The Kisselgraph

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

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NO. 8

WE WILL CONCENTRATE ON ONE PASSENGER CAR CHASSIS ONLY OUR AIM IS "QUALITY FIRST, LAST AND ALL THE TIME"

Permits an Enlarged Production for Retailing though we have in the past years givat Moderate Prices.

the culmination of eleven years of engineering achievements and innovation triumphs.

Do you realize what this is going to mean to you from a sales standpoint, and what it will mean to us as manufacturers? First of all, let us remind you of the popularity of the custom-built model. We have never 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-built chassis which has been proven to be mechanically right. Consider what this is going to mean to your sales, and how much more easy it is to present your sales arguments on one chassis, 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 aim in view of quality first, and in designing our body line, we will retain the 4-passenger Tourster and the Speedster. We do this for the reason that if a man has in mind a 4-passenger model or a Speedster, 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-

We will concentrate on one passen- ty at all, we can take this same ger car chassis only-representing chassis and change some of the expensive items of equipment in the way of wire wheels, cord tires, bumpers. Waltham clock, imported top material, special 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 chassis 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 this All-Year design, the Kissel will still lead the field. 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 view, it will be possible to get into a large enough production to produce this custom-built car at popular prices. These prices, of course, will be dependent upon a corresponding reduction in the cost of raw material and labor.

And speaking of raw material, alen purchases of the different materials careful consideration, we have made several changes in our Engineering 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.

KADIATOR FMRI F



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

This new Kissel emblem will be on all the new Kissel Custom-Built models from now on.

PRICE SITUATION DISCUSS-ED BY GEO. A. KISSEL

DEPEND ON COST ELEMENTS PRICE REDUCTIONS

Consumers Should Consider Confidence in Maker and Product Before Purchasing

"Why is it that some manufactur- work, thus off-setting the big loss due ers have already announced price reductions while others have not? Te it a question of sacrificing quality to meet a demand for low prices, or were the prices raised 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 ans-

"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 curtail its production of passenger cars, so that government work could be speeded up. At that time many companies 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 building 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 vitally 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 easily 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% capacity, eith- of 30% greater than pre-war labor er on regular truck or passenger standards, and leaves little room for continue for six months.

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 reductions 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 commodity-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 opinion 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 conditions 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 will be probably on an average

adjustment so far as the labor is con-

"The item 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 applicable.

"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 confidence in the company with whom he is doing business. By that I mean confidence in whether that factory is, at the price they are offering, giving him the product that he orders, consistent with labor and material 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 MANU-**FACTURERS**

"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 is 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 prices 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

DETAILS OF THE NEW 1919 CUSTOM-BUILT SILVER SPECIALS

THEY ARE CARS THAT ARE DESIGNED AND CONSTRUCT-ED AS YOU WOULD BUILD THEM

The All-Year and Also Moderate Priced Models are Included

created a class of automobile critics ical performance, a superior force of 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 nation's exclusive automobile show rooms, looking for their ideal automobile-one possessing the best features of all the Custom-made motor cars. Where in one instance, exclusive body lines are designed, it may lack the quiet elegance and individual niceties of the imported models, still another model may have tom-built job-advanced chassis con-

Since the war, there has been ther advance in efficient and economcraftsmanship was employed to produce a really Custom-built job in every particular.

Masterpieces of the 1919 Show

The result brought forth the new Kissel Custom-built Silver Specialsthe reception accorded these masterpieces at the Chicago and New York Auto Show is now a matter of automobile history. The 4-pasenger Tourster in Silver Blue, hand-wrought with the same skill and technique that characterize the Cus-

The 4-passenger Speedster, finished 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 horse-power at 2300 R. P. M. dynamometer test.

In addition the Kissel Custom-built Six will be built in a moderate priced model-a 7-passenger standard touring, with all the vital custom-

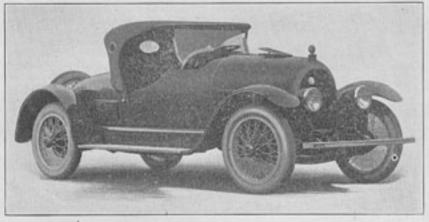
built features.

Among the exclusive custom-built features are bullet-shaped head lights of powerful radiance-an unusually attractive radiator of the semi-spherical 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 sliding forward and backward; attractive rounded body-rear; 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 achievements. Replete with those features that combine efficiency and performance with economy of oper-

ation.

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

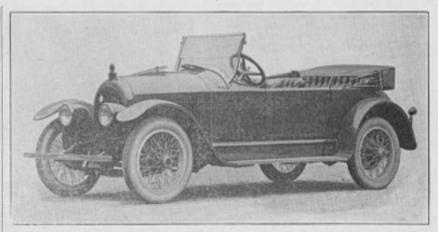


that exclusive atmosphere of the hand-wrought artist, but lack a chassis distinguished by the performance standard and service range of some other make. And so on-

With twelve years of advanced ngineering progress, construction engineering progress, standards and body building innovations, 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 connoiseur 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 still is today; second-peace-time efficiency struction-body building-mechani- [ination is the result of years of motor to meet the increased pace which the



cal excellence-a composition in body present reconstruction period de-mands of everbody; third—after that ive features which mark the Customdesign of those unique and distinctpoint of development had been reached which practically offered no fur-dollars.

car ownership-whose judgment is that of the connoisseur.

You can help us get into full production by giving us an idea of the number of cars you will want,

\$1985 PRICE OF CUS-TOM BUILT MODE

SEVEN PASSENGER MOUNT-ED ON NEW CUSTOM-**BUILT 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 insist on custom-built 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 Custom-Built 7-Passenger Touring

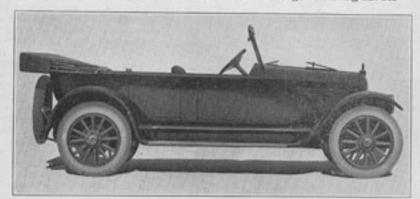
MOTOR-

Kissel-built, high speed, 6 cylinder, L head type, cast enbloc. Bore 3 5/16", stroke 5 1/6". Crank case cast integral with cylinder block and oil basin of a pressed steel stamping.

PISTONS-

Made of annealed cast iron 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-built body design and mechanical excellence.

It is designed 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 incomes. This new model is mounted on the new custom-built chassis, the only passenger car chassis we are concentrating on this year, and is the same upon which the new Custom-built Silver Specials are mounted.

The new model will have the new custom-built motor, with a bore of 3 5/16" and a stroke of 5½", developing 61 H.P., at 2300 R. P. M. Dynamometer test. This motor is equipped with the new Kissel Automatic Oil 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 design, 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 class. A straight front seat is planned to meet the popular demand in cars of

2 1/16" long. Center bearing 234" diameter x 21/2" long. Rear bearing 21/4" diameter x 3" long.

CONNECTING RODS-

Are made of a high grade carbon steel, drop forged and heat-treat-

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 Friction 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 thus insuring extreme quietness.

AXLES.

Front—A large one piece drop forging having 2½" deep I beam section.

Rear-full floating of heavy rugged construction.

UNIVERSALS

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" face.

FRAME-

Is constructed of 20 to 25 point carbon steel having side rails of 5 1/2" channel section converging to the front to permit a short turning radius.

CLUTCH-

Kissel Cone type leather faced with adjustable expansion plungers in rim of clutch 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 oil return groove below third ring from the top Rings are 3/16" wide. CRANK SHAFT

Is a drop forging made of high grade 35 to 40% carbon steel. Front bearing 2¼ diameter x diameter x TRANSMISSION-

acting as brakes, to stop the clutch from spinning are provided.

FINAL DRIVE-Hotchkiss.

STEERING GEAR-

Split nut and screw type with special 18"diameter hand wheel.

Selective type three speeds forward and one reverse.

CHASSIS BEARING-

Timken roller bearings are used throughout except transmission, which has annular ball and high grade phosphor bronze bearings, COOLING 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 Automatic Oil Control.

Six blade safety type 16" in diameter.

RADIATOR-

Tubular type special design giving the car a distinctive appearance. SPRINGS

Chrome Vanadium Steel. Front semi-elliptic 36" long x 2" wide. Rear three-quarter elliptic 52" long x 2 1/4" wide.

IGNITION-

Remy combined lighting and ignicon system is used.

STARTING-

A 6 volt Remy starting motor with a Benedix screw drive to fly-wheel is used.

STORAGE BATTERY-Willard 90 ampere hour.

WHEEL BASE-

124"

WHEELS-

Artillery type.

TIRES-

32x4 16" Goodyear or Firestone Non Skid rear.

GASOLINE TANK

Capacity 16 gallons. Hung on rear end of frame and connected to motor by means of Stewart vacuum system.

CARBURETOR-

Special Kissel Stromberg automatic float feed type.

WINDSHIELD-

Special tilted type of highest quality.

LAMPS

Special so-called bullet 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 TRUCK MILEAGE

"The General Electric Company, Schnectady, N. Y., claim they are getting 19 1/2 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 one 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."

DOUBLE-SIX CLOSED JOBS-A 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 distribution. Fortunately we have discovered 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-Built 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 suggest the following combination: For the Custom-Built Sedan-Green gray, upholstered in Alhambra Pat-tern B, Taupe 885; Beaver Brown, upholstered in Alhambra Pattern B, Taupe 885; Beaver Brown upholstered in Belgrade Pattern 1516-163, Brown 1808; Perfect Purple uphol-stered in Belgrade Pattern 1516-86. Taupe 885; or Brewster Green upholstered in Belgrade Pattern 1516-Green, 1377; Sedané ster Green upholstered in Spanish leather, Custom-Built Coupe Standard Blue, leather upholstered. Regular Open Touring Car-Standard 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 34x4 1/2 fabric tires 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 Custom-built model. In other words, a Custom-built Sedan, Sedané, Coupe, or Touring Car at prices as follows:

Custom-Built 7-passenger Stulan \$2350.00 Journa Custom-Built 7-pasenger Sedan \$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 Bodies, 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 building projects, to insure 365 days of efficient transportation of produce, mail, provisions, fuel and other necessities every year. Let us encourage every bond issue, every road-building project, and every move for maintenance of these channels of commerce,

KISSEL ENGINEERS PERFECT N AUTOMATIC OIL CON

TO BE STANDARD EQUIPMENT ON NEW CUSTOM-BUILT MOTORS

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

Kissel engineers have been con- ed out bearings. This was simply due fronted with oiling problems exactly to the fact that the designers had in 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 requiring the maximum horse-power of the motor at certain times and at other times high speed without maximum power, and again, low or average running speeds of the car, using little power.

The hardest problem has been that of controlling the oil supply in order to have sufficient oil under the worst or most severe conditions, and still not too much oil when using but little power, or that which would be the average running condition of a car on good roads and with a load. The re-sult of continual study and engineering has enabled the Kissel engineers to perfect a new automatic oil control on which they have applied for patents and 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 wide open, the New Kissel Automatic Oil Control provides the "Maximum Oil 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 Reduced and the throttle closed the new Kissel Automatic Oil Control automatically reduces the Oil Pressure as well as the Oil Supply.

(c)-It prevents the piling up of oil at either 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 oil in the oil pockets for each cylinder, regardless of the grade load condition or speed. No cylinder is ever starved of oil 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, either in the way of carrying a full load up long grades or perhaps making a trip and being obliged to pull through bad country roads or sand.

mind providing for only a limited supply of oil, in order to eliminate the condition of Too Much Oil when running under Normal Loads. They were not able to take care of this extreme condition which is a condition that happens very often and in some sections it is quite common. New Kissel Automatic Oil Control Covers Such Conditions Perfectly

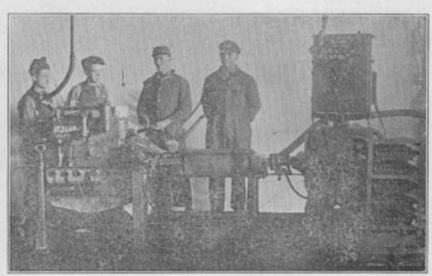
The worst condition comes under the second heading (paragraph B.) Under this head we have the condi- NEEDED.

the city 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 oil piling up at either end of the oil 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 oil up to the top of the piston, again causing the sooting of plugs. The New Kissel Automatic Oil Control in a very ingenious way eliminates this, yet, as per paragraph "D" automatically and at all times keeps the correct amount of oil in the cylinder in the proper place and at the proper time.

The full details 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 970r. p. 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 subjects it to the worst condition under which a PROPER OIL PRESSURE as well as a POSITIVE DELIVERY OF THE PROPER AMOUNT OF OIL IS Otherwise this steady



Kissel custom-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 Oil Control was perfected, Government seals insure boni fide test Pencil (arrow) standing on end proves almost total absence of vibration.

oil pressure, causing so much oil in the oil 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 oil supply enough to take care of this, or cut it down too much to take care of the condition under Paragraph A. The new Kissel Automatic Oil Control however, automatically reduces the oil pressure and oil supply, and overcomes that condition. This condition is prevalent when us-In many instances they have burn- ing a car on good roads, or around

tion of too much oil, and too high pull would cause a BREAK of the OIL FILM which would burn out the bearings. This test was run for 100 hours without stopping, meaning that the motor was run in this same condition night and day for the 100

In the completion of this 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, was ample under the severe condition.

The motor was then run at a very

low speed of only 200 r. p. m. with the oil 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 results.

The New Kissel Automatic Oil Control also eliminates the delivery of a lot of oil when it is not needed, and in this way keeps the oil 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 oil consumption.

This New Kissel Automatic Oil Control can be, and in all probability arrangements will be made whereby at a nominal cost, it can be installed on cars that are out. Full information with respect to this will appear in the next issue 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 automobile principles, and to adhere to the policy of developing and bettering its pro-

duct 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 \(\frac{3}{4}\) elliptic springs, development of the vacuum system in the Kissel Shops by Webb Jay, arched frames, special "kick-up" at front of frame to allow center gravity, the All-Year Car, which idea has been more copied 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, etc., are added evidence of our contributions to the comfort and convenience of the motoring public.

The Kissel engineers have been busy for many months developing every little detail 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 Oil Control, on which patents have been applied for, and which is described in another article in this issue. This covers a number of detail 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 stiffness. 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 sufficiently to get it out of line. The special steel and special heat treating over comes this.
- (c) The connecting rod bolts and nuts have been changed to Chrome Nickel Steel, with special 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 connecting 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 special lock bolt in front axle spindle bolt is provided to eliminate any chances of this spindle working out.
- (e) The back lash in the transmission 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 going through which are not right up to the standards set.
- (g) Pistons are checked and fitted by a carefully trained and experienced man, to eliminate having a piston which may be machined at the minus limit to a cylinder 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 detail developments will be listed 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, trailers 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 accessories for passenger 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 daily increase of \$1.00 for approximately 28,000 employes was announced by the Ford Motor Car Company recently. This gives a new minimum wage scale 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 employs more men than any other single automobile manufacturer, realizes that satisfactory co-operation from employes depends on their ability 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-paid to justify 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 National Highways Association and American Association of Highway Officials 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

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RALPH KAYE. Editor

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

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EDITORIAL

Business Future One of Cheer

The predominant and cheery note in the story of general conditions is the calm and collected manner in which 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 stabilization of prices and purchasing. The general desire is not for radical reduction, but rather for gradual decline as conditions may warrant.

There has been no sudden drastic economy nor financial panic nor in fact any of those events which in the past we have accepted as a natural recompaniment of the end of a period of prosperity. In fact there is a wide-spread feeling that the present nituation is merely a re-adjustment and a re-alignment to something far better in the future when we have surrounded the difficulties that lie 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

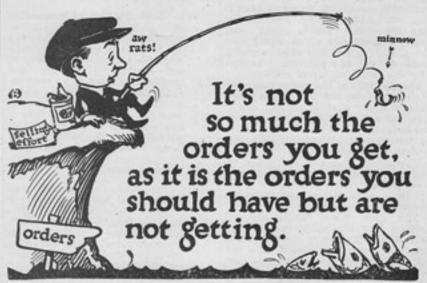
13,855 defaults in 1917.

The decline in number of defaults in the last year was progressive improvement, appearing in each quarter was only 1,913 revreses, which were especially favorable. In every case the quarterly statistics show a reduction both numerically and other wise from the figures 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 commercial 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 KISSELGRAPH'S SHOP TALK



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 his 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 satisfied with the week's work. He thinks back—analyzes 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 automobile business was unusually good—because the hundreds 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 salesman had 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 disposed of.

Now that the war is over, automobiles are going to be purchased 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-satisfied 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 occupied 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.

One sure way to make this possible, is that of avoiding 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 automobile 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 automobile 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!

THE NEW "GENERAL DELIVERY" TRUCK EXPERIENCE WITH A FOR FARM AND GENERAL DELIVERY WORK | CUSTOM-BUILT SIX

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

To meet the many urgent requests of Kissel dealers, as well as present Kissel Truck owners, we will soon produce a % to 1-ton Delivery Model to be known as the "GENERAL DE-LIVERY" Truck, to sell at a price that will be moderate, but consistent with highest quality. Details and specifications will be announced in the next issue of The Kisselgraph.

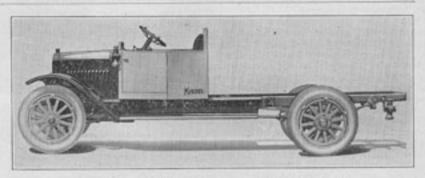
In designing this new job, our engineers were instructed not only to give first attention to quality but to so design and construct this truck that it will easily carry its capacity load at a speed of 25 miles per hour, thereby meeting customers' demands for the right designed delivery truck for comparatively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

In addition, the new Kissel "Gen- proper size to carry a 1-ton load.

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 decidedly larger pinion 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 handle the load intended for.

The new seat, as shown in the illustration, 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



%-Ton General Delivery Truck The New

eral Delivery" Truck is designed to meet all road conditions, and especially those typical in agricultural districts-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 capacity load at a proper rate of speed.

The new Kissel "General Delivery" 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 transmission will be of heavier construction, with the lower truck gear ratios to give the proper range of speed required for truck purposes, but heavier, and with ball bearings on the countershaft as well as on the shift shaft, with heavier gears and parts throughout. This trucks" writes one dealer.

Brief specifications of the General Delivery Truck:

Motor-Kissel-built 3 % x5 1/2 inch-

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, one reverse, selective type.

Final Drive-Special bevel gear ratio 5 to 1.

Rear Axle-Cast steel housing, liberal design.

Tires—34x4 ½ pneumatic. Frame—Pressed steel. Load Space—8 feet. Wheel Base—135 inches. Weight of Chassis-2700 pounds. . Capacity-%-ton.

FEATURING TRUCK SALES

"We make it a point 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

DROVE 4-PASSENGER TOUR-STER 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 I got through without any serious difficulty. 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 difficulty.

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 has plenty of speed, a world of power; the motor is quiet; uses surprisingly little oil and I get very good mileage out of the gaso-

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 where 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 itself.

Thanking you again for the nice way in which I was received 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 bid fair to surpass any previous season" Kissel Dealer, Salt Lake City.

HOW KISSEL DEAL-**ERSHARES PROFITS**

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. Reuben 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 briefly 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 go to his department. To make the dis-tribution 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 As he puts it-"They are on work. 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 ideals, 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, terial of the United States.

TRUCK SALES DEPT.

Make it a point to send the factory any special stories regarding truck operations which illustrate the reliability, 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 keep records of expense and cost of operating in such a way as to provide valu-

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 keep these records for their own benefit, as well as for the benefit of

the industry in general.

We wish Kissel dealers would transmit to this department ideas they may gain as to the future use of motor trucks in lines not now using them, as in this way perhaps many new fields can be opened for the truck salesman. You realize that there are those who think that their business is different, and that trucks 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, efficiency and convenience.

There are a large number "Truck Sales Plan" Books and Sales Manuals, in the hands of distributors and dealers which we believe 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 would be glad to have dealers return such of these as are not in use now, or in the immediate future, so 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 received 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 avoid if possible the returning of any of this ma-

WANTS CO-OPERATION DON'T NEGLECT FARM TRUCK SALES

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 astonish even those who are most confident 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. roads will follow the establishment of motor truck lines, rather than precede them. In other words, the ne-cessity 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 lines in continuous operation that they will be willing to be taxed for road improve-

Likewise-the big problem in marketing live stock is to get the cattle to market in the quickest possible time, in order to prevent loss 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 raisers 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.

Plunge in, we know the water is The rural motor express and hauling produce and cattle to market by motor trucks will prove within the next year to be the biggest 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 have so clearly demonstrated his patriotism and he now realizes the truck is a necessary part of his equipment.

Urged by Kissel Head

BY G. A. KISSEL.

The war is now over and our battle for Right and Justice has been 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 plenty of money to pay it with. Our country is physically uninjured; our factories buildings, fields and machinery are

The year 1919 finds 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 confidence in this country and its recuperative powers, and are more than willing to go ahead and take those average risks needed to proceed without delay.

It is up to us of the motor car industry-manufacturing, wholesale or retail, to make our plans now for getting our just share of business. Just so would our country lose its present world power position if the financial and business interest of our government did not plan ahead and proceed with such plans.

We can all obtain the greatest results by concentrating to a definite purpose or ideal; then with it, the fullest co-operation of all interested. Just so did Woodrow Wilson do when he set out that "Right and Justice was the purpose and Ideal which means Americanism" regardless of life or financial loss, and concentrated 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 individuality of design, detail, finish and appointment. To that end, we will concentrate on one passenger car chassis, namely the Custom-built chassis, with several body styles, making such 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

100 PERCENT CONFI- CLAIMS WAR WILL DENCE IN INDUSTRY BE STAR SALESMAN PERITY FACES US"

Co-Operation and Enthusiasm BRANSTETTER SAYS BUY- BY WILLIAM L. HUGHSON. ERS NOW PURCHASE SO MUCH TRANSPORTATION

won on the wheels of motor trucks and automobiles.

Although the automobile held a big place in our industrial life before the war, our increased 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 satisfy 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 in 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. It's just the same way when he takes a train-the day coach will get him there, so will the chair car. It is just a matter for him to decide how he wants to travel and and which frame of mind he wants to arrive in.

that class of mechanical perfection, with bodies of personal refinement and appointment necessary for a class product-consistent, to enable us to use only the best materials and methods, treating such materials to insure long life-consistent, to enable us to have as near 100% peras possible. The All-Year Car, which has made possible motorin comfort during all twelve months of the year, will be continued in two or three models on the same custom built chassis.

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 daily output of trucks on a very short notice, we first 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 enthusiasm and co-operation that we are now proceeding with a definite ideal ahead of us.

"UNUSUAL PROS-

PRESIDENT, WM. L. HUGH-SON COMPANY.

The World War was practically 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 stimulus to all lines of endeavor.

If any one, pessimistic enough to believe that we will still continue in the slump of business, which has etfected some lines, 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 learn of the programs they are arranging for the resumption of business, which will 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 denied them for years, goods alike that were considered essential and those which were thought to be nonessential, will begin to pour from the factories to a waiting and hungry populace. Money that has been held back, owing to the uncertainty 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 business. Particularly 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 organization, 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 and 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 possibilities that will be within our grasp and which are now knocking at our very door. "Over the top" formerly the na-

tion's war cry has become the nation's peace-time slogan.

KISSEL "FREIGHTER" MODEL DE-SIGNED ALONG GOVERNMENT 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 bining the governing factors of detruck it is the greatest importance to select and combine the factors which govern the design 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 trans-

When Uncle Sam was designing his type "A" Army truck he mobiliz-ed the Nation's greatest engineers to design a trouble-proof two-ton truck of unusual ability for military service.

sign 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 ability on the level and on grades are convincing 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 perform-ance features of the Type "A" two ton truck as compared with the Kis-

EULL LINE A IS A CHARACTERISTIC LINE PERTAINING TO PERFORMANCE OF UNCLE SAMS CLASS A ARMY TRUCK DASH & BOTTED LINE B PERTAINS TO PERFORM-ANCE OF HISSEL MODEL PREJUNTER BASH LINE C PERTAINS TO PERFORMANCE OF AVERAGE 1918 2 YON COMMERCIAL TRUCK

Performance chart Showing how the Kissel "Freighter" 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!"

At the same time the Kissel engineers here at the factory had been developing a highly perfected truck of the same style and qualifications for commercial use.

When the motor sizes, gear ratios, in fact the whole power transmission from motor to rear tires were compeared, it was found that these factors were almost identical in both jobs, resulting in the Kissel Freighter 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 ability or not.

The illustration above shows "A" line-obtained by selecting and comsel "Freighter" and the average 1918 Model Two-Ton Truck ("C" in cut) Uncle Sam's type "A" truck will

climb a 5 1/2 % grade on a hard macadam road on direct drive with capacity load. The Kissel "Freighter" will climb a 5 1/4 % grade under the same conditions. The Average 1918 Model Two-Ton Truck ("C" in cut) will climb only a 4 1/2 % grade under these conditions.

Or again Uncle Sam's Type "A" truck will climb a 32% grade on a hard macadam road on low gear with capacity load. The Kissel "Freighter" will climb a 31% grade under the same conditions, while the Average 1918 Model Two-Ton Truck ("C") will climb a 22% grade under the same conditions.

The modern truck designer must 1919-20.

be an expert in selection and combining the governing factors in design. Every motor truck purchaser should understand that. Instruct your salesmen to get that point. The total weight of a truck, motor size, motor speed, tire size, axle 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 been holding off, or who are undecided-only the proper selection and combination of these factors will give the results looked for, which are-well balanced 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. 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 "Freighter" 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 necessity to the business world, you have in the Kissel "Freighter" one of the most highly perfected trucks of its size made- a truck that cannot be improved upon-one that cannot be 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 final decision on the different details of All-Year models will not be reached until well into the spring, we want to impress upon kissel 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 writing, 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 dealers will have sufficient time to study the specifications as well as photographs of the new models, and place their orders in time for deliveries before the winter season of

ORDER YOUR SPRING LATEST KISSEL DELIVERIES NOW

SPECIFICATIONS SHOULD BE ALL DEALER'S EMPLOYEES FILED IMMEDIATELY

ment to Rush Your Orders

It will be at least a month before we will be entirely back on full production of the Custom-Built 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 their orders here on file at the office without any

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 wait until the last minute, or just before the opening of the season, expecting us to fill 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 handle orders according to the date of their being received 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 facilities.

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, details 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 public have been crystalized into action.

Also in this issue of the Kisselgraph are found the current prices and delivery dates of the new Custom-built line. In fact, in this issue you will find all the necessary information, and details on the new models, and conditions here at the fac-

SHOULD MEMORIZE THEM

Do Not Wait Until the Last Mo. No Reduction Likely for Some Time to Come

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

and equitable profit.

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, increased freight rates on materials; fourth, curtailed production, Kissel was among the very last to advance and the advance was barely sufficient to cover added

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

reduction in costs.

The following are present prices on Kissel Passenger Cars and Kissel Motor Trucks, and as another article in this issue of The 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 make a reduction.

Schedule of Prices-Effective on January 1, 1919, F. O. B. Hartford,

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 7-passenger Touring-\$2550.

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

Motor Trucks-

New "General Delivery" "General Utility" -82073.50 "Freighter" -2832.50"Heavy Duty" - 3905.00 5-Ton Model -4783.00

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 design and how many of each,

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

HOW ARE YOU GOING TO GET THE MOST OUT OF YOUR AD-VERTISING EXPENDITURE?

One of the greatest wastes in advertising is the hit and miss method which calls for advertising here and there-now and then-under pressure of solicitation or periodical impulses. Have a definite plan of advertising, worked out in advance, and then stick to it. Avoid the common mistake of using all sorts of mediums 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.

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

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 "power impulses" that push the sales across. Whether you are hitting on one cylinder or on all six depends largely upon the efficiency you put behind your local advertis-

STANDARD TIRE SIZES

All ealers know that during the war the subject of tire standardization occupied the lime light.

For your benefit 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 accepted by the National Automobile Chamber of Commerce

FOR PASSENGER CARS

30x3 1/2 Clincher rim to be used with 30x3 1/2 and 31x4 tires. 32x3 1/2 S. S. rim to be used with

32x3½ and 33x4 tires, 33x4 S. S. rim to be used with

33x4 and 34x4 1/4 tires. 32x4 1/2 S. S. rim to be used with

32x4 1/6 and 33x5 tires. 34x41/2 S. S. rim to be used with

34x4 % and 35x5 tires. FOR TRUCKS

36x6 rim to be used with 36x6 tires.

38x7 rim to be used with 38x7

40x8 rim to be used with 40x8 tires.

SYSTEMATIZED SERVICE DEPT.

PROPERLY MANAGED, IT PROVES A MONEY-MAKER

Stock Room Should be Watched at All Times

"I sometimes feel that only a small percentage of automobile dealers realize the importance of the service department in 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" owner 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 considers the purchase in a business way. He realizes that to get proper results on his investment, he 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 keeping 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.

"The owner expects to buy parts and to pay for these 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 repairs, 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 Service'. 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 managed will pay, and pay well. In some cases the profit 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 Room. It is the same as any store, 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 easy 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 easier 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 be systematically placed in bins and on racks. The parts should be so tagged and arranged that an order can be filled even though the regular stock clerk should be away.

3—Old Parts—Some dealers have a habit of keeping 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 with the new parts.

4—Record—An accurate record should be kept, either on cards or in a book. There are several different systems that work out very nicely and different dealers use different systems.

5-Amount 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 sell 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 checkod very carefully at least every six months, you will be bound to have money invested on which you get no returns, thereby cutting down your profits.

"Make it a point to carry only parts that you need. Also use care in ordering. Do not take a part list and send in an order for all parts listed. 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 PARTS FROM FACTORY EARLY

LIMITED TRAIN SERVICE DE-MANDS PROMPT OR-DERING

Full Co-operation of Dealers Necessary to Eliminate Delay

While the Parts Department here at the factory is equipped for the efficient handling of all dealers' rush orders, it is necessary that we receive 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.

First of all there is the scarcity of local trains which we have to look out for. We have only four express trains daily, two each way, and as practically all of the shipments for parts out of Wisconsin have to go via Milwaukee, we can only forward these shipments twice daily, the morning express leaving Hartford at 9:14, and the afternoon express leaving at 6:52. On other shipments 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 received, 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 time 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 Postoffice, if it is a parcel post shipment. Also there is considerable work in connection with each order. In the first place the order i just be entered, then delivered to the shipping room where the material is checked before he order is filled, then the parts must be properly packed, tagged and weighed 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 send the orders in as early in the day as possible, we will be glad to do our part in getting the shipments forwarded promptly.

THE KISSEL MOTOR CAR COMPA 1919 ADVERTISING CAMPAIGN

SALES CREATING ADVERTISEMENTS IN NATIONAL MEDI-UMS REACHING OVER 3.122,500 READERS PER MONTH

On this page is reproduced the big made-to-order refinements, comforts, 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 Kissel trucks to the Nation's leading business executives and experienced purchasing agents in a business-like 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 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 facilitate their sale to the highest degree.

National Motor Truck Campaign

Saturday Evening Post Literary Digest Commercial Car Journal Motor Truck Commercial Vehicle Power Wagon The Packer American Lumberman National Provisioner Oil, Paint, Drug Reporter 1919 Power Wagon Reference book Black Diamond 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 Builder Municipal Engineering 'ransfer 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 Custom-Built Silver Special-a really custom-built automobile with all

conveniences and appearance of the custom-built 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 ever. 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 methods in building Kissel products, so there will be no hit or miss meth-

Vital This Winter

These ten years of precisal track engineering and commentum experience will prove to also be to you

ods in advertising them. The superiority of Kissel construction and engineering principles, the enviable reputation of the Kissel organization permit 18-karat selling messages. No hunting around for selling points no manufacturing paper features, no necessity for shading the truth. Kissel automobiles and trucks are their own best advertisements. We merely transfer on paper what car owners find in them.

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



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

KISSELGRAPH OFFI-CIAL KISSEL ORGA

DEALERS SHOULD FILE EVE-RY ISSUE

Its Object is Personal Contact With Kissel Officials

The object of the Kisselgraph is One-a medium through two-fold. 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 issue of The Kisselgraph as it will be your only record of the official announcements 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 issue of The Kissel-

That is what the publication is for. It is not a House Organ-it is a regular newspaper-the official mouthpiece of the Kissel organizationthe Engineering, 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 Kisselgraph and then filing every issue for future reference.

Every number will be full of improvements, additions, sales suggestions and ideas, selling points, and by keeping each issue on file he is sure of always having at his finger tips every bit of information from the

Kissel factory.

By doing this he will be saving himself time that was formerly taken dealing, rendering unusual service to up by corresponding with the factory old and new customers. asking this and that. Now all this

formation will be contained in each issue 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 accomplish its purpose-and we can if we have your co-operation.

SPECIAL KISSELGRAPH BINDER FOR DEALERS



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

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

immediately.

OUR DISTRIBUT

ST. LOUIS KISSEL FRAN-CHISE SUBJECTED TO RIG-ID INVESTIGATION

The Rottersman Automobile Company is one of the foremost wholesale and retail motor car institutions in St. Louis and the state of Missouri. For some time past they have been the state distributors for the Nash passenger cars and motor trucks and have made a reputation for square

With the signing of the Armistice,

will be unnecessary because this in- the increased demand in that territory for both passenger cars and mo-tor trucks made Mr. Rottersman realize that in order to take advantage of the unusual times which he saw ahead of him, he should add a second line of passenger cars and motor trucks of equal reputation and pres-

> It was natural for him to talk this new addition over with St. Louis business men as well as men in the After going over the field industry. and checking up all attractive lines, the concensus of opinion was "Get the Kissel line if you can."

> Mr. Rottersman thought this was pretty good recommendation, but to conduct a still further test, one that would be local in scope, he wrote every Kissel passenger car and truck owner in St. Louis territory. 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 been giving, what was the present condition and whose service work it was being done by.

> As Mr. Rotterman states: "We did th's with several objects in view. One was primarily to find out the sort of pervice the cars were rendering in the hands of owners. There were only three of the returns that indicated the service rendered by the car was not all that could be expect-'d of any motor car, regardless of price." To Mr. Rottersman this was a very remarkable showing because the 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 he got plenty of kicks, but no boosts.

> Since the signing of the contract with the Kissel factory. Mr. Rotters-man, in a letter to the Kisselgraph, states the following:

> "We are doubling our show room facilities. We are taking the salesroom next door, which will be devoted exclusively to the display of passenger 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. We have also enlarged our machine shop, built a new stock room and are now installing \$10,000 worth of stock parts in order to take care of the needs of Kissel owners 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 sight 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 the Kissel factory to change from war-time activities ot those of peace. And then watch our sales go up."