

CORRECTION SLIP

(Corrections in Bold Face Type.)

On Page 6, last column, Paragraph 3 to end of first sentence should read:

"In order to make a thorough final test a Custom-built motor was used, running it at a speed of **970 r. p. m.** with the throttle wide open in order to give it the maximum pull or load at this speed."—

On Page 7, top of first column, to end of first paragraph, should read:

"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 amount of oil, but that it was not getting too much, which would soot the plugs. All plugs were perfectly clean and dry and practically no carbon was found on top of pistons."

The Kisselgraph

145

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The Kissel Distributors and Salesman's Newspaper—Official
Organ of The Kissel Motor Car Company

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VOL. 1

HARTFORD, WISCONSIN, APRIL 15, 1919

NO. 9

ENGINEERING DEPT. IMPROVEMENTS

NEW DESIGNS, TESTS, SYSTEMS, INSPECTIONS ADOPTED ON MOTOR, CHASSIS AND TRUCKS

"One hundred percent perfect" is the Kissel engineering slogan.

"Make the Kissel as near a 100% mechanical and body-building masterpiece as human ingenuity can produce," demands the Sales department.

"The public wants the uncommon—the custom-built in performance, service, economy of operation, appearance and comfort," says the Advertising Department.

"Let us so perfect the Custom-built Six jobs that they will continue Kissel leadership in motor car designing and construction," add the officials.

The result—the engineering department is keeping up its improvement stride so that you distributors can offer customers a product that cannot be approached for quality by any competitor.

Here are the additional improvements—study them—"wise up" your salesmen and service men.

Custom-built Motor

1—Push-rods are now passing inspection department with an allowance from $\frac{1}{2}$ to 1 thousandths maximum for squareness; all other dimensions being carefully checked and special attention is paid to better threads for adjusting screws.

2—A new piston will be used with a straight head, the finish of this head will be done by buffing it to a perfectly smooth surface minimizing the possibility of building up carbon on same. Piston ring grooves will be very accurately finished both for size and smoothness. Rings will be made to correct sizes and will pass a strict inspection for size and finish as well as for hardness. Accurate fits have been designed to produce correct piston pin bearings. The dimensions from center of piston pin to top of head can only pass inspection if it is held within a limit of

3-1000".

3—The valve spring clearance has been increased $\frac{1}{8}$ " thereby eliminating any possibility of the coils of the springs touching each other and producing a noise, when springs are compressed.

4—Instructions have been given to inspectors in motor departments to watch carefully that all timing gears are fitted with unusual care. That cap screws for camshaft gears fit well by being pulled up tight and lock wires, properly applied.

5—All cylinder heads are now annealed to relieve them of any possible strains.

6—The new oiling system as well as heat-treated alloy steel connecting rod bolts and nuts and heat-treated connecting rods are in regular production.

7—Tools and dies are finished for a new Kissel muffler which at present is being tested and soon will go into production.

Custom-built Chassis

1—Speedster rear fenders are coming through production with a reinforcement preventing excessive vibration.

2—Arrangements have been made to eliminate rattles in steering posts.

3—A pattern has been made for a plate on Speedster step to protect the body from getting scratched when entering or leaving car.

4—The question of more fasteners and better fits on curtains has been gone over with the Upholstering Department and better results are looked for after this.

Truck Chassis

1—Adams Westlake lamps are going out in regular production on trucks.

2—Tiflex Metal hose, a strong reliable connection between vacuum tank and carburetor, will be furnished in place of copper tubing.

3—Plans are under consideration for proper suspension and location of tail lamps.

4—Cast tank radiators and new efficient fan with 2" wide belt is now in regular production.

5—Transmission on $1\frac{1}{2}$, 2 and $3\frac{1}{2}$ ton trucks will be supplied with front transmission support on which the cap screws are locked by a wire to prevent these screws from working loose.

6—Work on the new $\frac{3}{4}$ ton truck is well advanced. Engineering force has been increased by several men returning from service.

W. L. KISSEL BACK FROM CALIFORNIA

Makes Severe Test of New Automatic Oil Control

By W. L. Kissel,
Secretary and Treasurer,
Kissel Motor Car Co.

Californians claim that San Francisco is built on seven hills, but from my recent experience there, it seems and in fact looks as if it was built on forty-seven hills. I don't think there is a level spot to be found in the entire city and naturally it is a wonderful city for testing cars. No matter where you stand or in what direction you look it is either up or down hill.

The new Kissel Automatic Oil Control and the new oil basin which I gave very thorough tests proved 100% efficient in performance in every way, and I think it is as near perfect as an oiling system can be made.

In climbing the long mountain grades on direct drive which necessitated a slow speed, we are not dependent upon the speed of the motor entirely to give us the oil pressure and flow of oil required as the new Kissel Automatic Oil Control, which is controlled with the throttle, and under such conditions a wide open throttle is necessary, automatically closes the oil "by-pass" and delivers a full flow and pressure to all parts of the motor.

In going down grades or running on the level with the throttle practically closed the new Kissel Automatic Oil Control regulates the amount of oil by opening the "by-pass", therefore decreasing the flow and pressure without piling up a surplus of oil.

When we ran at 15 miles an hour or under for hours at a time with practically a closed throttle, the new Kissel Automatic Oil Control "by-passes" the oil and prevents it from piling up and having an excess amount. In this way we have entirely overcome the possibility of oil passing the pistons and fouling the spark plugs.

(Continued on Page 2)

(Continued from Page 1)

The new oil basin has thoroughly performed its functions in not allowing the oil to pile up at either the front or rear end of the oil basin when going down or up hill, with the result that we are getting a uniform amount of oil to each oil pocket and a uniform pressure to each main bearing. After a careful and thorough inspection of the motor all parts showed that they were well and uniformly lubricated and no oil going above the pistons. The spark plugs were perfectly clean and in perfect driving condition.

We also found that the new Kissel Automatic Oil Control and oil basin cuts the oil consumption to a minimum and gives us a wonderful mileage per gallon of gasoline.

IMMEDIATE PRICE ADVANCE LIKELY

PROPOSED \$1985 MODEL TO
BE FIRST AFFECTED

"Quality First" Warn Kissel
Distributors

Ever since the Chicago Automobile Show, our engineering, purchasing and production departments have been "burning the midnight oil" in an endeavor to design and construct a moderate price model on the same chassis as the regular Custom-built job to sell around \$1985, that in value and appearance would possess the high quality that had become synonymous with Kissel products.

It was at the Show where Kissel distributors first saw and read in the January issue of *The Kisselgraph*, preliminary details of the proposed \$1985 7-passenger Standard Open Touring, in which it was said the Kissel engineers hoped to produce a car at that price that would be just as unique and 100% efficient as the higher priced Custom-built models, but minus some of the expensive features and luxuries that added to the appearance of the cars, but not particularly necessary to its mechanical efficiency.

Distributors at the meeting in discussing the new car among themselves as well as with the different factory officials remarked, that while a moderate priced job would come in mighty handy from a sales standpoint, they hoped that in the factory's endeavors to produce a car worthy of the name of Custom-built, at a price below \$2000, that they would sacrifice none of the quality that characterizes the present models, and that rather than have us build this car Down To A Price, they would prefer to have us stick to the present policy

of Building Up To Quality, even if in so doing the price would be two or three hundred dollars more. Furthermore, as the price of this model had never been advertised, there would be no sales lost, and consequently distributors would not suffer from the increase.

Since the Chicago Show, the many Kissel distributors who have called at the factory, have inquired how the moderate priced model was getting on and were anxious to see it. They hoped that at its first public appearance it would be obvious to every automobile owner and prospective owner, that it possessed the unusual Kissel value and high quality.

Every inch of material, every feature and accessory to be found on the new model has been checked and rechecked in an endeavor to keep the price down. It doesn't take one long to see where a good many hundred dollars are added to the Custom-built models—ventilator in hood and dash, special design hand made radiators, special windshield, imported top material and top design, wire wheels and cord tires, body construction features etc., and in designing the new moderate priced model it was among these features that offered the only possibility of price reduction.

Inasmuch as the new model will be mounted on the Custom-built chassis, which is the chassis we are concentrating on this year and the bodies will be built in the same departments and by the same skilled artisans that are responsible for the present Custom-built jobs, it can be seen that if we succeeded in reducing the price it would be on its appearance. Yet we were loathe to sacrifice one iota of looks—even when such a reduction would not be missed except by the keen observer or the most critical motor car connoisseur.

Next to the material problem and one that is having as great an effect, if not more, on the apparent necessity of increasing production cost, despite the forecasts of Industrial America, that the signing of the armistice would result in a reduction in labor expenses as well as eliminating the scarcity of labor that became acute during the last months of the war, labor has remained high and present indications give evidence that it will continue to be a problem for sometime to come.

It is becoming more apparent every day that the high wage schedule that characterized the country in 1917-18 is resulting in a new standard of workmanship. Labor has become educated, specialized; labor filled an important niche in the winning of the war, and labor is evidently going to continue to occupy this niche from now on, naturally expecting that the high wage schedule will continue in peace time, to meet the new living conditions.

As pointed out in this *Kisselgraph's* editorial, "we cannot expect to reduce wages until we can reduce the cost of living and as yet there are no indications of a reduction in the cost of living." In fact, there is every sign

that the cost of living will continue at high rates, if not increase.

These are conditions, which we, not alone, have to contend with. They are conditions every manufacturer has to face and must take into consideration in producing his products. Just as we have been hesitating to reduce in any way the quality of our present Custom-built jobs in order to sell them at a reduced price, we equally hesitate to have cheap, which means inexperienced, labor produce a Kissel Custom-built car no matter at what price it will sell at. The best materials, the most expensive features and accessories, are worth nothing, if they are not woven into a perfected whole by experienced and skilled labor.

Thus it is obvious that it is impossible for us to expect to effect a saving in the cost of labor in producing the new model.

There should be a Sherlock Holmes in the automobile manufacturing business—a man of unusual ability who can extract blood from a stone who can multiply two by two and get six, and who can double the purchasing power of a dollar. If such a phenomenon existed he would be working at the Kissel factory solving this problem of getting a quart of value into a pint measure. Just how the Kissel engineers, the production and purchasing departments will solve the problem is still a question. That they are doing everything that experience, ingenuity and skilled knowledge and the most-up-to-date and complete equipment can do, there is no doubt.

But it can be taken for granted by every Kissel distributor and every member of his organization that when the new model is produced and the price at which it will be sold is announced, it will represent the culmination of the most extensive and expensive operations based on "quality first." Undoubtedly the next issue of *The Kisselgraph* will contain details regarding this new model.

How One City Held

A Motor Transport Day

On April 3rd the traffic department of the Macon Chamber of Commerce held a motor transport demonstration, the idea being to encourage the greater employment of highway transport for meeting the needs of commercial, agricultural and live stock industry.

On April 2nd a parade of trucks was held throughout the streets of Macon led by the Governor of Georgia, the Mayor and other prominent officials. The morning of the 3rd, three trains were made up and run to three different nearby towns, stopping at intermediate highway points to load and unload traffic. Freight carried on the trip to each of the above named points was free of charge. All along the route the farmers displayed a great deal of interest and it is apparent that the demonstration set them to thinking of the possibility of employing trucks in their business.

HOW NEW TAX LAWS AFFECT AUTO TRADE

PROVISION OF REVENUE ACT IN REGARD TO MOTOR INDUSTRY EXPLAINED

(Important—As no manufacturer can absorb the Tax the advice is repeated that all Contracts for Sales should carry a clause to the effect that any taxes which the manufacturer is obliged to pay, whether Municipal, State or Federal, now in effect or as may hereafter be imposed shall be assumed by the Purchaser.)

Automobile provisions in the new revenue act, signed by the President and which are now effective, contain the following:

The new law continues the 3 percent tax on the manufacturers' selling price of "automobile trucks and automobile wagons" and adds a provision that all tires, parts and accessories sold on, or in connection with such trucks and wagons are considered part of it in estimating the tax.

The law increases the tax on the manufacturers' selling price of passenger automobiles to 5 percent with the same provision that tires, parts and accessories sold on or in connection therewith are to be included in estimating the tax.

There is a new tax of 5 percent on the manufacturers' selling price of tires, parts and accessories when sold separately, except that such tires and accessories sold by their makers to automobile manufacturers are not taxable. This exception is apparently to prevent double taxation.

In addition to the above taxes on sales there are taxes at the same rates on the leasing of cars, tires, parts and accessories therefore by their makers.

There is no floor tax on cars in the hands of the dealers at the time the measure became a law, nor is there any direct tax on car users except that persons carrying on the business of operating or renting passenger automobiles for hire are taxed \$10 annually for each automobile seating more than one or less than eight passengers and \$20 a year for automobiles seating more than seven.

There are some complicated provisions in section 1312 of the new law to the effect that on contracts for the sale or lease of cars and parts, etc. made prior to the date when this new law was first discussed in Congress, the purchaser or lessee must reimburse the seller or lessor for the tax that the latter has to pay.

Those liable for the tax on automobiles, tires, parts and accessories must make monthly returns under

BRANSTETTER TAKES BACK HIS SOLDIER AND SAILOR BOYS

FINDS THEIR MILITARY EXPERIENCE HAS MADE BETTER MEN OF THEM



oath in duplicate, to the local collector of internal revenue and pay the taxes due to this collector without further notice. If the tax is not paid when due, there is added a penalty of 5 percent together with interest at 1 percent per month. In case of overpayment of taxes, the revenue bureau may return the overpayments.

The tax on automobiles, tires, parts and accessories becomes due when the article is sold or leased. This means, in the case of sales, when the legal title passes from the buyer to the seller or when the article ceases to be the property of the buyer. In case of a lease, the lease is effective generally when the lessee receives possession of the article.

Therefore, all sales and leases by automobile manufacturers and accessory manufacturers made on and after Feb. 25th are subject to the tax rates of the new law. All sales and leases made prior to Feb. 25th are either tax free or subject to the old tax rate, as the case may be.

High Lights of the Revenue Bill
Three percent tax on motor trucks and trailers.

Five percent tax on passenger cars.

Five per cent tax on tires, parts, accessories and inner tubes.

Ten percent tax on shows.

Ten dollars annual tax on taxicabs seating 7 or less.

Twenty dollars annual tax on taxicabs carrying more than 7 persons.

Three percent of transport cost for freight by truck in competition with rail or water.

Five percent of transport cost for express by truck or passenger car in competition with rail or water.

Eight percent of transport fee for carrying passengers by truck, passenger car or motorcycle in competition with rail or water.

No floor tax on cars in hands of dealers at time measure became a law.

"It will pay every Kissel distributor to take back all the brave boys who left to answer their country's call," writes Harry Branstetter. "I have taken back all of mine and I find that their military training has made them not only better men in every way, but has made them more ambitious and enthusiastic as well as reliable, and with a determination to make good. In the photograph I am sending you, the first row are my salesmen, and the second row are my service and repair men, and I certainly am proud of the bunch. I feel that I am thoroughly equipped to take care of the immense amount of business that is going to be done during 1919 and 1920. These men have formed a 100% sales and service campaign and there isn't a weak link among them."

Practically every Kissel distributor had from one to half a dozen men leave for service in the great war and it is no more than right that now that these men have accomplished their purpose, and have done their work well, they should be taken back and given a good start to make good. Without a doubt their training under military rule has made them realize more that assuming responsibility is a part of man's work on earth, and that instead of avoiding it they should assume more and more as they prove their ability. We will be glad to receive other photographs of Kissel boys who have been taken back by Kissel distributors. Send them in.

"I am still owner of car No. 38-3292 and do not want to sell it. I have owned several cars and consider this one the Very Best." E. F. Miller, Irving, Texas.

"I have made nearly 14,000 miles in my Kissel and it runs as smoothly as it did a year ago." Geo. H. Lacy, Houston, Texas.

NO ORDERS— NO DELIVERY

IS YOUR AUGUST AND SEPTEMBER SCHEDULE IN?

Necessary We Know Your Needs Immediately

The factory is being subjected to severe criticism by some distributors for our inability to make deliveries as called for. But we want you to stop and consider where the actual responsibility should be placed. It is true that we did not get back into production as quickly as we expected, but this is not at all surprising considering the fact that we were running almost 100% on Government work during the war period and also the difficulty manufacturers are experiencing in obtaining all materials promptly. In addition, as you know, we have made certain improvements in our oiling system, all of which is taking time to change over. Then, too, we are holding everything to a much closer inspection than ever before with the object of making it a strictly high quality product—a really custom-built product.

The next time you fail to secure shipments as wanted, ask yourself whether these orders have been on file for any length of time, then recall special correspondence which we have had with you, possibly almost to the point of nagging you for advance shipping specifications, and by advance we mean about 90 days.

Those of you who have not placed your orders have a very good example right now as to what it means not to anticipate your requirements, for we cannot accept any more orders at this time, except for September deliveries. We aim to show no partiality in the distribution of cars, but what the factory needs is bona fide orders and naturally the dealers who actually place them are the ones to receive first consideration.

Now you know how you stand as far as actual orders are placed for delivery up to July 1st, and to avoid any possibility of further disappointment, determine what you will need during July, August and September, and place orders accordingly without delay. This does not mean that we can absolutely guarantee deliveries, even if this is done, but it does mean that you have placed yourself in a position to receive first consideration.

If you do not get these specifications in here, at the factory, immediately, three things will happen which will have a vital bearing on the future prosperity of your com-

pany.

1—You cannot make money if you are not in a position to make deliveries on passenger cars and motor trucks.

2—You cannot make deliveries if you do not get them from the factory.

3—You cannot get them from the factory if you do not specify by schedule at the very least 90 days in advance, and during the present rush four months is not any too long a period.

For the past three weeks or month daily inquiries from Kissel distributors via telegram and telephone for immediate shipment of passenger cars and motor trucks have become a common occurrence. "Ship us four car loads of Custom-builts by express immediately—answer," or "Ship us seven carloads or even ten carloads Custom-built jobs by express immediately" and the answer invariably has been "Impossible."

The majority of Kissel distributors have taken our advice and have forwarded to us a schedule of their requirements for three to four months ahead. These are the distributors who will get cars the quickest. There will be no question of their being able to make deliveries if they promise the cars to their customers according to the schedule they have forwarded to us.

Looking ahead enables distributors to go right ahead with their sales campaign with the assurance that their customers will get their cars in good time. They are certain that their needs will be taken care of provided they filled out their shipping schedule according to conditions as they will exist from day to day.

We, here at the factory, by having these three to four months schedules are able to plan our production accordingly—we know what our distributors expect of us—we know what we must do—what each department must do to look after that schedule—we arrange accordingly. We book ahead the necessary number of freight and express cars so that they will be here at the factory at the exact time when these shipments will be ready.

This is the only way the factory can assure to Kissel distributors their deliveries with any assurance that they will be made at that time.

But there are some Kissel distributors who hold off invariably up to the last minute and then spend good money sending us Day Letters and Long Distance Telephones imploring and pleading that we make immediate shipments of this or that carload or ship it by express, any way to get it here. In other words, they expect us to take cars away from those distributors who have the foresight and business judgment to place their sales orders ahead. They expect us to rob these distributors who placed their schedules the way they should

be placed—who did not neglect to take our advice—who placed themselves in our position and who appreciated the fact that in order for us to make these deliveries we had to know what their requirements would be.

Suppose you had filled out your requirements for the next three or four months and forwarded them to the factory and had laid your sales plans accordingly to sell these cars which you definitely ordered, banking on the assurance the factory gave you on receipt of this schedule that, with the possible exception of conditions no manufacturer can control, the cars will be delivered to you on specified dates, and was then notified by the factory that they could not make the delivery as they had given the cars to some other dealer who had not ordered ahead. What would you think—what would you say—what would you do?

That is the exact position you place us in when you do not send in your specifications ahead and then blame the factory if you do not get cars and trucks when you want them.

You are simply taking a big chance that we might have some we could spare you, and we want to make it plain right now that such a condition cannot possibly arise here for some time.

Never have conditions in the retail automobile field been so encouraging as right now, and there can be no excuse for not sending in your orders for July, August and September. Then you can go ahead with the assurance that you will have the cars to your customers around the time you specified. Consider the satisfaction of knowing you will have the cars to deliver, which means a definite, certain income you can depend upon and that is what you are in business for.

STANDARDIZATION OF TIRES

At a conference in Detroit Feb. 13th, of the N. A. C. C. Committee on Standardization of Pneumatic Tires Sizes, with the corresponding committee of the Rubber Industry of America, it was agreed to add to the proposed plan 32x4 rim for 32x4" and 33x4½" tires. The plan now decided on and recommended to automobile manufacturers, therefore contemplates that only the following sizes of rims will be used on cars manufactured after January 1, 1920.

For Passenger Cars

30x3½ Clincher rim to be used with 30x3½ and 31x4 tires
32x3½ S. S. rim to be used with 32x3½ and 33x4 tires.
32x4 S. S. rim to be used with 32x4 and 33x4½ tires.
33x4 S. S. rim to be used with 33x4 and 34x4½ tires.
32x4½ S. S. rim to be used with 32x4½ and 33x5 tires.
34x4½ S. S. rim to be used with 34x4½ and 35x5 tires.

IS SATURDAY A GOOD SALES DAY FOR DISTRIBUTORS?

DOES IT PAY TO KEEP OPEN SATURDAY AFTERNOONS?
MAJORITY OF KISSEL RETAILERS SAY "YES."

"Does it pay to keep your salesroom open Saturday afternoons or is it better to give your salesmen a half-holiday?" "What has been the experience of other Kissel distributors?" "Do they find it a good day to close-up prospects or to get new prospects?"

To answer these questions with actual facts, the editor requested many of the prominent Kissel distributors to give their experience and from their answers it seems that Saturday is a good sales day—if properly handled.

Jackson Motor Co. of Missouri

"Saturdays have proven one of our very best sales days. Last Saturday we sold a special blue sedan, upholstered in blue velour and three Kissel trucks.

We find that Saturday a man's mind is off of his business, as a rule and is more inclined to look on the sunny side of life, especially when they anticipate a holiday on Sunday. We have found Saturday to be one of our best sales days in the city.

With our country trade, Wednesday seems to be the best day. Just why this should be is unexplainable to the writer."

Harry Branstetter—Chicago Kissel Distributor

"Saturday could be made one of the best sales days in the week, but the principal objections are, that the salesmen seem to be all tired out on Saturday, and it is awfully hard work to get them to put the same amount of energy and pep on Saturday afternoon, as they do the beginning of the week.

If you have ever worked salesmen, you will notice that they commence to get tired around 3:30 in the afternoon, and along about Thursday and Friday of the week.

One of our biggest troubles is to keep the salesmen on their tip-toes, and keep them working at all times, but I firmly believe that Saturday afternoon and the evenings are the best times to make sales."

Kissel Sales Company, Milwaukee

"We consider Saturday one of the best days of the week. On Saturday afternoon we have all of our salesmen on the floor so that in case we do have a rush of business, we have plenty of people on the floor to take care of the trade.

We usually have a lot of people in on Saturday looking for second-hand cars. At the same time, the

salesman as a rule, has accumulated a good many Saturday afternoons engagements, with his various prospects. It also gives them a chance to look over their demonstrators and see that everything is in shape for the coming week's business.

We feel that Saturday afternoon is one of our best days—however, I know that in some of the larger cities that Saturday afternoon is not considered very good, but in Milwaukee they seem to feel that they would rather use their half holiday to look into the automobile question than any other time.

Miller-Ray Motor Co., Denver Kissel Distributor

"It has been our experience that Saturday and Monday are the very best sales days during the week. Particularly is this true on used cars.

The majority of those who work in banks, offices, mercantile establishments and other business houses, are allowed Saturday afternoon off, and it has become a practice with many men who conduct these types of business to discontinue work Saturday at noon. In our territory they have used this time to look at automobiles, trucks, etc.

We therefore, make it a practice to keep our salesmen all in our salesroom on Saturday in order to wait on this trade. If we fail to make one or more sales on Saturday or Monday, we are greatly disappointed and feel business is away below normal."

C. J. Dutton Automotive Co., Omaha Kissel Distributors

"Replying to your inquiry as to whether Saturday is a good day for retail automobile salesmen, must say that the writer's definition of a good salesman is one who works all the time, and we do not see any reason why a sale could not be put through on Saturday afternoon as well as any other day in the week. There is just one day in the week which we suspend operations and that is Sunday. Our place is absolutely closed from six o'clock Saturday night until 7:30 Monday morning. During the balance of the week we expect our men to exert every effort towards getting business."

Monumental Motor Car Co., Baltimore Kissel Distributors

"Saturday as a good sales day is largely dependent upon the salesmen in question. There are a great many who like to make Saturday a half holiday, a most advantageous day

because it is a half holiday for most of their prospects.

We are open all day Saturday and in the Spring and Summer on Saturday evenings. While few sales are concluded on Saturday, a great deal of splendid missionary work is done. We have also noticed that there are quite a few shoppers on Saturday afternoon, who come shopping for automobiles as they would for any other class of merchandise.

From the Atlanta Kissel Distributor

"My experience has been that Saturday is a good day for retail automobile salesmen. When I was in the retail business we knew no holidays nor half-holidays.

My observation has been that distributors, dealers and retail salesmen cannot stay too close to their salesrooms on Saturday by reason of the fact that some of the very best prospects from rural districts make a longer visit to their nearby towns on Saturday than any other day. If the Kissel distributors, dealers and retail salesmen are not at their salesroom to wait on these prospects a distributor, dealer or salesman with some other line might be at his salesroom or near it."

Intermountain Motor Car Co., Salt Lake Kissel Distributor

"Our experience has been that Saturday is a very poor day for retail sales. It seems that most firms of any size consider Saturday afternoon a holiday, and during the winter season most of the men go to their homes to take care of odd jobs, while many others go to clubs, etc., so they are not available to talk automobile. During the spring and summer season the result is the same, for the reason that they usually join other friends and partake in outings of different sorts, which many times take in Saturday afternoon and all day Sunday.

From the Iowa Kissel Distributor

"Saturday is our best day and we work Saturday night as well as Saturday afternoon. Our business is largely with the farmers and they all come in Saturday to do their trading. After they have bought their groceries, etc., for the week, they look over the different automobiles if they intend to buy within a year or so. They usually stay in town for supper and go to the show in the evening, so they have plenty of time, and we get a good chance to talk to them.

In one shop we reserve Saturdays for service to the farmers, and have our town customers trained so that they don't come in on Saturday for adjustments etc. Our salesmen are out five days in a week, but stay at the show room all day Saturday to catch the men whom they have interested up to the point where they will come in and look the different models over. A rainy Saturday hurts our business more than rain on any other day.

DISTRIBUTORS ENTHUSIASTIC OVER FACTORY MANUFACTURING PROGRAM

BELIEVE PROSPECTS FOR COMING SEASON UNLIMITED

Have Thorough Confidence in New Custom-built Models

After the big Kissel distributors' luncheon and sales pow-wow held in the Green Room, Congress Hotel during Chicago Show Week—every man left with a feeling that this is going to be a Kissel year and that now is the time to plan sales work and lay out a campaign that will put every Kissel distributor and retailer on the map.

To those distributors and retailers who were unable to attend the meeting, the following expressions will show them what impression the attending distributors carried back with them to their territories.

Harry P. Branstetter, Kissel Distributor

"It was the best luncheon and business meeting I ever attended. It seemed that there was more co-operation and more friendliness and enthusiasm than I have ever seen displayed among Kissel dealers, and it appears to me that if the feeling of the meeting is carried out, Kissel will have nothing to be ashamed of. I believe that every dealer left the meeting feeling better than he has ever felt before."

**The Cleveland Motor Car Sales Co.,
—Cleveland Kissel Distributor—**

"I left the meeting with an absolute feeling of confidence in the Kissel organization. Their statements led me to believe that they intend to build the best automobile they knew how for the price.

I also felt that there was no need for worry about the oiling troubles this coming season, as I feel that the new oiling automatic control will eliminate that trouble. I believe that we are going to have a successful season and there is bound to be a big demand for the new models."

"I wish to say that it will be impossible for me to express my appreciation of your hospitality and the real benefits derived.

It was certainly well worth any distributor's time to attend your meeting, and the addresses of Mr. Kissel and other members of your organization were very beneficial as they gave us a better idea of the bright future that is ahead of the entire Kissel organization.

The main feature of a meeting of this kind is that it brings about a closer relationship between the manufacturer and the distributor and keeps them pulling together rather than working in opposition.

We believe that the year 1919 will be the banner year in automobile history, and we have wonderful prospects for future business.

We are more than pleased with the new Kissel models and, if properly represented, the Kissel distributors should get the "lion's share" of the business in his locality.

We expect to go "over the top" in our territory and if enthusiasm is of any assistance in getting results, we will certainly have a good record at the end of the year."

**The Consolidated Auto Co.,
Dayton, O.**

"The impression I carried away with me relative to the distributors' meeting at the Congress Hotel was exceptional. The get together spirit was much in evidence and generally it was a real meeting of good fellows and all very much to the good of the cause.

I more than enjoyed the talks given by both Mr. Kissel and Mr. Williams. Having known Mr. Kissel so long I was not at all surprised at the many good points brought out and the complete analysis of the several existing conditions. Also pleased with the way Mr. Williams handled every detail of the meeting. Mr. Frey and Mr. Kehr both gave talks of exceptional interest, straight to the point and full of good logic, and I really enjoyed the talk of both of these men and heard many complimentary remarks from different dealers relative to these talks, but the main features of the entire meeting and the thing that interested all of us was Herman Palmer's new "Whirling Spray" system of lubrication (May Allah let his tribe increase)—if it's good.

I think that Mr. Palmer has given this old question the limit of his energy, which we all know is much, and I am firmly of the opinion that he has solved a problem and brought to light the idea that will eventually be adopted, in principle, if not in exactness, by internal combustion motor builders the world over.

As to the new models—well, what could the oldest man in the dealer organization who has sold over five hundred Kissel cars within thirty four miles of one town in Iowa and out to put more than that number within thirty four miles of another good town in the same state, say—they are fine and I really think it. Being the second oldest automobile

dealer in Iowa I naturally have a wide acquaintance with many of the old dealers from many sections of the United States and since closing of the Chicago and New York shows, I have heard many of these old timers say to me that we had the finest exhibit at both shows, the best designed cars and a line that looked like it would be a real seller in every community.

**D. & S. Motor Co.,
Cedar Rapids, Ia.**

"When I first learned at the Chicago meeting that the present 100 Point model was to be discontinued and that the cheapest car we were to have would be the new Custom Built model around \$2000 I was disappointed, due largely to the fact that practically every Southern distributor who has any large volume or a dealer organization of any size or capacity for taking cars, is handling a car in the \$1500 class and the amount of business in the South for \$2000 cars is limited to even a greater degree than possibly any other part of the entire country. This is due to the fact that the majority of the buyers are among the farmers.

While thinking over this situation and after hearing the talks of Messrs. Kissel and Williams, I thought of a competitor of ours (a distributor) who is handling a car that during the war period sold for more than two thousand dollars. This distributor sold during 1918 approximately two hundred and fifteen cars in the state of South Carolina and after rehearsing this over in my mind, knowing this whole dealer organization I decided that I considered our organization just as good as this distributor's and after figuring out approximately his net profit for the year against ours I found that this distributor was making more money than we were and on a smaller volume.

Looking at this from a dealer's standpoint, the average dealer will possibly say I can't sell a \$2000 car. My frank opinion of this is that it depends on whether the dealer has the capacity to sell a \$2000 car. If he has the capacity to go after the big fellows who can pay cash for a \$2000 car and has the ability to sell this class of trade, then he is the dealer we want.

I firmly believe that if the average dealer will stop and figure that in selling a car, say in the Ford class or a car selling for more than seven to eight hundred dollars, that he must in most cases take notes for half of the purchase price, which in a majority of the cases are not bankable and is therefore out of his money for ninety days and often longer, thereby reducing his working capital and ability to borrow from his bankers.

On the other hand the purchaser of a car in the \$2000 class has the money to pay for his car or he can give bankable notes.

If the Kissel Motor Car Company will produce a car as outlined at the Chicago show (and having confidence in them I believe they will) from both the distributor's and dealer's standpoint the service and overhead should be very much less than it has ever been with the Hundred Point Six.

We should know within the course of the next few months whether our wholesale, retail and dealer organizations are so called Ford or Packard salesmen, if they are the former then I expect to start right quick to look for some salesman and dealers in the Packard class, because there is no use to kid ourselves and pay Packard salaries to Ford salesmen.

I think that we will all find that the new oil control system that is being installed on the Kissel will prove a good selling argument and should be studied by both retail and wholesale salesmen and explained to the dealers and their salesmen. I formerly worked for a factory that used a system similar to this one in all their motors and I am frank in saying that I have never heard of this particular factory having had any oiling trouble with their motors and this is certainly more than can be said about eighty-five percent of the manufacturers of motor cars for the year 1918 at least.

In toto we are very thoroughly sold on the new Kissel line and it is our intention of selling Kissels alone for the coming season in North and South Carolina and unless our plans very badly miscarry we expect to make more money this year than we have ever made in previous years.

F. F. Pernell,

McKee Motors Co., Greenville, S. C.

"Our impression of the Kissel distributor's convention at Chicago during the Automobile Show week is that we are more enthusiastic over the Kissel line than we have been at any time previously.

Mr. Williams' talk on the class of trade to which to sell the Custom-built models enlightened us and showed us where we would find the possible buyers, thus eliminating on our part a lot of solicitation from which we obtained no results or sales, and the writer has been personally brought to realize from what he said that there is just as much in picking the man whom you are going to sell as there is in the sales arguments you may advance.

The truck line, we will say, is very great. The fact that Kissel uses the lower part of the motor complete, with the exception of a different set of pistons and cylinders in the larger size truck, is certainly a great inducement for any truck buyer to seriously consider the Kissel. The factory is enabled to economize in production, owing to the fact that they are not required to manufacture several different sizes of crank shafts and such parts that necessarily go into motor production. At the same

time in one of the lighter jobs, the purchaser gets a motor that is unusually heavy and which gives satisfaction and economical maintenance that can not be had in any other truck but Kissel. This point could be mentioned particularly in connection with the new $\frac{3}{4}$ -ton, the Utility, and the Freighter.

While the above facts were not elaborated on to the writer's knowledge or mentioned at the various meetings, the writer takes it upon himself to mention it herein as it might be of interest to the other distributors to know that these facts enabled us to get a volume of truck business in our locality that greatly exceeded that of any of our competitors.

Last year the writer was not very enthusiastic over the Kissel line of passenger cars. We did not have anything out of the ordinary, but we do believe that if all the distributors who heard Mr. Palmer's explanation of the new oiling system in the Custom-built models, did not leave that meeting with a better feeling toward the Custom-built model and the Kissel line than they ever had, then they did not entirely comprehend the real merit of this system.

This oiling system in our estimation is superior to anything that can be had, regardless of price class. It serves to make a motor more economical in the consumption of oil. That is, instead of the oil being used when it is not necessary, it remains in the reservoir until such time as it is actually required, and then when it is drawn into the motor, it is a fresh cool lubricant, thereby enabling a Kissel motor to lubricate as no other motor will, and should insure long life at a minimum expense for repairs. By illustrating this wonderful oiling system as Mr. Palmer did, in 99% of the cases, the writer has had the prospective purchasers agree it was the greatest thing they ever heard of.

In talking to a dealer whom we have been trying to make a connection with for sometime we were not able to get very far with him until we told him that the Kissel Motor Car Co. is now embodying in its cars the ideas of the distributors voting in the majority. This appealed very much to him, and as a consequence we believe we will be able to consummate a deal with him. We believe if distributors and salesmen will elaborate on this co-operation on the part of Kissel, it will mean a considerable increase in the number of sales over previous years.

Another thing that touched the writer very much was Mr. G. A. Kissel's conservative way of talking and the complete absence of any broad assertions that he could not back up. There was not an assertion made by him nor any other member of the Kissel organization regarding the Kissel line, which is not actually embodied in the Kissel product.

Taking into consideration the number of things seen and heard by the writer, he was able to accumulate so much "pep" over this wonderful Kissel line that after dividing a portion up among the salesmen and dealers, he still finds he has a lot left, and believes this will be his banner year. The writer will say that had he not attended these various meetings of Kissel, he would have been shy of all this "pep."

If there should be a distributor, dealer or salesman who is not 100% sold on the Kissel line now, and who does not set out to make this his banner year the only explanation we can give for his failure to do so is the fact that he is not entirely familiar with the Kissel line.

The Miller Ray Company,

"We were so strongly impressed at Chicago by the apparent feeling of harmony existing between the factory and its distributors, that we heartily decided for the second time that we had made one of the best connections possible in the automobile field. We had made this decision after we saw your factory and product.

As to our opinion of business for the coming season, well, just send us the cars and trucks as fast as we order them; that's our answer.

Regarding the new automatic oil control, we are possibly in a better position than most of your distributors to answer this owing to the fact that we were at the factory and saw this most wonderful improvement under test.

In our opinion you surely have a most wonderful improvement and one that will make your competitors sit up and take notice, and if it operates successfully, it certainly will eliminate an annoyance that has existed in motor construction for a long time. We have no doubt whatever as to its power to be the thing for which it is intended.

Our estimate of the new models is best told in the fact that we took on your line. They are their own salesmen, they will sell themselves!

Wilmer Sales Co., Inc.,

The National Automobile Chamber announces that at a joint session of committees representing tire and automobile manufacturers, it was decided that all restrictions that had been adopted as a war measure on the manufacture of certain sizes and styles of pneumatic tires for renewal purposes would be removed and that tires of all sizes would be made as long as there is a demand for them by the public.

No explanation is made as to whether the work of standardization is to be continued so far as new cars are concerned but it is to be hoped that in the future the makers of automobiles will confine themselves to sizes adopted as standard during the war period.

The Kisselgraph

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RALPH KAYE, Editor

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Subscription free to every Kissel
Distributor, Dealer and Salesman.

EDITORIAL

On January first last there were 6,225,192 passenger cars and trucks officially listed, representing a 22% gain over the registry of Dec. 31st, 1917, and is one and three quarter times the total of 2 years ago. This in the face of severe war-time affliction.

At the end of 1918 based on an estimated population of 105,000,000 there was one car for every fifteen persons in the United States.

Let us see where the money is coming from to enable us to continue the purchase of automobiles. The war has made the United States a world power. Its influence, policies and responsibilities from now on must extend completely around the Globe.

Consider the following: The United States has only 6% of the population of the World and only 7% of the land of the world; yet we produce 60% of the World's supply of copper, 40% of lead, 60% of zinc, 50% of aluminum, 56% of oil, 75% of corn, 50% of cotton, 40% of silver, 40% of iron and steel, 52% of coal, 20% of gold, 85% of automobiles, 25% of wheat.

Before the war we were a debtor nation—that is we owed foreign nations five billions of dollars. In 1919 we not only paid this debt but foreign nations owe us ten billions of dollars. We now own the largest gold reserve of any nation in the World.

Faith in the future business of the United States is justified. All the elements which make for prosperity are present. Chief among them is the financial situation. We are on a business basis, our credit system is more highly organized and it has vindicated itself under the severe strain of war. This new re-organization of our credit system makes more available our resources for improvement, banking and development. It has enabled us not only to finance the war, but to make loans to our allies and to buy the securities that were sold abroad. We are no longer a debtor nation—we have become a creditor nation.

Of course money is only one of the requisitions of business. Equally im-

EXCUSES INSTEAD OF ORDERS FROM AN AUTOMOBILE SALESMAN IS JUST ABOUT AS WELCOME AS A PASTE DIAMOND RING PURCHASED AT THE PRICE OF THE GENUINE

In Either Case the Purchaser is Not Getting What he Paid For

The trend of the climbing prices has provided some automobile salesmen with an alibi which they have been working overtime for the last few months.

This is about the poorest of them all—especially from a Kissel salesman, because he is selling a product the sales of which do not depend on price.

Every Kissel salesman should realize that in the new Kissel Custom-Built models, price was entirely eliminated in designing and constructing it. There was only one thought—one policy—and that was to maintain one hundred percent quality, let the price come what it may.

In designing the Custom-Built model we did not build down to price, but up to quality. Kissel designers have had their fingers on the public's pulse every minute of the day for the last thirteen years. They know what trend the buying public is following—they know what customers want—they know the critical motor car purchaser's desires and demands.

Since the war there has been created a class of automobile critics who design their own cars. They have seen the advantages, the thorough comforts and the delight of owning cars that are 100% perfect not only in performance and service ability, but in appearance, comfort and possessing those countless little individual refinements that only pains-taking care in coach designing and coach building can produce.

Our engineers realizing this, set out to design a car that would possess the best features of all the so-called custom-made motor cars, incorporating one car's exclusive body lines, another car's quiet elegance and individual niceties and still another car's exclusive atmosphere of the hand-wrought artist, still a fourth car's chassis distinguished by an unusual performance standard and service range.

And now get this point—three objects were attained: First—Wartime economy of operation and maintenance; Second—Peacetime efficiency to meet the increased pace which the present times demand; Third—The most highly skilled craftsmanship was brought into play to clothe this marvelous piece of mechanism with a beautiful body design.

What other car now on the market do you know or can think of that possesses these features—what other car can really compete with this job, point by point? When you have checked off all the points and have considered the price, the manufacturer's reputation and prestige—think as hard as you can, it is absolutely impossible to match it.

We have received letters from numerous Kissel distributors stating emphatically that the new Kissel Custom-built jobs sell themselves, and once a prospective purchaser comes in a salesroom and studies the car—checks the really custom-built points and the unusual quality throughout every inch, he is overwhelmingly impressed and thoroughly convinced that here is a car that is practically an aristocrat in quality—that its quiet elegance, individual appointments and its high development in mechanical engineering and construction cannot be found in any other model.

Excuses always make a poor substitute for orders and where there are no reasons for excuses, it makes it a doubly poor substitute.

Forget excuses—chase them out of your mind—there is no such thing as excuses in the language of the successful automobile salesman—that is the reason why he is successful.

portant is a steady consuming market. This nation in itself is the best consuming market in the world. Our one hundred million people are free spenders, and the aggregate buying power is greater than exists in any other nation under the sun.

There is a definite relation between a big supply of money in this country and the high prices which prevail. After all is said and done, gold is a commodity that is subject to the laws of supply and demand just as is cotton, or wheat, or coal. There is no real cause for concern that labor costs nearly twice what it did before the war. The true basis for the worker's wage is the cost of a decent living and whether that cost is \$1.00 a day or \$10.00 a day makes

no material difference. The present high cost of material and supplies of all kinds is principally the worker's wages collected in the product of his labor.

Regarding the labor situation—we can separate our labor situation from the general labor situation, but how can we expect to reduce wages until we can reduce the cost of living and as yet there are no special signs of reduction in the cost of living, nor is it important that labor cost should be reduced. The countries which are the most prosperous are the ones where labor receives good wages.

No difference in wages could ever make up for the enthusiasm which you get out of contented labor.

HOW TO ORDER PARTS CORRECTLY

NECESSARY DATA TO INSURE ACCURACY IN FILLING YOUR ORDERS

In ordering parts from the factory your order blank should contain the following information to insure our understanding the order rapidly and to enable us to make prompt shipment without any loss of time.

- 1—Give part number.
- 2—Always give quantity of each item wanted.
- 3—Always give serial number of truck or passenger car for which parts are being ordered.
- 4—Always give shipping instructions.
- 5—Always give name of part.

For some time we have experienced here at the factory considerable difficulty in making shipments of parts because orders are without specific information. This applies to telegram orders as well as orders received by mail. In fact, there is not a day in which we have not received telegrams ordering parts where the party ordering failed to give us adequate description of the parts desired or else failed to give the model of truck or passenger car for which the parts are wanted.

When such orders are received it is necessary for us to send the party ordering a wire asking for the necessary additional information, which necessitates a wire in reply, causing additional expense and delay.

It is the same way when orders are received by mail. When they are not complete we have to write for further information and wait for a reply which necessarily delays the order from two to ten days depending upon the distance the customer lives from the factory.

Again, in many cases, no shipping instructions are given and if the parts are large or heavy, we naturally hesitate sending them by express when we believe the customer might want the part shipped by freight. Then again, we cannot ship by freight unless so specified fearing that the customer might want the parts immediately.

FOR CUSTOMERS WHO WILL BUILD THEIR OWN GARAGE

The following are the correct dimensions owners should keep in mind in building a home garage for their Kissel motor car.

Send them a letter quoting these figures—they will appreciate your thoughtfulness, whether they intend building or not.

	Model	Max. Width	Max. Length	Max. Height
Double Six Sedan Touring Car	1918	70"	15'2 1/2"	80"
Custom-built Sedan or Touring Car	1919	70"	15'6"	80"
100 Point 6-38 Sedan or Touring Car	1918	70"	14'1"	80"
100 Point 6-38 Sedan Touring Car	1918	70"	14'1"	79"

ORDER YOUR CUSTOM-BUILT STAGGERED DOOR SEDAN RIGHT AWAY

EVERY DISTRIBUTOR SHOULD HAVE AT LEAST ONE FOR SHOW PURPOSES

The first run of Custom-built Staggered Door Sedans will soon be ready for distribution, starting about May 15th. Some of you have placed orders for show room purposes, whereas a number have not. The first run of bodies will naturally be limited. We cannot permit any quantity specifications for May or June, but every distributor will want one for display as a sample car from this initial run. If you have not placed your order, do so at once. Make your selection from the following:—

Colors	Upholstering
Standard blue and black	Belgrade Pattern 516, Blue 1130
Standard blue and black	Grenada Pat. similar to Grenada Pat. 1 Taupe 2176, only Taupe is part blue
Standard blue and black	Alhambra Pattern B Taupe 885
Beaver brown and black	Belgrade Pat. 1516-163 Brown 1808
Brewster Green and black	Belgrade Pat. 1516 Green 1377
Crimson Lake	Belgrade Pat. 1516 Maroon 1607
Standard blue and black	Black leather.

The above combinations are being finished with black enameled fenders, enclosures, etc., and black top.

The price will be \$2685.00 plus \$50.00 for foregoing black combinations and \$100.00 list for plush upholstery.

We assume that a distributor when ordering parts is desirous of having them delivered as soon as possible. A delay in filling the order causes a delay in delivery which usually means that you will have to disappoint your customer who might have given you the order with the understanding that he could have his car fixed up with the parts at a certain date. This disappointing customers is bad business. If you or your order clerk, as well as your service men will be careful in specifying the part and give the information that is asked for at the top of this article you will find that the factory will meet you more than half way.

NEVER BROKE A PART

"I had a Kissel truck for 2 years and I tell you I would not swap it for a new one. I have used it in the lumber business most of the time, loaded with 2000 square feet of either hickory planks or oak beams, all green wood right out of the woods with no roads to speak of, but never broke one part of it although sometimes it looked as if we just wanted to break it."—W. Oeding.

STILL A FEW LEFT TO TIDE YOU OVER

Excellent Values from a Trade Standpoint

In the last issue of the *The Kisselgraph* we brought to your attention various Double Six bodies which we were mounting on Custom-built chassis. Practically all dealers have been advised through individual letters that these prices have been revised as follows:—

Custom Built 7-Pass. Sedan	\$2485.00
Custom Built 4-Pass. Coupe	2485.00
Custom Built 7-Pass. Gibraltar Touring	2085.00

Those of you who are familiar with the Double Six bodies will recognize in these prices exceptional values particularly from a trade standpoint. Also considering the importance of moving these odds and ends, they are naturally given some preference, for we must make room for our coming large production.

Since it will be some weeks yet before you can secure the regular Custom-built Closed Cars or the Moderate Price Open Touring cars, why not take advantage of a few of the above. We cannot give you many, but a carload will help tide you over.

No matter how brilliant you may be, or how strong a personality you may have, you cannot achieve maximum results unless you keep yourself in the pink of physical trim all the time. Good health is a salesman's greatest asset.

WILLIAMS GOES TO THE COAST

FINALLY TAKES OWN MEDICINE

Successor Not Yet Selected

You will recall how our erstwhile sales manager has used up perfectly good stationery in your office, to say nothing of your valuable time, showing you how much money there was to be made from selling Kissel products. Well, he must have meant it because he has gone and staked everything on just such a proposition himself.

And then consider that he had all the "behind the scenes" information on the way the factory treats the dealer too. We are beginning to believe that we don't deserve all the names our distributors sometimes call us, or else one who has been so closely associated with us would not care to get on that side of the fence.

The real comical side of it is to see Williams around here begging for cars for "immediate delivery" and to hear Grover Frey, who distributes cars, tell him in lofty tones that "we can show no favoritism—you look no different to me now than any other good dealer. We take care of advanced schedules first etc. etc." Frey seems to have something in his voice that indicates his belief that this is a grand opportunity to get back at Cliff for frightening all the ducks last fall with his famous "squawker."

Seriously though, we have got to say "Goodbye and God bless you" to our Sales Manager because he has been made Vice-President of the Western Motors Co. in charge of Kissel business for California and Arizona.

He thinks this is a great big opportunity and we must agree. In fact, since meeting Mr. Cuyler Lee, we envy anyone who has the privilege of constant association with him.

Ye editor interviewed Mr. Williams on this big new story, just as though he were some foreign diplomat instead of just one of the Kissel Klan and he talked something like this.

"I regard this change in the field of my activities, not as the severing of my association, but rather a transfer from one department of the organization to another. I have been selling Kissel products and am continuing to do so.

"In my travels among our distributors and in analyzing their figures, I have been convinced that the Kissel franchise for a good section of the country is a mighty valuable asset. I am familiar with the earnings

of some distributors of competitive lines too and welcome an opportunity to match our product and its money-making possibilities in my field. Given a line like ours is at present—passenger cars and trucks, an institution of financial strength and prestige, in a good section of the country, the co-operation of the factory such as I know from personal experience Kissel extends to those distributors who deserve it—and I can see nothing but a very satisfactory profit and a lot of fun making it.

"Business reasons alone have not prompted the change. Mrs. Williams is a Californian—a native daughter. She will never be 100% happy until her home is established there.

"It is not without a heap of regret that I "pull up stakes" and follow Horace Greeley's advice to "Go West." My association here has been entirely devoid of those unpleasant wrangles which sometimes beset a Sales Manager's path. The Messrs. Kissel have been most kind and considerate at all times, and I would have been mighty glad to have stood beside them at this time when they are about to reap the largest reward of many years of constant development. Some consolation comes from the knowledge that I will be in a position to play a part in it.

"No need exists to say even a revoir to the fine group of Kissel distributors with whom I have mingled, since I am becoming one of them and we will meet on common ground at the distributors' conventions. If in our work in "the land of sunshine and flowers" we develop any new methods of avoiding the hurdles of competition or buying hesitation, it will be promptly distributed to the boys through The Kisselgraph."

MOTOR TRUCK DEALERS PROMOTE TRANSPORTATION

There is a tremendous opportunity for motor truck sales through the different highway transport and rural motor express companies. Don't say that it cannot be done in your territory and then pass it by as impossible. **It Is Being Done** in practically every state of the Union and these motor transport lines are increasing so rapidly that there is no longer any doubt of their success.

Recently we brought this to the attention of a certain distributor and after writing him on the subject of organizing motor transport lines and selling trucks by this method, he came back to tell us that such things are impossible in his state on account of the Poor Roads. But his competitor thought otherwise and organized one or two lines of rural express and sold several trucks. That same competitor has up to this time more than one hundred trucks for the same purpose.

Write to the Secretary of the Highway Transport Committee of your state and ask him for literature and information.

THE GOVERNMENT TRUCK SITUATION

INDUSTRY WILL BE CONSULTED

A careful investigation on behalf of the Motor Truck Committee of the National Automobile Chamber of Commerce, discloses this situation.

There are two recommendations under consideration by the War Department. Both are based on the needs of an army of 500,000 which it is now planned to maintain.

The General Staff and the Motor Transport Corps are something like 8,000 trucks apart in respect to their estimates, but the discussion is entirely amicable and is based on a desire to get results of the greatest efficiency to the United States Army.

There will be a further reduction thru the disposition of trucks to the Post Office and other departments.

While it is not possible at this time to give any exact figures, nevertheless, the indications are very encouraging. The number of trucks to be sold probably will be less than the general impression.

No final action will be taken in respect to the sale of these trucks without due consultation with representatives of the motor truck industry.

It is not likely that there will be any such conferences within the next two weeks although the time may be still further postponed.

States Favor Highway Transport Day

Through efforts made by the different motor truck interests, the states of New York, Ohio, Missouri, and Nebraska have decided to hold Motor Transport Day at least once a year. On that day the motor truck will be king and attention will be called to the many utilities and services it is now rendering the nation. This is an excellent move and one that should be supported by every motor truck distributor as well as owner in every state. Every Kissel truck distributor should do everything in his power to help start this movement in his territory.

Babs'n's Report for Mar. 4, 1919 Among other Things Advises

"Make liberal use of the advertising reserves which were set aside during the boom times of the past two years. Advertising is selling, and every legitimate means of selling goods should now be called into play. This is one of the best preventatives of business depression."—Kissel Distributors: Cash in on the Kissel factory National Advertising Campaign by running a strong consistent campaign in your local newspapers.

HOW ADVERTISING IS HANDLED

THE KISSEL POLICY BASED ON YEARS OF EXPERIENCE

Its Operation Explained

In view of an occasional misunderstanding of the advertising plan, embodied in our distributors contract, we are setting forth below a few of the reasons for its adoption and the simple rules for its operation.

Its Reasons for Existence

First—Advertising costs, like salesmen's commissions or the cost of the rear axle, should be coupled with each car and not considered as a general expense. It is a well established fact among advertising experts that literally millions of dollars are wasted through the expenditure of money in advertising when the spender feels flush and withholding it when he feels poor.

Second—The advertising appropriation should be set aside definitely as is done in any large business and not taken out of current receipts. The latter method is quite likely to throw an unusually heavy burden on months when actual sales receipts are light. This creates a tendency to cut down advertising at the very time when it should be maintained.

Third—Since the factory spends its proportion of every dollar of car allowance money, it should have at least an equal voice where the fund should be accumulated and how spent.

Fourth—Since we very much prefer that distributors advertising should be cleared through our advertising agent in order that the selling appeal may be uniform throughout the country and that we may have immediate and accessible records of all campaigns, it is logical that the fund should be accumulated at the factory rather than at two or three hundred points.

Fifth—Under any plan previously tried it was difficult without a great deal of needless checking to tell how any dealer's advertising account stood. Under the present plan, our advertising agent, advertising manager, and accounting department are constantly in touch and can tell at a moment's notice just what relation exists between the number of cars shipped and in transit, the money spent or scheduled for spending, where advertising is appearing, and what copy is being used to move the cars.

Sixth—It is mutually desirable to

have a statement of your advertising account and its relation to shipments constantly before you. The old plan did not make this possible.

Seventh—By the concentration of distributors advertising in the hands of our advertising agent we insure his earnest co-operation in the preparation of dealers copy, cuts and literature, which creates closer touch with local conditions and has its influence upon the efficiency of our national advertising. By co-operating with our advertising department distributors share in the benefits of this national advertising.

Eighth—It is not fair or just to expect our advertising agent to render us or you a real constructive service without actually handling the business. Local conditions may at times call for the injection of "local color" into the copy, but there is no objection to that and as a whole Kissel distributors advertising throughout the country over any years period, is largely the work of our advertising agent.

Ninth—We cannot expect our advertising agent to investigate the credit of each Kissel distributor, dealer and sub-dealer and open a separate account on his books. Hence the accumulation of the fund in our hands and the payment of bills by us. Furthermore it eliminates an endless amount of correspondence.

Tenth—We, frankly, wish to insure uniform, consistent, previously scheduled advertising as contrasted to the spasmodic kind. This is to the distributor's advantage as any advertising expert will agree.

The Operation of the Plan

The opening of any season or when a line is being introduced for the first time over a dealer's name calls for somewhat heavier announcement advertising than would be done later when nothing but sustaining interest and selling effect is needed.

Therefore we attach to the draft for each of the first 10 automobiles delivered under a new contract \$50 and for each of the next 10 automobiles \$30. After twenty cars have been shipped only the regular per car allowance is added to the draft.

This gives you an accumulation on the first 20 cars of \$800 and it is your money. In addition when you have spent six hundred dollars of this amount you are entitled to our per car allowance of \$15.00 per car or \$300 on this first 20 cars. Thus out of your first \$600.00 expenditure you have only cut into your \$800 accumulation \$300 and you have \$500 left to your credit on our books.

Now let us suppose you get another 20 cars. The additions to the draft are \$15.00 each or \$300, again giving you a total credit of \$800.00 of your own money. Now you spend \$600 more of which we pay \$300 and \$300 is taken from your accumulated credit.

It is likely that this \$500 of excess credits will have been spent in large

THE HISTORY OF THE MOTOR TRUCK INDUSTRY

555 Companies have entered the business. 224 are in existence today of which:—

77 or 34% are less than 1 year old
126 or 52% are less than 2 years old.

152 or 68% are less than 3 years old.

162 or 72% are less than 4 years old.

176 or 79% are less than 5 years old.

Of 205 companies existing in 1917, 58 or 27% went out of business before 1918.

Of the 58 companies, which went out of business in 1917, 38 or 65½% were new companies less than 1 year old.

Of the 478 manufacturing companies who had entered the business prior to 1918, 288 or 48% lasted less than 1 year.

Going back to the period before the war, which gave the automobile industry a new stimulus, we find there were in 1913, 193 manufacturers. In 1914 but 82 remained. In other words, 58% of the manufacturers in business in 1913 discontinued just before the war.

The Kissel Motor Car Company started manufacturing motor trucks in 1908. Its production has never been interrupted except during its war work, 1917-18. Since its inception it has never had a reorganization or change of name—a record, very few, if any manufacturers can show.

announcement copy at the outset of the campaign, in addition to the normal \$600 campaign above mentioned. If it has, the money is here with which to pay the bill. If not, it may be used at any time during the year when a drive for more business is needed or will be refunded at the end of a contract year if not used, or can be used at that time in payment of any account due us.

How to Order Advertising

Get in touch with our advertising department and make known your advertising requirements, the papers you wish to recommend, style and size of copy and what, if any, local conditions must be dealt with. They will submit a schedule for your approval which when approved will be ordered into the newspapers by the advertising agency, with instructions to get copy from you. The copy will be prepared and sent you, each piece numbered to correspond with the order sent the newspaper and you will release it. Should an emergency arise necessitating the cancellation of an insertion or the change of copy, you will notify us and if the change is not inconsistent with our established advertising policy it will be approved.

(Continued on next page, 2nd Col.)

KISSEL CAMPAIGN ON IN PITTSBURG

WILMER SALES COMPANY
NEW KISSEL DISTRIBUTORS

Well Known Concern Out After Sales Record

In a big ad in the Pittsburg papers headed "Why We Went After the Pittsburg Kissel Franchise—and Got It", the Wilmer Sales Company, the new Pittsburg Kissel distributor talked to the Pittsburg people in no uncertain terms as to why they selected the Kissel line. As they stated—"The discrimination of Pittsburg's automobile or truck buyers has become more acute because their requirements have become more diversified. To meet today's increased demands for uninterrupted transportation of individuals and freight, we realized the necessity of adding a line of passenger cars and motor trucks of unapproachable reputation and prestige."

The ad went on to state how after investigation they were certain that the Kissel line of passenger cars and motor trucks was the one line for them to tie up with.

In speaking of the sales campaign they are now putting on, Mr. E. L. Jacobs, sales manager of the Wilmer Sales Co., and well-known in automobile circles for his activity and ability states, "Now that we are satisfied we have the one car that Pittsburg purchasers have been looking for, we have started a strong campaign to impress Pittsburgers that the Kissel car is the same worthy car that has always remained uppermost in their minds. The campaign is not one that involves the use of brilliant and exaggerating posters or the spending of a large sum announcing the new Kissel distributor. Instead it involves an accurate and aggressive campaign to explain the car in a business-like way.

"We have mapped out a sales campaign which covers Pittsburg like a blanket, particularly on the Kissel line of trucks. Every business house in Pittsburg and throughout our territory will be thoroughly covered. They will buy a Kissel truck or we will know the reason why."

"As far as the Custom-built line goes, we feel that once the critical motor car purchasers of Pittsburg see this car, it will sell itself. Its distinctive custom-built appearance recommends it to the better class of purchasers, which in the end, makes our work much easier and much

(Continued from Page 11)

Should your newspaper advertising expenditures made in accordance with the approved schedules, exceed your accumulations in our hands, plus your credit allowances, you will be billed for the amount of the excess which you are to pay promptly and hold this receipt from the agency which amount will be later credited to you, providing further advertising credits have been established.

Distributors arranging schedules for their dealers or sub-dealers, their anticipated retail sales alone should be computed in arriving at the proper appropriation, which should be added to their dealer's invoices. The balance of the per car allowance for cars to be sold at wholesale should be reserved for advertising in the cities where such cars are sold.

Any advertising in mediums other than daily newspapers, must be approved for use by the factory, before it can be considered as advertising in which the factory can participate.

MCKEE MOTORS CO. BUY CAROLINA'S TERRITORY

The G. H. Hinkle Company, formerly the Kissel distributor for North and South Carolina with headquarters at Greenville, S. C., announce that the McKee Motors Co., of the same city has taken over their business. This combination of two successful motor distributing companies makes the McKee Motors one of the most prominent and powerful in organization, experience and finances of any in that part of the country.

Mr. McKee, president of the new concern is a very thorough and experienced automobile man with an exceptionally fine personality and ability for doing things in the right way. For some time past he has been the Maxwell distributor for this territory and it is due to his wonderful organization that he created sales records in the past.

F. F. Pernel who was prominently identified with the G. F. Hinkle Co. has been made Sales Manager of the new organization and is already hard at work mapping out a thorough and complete sales campaign for making North and South Carolina the most valuable organization the Kissel Motor Car Company has from a service-to-owners and dealers-territory-development and sales-record stand-

point. It is a great deal of satisfaction to have as your market people who appreciate value—car purchasers who demand exclusiveness and the ultra modern in motor car construction and appearance. It is a pleasure to sell them—to talk to them—and to convince them. We look for an unusually fine year with the Kissel line—a line that is backed up by a reputation and prestige that is second to none and what more does an automobile distributor want?"

KANSAS CITY DIS- TRIBUTOR EXPANDS

JACKSON MOTOR COMPANY
ERECTING NEW BUILDING

Big Increase in Business Ne- cessitates Larger Organiza- tion and Facilities

There will be two show rooms in the new building, one for passenger cars 75 feet wide by 50 feet deep and one for motor trucks 55 feet wide. The offices will be directly behind it. The service station and demonstrating room will be on the north side of the building. The Jackson Motor Company has taken a ten year lease on it. The floor will be white tile with walls and ceiling of white enamel. Huge glass windows will enclose the buildings on all sides, with few posts in evidence. There will be twelve to twenty lights in the ceiling, each with a 300 watt lamp and smaller lights every two feet along the windows. Back from the windows a distance of twenty feet, enamel rings will be put in the ceiling, so that draperies can be hung and a pleasant effectiveness of the window display increased.

One of the best business creators for an automobile retail sales room is an attractive and up-to-date display for automobiles and motor trucks. Such attractive sales rooms attract customers—it is a pleasure to be in them—and besides it offers a good setting for the cars—it impresses people with the fact that you are prosperous—that you are selling cars. Every Kissel distributor should think this over when decorating his sales-room for the Spring and Summer business.

"Our parts business on the Kissels has proven to be disappointing. We are unable to account for it, except that the cars are so good that nothing wears out." Rotterman Automobile and Truck Co., St. Louis, Mo.

point.

A. W. Scoville is to have charge of work in North Carolina territory, and N. W. Bass will have charge of South Carolina territory, both working under the direction of Mr. Pernel. Additional wholesale men are being added to develop the territory. The service department will be in charge of expert men thoroughly competent of taking care of any dealer who has trouble he cannot take care of himself. They expect to very materially increase their stock of parts which will be in charge of experienced parts men. The same improvements apply to the auditing and office force.

THE KISSELGRAPH IS THE SALESMAN'S MANUAL

YOUR SALESMAN SHOULD MEMORIZE EACH ISSUE

Make a Specialty of Standardizing Your Sales Talk

"The January 25th issue of *The Kisselgraph* is chock full of sales features," writes a Kissel distributor, who adds:—"I had every member of my sales force study this issue, condensing all sales points into 100% efficient sales talk so that each one of my salesmen can give to prospective buyers the latest developments on Kissel passenger cars and motor trucks. Another feature of making up a sales talk from this issue is that all of my salesmen have the same sales talk. This is an important thing in my opinion. A standardized sales talk insures that prospective buyers get the same impression and get all of the features of our line. Thus if the purchaser should talk with each one of my salesmen he would get the same story—he would not be confused by having one salesman telling one thing and a second salesman telling something else. We are going to make it a feature of our sales campaign from now on to take each issue of *The Kisselgraph*, boil down all the sales features into a sales talk and then each one of our salesmen must memorize it."

This is a fine idea and one that every Kissel distributor and dealer can profit by. The necessity of a standardized sales talk by the salesmen is readily apparent when it is considered that many times prospective buyers in coming back for added information don't talk with the same salesman and by having all the salesmen give the same sales talk he is bound to be impressed with the features through reiteration.

Let us take the issue of January, 25th, pick out the high lights for a standardized sales story.

First—Our concentrating on one passenger chassis only. This is a big point, and one that should be enlarged upon. The prospect should realize that by our concentrating on one passenger car chassis only, we are not only able to make that one chassis more perfect, but are able to put in higher quality materials without materially increasing the cost.

Second—How many prospective buyers have called on you and have asked you "when do you think the price on Kissel passenger cars will be reduced" or "I think I will wait a couple of months because it looks as if the price of automobiles will drop then." For answer study the article by Mr. Kissel on page two. He goes into the price situation in such a way that should your salesmen be able to repeat it verbatim, they should be

able to convince the prospect that there is nothing to this price situation as far as there being a big reduction within the near future.

Third—Learn the details on the Custom-built models on page three, because these details are those which the prospective buyer naturally wants to know about before he signs his name on the dotted line.

Fourth—The same is true of the preliminary specifications on the moderate priced models which are listed on pages four and five. These are not complete but they give a good idea of the unusual value this model will represent.

Fifth—As for the details of the new Kissel Automatic Oil Control, as well as the other improvements that have been made on the Custom-built motor, see pages six and seven. Here is a 100% sales talk in itself, and one that properly handled by the salesman is bound to impress the prospective buyer that the Kissel Motor Car Company is continually striving to perfect their product—that they are spending money on high grade engineering talent—that no matter how perfect the car is now, they are going to keep on striving for higher developments. To the owner of a car who has trouble with his motor, due to the oiling system, this new Kissel Automatic Oil Control is a God-send if presented to him in the right way. By all means get these details down to as fine a point as possible.

Sixth—For the prospective truck purchaser the January 25th issue of *The Kisselgraph* is full of sales features—the points brought out in the Kissel "Freighter" story on page twelve are in themselves loaded with sales possibilities once you have the points down and can show prospective buyers what it means to their business to have a motor truck equipment designed along the lines of the Kissel "Freighter" model. Impress on prospective buyers the fact that the same designing and construction experience and engineering ability that designed the Kissel "Freighter" designed the other truck models. There is no other truck of similar capacity that can compare with the Kissel "Freighter." Once prospective buyers "get that" there is no sane business reason why they should not decide in favor of Kissel trucks. Also for those purchasers who are looking for a light delivery

A DOUBLE SIX MOTOR EXPERIMENT

SAID TO INCREASE GASOLINE MILEAGE

The D. & S. Motor Car Company of Davenport, Iowa, have just finished an experimental test with a new device on a Double Six motor which they claim has proven a big success.

They inserted steel tubings through each intake manifold on each cylinder head. This they connected up to the exhaust manifold which allows the exhaust to pass through this tubing and heat the gas in the intake manifold. The results were—the motor worked absolutely perfect on low test gasoline, it positively did away with all spark plug trouble, it increased gasoline mileage from 7 1/4 to 10 1/4 miles to the gallon.

This test was absolutely an official and fair test in all respects. In all probability if they had shown any favoritism towards the motor they could have possibly gotten 12 or 12 1/2 miles to the gallon.

The first Double Six which was corrected as above, was taken out and driven 360 miles, after which the car was brought in, spark plugs were all taken out, cylinder heads were removed and no trace of oil or any moisture on the top of the pistons were found; the spark plugs were just as clean and white as though they were taken out of a brand new box. The oil was also drained from the crank case and turned over to a local oil company for an analysis. Their report was very encouraging as there was absolutely no trace of gasoline or kerosene found in this oil.

Before this experiment it was impossible to run this motor 75 miles without having the oil so thin in the crank case that it would not register on the pressure gauge, leading the driver to believe that he had no oil in his crank case. It used to be possible driving this car this distance to drain out one quart more oil than was originally put in, this extra quart of oil being the low test gasoline which passed by the pistons and was not properly evaporized.

car, the preliminary details on the new "General Delivery" truck will show him that we are on the right trail and will soon be able to deliver a truck of this capacity that will fit his requirements.

Take this issue of *The Kisselgraph* and standardize the sales features it contains into another 100% sales talk. Follow out the ideas, suggestions and plans contained in these pages. That is what *The Kisselgraph* is for—to help you and your salesmen **Make More Money.**

1919 KISSEL ADVERTISING SLIDES

ACTUAL COLOR OF CARS ARE SHOWN



DECORATE YOUR SALES-ROOM FOR SPRING BUSINESS

April Showers Open the Spring Season. Turn Your Sales-room into a Spring Blossom Setting.

The winter activities are past and everybody looks forward to the days in the open. This is the time when desires for owning automobiles are quickened, the call of the mountains and seashore will grow stronger and stronger.

An automobile is the ideal means of traveling in the open. We associate it with life in the open, with skimming through the country, fresh air, of transporting from city to country, from mountain to seashore. Therefore when your prospective buyer calls on you this spring, and as he stands looking at the cars on your salesroom floor, he sees them through a haze of blossoms, of green verdure, blue skies.

Why not beat him to it by decorating your salesroom with blossoms and vines. Brighten it up—give the car its natural setting. It is a very simple matter to build lattice work on your windows and on the walls of your salesroom for vines and blossoms to climb and cling to. Have plenty of plants, palms, flowers, to set cars off and make your salesroom a pleasant place to be in. Such a salesroom only intensifies the desire on the part of prospective buyers to order a car as soon as they can, so that they can get out and enjoy themselves.

A dark, gloomy salesroom does not attract people. No matter how nice looking the cars are, if they are not set off by the proper surroundings, their appearance is dimmed.

An introduction to a new acquaintance in one of New York's most ex-

The above illustrations will give you some idea of the beautiful picture slides Kissel distributors can secure for this season to advertise Kissel Custom-built models and motor trucks in their various styles.

One slide each of the Custom-built Speedster, 4-passenger Tourster and 7-passenger Touring have been made up with space for your name and address which are photographed into the bottom in clear transparent colored letters, harmonizing with the entire design. There are five slides to the complete set—three for passenger cars and two for trucks. The price per slide is 20 cents each plus postage. For the designing a charge of \$2.00 each is made. The postage is governed by distance, but averaging 6½ cents per complete set. Single slides will carry anywhere for 4 cents. Delivery through mails is guaranteed.

These slides are ordered direct from the Advertising Slide Company, St. Louis, the makers. Do not send any advertising slide orders to the factory. Simply make out an order for the Advertising Slide Company and enclose cash with order, or C. O. D. The slide manufacturers carry no open account.

Slide advertising in Moving Picture Shows is all right as an auxiliary to your regular advertising campaign—it ties up or focuses on the impression created by the audience seeing your advertising in the local papers.

exclusive clubs or at a social gathering of prominent people, gives you a vastly different impression of him than would a meeting in a subway or a crowded street car.

It is the same way when you introduce a prospective purchaser to a Kissel Custom-built model, as a high grade product demands a fitting environment.

DO YOU FOLLOW UP FACTORY INQUIRIES

CASH-IN ON THE RESULT OF NATIONAL ADVERTISING

Hundreds of inquiries are received here every week from prospective purchasers as well as prospective sub-dealers and agents, who, seeing our ads in the National publications, write in to the factory for particulars on either the Kissel Custom-built models that appeal to them, or information on how to secure the Kissel agency in their territory. These inquiries are separated according to their territory and are immediately acknowledged by our Sales department and referred to the distributor in the territory they live in.

To the prospective passenger car purchaser a catalog is sent and in a letter is told that their inquiry has been referred to the local Kissel distributor, that this Kissel distributor will be pleased to show the model referred to and will give them all the information and data desired as well as a demonstration to prove that the Kissel Custom-built job is 100% perfect in not only engineering and construction efficiency, but in body-building innovations.

To those inquiries from parties who would like to handle the Kissel line in their territory, they too, are referred to the Kissel distributor, with the notation that this distributor will be very glad to consider their application—that the line is a money maker and that they should get in touch with the Kissel distributor immediately, as territory is going fast etc.

The Kissel National advertising is done primarily to create sales for Kissel distributors. It is costing the Kissel Motor Car Company hundreds of thousands of dollars to create this demand and unless Kissel distributors follow up the inquiries received from the factory or direct to them, this money is being wasted and the distributors are passing up a good sales possibility. It must not be forgotten that when a man or woman answers an advertisement, that he or she must be interested to a great extent, their minds are open, and when they go to the trouble and take the time to write a letter or postal card requesting catalogue and further particulars and spend three cents postage, they must be interested. When you receive from us these letters from inquirers, there should be no time lost in getting into personal communication with them. Every prospect should be followed up until it is obvious that they will not purchase a car for sometime to come and even then they should be kept on your follow-up list.

IT'S THE BEST SATURDAY EVENING POST "AD" EVER PRODUCED

DISTRIBUTORS ARE ENTHUSED OVER THE 1919 KISSEL NATIONAL ADVERTISING CAMPAIGN

Kissel National Advertising Book to Show Complete Campaign

"The Kissel ad that appeared in the Saturday Evening Post of Feb. 15th, brought more prospective buyers and interested motor car owners into our sales room than any other six ads you have ever run," writes a Kissel distributor.

"If the ad in the Saturday Evening Post of Feb. 15th is a sample of the National Advertising Kissel is going to run this year, all I have to say is that it is up to us distributors to 'shake a leg' and cash in on the demand. It's a dandy, and I hope to see others follow along in the same line," writes still another distributor.

In the last issue of *The Kisselgraph* we gave a little idea of the Kissel National Advertising Campaign for 1919. The ad we produce herewith is part of that campaign. It is a little different from the Kissel advertising of the past. We wondered before inserting it whether people would read a long story about a product of interest. Some of us thought that the people would, while others said that if you can make it interesting they will. The results have proved that people will read a long story provided it is full of interest, and keeps their interest from the start. Two days after this ad appeared the inquiries started to pour into the factory, and they have been coming in every day since at the rate of from 20 to 40. Up to date we have had nearly 600 inquiries by mail, inquiring either for catalogs and the name of their local distributor, or asking if we are open for agency prospects in the inquirer's particular territory. All of these inquiries have been referred to Kissel distributors and we hope that these distributors have followed up the inquiries not simply calling on them in a half-hearted way, but going at them with real sales arguments. It must not be forgotten that these inquiries came in of their own accord, and when a prospect does that he must at least be interested to the point of welcoming the local dealer's demonstrating the points brought out in this advertisement.

This campaign is costing us thousands of dollars, and unless Kissel distributors follow up the inquiries this money will go to waste.

To enable dealers to get a good idea of the different ads that will appear in the big National mediums, there is now on the press a twenty-

two page book, actual size of the Saturday Evening Post, showing different reproductions of the ads that are to appear. These books will be mailed within the next week or ten days to each Kissel distributor and his sub-dealers.

These ads are published for your benefit. They are aimed to create sales for you, and it is up to you to cash-in on the desires they will create in the minds of local purchasers at the time they appear in the different mediums. Study each ad, absorb the message, memorize it so that when prospective customers come into your sales room you can repeat and

reiterate the points brought out in the National Advertisements. By running a good consistent advertising campaign in your local papers, dove-tailing with the National campaign, and then following it up with an aggressive sales campaign by your salesmen, there isn't the slightest doubt but what you will get your share of the business in your territory.

Because more cars will be purchased this year and next year than ever before, is no reason why dealers can wait in their salesrooms for purchasers to come in. You must go out after them. You must follow them up both by mail and by personal salesmanship.

Decorate your salesroom, make it look attractive, so that when purchasers call they will be attracted to the car and to you. Make it a pleasure to look at the Kissel models in pleasant and bright surroundings.

The Kissel National Advertising Campaign is now started, it will keep up throughout the year. It will appear every month in *The Post*, *Digest* and other leading publications, both in the motor trade field and in the business publications.

KISSEL CUSTOM-BUILT SIX

Kissel Silver Special

An Inspiration in Coach Designing and Building for the Connoisseur

Our Purpose

The new Kissel Custom-Built Six is a car that is built to last. It is a car that is built to give you the most pleasure and satisfaction in your driving. It is a car that is built to give you the most reliable and most economical performance. It is a car that is built to give you the most beautiful and most comfortable ride. It is a car that is built to give you the most complete and most perfect protection. It is a car that is built to give you the most complete and most perfect protection. It is a car that is built to give you the most complete and most perfect protection.



The Protection of the Roadster

The Kissel Custom-Built Six is a car that is built to last. It is a car that is built to give you the most pleasure and satisfaction in your driving. It is a car that is built to give you the most reliable and most economical performance. It is a car that is built to give you the most beautiful and most comfortable ride. It is a car that is built to give you the most complete and most perfect protection. It is a car that is built to give you the most complete and most perfect protection. It is a car that is built to give you the most complete and most perfect protection.



As You Would Build It

The Kissel Custom-Built Six is a car that is built to last. It is a car that is built to give you the most pleasure and satisfaction in your driving. It is a car that is built to give you the most reliable and most economical performance. It is a car that is built to give you the most beautiful and most comfortable ride. It is a car that is built to give you the most complete and most perfect protection. It is a car that is built to give you the most complete and most perfect protection. It is a car that is built to give you the most complete and most perfect protection.



Masterpieces of the 1919 Show

The Kissel Custom-Built Six is a car that is built to last. It is a car that is built to give you the most pleasure and satisfaction in your driving. It is a car that is built to give you the most reliable and most economical performance. It is a car that is built to give you the most beautiful and most comfortable ride. It is a car that is built to give you the most complete and most perfect protection. It is a car that is built to give you the most complete and most perfect protection. It is a car that is built to give you the most complete and most perfect protection.

New All-Tier Models

The Kissel Custom-Built Six is a car that is built to last. It is a car that is built to give you the most pleasure and satisfaction in your driving. It is a car that is built to give you the most reliable and most economical performance. It is a car that is built to give you the most beautiful and most comfortable ride. It is a car that is built to give you the most complete and most perfect protection. It is a car that is built to give you the most complete and most perfect protection. It is a car that is built to give you the most complete and most perfect protection.

KISSEL MOTOR CAR CO.
BARTONS, W.O., U.S.A.

WESTERN MOTORS COMPANY NEW KISSEL DISTRIBUTOR

MAIN OFFICE AND DISTRIBUTING DEPOT IN SAN FRANCISCO

Territory Includes California, Arizona, Hawaiian Islands and Part of Nevada

Immediately after it was announced that the William L. Hughson Co. had discontinued the distribution of Kissel Motor cars and trucks, due to the unusual increase in their commercial business and a desire to concentrate entirely on this class of business, the Western Motors Company of San Francisco was appointed to handle the Kissel line in the California territory.

It was only after an exhaustive investigation on our part into the various distributing agencies on the Pacific Coast and a similar investigation by the Western Motors Co. of the new Kissel motor cars and trucks and the future plans of the factory, that the appointment was made.

The guiding hand of the Western Motors Company is that of Cuyler Lee, its president, formerly Packard distributor in California, and brother of Don Lee, the well-known California Cadillac distributor.

Frank Morris is branch manager of the San Francisco house. Under him is the Kissel sales manager, Mr. McManus, formerly (up to now) a star on the Packard Sales force—who has charge of Kissel passenger car sales, and Mr. Clothier (up to now) a star Packard truck salesman in charge of Kissel truck sales. A force of salesmen work under each sales manager.

Mr. Grey is manager of the Oakland branch and has as large or larger a place than the San Francisco house, though not quite so luxurious. Its service and shop facilities are, however, superior.

The new concern which handles the Maxwell car in Northern California, took over the Kissel line at once and moved the new models into their beautiful salesrooms on Van Ness avenue. The main office and distributing depot for the Kissel line is in San Francisco with a branch in Oakland. A second branch will soon be opened in Los Angeles. The splendid service equipment of the newly appointed distributor were immediately made available to Kissel owners. The plant of the Western Motors Co. is a miniature motor plant with blacksmith shop, paint shop, body and top shop, battery department, machine shop, tool room, sounding room, accessory and tire departments. The building is three stories high, costing about \$100,000 and is a copy of a famous Italian



Cuyler Lee, Pres. Western Motors Co.

building. The mezzanine instead of being a box suspended in the showroom is an architectural triumph in massive stone, looking more like a beautiful choir loft than an office.

Clifford A. Williams who represented the Kissel factory in closing with the Western Motors Co. said:

"After one of the most thorough and searching investigations of the facilities of the different motor car distributing organizations in California that has ever been made by any factory, the Kissel franchise has been awarded to the Western Motors Company of San Francisco. This investigation embraced not only the selling, but financial stability standing and prestige of personnel, service equipment, organization, experience and clientele."

"We have really been astounded at the interest our securing the Kissel franchise has created in the

minds of the motoring public and the automobile trade in general throughout California," writes Frank Morris, Branch Manager of the Western Motors Co. "The Kissel from every standpoint represents big motor car value and its beauty of appearance and distinctiveness of the models were conceded by everybody to be one of the features of the recent San Francisco Automobile Show. We are naturally pleased and are now planning for an extensive sales and advertising campaign."

G. A. Kissel, in commenting on the new distributor said: "The factory is to be congratulated in deciding on the Western Motors Company for the California territory. The year round use of automobiles, exceptionally good roads, the wonderful climate of California, makes cars a necessity at all times. The factory is highly pleased with its association with Mr. Lee. The most careful investigation was made and the report on each separate count expressed to the highest degree the good standing of the company and its officials."

The photograph shows the San Francisco headquarters on Van Ness Avenue and Jackson St., 70 feet by 132 feet. The interior is finished in regular bank style with marble pillars, tile floor, huge plate glass windows which permit the California sun to stream entirely across the floor, giving it, by the addition of many palms and other California foliage, more of a conservatory scene than that of a salesroom. On the two floors above are located the service department, repair shop for passenger cars and a second repair shop for trucks, and a complete parts room.

The Oakland plant is 100 by 148 feet in size. The first floor is a salesroom and mezzanine where the offices are located. On the second floor is the service department, accessory and parts room, with a special department for accessories, used car department, upholstering and repair departments. On the third floor is the truck body building department and repair shop, varnish room and paint shop.



Western Motors Co., Building, at San Francisco, Cal.