled to prove that it was not only getting the proper ting too much which would soot ting too much and which would soot the plugs. All plugs were perfectly clean and dry and practically no carbon was found on top of pistons.
The outcome of the above when the motor was stopped and taken down showed every part in perfect condition and without a chance to take up the bearings in the least. This showed the perfect lubrication that this system made possible.

The motor was also run tilted up and down, equivalent to going up and down steep grades, in order to prove out the control with respect to grades and with prefect reaults.

The New Kissel Automatic Oll Control also eliminates the delivery of a lot of oll when it is not needed, and in this way keeps the ofl at a low temperature, or in other words normal, and which is very important, particularly in warm sections and in warm weather. It also maintains the oiling qualities of the oil, which would otherwise be destroyed because of the high temperature. This means economy in ofl consumption.

This New Kissel Automatic OII Control can be, and in all probability arrangements will be made whereby at a nomisal cost, it can be installed on cars that are out. Full information with respect to this will appear in the next fssue of the Kisselgraph.

## Other Motor Improvements

It has always been the policy of the Kissel Motor Car Company to eliminate anything that is a radical departure from accepted automoblle princlples, and to adhere to the pollcy of developing and bettering its product in every way possible.

Likewise it has also been a policy to develop important items that will contribute to the benefit of the motoring public, as such items as \%/4 elliptic springs, development of the vacuum syatem in the Kissel Shops by Webb Jay, arched frames, special "klek-up" at front of frame to allow center gravity, the All-Year Car, which idea has been more copled in different forms than perhaps any other Item of an automobile. The All-Year Cab for trucks, full floating rear axles on popular priced cars, divided front seats, two door bodies, ete, are added evidence of our contributions to the comfort and convenlence of the motoring public.

The Kissel engineers have been busy for many months developing every little detall on the new custombuilt chassis, in order to make it as near $100 \%$ as possible. The following are a few of these developments to date:
(a) The New Kissel Automatic Oll Control, on which patents have been applied for, and which is described in another article in this issue. This cov-
ers a number of detall changes in the motor.
(b) Heat treating of connecting rods in order to maintain the maximum lightness of the rods yet to get the maximum tensile strength and stifiness. This is not needed to prevent any breakage of connecting rods because that is an item which seldom gives any trouble. It does happen, however, that a rod will twist or bend or otherwise lose its shape sumelently to get it out of line. The speclal steel and special heat treating over comes this.
(c) The connecting rod bolts and nuts have been changed to Chrome Nickel Steel, with specfal heat treatment. After givIng a number of motors very severe tests at their maximum horse power and with the throttle wide open on night and day runs we found that we could stretch the coanecting rod bolt just a trifle. For this reason we changed to the Chrome Nickle Steel as outlined above, and which eliminates this entirely.
(d) A speclal lock bolt in front axle spindle bolt is provided to elfminate any chances of this spindle working out.
(e) The back lash in the transmisslon gear clutch has been elininated entirely by having all of the teeth on the male and female gears machined on Fellows Gear Shaper. Special attention is also paid to the regular gears as well as careful inspection to Insure the transmission being up to specifications.
(f) All machined parts are carefully inspected at the machines and as fast as the operations are finished we eliminate all parts from golng through which are not right up to the standards set.
(g) Pistons are checked and fitted by a carefully trained and experienced man, to ellminate having a platon which may be machined at the minus limit to a eylinder machined at the plus limit, thus making sure that all are fitted strictly in accordance to the standards set. This is also true, and handled in the the same way, with the piston pins, which are now fitted by one man, carefully trained, who sees that they are fitted with a light drive fit.
Similar detall developments will be Histed in each issue of The Kisselgraph so that our dealers may be posted as these small developments are perfected. All suggestions from Kissel dealers with reference to any chance of improvement are invited.

NO TAX PLACED ON TRUCKS AND PARTS

## Senate Revenue Bill Eliminates the Proposed Five Percent Tax.

After being convinced of the unfairness in placing a $5 \%$ tax on trucks, tractors, trallers and parts, members of the Senate passed the Revenue Bill which eliminated the above tax. This leaves a proposed tax of $5 \%$ on the sale of passenger cars by the manufacturers and a $5 \%$ tax on the sale of tires, tubes, parts and accessorfes for Dassenger cars.

It is hoped that the conference committee of the Senate and House to whom the bill goes will promptly pass the comprehensive measure and not change the above action.

## FORD RAISES DAILY WAGE TO $\$ 6.00$

## Indicates that Wages Will Not be Greatly Reduced.

A dally increase of $\$ 1.00$ for approximately 28,000 employes was announced by the Ford Motor Car Company recently. This gives a new minimum wage seale of $\$ 6.00$ per day and is another indication that the present high wage scale will not be materially reduced.

The Ford Motor Car Co., which omploys more men than any other alngle automoblle manufacturer, reallzes that satisfactory co-operation from employes depends on their abllity to live comfortably on their earnings. As Samuel Gompers, PresIdent of the American Federation of Labor states "Too many workers are over-worked and under-pald to justlfy any backward movement in wages that would lower or jeopardize American standards of living. Wages have not as yet kept pace with the increasing cost of living."

## FEDERAL HIGHWAY

## SYSTEM IN FAVOR

One of the big results of the Na tional Highways Association and American Association of Highway Oflicials joint convention at Chicago last month was the adoption of a resolution favoring the creation of a Federal Highway Committee of five to take charge of Federal Roads Expenditures of highways transportation and increased road expenditures by states and Nation and uniform highways system. A bill covering these points has been drafted and is now ready for introduction.

## The kisselgraph

Published by The
Kissel Motor Car Company
HARTFORD, WISCONSIN

RALPH KAYE. Editor

Assisted by the Sales, Engineering, Production, Manufacturing, Designing. Advertising, and Executive Departments.

Subscription free to every Kissel Distributor, Dealer and Salesman.

## EDITORIAL

## Business Future One of Cheer

The predominant and cheery note in the story of generat condtions is the calm and collected manner in Fhich the business world views the future which lies before it.
There is a wide-spread feeling that there must be such re-adjustments of prices that will bring them to a lower level, showing stablization of prices and purchasing. The general desire is not for radical reduction, but rather for kradual dectibe as conditions may warrant.

There has been no sudden drastic economy nor financlal panie nor in fact any of those events which in the past we have accepted as a natural reconipaniment of the end of a fertod of prosperity. In fact there is a widu-apread feeling that the present situation is reerely a re-adjustment and a re-allgament to something far better in the future when we have surrounded the difficulties that lle directly ahead of us.

As reported to R. G. Dun \& Company, the number of commercial failures in the United States during 1918 numbered 9,982 as compared with 13.855 defaults in 191?

The declise in number of defaults in the last year was progressive improvement, appearing in each quarter was only 1,913 revreses, which were eapectally favorable. In every case the quarterly statisties show a reduction both numerically and other wise from the Agures of the corresponding months of 1917.

Starting with the year 1919 the country's trade is the largest on record. The same is true of our Bank deposits. The purchasing power of the people is greater than ever before. Their commerclal vigor has been immensely stimulated by a year which has opened to us opportunities that were undreamed of previously.
There is no reason why there should not be prosperous times ahead and there undoubtedly will be. It is strictly up to every Kissel dealer to face conditions as they look to him and make additions to his sales forces as well as to his sales room and service equipment, as he deems the future warrants. He knows conditions in his territory. He is familiar with the Ideas and circumstances of his local public, and knows what each


The difference between the ordinary salesman and the super-salesman is that the latter does not let self-satisfaction stop his result-producing progress.

If he starts out with the determination to sell five cars a week and reaches bis quota around Thursday or Friday morning, he does not rest on his laurels, but spends Friday afternoon and Saturday and Sunday morning, If necessary, to go "over the top" of his quota,

He is the salesman who really has cause to be satisfied.
On the other hand, if he does not reach his quota until the last minute of the week he is not satisfled with the week's work. He thinks backanalyzes the reasons why he was only able to make his quota. He finds out what he left undone and why. Then, with this lesson before him, he tackles the next week's quota, with a determination to make up for it.

During the years before America entered the war, the automoblle buslness was unusually good-because the hundrcds of millions of our Allies' dollars spent in this country created a demand for automobiles among a class of purchasers, who, up to that time, could not afford them.

It was during these years, that the average satesman bad no difficulty in increasing his business, not because of his efforts, but in spite of them.

The super-salesman, during these years raised his quota to meet the new demand, and continued each week to study why he was not able to sell more cars the last week, no matter the number he diaposed of.

Now that the war is over, automobiles are going to be purchiased in larger quantities during the next two years than ever before, But it is going to take a different kind of salesmanship to cash-in on it-that of the salesman who knows his product, who understands present-day conditions and who places no limit on the number of hours in his working day, nor the amount of energy he puts into each hour.

There is going to be no room for the self-satisied salesman. He is going to be left behind by the salesman who promptly forgets each sale made and thinks only of the sales he has yet to make. To do this, he will have no time to think of what he has done. He will be very much occupled in making good on what he has left undone.

You have it within your power to become a super-salesman. If you cannot double your income of former years during the next two years, you
never will be able to. never will be able to.

One sure way to make this possible, is that of avolding the danger that lurks in the shadow of self-satisfaction,
business house must do to keep up with the increased business demand. There are just as many logical automoblle and motor truck purchasers In your territory as in any other dealer's territory. It is a question of shaping your sales methods, plans, and campaign to extract the most sales from your territory.

This is a period of cautiousness-
not extreme cautiousness, but good business cautiousness-care must be exercised, overhead expenses must be Watched without curtailing or skimping the efforts of your sales force. The automoblle and motor truck is going to be needed from now on more than ever before. Every line of business is going to feel the impact of the times ahead. Be prepared!

#   

AN UNUSUAL VALUE FOR $3 / 4$ TO 1 -TON CAPACITY

To meet the many urgent requests of Kissel dealers, as well as present Kissel Truck owners, we will soon produce a $2 / 4$ to 1 -ton Dellivery Model to be known as the "GENERAL DELIVERY" Truck, to sell at a price that will be moderate, but consistent with hifchest quality, Detafls and spoelfications will be announced in the next issue of The Kisselgraph.

In designing this new job, our engineers were instructed not only to give first attention to quality but to so design and construct this truck that it will easily carry its capacity load at a speed of 25 milles per hour, thereby meeting customers' demands for the right designed delivery truck for comparatively speedy work.

In addition, the new Kissel "Gen-
transmission is one that we have used on heavier trucks than the "Flyer," and therefore is no experiment.
The rear axle will be developed from the original axle, but with a deeidedly larger pinton shaft and bearings, as well as stronger differential. The axle housing will be of steel, and strengthened by having the tubing extend farther into the housing, and in general, strengthened throughout so as to more than bandle the load intended for.

The new seat, as shown in the Iflustration, is designed for a quick folding one-man-top, and can be substituted, if desired, for the All-Year Cab. The larger tires are of the proper size to carry a 1 -ton load.


The New 3-Ton Gencral Delivery Track
eral Delivery" Truck is designed to meet all road conditions, and especfally those typical in agricultural dis-tricts-where there is a demand by farmers for a reliable light delivery truck that is equipped with a good loading space and ability to carry a esapacity load at a proper rate of speed.

The new Kissel "General Dellvery" Truck is a development of the "Flyer" model, with the following notable improvements- 8 foot loading space, larger tires, heavier transmission, new and decidedly heavier rear axle and improved seat. Kissel dealers who have been handling our trucks, including the "Flyer" do not need further explanation about the other items that go to make up this truck.

The new tranmmission will be of heavier construction, with the lower truck gear ratios to give the proper range of speed required for truck purposes, but heavler, and with ball bearings on the countershaft as well as on the shift shaft, with heavier gears and parts throughout. This

Bricf speciffentions of the General Delivery Truck:

Motor-Kissel-built $3 \% \times 5 / 2$ inch. es.

Fuel Feed-Vacuum Tank, supply tank under seat. 18 gallon capacity.

Radiator-Square tube type Kissel

## design.

Clutch-Dry plate multiple disc.
Transmission- 3 speeds forward, ons reverse, selective type.

Final Drive-Special bevel gear ratio 5 to 1.

Rear Axle-Cast steel housing, liberal design.

Tires- $34 \times 41 / 2$ pneumatic.
Frame-Pressed steel.
Load Space- 8 feet.
Wheel Base- 135 Inches.
Weight of Chassis- 2700 pounds.
Capacity- $/$ /4-ton.

## FEATURING TRUCK SALES

"We make it a polnt to feature truck sales by running pictures in the newspapers of the actual jobs as they appear upon delivery to new owners with complimentary stories on Kissel trucks" writes one dealer.

Experillice with CUSTOWBULIT S SX

# DROVE 4-PASSENGER TOURSTER FROM HARTFORD TO OMAHA 

## Made His First Sale in Ten Minutes

Omaha, Nebr, "Just Arrived." Kissel Motor Car Co.,

Hartford, Wis.
Gentlemen:-
As you see, I have reached Omaha and am glad to say 1 got through without any serious dificulty. Starting out with a brand new car, which had not been loosened up in any way. I am glad to say I made my trip without any diffleulty.

The car is a wonder on the hills, and it certainly had a test-out when I crossed the Allegheny mountains between Philadelphia and Pittsburg. Not only were the grades very steep. but the roads had been badly broken up by Government trucks, and I believe that I gave the car as good an all around test as anybody would ever require.

The car bas plenty of speed, a world of power; the motor is quiet: uses surprisingly little oil and I get very good milleage out of the gasoIne.

The lines of the car are so attractive that I really feel I should put in a bill of at least $\$ 100.00$ account advertising. Every city I went into whero I left my car in front of the hotel, I found upon returning to it all the way from five to twenty people surrounding it, looking it over. It attracted just as much attention in Boston and New York and Philadelphia as it did in the smaller towns, and I heard a great many remarks to the effect that people did not know the Kissel people turned out such wonderful cars, and in several instances I heard people state that they were certainly going to buy one. In this connection, let me say it took me about ten minutes to sell one of the cars for Mr. Brandstetter in Chicago; in reality the car sold ftaelf.

Thanking you again for the nice way in which I was recelved and treated at the factory, I beg to remain

Respectfully yours,
(Signed) C. W, Calkins.

## 1919 OUTLOOK GOOD

"The outlook for 1919 in our territory is bright and business conditions are already back to normal and bld fair to surpass any previous season" -Kissel Dealer, Salt Lake City.

# HOW KISESL OEAL EfSHARESPPOFFTS 

## INCREASED BUSiNESS AND BETTER MORALE HAS RESULTED

The Reuben Auto Co., Kissel dealer at Pheonix. Ariz., is probably the only firm in the state that shares its profits with its employees, Mr, Rets ben takes this view- "If my business makes money, my employees have helped me make it. Consequently why should they not share in the profits by their work?"

Mr. Reuben's plan of profit-sharing is brielly this-When the profits for the year are known, Mr. Reuben first takes out an amount that represents a fair rate of interest on the money invested in the company. This amount-generally $8 \%$ of the total capital invested-represents his sole profit for the year.
The remainder of the year's profits are then divided into two partsthe first half is placed in the sinking fund, which is reserved for the use of the firm to meet unusual demands as well as taking care of anything that may arise, such as making good to the manufacturer the price of a car which has been only partly paid for by the buyer, unexpected losses to the company, etc.

The other half of the year's profits are divided among the employees of the firm. This amount is, as a rule, a total of $40 \%$ of the profits of the year.

Every member of the Reuben Auto Co. shares in these profits. A certain part of the amount is set aside for the Service Department and is divided equally by the members of this branch of the firm. Each salesman gets his share in the profits that so to his department. To make the distribution just, the money is apportioned according to the work done by each salesman. The man who sells 60 cars a year consequently gets less than the man who sells 90 , but they all get a fair share.

By thus dividing his profits among his salesmen Mr. Reuben has stimulated an increased interest in their work. As he puts it-"They are on their toes all the time-efficiency is increased and my company is hitting on all cylinders six days a week."

The ideas and principles upon which our organization is based will be strictly adhered to, with the continual aim on our part to perfect those idenls, and strive to strengthen those principles.

It provides incentive for the boys to make good-makes them feel as if they are working for themselves. as, in reality, they are. They are an important part of this organization,

## TRUCK SALES DEPT. WANTS CO-OPERATION

Make it a polnt to send the factory any special stories regarding truck operations which Illustrate the rellability, economy, dependability and efficiency of Kissel trucks. Accompany these stories with photographs of the truck loaded or in front of the owner's place of business, in such a way as to show action.

The Truck Department is a clearIng house to collect data of this character, and after putting them in proper shape it distributes them to all Kissel dealers, giving their salesmen something new to work on, and a source of additional enthusiasm and interest.

Through the Truck Owner"s Conference, we have a quantity, of Cost Systems for use by operators to keed records of expense and cost of operating in such a way as to provide valuable data.

We wish dealers could aid us in distributing this Cost System, or any other which they think is equally good and try to induce truck owners to leep these records for their own beneft, as well as for the benefit of the industry in general.

We wish Kissel dealerg would transmit to this department any Ideas they may gain as to the future ase of motor trueks in lines not now using them, as in this way perhaps many new flelds can be opened for the truck salesman. You realise that there are those who think that their busineas is different, and that tracks will not do their work as well as their present equipment. It is up to us to convert these people, and show them that trucks will prove their economy, efficlency and conventence.

There are a large number of "Truck Sales Plan" Books and Sales Manuals, is the hands of distributors and dealers which we belleve are not being used.

As other new dealers and distributors are constantly being added to our list, and are in need of these books, we wotald be glad to have dealers retura such of these as are not in use now, or in the immediate future, 80 that we can credit the amount charged.

The sales manuals will need some slight corrections, and new pages will be issued for these very shortly.

## GOVERNMENT PLANNING TO DISPOSE OF WAR TRUCKS

Letters recelved from Benedict Crowell, Assistant Secretary of War and Director of Munitions, with the War Dept. state he is promoting the working out of a plan selling abroad all the surplus motor cars and trucks now overseas, and to avold if possfble the returning of any of this material of the United States.

# ODN'T NEGLECT FARM TRUCKSALES 

## BUILD GOOD ROADS-THEY WILL SELL TRUCKS FOR YOU

Probably one of the biggest fields of usefulness for motor trucks is the rural express route. Although this work has only been started in the United States, enough has been done to prove that such routes are a complete success, both financially for the operator and from a standpoint of service to the public.

With such assurance, it is safe to predict that that rural motor express will grow at a rate that will astonlsh even those who are most conflent of its future. Truck dealers should not make a mistake of waiting for good roads to be built before pressing the Idea of motor express. Good roads will follow the establishment of motor truck lines, rather than precede them. In other words, the necessity for good roads will be more than ever evident when truck lines are once established, and the public will find it so convenient and necessary to keep these IInes in continuous operation that they will be willing to be taxed for road improvements,

Likewise-the big problem in marketing live stock is to get the cattle to market in the guickest possible time, in order to prevent 1088 of weight, and insure delivery in the best possible condition, to secure the highest prices. If cattle are driven for several hours, they will reach the market in an exhausted condition, losing considerable in weight, and still more in appearance.

For these reasons, many cattle ralsers and ranch owners are adopting motor trucks for hauling cattle, and they are finding that the saving in time alone is more than paying for their Investment. The saving in loss of weight and appearance of their cattle is remarkable.

Do not wait for someone else to make the start. You know that the only way to learn to swim, is to dive into the water, not sitting on the bank watching the others perform.

Plange in, we know the water is fine. The rural motor express and hauling produce and cattie to market by motor trucks will prove within the next year to be the buggest sales opportunities. We want Kissel dealers to get in on this. We are sure they will find it a very profitable field.

The motor truck has proven of vital importance in helping the farmer raise the bumper crops that bave so clearly demonstrated his patriotism and he now realizes the truck is a necessary part of his equipment.

# 100PEPECEIT COIFI. DERCEIWHOUSTRY <br> <br> Co-Operation and Enthusiasm <br> <br> Co-Operation and Enthusiasm <br> <br> Urged by Kissel Head 

 <br> <br> Urged by Kissel Head}

## BY G. A. KISSEL.

The war is now over and our battle for Right and Justice has been won. Our faces now are turned to a New Era of unwonted promise. We have a large debt due to war expenditure but happily we have plesty of money to pay it with. Our country Is physically uninjured; our factories buildings, fields and machinery are Intact.

The year 1919 flnds America with more wealth, mineral and agricultural, than in the whole of Europe, and we will start more prosperously, and with much greater possibilities, than any other nation on the globe.

With all these facts before us, it puts the question of cheerfulness and satisfaction for the close of 1919 entirely up to ourselves. The average American businessman, as well as the financial powers, have every confldence in this dountry and its recuperative powers, and are more than willing to go ahead and take those average risks needed to proceed without delay.

It is ap to us of the motor car in-dustry-manufacturing, wholesale or retail, to make our plans now for gettiag our just share of business. Just $s 0$ would our country lose its present world power position if the financial and business intereat of our government did not plan ahend and proceed with such plans.

We can all obtain the greatest results by concentrating to a detinite purpose or Ideal; then with it, the fullest co-operation of all interested. Just so did Woodrow Wilson do when he set out that "Hight and Justice was the purpose and Ideal which means Americanism" regardless of IIfe or financial loss, and concentratod on that all times, as well as co-operated with and had other countries co-operate with us, to that end, even for the future by the establishment of the League of Nations.

It is our purpose to make good automobiles; to supply that trade calling for a better car-a car of individunlity of design, detail, finish and appolntment. To that end, we will concentrate on one passenger car chassis, namely the Custom-built chassis, with several body styles, making wuch betterments as has been necessary to have it as nearly $100 \%$ perfect as possible. The prices will be moderate, yet always consistent with material and labor conditionsconsistent, to enable us to maintain

# CLAMMSWAR WILL BE STARSALESMAN <br> BRANSTETTER SAYS BUYERS NOW PURCHASE SO MUCH TRANSPORTATION 

The World War was practeally won on the wheels of motor trucks and automobiles,

Although the automobsle held a big place In our Industrial life before the war, our incrensed activities during the re-adjusment period will make It necessary for the Nation to depend still more on the automobile.

This condition will place the automobile dealer in a very promising position. It will change the sales activities of the automobile dealer. It is no longer necessary to tell the functions of the automobile, but to satiafy customers that the make you handle is the best make for their purpose.

One of our sales plans is to go at a customer from the standpoint that he is buying satisfaction-that he is insuring himself against future trouble and high maintenance cost by investing is a Kissel. The automobile buyer of today is buying transportation. The more perfect the car is in performance, comfort, appearance and utility, the more satisfactory the means of travel. 1t's just the same way when he takes a train-the day conch will get him there, so will the chair car. It is just a matter for him to declde how he wants to travel and and which frame of mind be wants to arrive in,
that elass of mechanical perfection, with bodies of personal refinement and appointment necessary for h elass product-consistent, to enable us to use only the best materials and methods, treating such materinis to Insure long life-consistent, to enable us to have as near $100 \%$ perfection as possible. The Nil-Year Car, which has made possible motorIng in comfort during all twelve months of the year, will be continued In two or three models on the same custom built chassls.

That it will continue its lead in the convertible car field these new models will conclusively prove.

When we were asked to produce a large dally output of trucks on a very short notice, we firat thought it impossible, but with the American spirit of concentration, co-operation and hard work, we were able, in a few months, to do what previously seemed impossible.

It is with the same spirit of enthuskasm and co-operation that we are now proceeding with a definite ideal ahead of us.

## "UNSUIUL PMISS PERTITFFACESUS"

## BY WILLIAM L. HUGHSON, PRESIDENT, WM. L. HUGHSON COMPANY.

## Pacific Coast Kissel Distributor

We stand today on the threshold of a door, through whose opening we can see an era of business expansion the enormity of which no human can foretell. Increased business that will tax the capacity of the industrial world and which will effect and be a stimalus to all lines of endeavor.

If any one, pessimistic enough to belleve that we will still continue in the slump of busincss, which has etfected some Ilnes, caused by the necessities of war requirements, will but commune with some of the leaders of the Industry in the manufacturing centers of the East, and leara of the programs they are arranglng for the resumption of business, whlch Elll be unparalleled in the history of the world's business, they will soon have these thoughts dissipated and swept from their minds, The world looks today for America to supply it with commodities which have been denled them for years, goods allke that were considered essentlal and those which were thought to be nonossential, will begin to pour from the factories to a waiting and hungry populace. Money that has been held back, owing to the uscertainty of what might occur, will be released from those hidden coffers and again placed in circulation.

There is every Indication that with this unusual prosperity facing us, the dealers of automobiles and trucks will once again be in. a fair way of doing a thriving buslaess. ParticuInrly is this true of the passenger car dealer, the manufacturing of Whose commodity was so greatly curtailed, owing to the exigencies of war.

In our own oricanization, we are preparing for this welcomed resumption of a bigger business than ever by fortifying ourselves through the medium of greater co-operation on the part of each of our employees, a wider and bigger scope of co-operation, If possible, between ourselves asd our dealers by trying to engender a closer relationship between the dealers themselves. This general co-operation must be brought to a reality, if we are to take full advantage of the possiblitiles that will be within our grasp and which are now knocking at our very door.
"Over the top" formerly the nation's war cry has become the nation's peace-time slogan.

# KSSEEL "FREEGHTR" MOOE DE: SIGNE MOMIG GUERMWENT LINES 

# COMPARES IN PERFORMANCE TO UNCLE SAM'S TYPE "A" TRUCK 

In the Two-Ton Field the "Freighter" Has no Competition

To produce a well performing truck it is the greatest importance to select and comblne the factors which govern the dealign properly. With the capacity of the vehicle determined on in any truck design the most important factors to be considered are the motor size, motor speed rear axle ratio, tire size, speed of the vehicle and low gear ratio in traasmisaton.

When Uncle Sam was deagning his type "A" Army truck he mobillzed the Nation's greatest engineers to design a trouble-proof two-ton uruck of unusual ability for military service.
bining the governing factors of design in type " $A$ " U. S. Army truck. "B" line shows the performance line resulting from the design of the Kissel Freighter truck. The performance of these two trucks, their running fbillity on the level and on grades are convinclag and are very similar as the illustration shows.

Every Kissel truck dealer should study the chart below and memorize the points brought out in this article. It means that the Kissel "Freighter" Is as near $100 \%$ perfect as a truck can be made. Some of the performance features of the Type " $A$ " two ton truck as compared with the Kis-


Performance chart Showing how the Kissel "Frelghter" Truck comes the nearest to the New Type "A" U.S. army truck, after a comparison of the motor sizes, gear ratios and other units, was made. Note difference between the average 1918 Truck and the Kissel "Freighter!"

[^0]be an expert in selection and combinisg the governing factors in design. Every motor truck purchaser should understand that. Instruct your salesmea to get that point. The total welght of a truck. motor slze, motor speed, tire size, nxle ratio, transmission ratio, especially the lower ratio in transmission are the important factors to be considered.

Now point this out to your truck prospects who have not purchased as yet-who have bees holding off, or who are undecided-only the proper selection and combination of these factors will give the results looked for, which are-well bulanced bower transmission from motor to rear tires, good performance ability on level roads and especially the ability on grades and a low fuel consumption.

Again, the three factors which in their combination are often abused are the motor size, the axle ratio and the low ratio in transmission. With these three factors unproportioned the other factors in design must suffer and ultimate failure will result.

That is why a careful study of conditions brought forth the Kissel "Frelghter" with the result that here is a truck you can offer your customers knowing full well that it is a truck satisfactory in fuel consumption, showing great ability on level roads and grades, well performing in all parts of the country. At this time when truck performance is a vital necesslty to the busiriess world, you have in the Kissel "Freighter" one of the most hishly perfected trucks of Its size made- a truck that cannot be improved upon-one that cannot bs beaten in all around performance, economy of operation or hard wear, by any competitor of same capacity, no matter what the price.

## NEW ALL-YEAR MODELS IN TWO OR THREE BODY TYPES

While fisal decision on the different detalls of All-Year models will not be reached until well into the spring. we want to Impress upon hassel dealers the fact that the new All-Year Car models will establish a new standard in cars of this class, in which the Kissel All-Year Car has been a leader since Kissel originated the two-car-in-one idea in 1914.

At the present writiag, it appears certain that the new models will be made in a five or seven passenger Sedan, a 4 -passenger Coupe and a 4 -passenger Cabriolet. They will be mounted on the new custom-built chassis, on which the entire Kissel organization is now concentratingpositive assurance of mechanical perfection and economy of operation.

We will be on production on these new models by early summer so that denlers will have suffictent time to study the specifications as well as photograpls of the new models, and place their orders in time for deliveries before the winter season of 1919-20.

# OPDERYOURSPRING LITESTKISEEL DELLEENIES NOW PRICE LIST <br> SPECIFICATIONS SHOULD BE FILED IMMEDIATELY <br> <br> ALL DEALER'S EMPLOYEES <br> <br> ALL DEALER'S EMPLOYEES SHOULD MEMORIZE THEM 

 SHOULD MEMORIZE THEM}

Do Not Wait Until the Last Moment to Rush Your Orders

No Reduction Likely for Some Time to Come

It will be at least a month before we will be entirely back on full production of the Custom-Bullt models as well as Kissel Trucks. This, to a certain extent, will curtail our production for early spring delivery. To protect himself, every Kissel dealer should figure out now how many passenger cars and trucks of the different models they will want during the season, and then place thelr orders here on flle at the office without any delay.

It is going to be impossible for us to handle rush orders this year the way we have in the past. It has been the habit of some dealers to walt until the last minute, or just before the opening of the season, expecting us to 5 ll their orders immediately. This year this cannot be done on account of part of our production equipment still working on government orders, reducing the number of passenger cars we can turn out for spring selling season. Therefore it behooves every Kissel dealer to get his orders in just as soon as possible so that we have a good idea of the production expected of us, and can make arrangements accordingly.

We will have to bandle orders according to the date of their being recelved at the factory. Each dealer will have to take his turn. That is the only way we can treat all fairly and still give you the utmost of our production faclities.

Those dealers who insist upon delaying their specifications will have to wait their turn, before receiving the cars they ordered. It is not fair to the dealers who order early, to put them off in favor of dealers who are late.

The Kissel 1919 National Advertising Campaign has started, detalls of which are found in this issue of The Kisselgraph. This means that the demand has started to be created and it will be those dealers who place their orders ahead of time who will have cars on their salesroom floors at a time when the purchasing desires of the publle have been crystalised into action.

Also in this issue of the Kisselgraph are found the current prices and dellvery dates of the new Cus-tom-bult lise. In fact, in this issue you will find all the neceasary information, and details on the new models, and conditions here at the fac-

The prices of Kissel-bullt passenger cars and trucks etc., are at all times, in war or peace, based upon a carefully computed cost, plus a fair and equitable profl.

When, at the outset of the war, it became necessary to increase prices because of, first, the increased cost of raw materials; second, increased cost of labor; third, increasea frelght rates on materials; fourth, curtalled production, Kissel was among the very last to advance and the advance was barely sufficient to cover added costs.

Now that hostilities have ceased. Kissel prices will be maintained at prcsent levels just as long as the conditions which created them continue to prevail. They will be reduced as eagerly as they were ralsed relactantly and in exact relation to the reduction in costs.

The following are present prices on Kiscel Passenger Cars and Kissel Motor Trucks, and as another article In this Lssue of Tho Kisselgraph points out-do not hold off placing your order for spring deliveries under the impression that prices will be reduced. In other words, do not speculate on any price reduction. You can be sure that when conditions permit It, the Kissel Motor Car Co, will be among the first manufacturers to make a reduetion.
schedule of Prices-Effective on January 1, 1919, F. O. B. Hartford, Wis.

## Passenger Cars-

Kissel Custom-Built Silver Special 4-passenger Tourster- $\$ 2550$.

Kissel Custom-Built Silver Special 4-passenger Speedster- $\$ 2550$.

Kissel Custom-Built Silver Special T-passenger Touring- $\$ 2550$.

Kissel Custom-Bullt 7-passenger Touring- $\$ 1985$.

Motor Trucks-
New "General Delivery"
"General Utillity"
"Freighter"
"Heavy Duty"
5-Ton Model
$-\$ 2073.50$

- 2832.50
- 3905.00
tory which would naturally enter into any discussion you have with your sales force as to the number of cars for spring delivery, type or dosign and how many of each.

Don't procrastinate in this matter - don't put it off until the last min-ute-protect yourself.

## HOW ARE YOU GOING TO GET THE MOST OUT OF YOUR ADVERTISING EXPENDITURE?

One of the greatest wastes in advertising is the hit asd miss method which calls for advertising here and there-now and then-under pressure of solicitation or periodical impalses. Have a definite plan of advertising, worked out in advance, anc thes stick to it. Avoid the common mistake of using all sorts of medlums and schemes that scatter the shot without being effective and eat up the advertising fund.

Hold to one form of advertising and do it well. Don't shoot in all directions and make an Impression no where.

Newspapers are the backbone of local advertising. The expenditure for the year or for the season should be determined and the schedules lald out and adhered to. If there are funds still left, add such other forms of advertising as may seem proper and logical. If the appropriation is not sufficient to use all of the nowspapers properly select at least one and advertise in it regularly asd consistently during the most active celling scason.

Remember that automobile manufacturers are creating good will and buyers' acceptance in and around your town, friends and acquaintances.

They do It by systematic advertising in powerful national mediums. It is for you to individualize this situation, turn this good will "vapor" Into "poqer Impulses" that push the sales across. Whether you are hitting on one cylinder or on all six depends largely upon the efliciency you put behind your local advertising.

## STANDARD TIRE SIZES

All ealers know that during the vrar the subject of tire standardization occupled the Hme Inght.

For your beneft we are herewith civing you the present scale of sizes as suggested by the different tire manufacturers and which we have every reason to assume will be accopted by the National Automobile Chambor of Commerce.

FOR PASSENGER CARS
$30 \times 31 / 2$ Clincher rim to be used with $30 \times 31 / 2$ and $31 \times 4$ tires.
$32 \times 31 / 2$ S. S. rim to be used with $32 \times 31 / 2$ and $33 \times 4$ tires.
$33 \times 48$. S. rim to be used with $33 \times 4$ and $34 \times 41 / 2$ tires.
$32 \times 4 \frac{1}{2}$ S. S. rim to be used with $32 \times 41 / 2$ and $33 \times 5$ tires.
$34 \times 41 / 2 \mathrm{~S} . \mathrm{S}$. Fim to be thed with $34 \times 4 \frac{1}{2}$ and $35 \times 5$ tires.

## FOR TEUCKS

$36 \times 6 \mathrm{rim}$ to be used with $36 \times 6$ tires.
$38 \times 7$ rim to be used with $38 \times 7$ tires.
$40 \times 8 \mathrm{rim}$ to be used with $40 \times 8$ tires.

## gifsematied SERMCE EEPT.

PROPERLY MANAGED, IT PROVES A MONEY-MAKER

## Stock Room Should be Watched at All Times

"I sometimes feel that only a small percentage of automoblle dealers realize the importance of the service cepartment is their organization" says Alvin Jordan, Manager Kissel factory Service department.
"The service end has always been important, but in the future will, for several reasons, be of greater importance. Rendering proper service to the "Truck or Passenger Car" owncr is vitally necessary, but it is of much more importance to the dealer. Taken from the Owner's standpoint
-In buying a truck or passenger car, the owner conslders the purchase in a business way. He realizes that to get proper results on his Investment, be will have to take proper care of his truck or car, and also realizes that he will undoubtedly have to buy spare parts from time to time and will have to have necessary repairs taken care of.
'When purchasing a truck or a car, the buyer makes the purchase with the intention of making good use of it, and of leeeping it in service even after some parts are worn out, as he intends replacing parts as necessary, and having repairs and acjustments made as required.
$\because$ The owner expects to buy parts and to pay for thcse parts and repairs and adjustments and looks at it a good deal the same as the owner of any other property. An apartment house owner would not think of building a new one if the roof needed ropalrs, nor would the owner of a manufacturing plant buy a new engine if some part of it were worn out or broken.
Taken from the Dealer's Standpoint
"All dealers are in business to sell trucks and pasenger cars, but too many overlook the 'Selling of Servfeo'. After you have made a sale, you have added a permanent customer to your list, and If you do not hold him you can blame no one but yourself.
"Accidents will happen and parts will wear out-cars will have to be overhauled, and all cars, whether trucks or passenger cars, will need some attention, In rendering the service expected of them by the owners.
"Your Service Department should be equipped to give owners the proper attention. They do not object to paying for what they get, but they should get what they pay for.
"There is no question but that a
Service Department, if properly man-
aged will pay, and pay well. In some
cases the proft will be only a small
one, but there will be many sales
and small profits are what count up
in the end.
"Take the Spare Parts stock "Take the Spare Parts Stock and should be considered as such and its importance should not be overlooked. It will lose or make money for the dealer, depending entirely upon the way it is taken care of. If it is properly managed, it will show large profits. If not-a loss.

## Things to Watch in a Stock Room

1-Neatness-Nothing creates a worse impression upon a customer than an untidy stock room. Have your stock room in such shape that you will not be ashamed to have it inspected. After you have it straightened up. it will be just as casy to keep it neat and clean as otherwise and make it a much more pleasant place to work in. It will give your customer the right impression, and will also make it casier to take care of orders.

2-Marking Parts - All parts should be properly tagged, and the tag showing the part number, model. description and price. Parts should bo syatematically placed in bins and on racks. The parts should be so tagged and arranged that an orger can be filled even though the regular stock clerk should be away.

3-Old Parts-Some dealers have a habit of leeping a large number of used and damaged parts and of putting them in same bins with new parts. Some old parts can be probably used again, but they should be kept in separate bins, and not zith the new parts.

4-Record-An accurate record ahould be kept, elther on cards or in a book. There aro several different syatems that work out very nicely and different dealers use different systems.
$5-\Delta$ miount Invested - This is what the dealer should watch very closely. The records should. be checked every six months, and you can then determine the parts that scll and the parts that do not. Parts that do not sell should be considered as dead stock and returned to the factory. There is no object whatever, in carrying any parts that will not sell, and if the stock of parts is not checked very carefully at least every six months, you will be bound to have money inveated on which you get no returns, thereby cutting down your profits.
"Make it a point to earry only parts that you nted. Also use care in ordering. Do not take a part list and send in an order for all parts Itsted. There are some parts you will never need.
"Do not forget that you have a store, and in running a store, the owner does not but any goods unless he feels sure that he will be able to sell them at a profit."

# ORDER PATTSFFOM FaCTOAY EARLY 

LIMITED TRAIN SERVICE DEMANDS PROMPT ORDERING

Full Co-operation of Dealers Necessary to Eliminate Delay

While the Parts Department here at the factory is equipped for the effielent handling of all dealers' rush orders, it is nocessary that we recelve full co-operation from you in order to ship parts promptly. In the first place we treat all parts orders as rush orders whether they come by telegraph or telephone.

Irst of all there to the searelty of local trains which we have to look out for. We have only four express trains dally, two each way, and as practically all of the shipments for parts out of Wisconain have to go via Sullwaukee, we can only forward these shipments twice dally, the morning express leaving Hartford at 9:14, and the afternoon express leaving at 6:52. On other shlpments leaving in the other direction (North) the morning train leaves at 8:40 and the afternoon train at 5:14.

To enable us to get parts on these trains the same day orders are recelvcd, do not wait until the last minute but telegraph the first thing in the morning. When we get a telephone or a telegram at 5:00 P. M. we always try to get the shipment out, and If it is a part that is easily packed, as a rule, we do get it off on that evening train, but if a number of dealers sent in their orders at this ime we can not get all of them out as the time is limited.
From your own experience you know that we must have some time to get the shipment in the hands of the Express Company or the Postoflee, if it is a parcel post shipment. Also there is considerable work in connection with each order, In the first place the order i,ust be entered, then delivered to the shipping room where the material is cherked before ho order is filled, then the parts must be properly packed, tagged and welghed before being billed out. After which the C. O. D. Invoice must be made out and the shipment delivered to the carrier.

We know that a day's time in getting parts means a great deal to an owner, and if you will do what you can to scnd the orders in as carly in the day as possible, we will be glad to do our part in getting the shipments forwarded promptly

# THE KIgSEL MOTOR CAR CINPPAYY'S 1919 AVEFTISING CIMPMEI <br> SALES CREATING ADVERTISEMENTS IN NATIONAL MEDIUMS REACHING OVER $3,122,500$ READERS PER MONTH 

On this page is reproduced the big Saturday Evening Post Kissel Truck ad that opens the 1919 Kissel National Advertising Campaign to put over the big Kissel message of Uninterrupted Transportation The Year Around For Every Business.

This campaign will present Kisse! trucks to the Nation's leading business executives and experienced purchasing agents in a business.llke manner, Leading journals in every prominent line of business will carry the message of the Kissel truckthe message of uninterrupted economical, dependable Performance, Every advertisment will be a straight-from-the-shoulder message, a business-to-business-man talk.

The campaign covers all groups of purchasers in every Kissel dealer's territory, in a manner that will facilltate thelr sale to the highest degree.
National Motor Truck Campaign
Saturday Evening Post
Literary Digest
Commercial Car Journal
Motor Truek
Commercial Vehicle
Power Wagon
The Packer
American Lumberman
National Provisioner
Oil, Paint, Drug Reporter
1919 Power Wagon Reference book
Black Dlamond
Hide and Leather
Dry Goods Economist
Paper Mill
Engineering News Record
Textile World Journal
National Petroleum News
Rock Products
Plumbers Trade Journal
Brick and Clay Record
American Miller
Grand Rapids Furniture Record
Wholesale Grocer
National Bottlers' Gazette
Ice and Refrigeration
American Bullder
Municipal Engincering
'transfer and Storage
Roadmaker
Building Supply News
The news of the Kissel passenger cars and motor trucks with their exclusive features offer a rich field for national advertising-how today they have been brought to the highest state of perfection-the Kissel motor truck with the All-Year Cab is virtually Transportation Insurance for every concern that has transportation problems to solve-the Kissel Cus-tom-Bullt Silver Spectal-a really custom-built automobile with all
made-to-order refinements, comforts, convenlences and appearance of the custom-bultt cars costing thousands of dollars

From now on the passenger car and motor truck through the wonderful work performed in the great war will be in the public eye more than evcr. Buyers now are looking to the product with years of experience behind it to help solve the transportation problems of the future.

As there are to be no hit or miss mothods in bullding Kissel products, so there will be no hit or miss meth-
ods in advertising them. The superiority of Kissel construction and engincering principles, the enviable reputation of the Kissel organization permit 18 -karat selling messages, No hunting around for selling polntsno manufacturing paper features, no necessity for shading the truth. Kissel automobiles and trucks are their own best advertlsements, We merely transfer on paper what car owners find in them.

Over three million readers every month will see and read these adver-tisements-thousands of prospective automobiles and motor truck buyers in your territory will have their faterest aroused by these advertisements.

Just as the public has learned to think of Kissel products in terms of sterling value and unblemished reputation, so they look upon Kissel advertising in the same light. They know there is as much care and judgment used in the language with which the Kissel announcements are clothed as in the selection of the raw materials that have made Kissel products synonymous with intrinsic value.


K18SEl. TRLCKS are mi "Wanlaty"
 derk day al Aligut, 1914. Ther hav ner ever een fince the loginainged the fintimery.

## Proven Ability

 Vital This Winter- *ivor =han asivtmped Minp+ivios mad
hicintion is s hivinic
The Kissel-built Engine Plus the ALL-YEAR Cab





 iti-atith - चi wata

Kissel Motor Car Co, Hartford, Wis., U, S. A.

# KISSELLBRPM MoFF|  <br> <br> DEALERS SHOULD FILE EVE <br> <br> DEALERS SHOULD FILE EVERY ISSUERY ISSUE <br> <br> Its Object is Personal Contact <br> <br> Its Object is Personal Contact With Kissel Officials 

 With Kissel Officials}

The object of the Kisselgraph is two-fold. One-a medium through which all the official business of the Kissel factories will be announced to Kissel dealers. Two-an exchange by which you can secure new ideas for developing your territory.

You should keep on file at least one copy of every lssue of The Kisselgraph as it will be your only record of the offlelal ansouncements made by the factory. There will be no more special letters nor multigraphed announcements with which we have kept in touch with you in the past. All information will be furnished you through The Kisselgraph. Any new steps we are contemplating at the factory which will be of interest to you, will be announced through The Kisselgraph. New delivery dates, new prices of cars or parts, new improvements, each and everything that occurs here at the factory and of vital Interest to you, you will be able to get rull details of, only by reading carefully every lesue of The Kisselgraph.

That is what the publication is for. It is not a House Organ-it is a regular newspaper-the official mouthpicce of the Kissel organizationthe Engincering, Production, Manufacturing. Designing, Advertising. Sales, Executive-every department of the Kissel factory.

The year 1919 is one that calls for hard work, careful planning. good business judgment and careful study by every Kissel dealer in order to get all the sales possibilities out of his territory. This means that he should keep constantly in touch with the Kissel factory and know what is goIng on there every day. He should be acquainted Immediately with any changes, additions, or anything new that will effect his sales prospects in any way. This he can do by reading The Kissolgraph and then fling every issue for future reference.

Every number will be full of im provements, additions, sales suggestions and Ideas, selling points, etc. and by keeping each issue on file be is sure of always having at his finger tips every blt of information from the Kissel factory.

By doing this be will be saving himself time that was formerly taken up by corresponding with the factory asking this and that. Now all this
will be unnecessary because this information will be contained in each iasue of The Kisselgraph with more details than ever before.

We want you to read this-first issue from first to last pages and then write us your ideas regarding it, what you think of it, and if it can be improved, just how and where. It is your paper and we want it to accompIlsh its purpose-and we can If we bave your co-operation.

SPECIAL KISSELGRAPH BINDER FOR DEALERS


The above folder is of the right size for Kissel dealers to file cach isstac of The Kisselgraph in convenient form so they will always have each number handy. These blinders are of good quality leather with each dealer's name lettered in gold on tho covof, and are sold at actual cost to us -price $\$ 3.50$.

It affords a convesient and efficient means of making sure that each issuc of The Kisselgraph will not be lost or misplaced, and we advise your sending in your order for your binder mmediately.

## ROTTEPSYMN CO. OUR IISTR1BUTOR

## ST. LOUIS KISSEL FRANCHISE SUBJECTED TO RIGID INVESTIGATION

The Rotteraman Automoble Company is one of the foremost wholesale and retall motor car Institutions In St. Louls and the state of Missouri For some time past they have been the state distributors for the Nash passenger cars and motor tracks and bave made a reputation for square dealing, rendering unusual service to old and new customers.
With the sigaing of the Armistice,
the increased demand in that territory for both passebger cars and motor trucks made Mr. Rottersman realizo that in order to take advantage of the unusual times which he ssaw ahead of him, he should add a second line of passenger cars and motor trucks of equal reputation and prestige.

It was hatural for him to talk this new addition over with St. Louls business men an well ns men in the industry. After golng over the field and checking up all attractive lines, the concensus of opinion was "Get the Kissel line if you can."

Mr. Rottersman thought this was a pretty good recommendation, but to conduct a still further test, one that would bedocal in scope, he wrote every Kissel passenger car and truek owner in St, Louls territory. With this letter he enclosed a postal card requesting information from whom the car was purchased, when it was delivered, what sort of service it had becn giv'ng, what was the present cond'tion and whose service work it was boing done by.

As Mr. Rotterman states: "We did th's with severnl objects in view. One was primarily to find out the sort of pervice the cars were resdering in the bands of owners. There were only three of the returns that 'ndleated the service rendered by the car was not all that could be expectd of nny motor car, regardless of price." To Mr. Rottersman this was a very remarkable showing because tho very nature of the letter and postal card invited criticism. It has been his experience in the past that when anything of this sort was done, that his got plenty of kicks, but no boosts.

Since the signing of the contract with the Kissel factory. Mr. Rottersman, in a letter to the Kisselgraph, states the following:
"We are doubling our show room facilities. We are taking the salesroom ncxt door, which will be devotod exclusively to the display of passenser cars. Our present sales room will be used as a truck salesroom, as we do not believe we can do justice to either trucks or passenger cars by displaying them in the same room. Wo have also enlarged our machine nhop, bullt a new atock room and are now installing $\$ 10,000$ worth of stock parts in order to take care of the needa of Kissel owhers promptly In our territory.

We have done some preliminary organization work in the territory and we are convinced that there is a mighty good wholesale business in effht to be obtained with these cars.

The custom-built line would be in great demand right now by dealers in this territory if we were able to make delivery of them.
"We are making preparations for the big business that is bound to come after the lull necessary in production to enable th- Kissel factory to change from war-time activities ot those of peace. And then watch our sales go up."


[^0]:    At the same time the Kissel engineers here at the factory had been developing a highly perfected truck of the same style and quallications for commercial use.

    When the motor sizes, gear ratios, in fact the whole power transmission from motor to rear tirea were compeared. It was found that these factors were almost Identical in both jobs, resulting in the Kissel Frelghter more closely equaling the power, economy, hill climbing, heavy road pulling ability of Uncle Sam's truck than any other truck of like capacity.

    The characteristic lines of each capacity truck tells at a glance whether the truck is one of good performance and ample abllity or not.

    The illustration above shows " $A$ " lino-obtained by selecting and com-
    sel "Frelghter" and the average 1918 Model Two-Ton Truck ("C" in cut)

    Uncle Sam's type " $A$ " truck will climb a $51 / 2 \%$ grade on a hard macadam road on direct drive with capacity load. The Kissel "Freighter" will climb a $51 / 4 \%$ grade under the same conditions, The Average 1918 Model Two-Ton Truck ("C" in cut) will climb only a $4 \frac{1}{2} \%$ grade under these conditions.

    Or agnin Uncle Sam"s Type " $A$ " truck will climb a $32 \%$ grade on a hard macadam road on low gear with capacity load. The Kissel "Freight$e^{\prime \prime}$ will climb a $31 \%$ grade under the sume conditions, while the Average 1918 Model Two-Ton Truck ( ${ }^{\prime \prime} \mathrm{C}^{\prime \prime}$ ) will climb a $22 \%$ grade under the same conditions.

    The modern truck designer mus

