

The Kisselgraph

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

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NO. 10



How To Get Your Share of The Truck Business In Your Territory.

This special edition of the Kisselgraph, 95% of which is devoted to trucks is loaded with truck sales features, each one of which will prove an income producer and sales creator. In most cases they are plans and ideas that have been successfully put into operation by those Kissel distributors and dealers who have had unusual success in merchandising and selling Kissel motor trucks.

The United States is rapidly becoming motorized, not only with the motor car, but Industrial America is discarding the old antiquated methods of transportation and is equipping its transportation departments with motor trucks.

The war taught American industries the value of uninterrupted transportation of their products from factories, stores and warehouses to points of shipment. The motor truck was the only dependable means and the lesson thus learned is now being

applied in every state.

There is a strong demand for motor trucks among the farmers and among those who are realizing the tremendous possibilities of motor truck transportation from country to city and between cities.

This urban and interurban motor truck transportation has gripped the country to such an extent that it is receiving recognition by the government, and we do not believe it will be long before this tremendous factor will be recognized as being more important than we now realize.

When the interurban Electric Railways as well as Steam Railway Companies purchase trucks as feeders to bring in freight and express to their stations as they are doing in different parts of the country, it becomes immediately apparent that motor truck transportation alone is even more important and profitable.

Every Kissel truck distributor should immediately call a meeting of his truck salesmen and go over every page of this issue carefully, studying each idea and plan, getting it down and putting it into operation.

The time is not far distant when the horse will be ruled from the city streets and in a good many parts of the country this has become a reality. This means that shipping schedules will be outlined according to the saving in time the motor truck enables shippers to make. Business houses and customers will not tolerate a concern that is not employing motor trucks to deliver their orders.

All of the plans herein outlined will create a buying boom for motor trucks. Your territory is a great potential truck market. It is up to you to work it profitably and get your share of the business. The following pages are presented to you for that purpose.

TRUCK CHASSIS CARRIES 5 PERCENT TAX

UNEXPECTED RULING UNDER PRIOR LAW

N. A. C. C. Taking Steps to Obtain Reversal

On May 14th we wrote every Kissel distributor and dealer to the effect that "in accordance with the latest ruling, Regulation No. 44 it is necessary that the factory collect a war tax of 5% on all truck chassis that are shipped from the factory without bodies"—"that this means that every chassis shipped out after February 25, 1919, is subject to a 5% tax instead of 3% except such as are equipped with bodies complete"—"that we are in hopes that this ruling will be rescinded and if so and the tax remains at 3%, the factory will of course give credit to every Kissel distributor and dealer for any overcharge that may have been made in the meantime."

Back of this letter are two telegrams and a General Bulletin, as follows; and after reading these you will know just as much about this tax situation as we do.

The National Automobile Chamber of Commerce on May 8th, sent out a bulletin to all members as follows:

Chassis Taxable at 5%

Regulation 44 of the Revenue Bureau just issued reads: "A chassis is a part of an automobile and taxable at the rate of five percent when sold separately regardless of whether it is a chassis for an automobile truck or wagon, or any other kind of an automobile."

This is an unexpected ruling and a reversal of the practice under the prior law. We feel that it is unjust and the Chamber is taking every possible step to obtain a reversal so that a truck chassis may be taxed at three percent on the theory that it is substantially a complete truck.

Meanwhile the regulation is as above, and applies to all sales made on and after February 25, 1919."

On May 10th the date of our receiving the above letter we wired Alfred Reeves, General Manager, National Automobile Chamber of Commerce as follows—"Does your letter of the eighth mean any regular truck chassis must be taxed five percent if shipped as a chassis and three percent if a body is mounted on same?"

On the same day we received the following answer to the above telegram:

"War tax regulations just issued define truck and wagon chassis as parts taxable at five percent. Regulations tax parts and accessory manu-

facturers on sales to car makers attached to order certificate shows that parts and accessories bought are for use in production on new cars or free replacement under contract or guarantee. Regulations also make all exports tax free. Regulations must be obeyed as they have force of law. They are retroactive to Feb. 25, 1919. Directors National Automobile Chamber of Commerce feel above regulation except exports are unjust unlawful so have authorized test litigation thereon."

We suggest that every Kissel distributor and dealer write or wire objections against this unfair tax, to Mr. Alfred Reeves, Mgr. National Automobile Chamber of Commerce, requesting that the Chamber make vigorous protest to the Government in behalf of the manufacturers and the truck industry.

TO SECURE TRUCK OPERATION COST

Quite frequently we are asked to give figures on cost of operating Kissel Motor Trucks and find that it is difficult to get authentic information.

If you will co-operate with us in this regard, we have a plan to secure this information. We have a number of copies of the Standard Truck Cost System and we will be very glad to send one of these systems to every Kissel truck owner in your territory who will guarantee to keep an accurate record of the operating cost of his Kissel truck for a year and let us have the results.

In getting out these systems our only object has been to promote this habit of cost records, so that the result of these records may be used for the benefit of other owners.

Truck salesmen will readily realize how valuable such information is from a sales standpoint, consequently you should make a determined effort to place some of the cost systems where they will be kept faithfully and where you can later give us the figures.

By doing this we can get up a collection of cost records of Kissel trucks in different parts of the country and by combining them in one form, it will furnish each of your truck salesmen with an excellent sales argument.

THE SUMMER MOTOR TRUCK TRADE GOOD

The truck committee of the National Automobile Chamber of Commerce at a recent meeting in Detroit, reported good prospects for summer trade in motor trucks in all parts of the country. While reports indicated that motor truck sales were comparatively slow in January and February they approached normal in March and April—and indications point to a great increase in truck sales during the balance of 1919.

KNOWLEDGE OF HAULAGE PROBLEM

TRUCK SALES POINTS OF McKEE MOTORS

In the merchandising of Kissel Trucks the McKee Motors Company, Greenville, S. C., distributors for Kissel trucks have found that it is very important to interview their salesmen or rather impress on their salesmen the necessity of first covering several vital points before calling on a prospect.

Their experience in selling trucks has proven that the majority of salesmen are very apt to be over anxious to sell trucks instead of first studying the haulage problems that confront prospective buyers, overlooking through haste several important factors:

These factors are as follows:

1—That of securing data relative to the prospect's haulage which in cases where the prospect will not divulge the necessary information, the salesmen can in most cases secure it from shipping clerks or drivers. With this information in hand the salesmen is bound to find it much easier to close a sale.

2—Talk the proper size truck that is best adapted to the prospective buyer's business. Prove to him the error of any opinion he may previously have formed.

3—That of never mentioning a competitor's products unless approached on the subject, giving the same answer in all cases i. e. that they are all good makes. The salesmen will find the chances are greater of convincing the prospect of the superiority of the Kissel truck in this particular case, without having to resort to the usual method of knocking the other fellow's truck.

4—Try to learn the man's business before you approach him. Gain by some means as much knowledge of his business as possible. With this information you are in a better position to prove, convince and sell him right. Remember trucks sold properly will lead to sales. Trucks sold improperly will lead to difficulties hard to overcome.

5—We believe in Kissel trucks, first, last and all the time, and use most of our energy in endeavoring to make the other fellow believe as we do.

All of which goes to prove that selling trucks is a business, the success of which depends on study of trucks in relation to its market and uses. Study human nature, method of approach. Realize necessity of mapping out a campaign before you call.

SPECIFICATIONS OF THE NEW TRUCK

NEW GENERAL DELIVERY MODEL SOON READY

Production Probably Starts in Thirty Days

It is gratifying to note the demand which has been shown for the new $\frac{3}{4}$ ton job, now being developed, and to be known as the General Delivery Model.

While it was hoped that production on this model would begin in May or June at the latest, there are a few units for this truck which are still undelivered, and for this reason production cannot be started for probably another 30 days.

Our Engineering Department and Purchasing Department have been very critical in choosing the material and parts for this truck, and even though this postponed production we think you will agree that that was better than to hurry matters and use items of material which are not all that our standard of quality calls for.

This truck will soon be in production and every distributor should now specify a regular monthly shipment and arrange his sales accordingly.

Below we give you complete specifications of this model, which will also be printed in our new truck catalog which is now on the press.

MOTOR—Kissel-built, unit power plant, 3 point suspension, L-head type, 4 cycle, 4 cylinder, $3\frac{1}{2}$ " bore, $5\frac{1}{2}$ " stroke. Horsepower 24 S. A. E. Piston displacement 259.4 cubic inches.

CRANK CASE—Grey iron casting rigidly constructed, parting line 2" below crank shaft center, insuring great strain resistance.

CYLINDERS—Cast en-bloc, made of special grey iron, of proper chemical and physical analysis.

CRANK SHAFT—Drop forging made of .40 percent carbon steel. Crank shaft bearings—No. 3.

Front $2\frac{1}{2}$ " long, $2\frac{1}{8}$ " diameter
Center $2\frac{1}{2}$ " long, $2\frac{1}{8}$ " diameter
Rear $3\frac{1}{2}$ " long, $2\frac{1}{8}$ " diameter
Bearings made of high grade white bearing metal, reinforced with steel skeleton.

CONNECTING ROD—Heat treated—Drop forgings made of .35 percent carbon steel, $11\frac{1}{2}$ " long. Bearing $2\frac{1}{2}$ " long, 2" diameter. Bearing material—high grade white bearing metal reinforced with steel skeleton.

WRIST PINS—Made of suitable grade steel, hardened and ground, $1\frac{1}{8}$ " diameter. Bearing $1\frac{1}{2}$ " long in connecting rod. Bearing material—Non-Gran bronze.

PISTONS— $4\frac{1}{4}$ " long, 3 rings, 3-16" wide, leakproof. Pistons made of fine grade cast iron with uniform wall thickness. Piston rings made of special grey iron of proper hardness to insure minimum wear of cylinder walls.

VALVES—Diameter of opening in cylinders 2". Diameter of stem 7-16". Valve heads made of cast iron, stems made of carbon steel.

CAM SHAFT—Diameter $1\frac{1}{4}$ "; integral cam; material, special heat-treated steel. Cam shaft bearings—3.

Front 3-13/64" long 1.006" diameter
Center $2\frac{3}{8}$ " long, 2.0635" diameter
Rear 1 7-16" long, 1.006" diameter
Front and rear bearings are cast iron bushed with high grade white bearing metal re-inforced with steel skeleton. Center bearing made of high grade white bearing metal, re-inforced with steel skeleton.

TIMING GEARS—Helical gears of $1\frac{1}{2}$ " face are used.

Crank shaft gear 30 teeth, $8\frac{1}{4}$ " normal pitch, steel.

Pump and magneto shaft gear 30 teeth, $8\frac{1}{4}$ " normal pitch, steel.

Cam shaft gear 60 teeth, $8\frac{1}{4}$ " normal pitch, cast iron.

OILING SYSTEM—Splash with constant oil level, supplied from reservoir in lower part of oil basin. Positively driven pump (gears) forces oil through tubes to troughs under each of the connecting rods. Oil is strained before re-entering pump. Oil capacity about $2\frac{1}{2}$ gallons.

FUEL FEED—Stewart-Warner tank attached to motor.

CARBURETOR—Kissel-Stromberg horizontal type, attached to motor.

GOVERNOR—On motor.

IGNITION—High tension magneto.

COOLING SYSTEM—Water circulating by means of a centrifugal pump. 18" diameter, 4 blade fan, 2" belt.

RADIATOR—Square tube type, special Kissel design.

MOTOR CONTROL—Hand lever on steering post for ignition.

Hand lever on steering post for carburetor.

Also foot accelerator for same on toe board.

CLUTCH—Multiple disc dry plate.

PEDAL SYSTEM—Is carried on clutch housing.

UNIVERSAL—A double universal joint is used between transmission and rear axle.

Drive—Left hand.

TRANSMISSION—Selective sliding gear type. F. & S. bearings on main shaft.

Hyatt bearings on countershaft.

Alloy steel gears $\frac{3}{8}$ " face.

Alloy steel shafts.

Three speeds forward and one reverse.

GEAR REDUCTION IN TRANSMISSION—

On low 3.66:1

On 2nd 1.81:1

On 3rd 1:1

On rev. 4.58:1

REDUCTION IN REAR AXLE—5:1.

TOTAL REDUCTION BETWEEN ENGINE AND REAR AXLE—

On low 18.3:1

On 2nd 9.5:1

On 3rd 5:1

On rev. 23.5:1

SPEED OF TRUCK WITH 34"

ROAD WHEELS—

25 miles on direct drive.

14 miles on second.

7 miles on low.

6.5 miles on reverse.

N. B.—Motor is governed to run 1200 r. p. m.

STEERING GEAR—Irreversible split nut and screw type.

FINAL DRIVE—From transmission through double universal joint, spiral bevel gear, and differential to rear wheels.

CHASSIS CONTROL—Gear shift and emergency brake lever are located centrally and in easy reach of the driver.

FRAME—Pressed steel, .22 percent carbon steel. Section, $4\frac{1}{4}$ " deep, 3-16" gauge, $33\frac{1}{2}$ ".

SPRINGS—Front, 36" long, 2" wide, semi-elliptic, alloy steel. Rear, 50" long, $2\frac{1}{4}$ " wide, semi-elliptic alloy steel.

AXLES—Kissel-built — Front — Track 56". Spring 28 $\frac{1}{2}$ ". Center I-beam section $1\frac{1}{2}$ " wide, $2\frac{1}{2}$ " deep. Drop forged steel, bearings standard taper roller bearings, heavy knuckles and arms, special alloy steel, heat treated.

Rear — Kissel-built — Track 56". Spring center 39". 5:1 ratio. Bearings standard taper roller bearings throughout. Axle is full floating, bevel gear type. Housing first class steel casting. Drive shaft nickel steel. Bevel differential, 6 pitch, 1" face gears.

BRAKES—Foot brakes—External contracting, on rear wheels, operated by foot pedals.

Emergency brakes—External contracting on rear wheels, operated by hand lever.

Brake lining—Thermoid 2" wide. Brake drum diameter—16". Both brakes are equalized.

WHEELS—Front and rear, S. A. E. standard.

TIRES—

Front, 34x4 $\frac{1}{2}$ pneumatic.

Rear, 34x4 $\frac{1}{2}$ pneumatic, non-skid

GASOLINE TANK—Under seat. Capacity 18 gallons.

TURNING RADIUS—25 feet.

WHEEL BASE—135" standard.

LENGTH FROM BACK OF SEAT TO END OF FRAME—8 feet.

WEIGHT OF CHASSIS—2800 pounds.

STANDARD EXPRESS BODY—

Length of clear loading space 8'.

Width of clear loading space 44"

HEIGHT—TOP OF PLATFORM FROM FLOOR, LOADED—34".

EQUIPMENT—Two oil lamps, tail lamp, horn, jack, complete set of

BUYING TRUCKS TO FIT CONDITIONS

NECESSITY OF LOCALIZING SALES TALKS

The Miller-Ray Motor Company of Denver, Colo., have built up a wonderful Kissel truck business in a territory that is comparatively free from manufacturing industries. As they wrote us recently, "Colorado is not an industrial state—we have practically no factories nor do we expect to ever have many factories, due to an isolated geographical situation—like-wise to a thinly populated territory. The success and prosperity of Colorado and Denver and of all the business interests of the state depend upon about three or four real sources of income, one of the principal ones being our mining interests that use trucks for hauling ore from the mine to nearest railroad points, which is often fifty miles from the mine; hauling supplies to the mines in many cases over almost impassable roads; hauling coal oftentimes to the mines and various other mining supplies, such as timber, etc.

A secondary industry in our territory, that of Wyoming, is the oil business and of late we have sold a large number of trucks that are used for hauling oil well supplies and oil equipment from the nearest railroad to the site of operation, which in many cases is from forty to as high as seventy miles.

In Colorado, Wyoming and New Mexico, one of our principal sources of revenue is from the cattle ranches. Oftentimes these ranches are located forty or fifty miles from the railroad point. The hauling of ranch supplies, wool and of other necessities for ranch equipment, necessitates the use of the motor truck. Again many of the agricultural districts in our territory are as far as forty miles from a railroad and cannot be properly worked except where motor trucks are available to haul wheat and other farm produce to the railroad.

One of the biggest markets we have for motor trucks is from various companies and individuals who buy trucks to do long distance freighting of various kinds such as hauling of ore, coal, lumber and oil well supplies, as well as the actual necessities of life to the isolated towns and sections."

We wrote Mr. Ray, asking him how he sold so many Kissel trucks in such a territory, what sales points he used, and the following is his reply which it will pay every Kissel distributor to read carefully.

"In the first place a truck in our territory must have engine ability, and as you know, we have greater power in the Kissel 'Freighter'

model than nine-tenths of the two ton trucks sold. We have a $4\frac{1}{2}$ by $5\frac{1}{2}$ motor while the average motor is $4\frac{1}{4}$ by $5\frac{1}{4}$.

"It is necessary to have the proper transmission ratio—to give great power on low gear, yet sufficient speed on high gear. As you know, we have an $8\frac{1}{2}:1$ ratio on high which is very desirable with a $42\frac{1}{2}:1$ on low gear with two intermediate speeds; all this being possible because we use the 5-ton transmission in the 2-ton truck.

Then we have a perfect worm drive which is acknowledged in this territory to be the only kind of drive that will stand hard work. The frame is heavy and substantial and the radiator must be of large capacity which gives ample cooling for hill-climbing. The wheel base must be particularly long which is the case in our truck, particularly for hauling long pipes in the oil field. The engine must be simple and compact, easily gotten into and very accessible.

Most important of all the distributors must be able to supply parts on short notice. We have in stock at the present time, \$10,000 of repair parts for Kissel.

We are making a strong argument to the effect that we believe our truck is better adapted to the kind of work found in our territory than most other trucks. As an illustration—

We had a customer a few days ago, who was very strongly in favor of a well-known make of trucks. We agreed with him that it was as good a truck as is made by anyone at any price without a doubt.

We then took the attitude that we did not think it suitable for his line of work due to the fact that we could give him a two ton truck with amidship 4-speed transmission which allows unusually low gear ratios. Also that the Kissel factory places an unusually large motor in their truck, all of which made it more adaptable to his work than any truck obtainable.

We made it appear that our truck was a special truck built specially for this territory to handle particularly hard work. We have named this truck to carry out the local idea—the 'Kissel Wyoming Special'—and the results have been very satisfactory.

We intend calling the General Utility model the 'Ranch Special' or some such name with the idea of interesting ranchers or farmers in this territory, inasmuch as we believe it is best for this line of work.

Then again, we will feature the Heavy Duty model as the 'Road Builder'. We have not yet figured out what we will call the 5-ton model but will arrive at some name for it when such size is available for delivery. We will likewise adopt a local name for the new $\frac{3}{4}$ ton job.

Our idea in doing this is that it gives the truck an individuality and enables us to get our customer in a frame of mind whereby he believes

if he buys any other truck he has made an irreparable mistake. This is only possible by making our prospect feel that our truck is exactly fitted to his special kind of work and that no other truck is so well fitted. Get a customer to believe this and you've got him sold—at least that has been our experience in handling Kissel motor trucks.

ADVANCED PLANS REAP SUCCESS

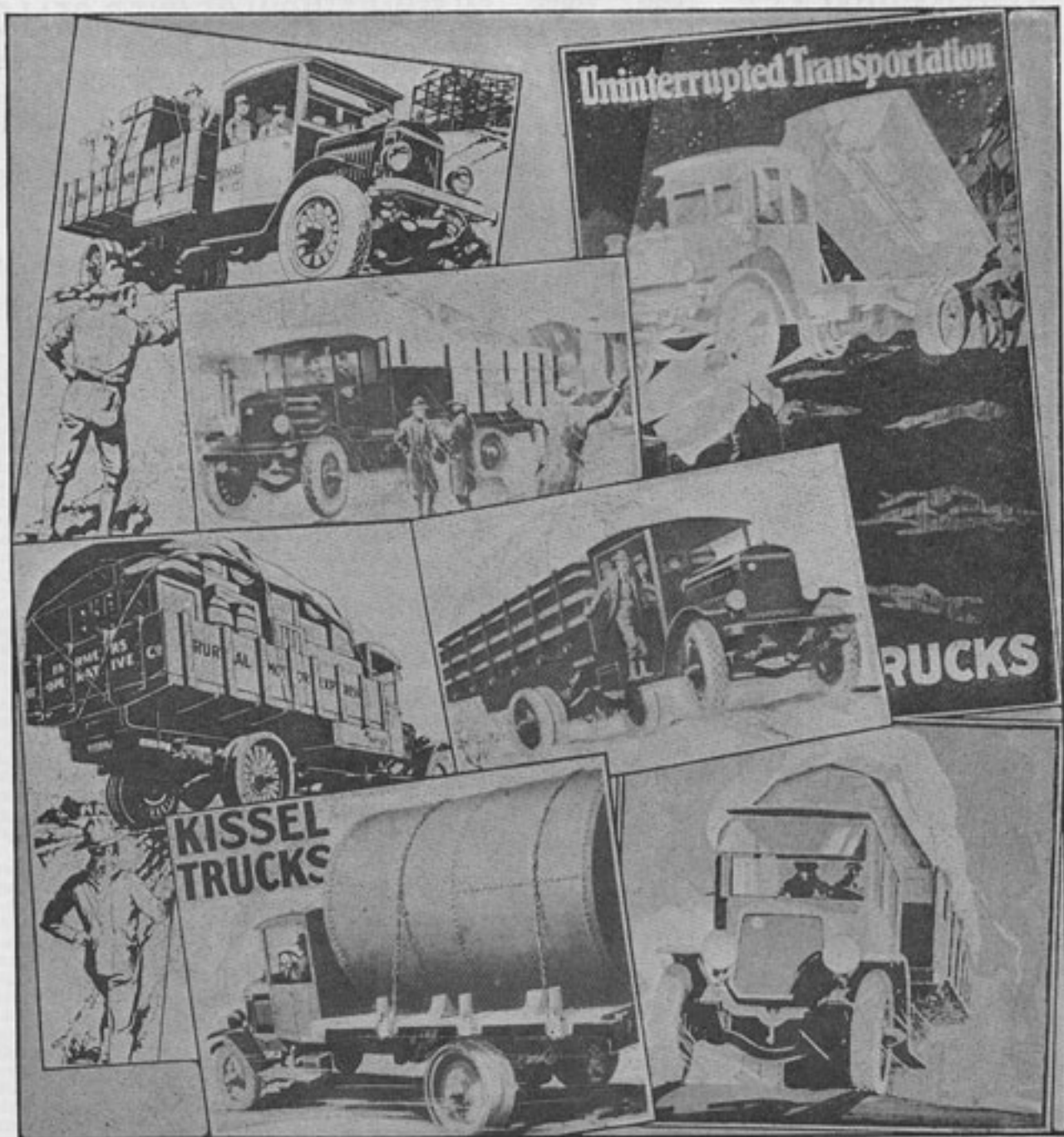
DON'T BE MENTALLY LAZY

Plan the Night Before—Not the Morning After

We all know by long experience how great a factor advanced planning is in sales work. In a more or less haphazard way, we all aim to plan our work ahead, but the trouble with most of us is that we are mentally lazy trying to get by with the very least mental effort. It is easier to do our planning as we go along. We do get by, but we pay dear for the luxury. We are like a general who goes in to battle without any plan, and "plan as they go" generals don't last long. Neither do "plan as they go" salesmen. Do more planning the night before instead of the morning after. Plan just how you are going to approach your prospect—what particular argument you will use. Remember the purchase of a truck is a serious proposition. It entails a good deal of money from the purchaser's standpoint, and the only way you can convince him that Kissel trucks are the ultimate trucks for his purpose, you must first have a good idea of his problems, his haulage and delivery requirements. Then make your sales points fit his requirements. You may want to revise this plan when you get on the ground, but you will find that you can accomplish a great deal more if you know how you are to talk.

Many a truck sale has been lost because the salesman was not prepared for the interview. Remember you are selling transportation and the more you can prove that your transportation is the most economical, the most dependable, the most efficient, the more likely you are to land the order.

Advices from Washington state that wages of 47 automobile factories increased 32.5 percent for the month of February 1919 as compared with February 1918, while the payroll for January 1919 as against January 1918 showed an increase of 7.9 percent.



Open Up a Kessel Truck Advertising Barrage in Your Local Newspapers

Above are shown a few of the illustrations that are being used in the Kessel truck dealers newspaper advertising series. We advise all Kessel distributors to concentrate their advertising on Kessel trucks at least for the next month or six weeks. If you desire to have something in the paper about the Kessel Custom-built Sixes, we have a special series of small ads, very attractive and neat, which will keep your name before the public. If you are not running this truck campaign, get into touch with the Factory's Advertising Department immediately and they will get you up a schedule and start this series of ads going to you.

TESTIMONIAL LETTERS A BIG HELP

TRUCK DEMONSTRATIONS NECESSARY TODAY

Omaha Distributor Going After Farm Truck Trade

The reason why R. W. Craig, Sales Manager, Dutton Automotive Co., Omaha Kissel distributor, finds the truck business profitable is because he goes after it systematically as the following proves:

"In the selling of Kissel trucks we observe the following requisites—hard work, organized effort, knowledge of our product, and the deep rooted conviction that Kissel trucks stand head and shoulders above competitive lines. At the present time we have two wholesale salesmen making the territory in Kissel trucks. Both of these trucks are painted in attractive colors and are equipped with bodies suitable for general farm purposes. I find that a truck is much more saleable and attractive if equipped just as the buyer would want it. It is ready for immediate delivery and immediate duty. There is nothing which appeals to a prospective buyer more than a product which is finished in every detail. He likes the completeness of the job and will buy more readily.

On a truck sale, as on any other sale, we find that persistency is the compelling factor. Once we sight a prospect, we try never to let his mind stray far away from the Kissel. We play up the Kissel as the standard and point to other trucks as merely being comparative values. In other words we try to impress upon the prospect's mind the fact that the Kissel truck is his real choice and that in buying something else he is simply effecting a compromise.

I presume all Kissel distributors can point out certain Kissel truck owners in their domain who are real boosters and will subscribe to any claims the distributor may make. We have a score or more of just such owners among the better class of farmers and have hit on a plan to capitalize this friendly co-operation. We are getting letters of praise from these men and intend to have these letters duplicated so that we can send them to prospective customers among the farmers. These letters will be sent at intervals of three days and will be mailed from the boosting owner's town. I cannot help believing that if I were a farmer and a truck prospect and were to receive a dozen letters at three day intervals from

FOR YOUR SALESMAN'S SALES TALKS

Your Full Co-operation Needed

In your daily work among different prospects you will always find that there are some who will be attracted and interested to a great extent by stories of unusual performance.

With this in view we desire to secure a few such stories if possible so that these can be given to Kissel truck salesmen as a part of their "ammunition."

There are also those prospects who will take much interest in a special truck or special body of some kind, designed for some unusual work. A photograph of such a body may at some time hold the interest of your prospect when otherwise you might have difficulty in keeping him in line.

Still others are interested in unusual profits therefore any stories based on actual operation of motor trucks indicating unusual profits should be noted and sent to the Truck Sales department here at the factory for the use of Kissel salesmen.

Above all do not forget photographs of new trucks, not the "posing" kind of photographs but a view of the truck with body properly loaded with its usual freight, or in front of the owner's place of business, or some other background that will add interest to the view. Do not take a truck photograph in front of the Mayor's home or the Public Library, or some place which would be more suitable for taking a picture of a Limousine.

as many prosperous farmers in various sections; all the letters telling me what wonderful service their Kissel trucks were rendering, that at the end of the month or six weeks I would be very strongly influenced in favor of a Kissel truck. The intelligent salesman will follow up this prospect and the chances of getting the order are exceedingly bright.

I have confined my views to the outlook for farm trade because in our territory this is the big, profitable outlet. The speeding up process has reached the farm and just as sure as the sun rises in the East, the prosperous farmers are going to haul their crops in trucks. The good roads campaigns being pushed by most states will aid truck sales and I predict that the time is not far off when we will see trucks on the main highways as thick as Ford cars are seen today.

In conclusion I want to say that we are taking full advantage of the Kissel advertising campaign on trucks. We know it is valuable because it is bringing prospects into our sales room.

HOW DENVER SELLS KISSEL TRUCKS

GREAT BELIEVERS IN NEWSPAPER ADVERTISING

Photographs and Testimonials are a Big Help

On another page of this issue of The Kisselgraph, the Miller-Ray Motor Company, Kissel distributors for Denver, Colorado, tell how they fit Kissel trucks to the transportation problems of their prospects. The following article explains the facts regarding their methods of co-operating with their salesmen. We might add that the Miller-Ray Motor Company are in a fair way of establishing a truck sales record, taking the population of their territory into consideration. They are big boosters of Kissel trucks and believe in them. They have built an intensive as well as extensive sales campaign around them. The results prove that it pays to go after truck business hard.

"In the first place we place a great deal of importance on the service end of our truck business. At this time we are carrying about \$12,000 worth of parts. We make a special effort to fill all parts orders the day they are received, and we believe that at this time 90% of all our orders are being filled on the same day.

"We furnish each of our salesmen with a photograph album showing photographs of practically all of the trucks sold by us—particularly where they are sold to prominent people or companies. If possible we get from the owners of such trucks a testimonial letter, using such a letter in connection with the photograph. When we sell a truck to an extremely prominent company or to a municipal, county or state department, we as a rule, take a photograph of such a truck and mail to other such municipalities, counties or states in our territory along with a letter.

"We are great believers of advertising and conduct a systematic newspaper campaign the year round. We take part in all expositions, shows and other special events that will enable us to get our name before the public.

"We usually have one, (three at this time) salesman out through the territory, calling on our dealers and assisting them in closing up truck sales.

"We delivered 17 Kissel trucks in the month of February. We used this fact as the basis for one substantial newspaper ad listing of names of such purchasers.

A VALUABLE SALES BOOK

AT LOW PRICE OF \$5.00

The Power Wagon Reference book for 1919 contains over 800 pages of motor truck facts and more than 700 illustrations. It is indexed and has all texts arranged alphabetically.

It contains such motor truck features as "Lists of makers" classified by products; "List of parts makers" also classified; 90 full page blue prints and working drawings; specifications of over 600 models; examples of motor truck operating economy in 42 industries; special articles on design features, etc.

The book is bound in stiff cover 9 inches by 12 inches; its contents in addition to the above cover such important subjects as "Special study of Motor Truck Operation in about 40 Industries with examples of economy in each;" "Complete specifications of trucks and farm tractor models," not merely selling specifications, but detail specification of parts, tables of weights, materials, hauls, etc.

This last subject is of special help to motor truck distributors and dealers in adapting Kissel trucks to their particular haulage requirements. These tables which are easily referred to cover such subjects as—Angle of Slide Material; Body Weight Allowances; Grade Conversion; Calculating Horsepower; Road Resistance; Tractive Efforts; Bushel weights of Commodities; Weights of Building Materials, Weights and Volume of Coal; Weights and Volume of Fruit and Digest of Motor Truck logs etc.

In addition to these tables you will find a formula for calculating Motor Truck Ability; Efficiency; Speed in Relation to Gear Ratio; Horsepower; Cost Operation; Cost of Hauling per Unit of Weight or Size and many others.

The publishers of Power Wagon Reference Book for 1919 also publish a monthly motor truck publication The Power Wagon, (Chicago,) which each month will carry a perforated sheet, on which all changes in the Reference Book will be noted. This sheet is easily transferred to a linen stub, found in the Reference Book, for that purpose. Thus the Reference Book is always kept up to date.

The price of the two is \$5.

The Kissel Motor Car Company has four pages in The Power Wagon Reference Book.

We suggest that you immediately order as many Reference Books as you need, giving in each case the name and address of the individuals to whom book is to be sent.



Kissel National Advertising Book

KISSEL NATIONAL ADVERTISING SECURES DEALERS

Is Conclusive Proof that Demand is Being Created for Them

The Kissel National Advertising Book for the first six months of the year 1919 is to show Kissel distributors and dealers the big campaign the factory is conducting for the sole purpose of creating business for you, as well as for you to show your salesmen that in going out after sales they are not entering a territory in which Kissel products are not known. Millions of possible buyers see and read Kissel advertisements every week and if you have instructed your salesmen to follow up and cash-in on the impression these advertisements create, you will more than get your share of local business.

But there is still another use to which you can put this National Advertising Book and that is in your campaign to secure new dealers and agents in your territory. No automobile or motor truck dealer wants to take on a line of either passenger cars or motor trucks that is not known and one that is not nationally advertised. The more a passenger car or motor truck is nationally advertised, the easier it is to sell. A national advertising campaign such as the one the factory is now carrying out, reduces sales resistance for distributors and dealers alike. It paves the way for their salesmen—it acts as an educational force in advance of your sales campaign—it

puts the minds of prospective buyers in a receptive mood—in other words, they are half sold before you talk to them.

Point these facts out to your traveling salesmen who are in the outside territory lining up new dealers and sub agents so that when production is back to normal and you are getting all the passenger cars and motor trucks you want, you will have a dealer organization that is more than competent to handle your entire factory allotment.

In the National Advertising Book there are eight or ten full page truck advertisements forcibly illustrated and intelligently written, calculated to arouse interest and to show prospective motor truck purchasers that in investing in Kissel trucks they are eliminating the chance and uncertainty which they will have to contend with if they do not invest in trucks of known reputation and prestige.

In other words, merchandise the Kissel advertising. You will find that you are breaking down one of the big barriers that are constantly set up when a distributor's salesman negotiates with a new dealer. It is natural from a good business standpoint to want to handle the line that is the easiest to sell. Kissel trucks are rapidly assuming that position. A second National Advertising Book for the last six months of the year 1919 will soon be on the press. This will include advertisements on both passenger cars and motor trucks that will run the next Fall and Winter. In talking to prospective dealers point this fact out. You will find that they will readily appreciate the unusual sales possibilities in joining your organization.

The Kisselgraph's Shop Talk

In some sections of the country it is said that the truck business is below normal. This idea has imbedded itself so firmly in a few salesmen's and distributors' minds, that they really believe it's a fact and are acting accordingly. In other sections of the country the distributors and dealers do not recognize this as a fact, and as a result they are selling trucks.

Trucks are being purchased every day notwithstanding certain distributors to the contrary. It may be true that Kissel trucks in their territories are not being sold as much as before, but that is not the fault of the truck, but of salesmanship and the attitude of the distributors and salesmen. The Kissel truck of today represents the highest development of motor truck transportation, in economy, efficiency and adaptability. Therefore there can be no reason for lack of sales from that standpoint.

Then what is the trouble? I'll tell you. It is because competitors have gone after truck sales a little harder than you have—and have made good or because a few chronic pessimists have brooded out loud within their hearing over what the Government was going to do with the surplus army trucks. (They will not be placed on the market. See news item in this issue.)

There are certain distributors who let these imaginary rumblings discourage them—slowing up their sales pace—causing them to slip backwards at the very time when the commercial interests of their locality depended on optimism and full speed ahead.

Take two truck distributors one hundred miles apart—why is it that one distributor will sell more trucks than he ever did—while the other waits for business to come to him, believing that the truck business is all shot to pieces and therefore is concentrating more of his sales work on passenger cars than on trucks.

The use of the motor truck is not a sectional matter. They are just as efficient in Chicago as in New York, in Boston as in Omaha, in Denver as in Kansas City, in Seattle, Wash., as in San Francisco, Calif.

The Government isn't going to corner the game, boys, the excess trucks it now has on its hands will probably be absorbed by the different Government Depts. and State Roads Commissioners. Uncle Sam doesn't want to slow up business any more than he did during the war. It is time for the American motor truck distributor to awaken to the opportunity that awaits him. Don't lag—don't lack the courage of initiative because you are not selling more trucks than you have before. It is up to you to get busy and do something worthy of being a member of the Automobile and Motor Truck industry.

To get down to concrete facts—there is no excuse for leaving business for business—for not going after motor truck sales with the same pep and snap that you use in going after passenger car sales. Just because there is a waiting list for passenger cars is no reason why you should concentrate your entire efforts in that field. Even up the sales—even up the income from both passenger cars and motor trucks.

You adapted yourself to war conditions without a whimper. Let it not be said that the American motor truck distributor and dealer cannot adapt himself to peace conditions—that he lacks versatility and courage.

Work your territory as thoroughly on trucks as on passenger cars. Remember that your territory is good for so many trucks each year and if you do not sell that number it is not because they are not being purchased, but because you have not exercised sufficient sales efforts to sell them.

Now is the time when the sales manager of every truck distributor should see to it that the salesmen work their territory thoroughly—discourage their inclination to jump here and there oftentimes leaving easy business for competitors. Right now when the demand for passenger cars far exceeds the supply is the time for you to concentrate on motor trucks and bring the revenue derived from their sales up to a high water mark. Plugging for motor trucks and bring the revenue derived from their sales up to a high water mark. There is no doubt about it. Records show that trucks are being purchased in large quantities and by more purchasers than ever before. If they are not purchasing Kissel trucks in your territory, don't think that trucks are not being purchased, because they are. Trucks are an absolute necessity for industries, manufacturers, retailers, wholesalers, farmers and every business firm that does any hauling. Don't forget that!

NEW KISSEL TRUCK FEATURES

CHANGES AND IMPROVEMENTS THAT INCREASE SALES

Added Sales Features for Salesmen

While Kissel trucks have gained a reputation for possessing all the best features and parts that insure Uninterrupted Transportation, Kissel designers and engineers are continually striving to add improvements that will justify their reputation. As evidence of such progress the following are recent improvements that have been made on Kissel trucks and these new features are being brought out on all models now coming through the factory.

Improved Radiator

Perhaps the most notable change is the new radiator which has met with approval by all Kissel distributors who have received models equipped with it. The new radiator is of the cast iron shell type with tubular core and continuous fins. This construction provides for easy repairing as the radiator can be disassembled and tubes repaired or replaced very rapidly. In case of accident to the radiator, new sections can be installed without replacing the entire radiator.

The continuous fin type of radiator core is the outgrowth of thorough tests and trials, and it is the opinion of engineers that this type more

closely approaches radiator perfection than any other type.

It must be remembered that the design of the radiator is for the purpose of cooling a certain quantity of water rather than to heat a given volume of air, and for this reason free air passage is essential.

The continuous fin as used in this new radiator allows for the maximum amount of air to pass between the water tubes. The horizontal fin and the vertical tubes unite and offer resistance to blows and shocks, which are bound to occur in a motor truck.

With light weight and great resistance to strains and shocks, its rigidity, strength, ease of repair, excellent cooling capacity and pleasing

appearance make this the ideal radiator for Kissel trucks.

This radiator is hung on a special cradle with the springs above and not below. It has a large filler spout and the different sections of the shell are so arranged as to be easily taken apart.

High Efficiency Fan

When making a change in our radiator design, we at the same time designed a fan bracket which is fastened direct to the crank case allowing more easy adjustment of the tensions of the fan belt by simply raising or lowering the fan itself on its spindle. The fan is of the highest efficiency type employing 4 blades in place of 6 insuring larger capacity for moving air. It has a diameter of 20 inches, but being driven by a 2 inch belt you may be sure that it will keep moving.

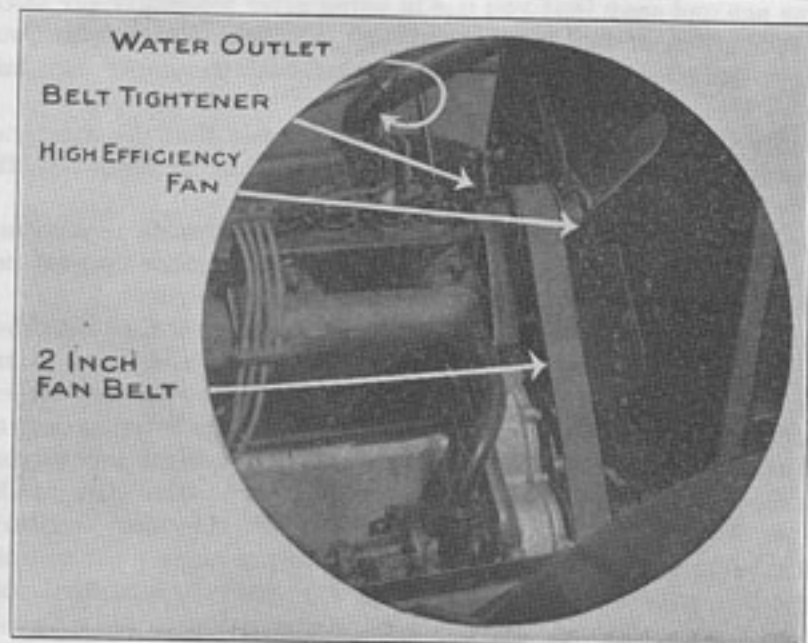
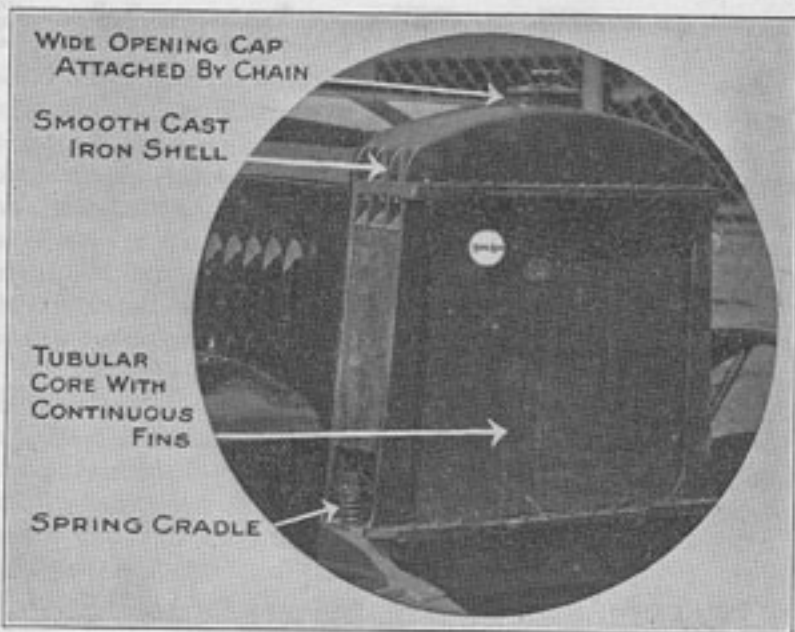
Perhaps there is nothing more exasperating than a troublesome fan belt because it is usually considered as a nuisance at best and when it jumps off or breaks while a truck is on the road the driver usually attempts a temporary repair which usually winds up with driving home without the fan in operation with results not necessary to mention here.

Change of Wheel Diameter

About the time we were preparing specifications for this year's production of trucks, it was reported that 34" solid tires would be ruled out of the list of sizes, and we therefore changed to a 36", so that in the event that this ruling was made effective, truck owners would not be confronted with the possibility of having obsolete sizes to contend with.

While this ruling has not been made effective, still we believe that the change to 36" is an improvement from an engineering standpoint.

A larger wheel offers less resistance than a smaller one. It gives



more clearance under the axle, and distributes tire wear over a greater area.

On our General Utility model, both front and rear were changed from 34" diameter to 36" and the front wheels of the Freighter model were changed in a like manner, as the rear has always been 36".

In order to compensate for the larger driving wheels on the General Utility model we have adopted a gear ratio of 7.8 to 1 in this axle.

In order to give the General Utility truck more hill climbing ability in low gear, the ratio of this has been changed to 3.66 to 1, in place of 3 to 1. This gives more power on low and practically the same speed on direct.

On the General Utility truck a bumper has been added, which was only furnished as special equipment. This is now standard on the Utility, Freighter, Heavy Duty and the 5-ton or Goliath model.

FIRE THESE STATISTICS AT YOUR FARM PROSPECTS

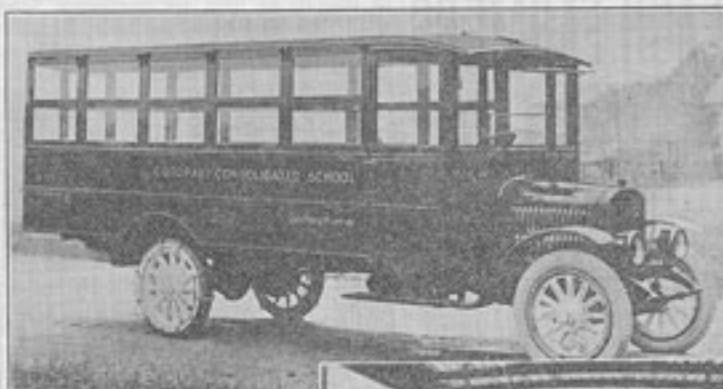
According to statistics of the Department of Agriculture covering investigation on a great many farms during the year 1918, the average motor truck hauls for farms from shipping to selling points was 11.3 miles and the wagon haul 9 miles. But the motor truck on its 11.3 mile trip made an average of 3.4 round trips per day, while wagons and teams on a shorter haul made an average of 1.2 round trips per day. The same investigation shows that it cost 30c a ton a mile to haul wheat by wagon in 1918 and that the same ton of wheat could be hauled a mile on an average by motor truck for only 15c. The same investigation shows that it cost 33c to haul a ton of corn a mile by team and wagon and the same ton of corn could have been hauled by motor truck for 15c.

Other figures are that the average farm truck used in 1918 had a capacity of from 1 to 2 ton, this capacity sometimes being increased by the use of trailers. For the United States as a whole, the average wagon load of wheat in 1906 was 55 bushels and in 1918 was 56 bushels, while the average motor truck load of wheat in 1918 was 84 bushels. Thus the truck was not only making nearly 3 times as many trips on 20 percent longer hauls, but was carrying a 50% bigger load each trip.

SPECIAL NOTICE

The name of the Kissel 5-ton truck is "The Goliath." The former name "The Dreadnaught" has been dropped as we found that this name had been adopted by another truck manufacturer before us. So please change your records and literature accordingly. "The Goliath" signifies massiveness, strength, brute force—all of which are typified in the performance, stamina and service this 5-ton masterpiece gives at all times.

MOTORIZING THE PUBLIC SCHOOLS



Interior and Exterior view of the Kissel school bus.



GREAT DEMAND FOR KISSEL SCHOOL BUSES

Indications in the suburban and agricultural districts in practically all sections of the country, point to the popularity of consolidating schools, which necessitates the school boards providing some means of conveyance for the pupils. The Denver Kissel distributor has been giving considerable attention to this field of motor school busses and he has found that the trend of the times is to consolidate the rural schools, thereby giving pupils the benefit of higher courses of study and better teachers as the consolidation permits increased teaching facilities without a corresponding increase in overhead.

They have found that the distances school children have to make in order to attend a consolidated school are, as a rule, pretty long and the result is that the school board has found it necessary to install school busses to haul the children back and forth from their homes.

In the Colorado territory, the Kissel distributor last year sold, with very little effort, 5 school busses having the bodies made in Denver. They mounted them on the Kissel General Utility Truck.

As they wrote the factory recently, "we are going after this business unusually strong this year. We feel that there is a sale for 25 and possibly 40 of these trucks in the Colorado territory and we are planning to get in touch with the different

school boards and plug hard for Kissel trucks. We believe that the Kissel General Utility is the ideal truck for this purpose, unless an unusually long body is desired in which case the Kissel Freighter, next in size, would easily accommodate it.

The size of the truck of course will depend on the length of the route and the number to be carried but ordinarily our General Utility model will meet with favor in most cases and will be large enough for about 40 children.

This model could be equipped with 35x5 front and 38x7 pneumatic cord tires and in order to keep the proper balance with the long passenger car body, which is usually mounted, it will be necessary to lengthen the wheel base of this size truck, which can be done up to a maximum of 173 inches on a standard frame.

Every Kissel distributor should investigate this truck market. It is a very easy matter to secure a list of the members of the school boards in your territory. Put a salesman in charge of this business, making it his duty to call on each member of the school board presenting Kissel General Utility models as the logical ones for them to purchase in building school busses. Should you desire photographs of school busses mounted on Kissel trucks, we are sure that the Miller Ray Motor Co. Kissel distributors for Colorado and Wyoming with main offices at Denver, will be glad to send you a set of their motor busses both exterior and interior views at cost.

A SALES IDEA TO REACH FARMERS

EVIDENCE PROVES THAT FARMERS ARE BUYING TRUCKS

Get After Farm Prospects in Your Territory

Farmers are buying more trucks this year and will next year than in all the years past. They simply have to do it. Farming has now become a business and is being conducted on a business basis.

Just as it is necessary for the farmer to employ the different agricultural implements that save labor and time as well as double the planting and harvesting of his acres, so it has become necessary for him to apply efficiency in delivering the results of his efforts, saving time and labor in getting his produce from the farm to city points.

There are two divisions of farmers to consider—those who can buy, and those who cannot buy.

The most efficient and economical way to reach the first class is to go after dealers who, because of the nature of their business, know thoroughly the farmers who can buy trucks. These are the dealers who in years past have supplied the farmers in their trade with plows, threshing machines and all other agricultural implements. These years of doing business with farmers have given them a good insight into the needs and desires of farmers. They know the farmer's business from A to Z. They know the equipment he must have. These are the dealers that have the sales ability to prove to their clientele why they should buy trucks, because they know the farmer's business nearly as well as the farmer himself.

The one big thing that the agricultural dealer does not know are the big features that make the Kissel trucks the logical trucks that farmers in their sales area should own. These dealers do not need any help on why trucks should be presented to the farmer, they know that, but what they should have are the sales points of the particular line of trucks they represent.

In most every Kissel distributor's territory there are quite a number of agricultural sections. These sections as a rule are built around or near a township from whence farmers purchase their supplies. These townships are generally small groups of buildings with a population of from 800 to 1500, with general merchandise stores, drug stores, banks, gro-

cery stores, etc., and a number of farm implement and hardware stores.

Every Kissel distributor should get in touch, at first by correspondence, with the different dealers handling farm implements. There isn't any reason why they should not carry a line of motor trucks suitable for farm use, any more than a line of implements. This does not mean that the dealer must stock up with three or four models, but it would be advisable for him to have at least one model of the right size which his experience has proven will be the most adaptable to the farmers' requirements. In addition he should be supplied with catalogs, specifications, and other literature which will enable him to talk intelligently with farmers who may want other models than the ones he is displaying.

THESE FARMERS FORM OWN MOTOR EXPRESS

That a motor express company operated by farmers can be successful, thereby proving a good sales hint for sales managers of any distributor as well as containing excellent sales talk, is proven in the case of the Hartford County Maryland Farmers Co-operative Association for handling their own hauling. This association has been capitalized at \$5,000; 200 shares of stock having been sold at par value of \$25 each.

As a starter a four ton truck was purchased for hauling milk, cream and other produce to the city and on the return trip carrying food supplies and a general line of merchandise back to the farmers. An office room was hired in the city in charge of a clerk, and as soon as the traffic was on the way a central receiving station was established for the centralization of goods which were to be returned to farmers.

No attempt was made by the association to make money. The rates were made with the view to pay expenses, providing for depreciation and accumulating a surplus to be used as a working capital. The rate on goods is classified as first class and includes apples, axle grease, baskets, butter, buckets, buckwheat, barley, empty barrels, blankets, blacking, coffee, cabbages, cantaloupe, fish, groceries, hardware, dressed hogs, harness, iron, molasses, machinery under 400 lbs., notions, oils, oranges, potatoes, dressed poultry, auto tires, stoves, vegetables and automobiles, auto trucks, buggy and wagon wheels, at 15c a hundred weight, while second class articles such as axes are hauled for 12c a hundred lbs.

Calves are transported to market for 50c a piece while live cattle and hogs are handled at 50c a hundred weight. It costs 25c a coop to ship chickens, while cream and milk are hauled at 2½ cents a gallon, the empty cans being returned without charge.

LIST PRICE OF EXTRAS

The following prices are in effect on extras for trucks. All of these prices are list and carry the same discount as the trucks. We reserve the right to change these prices without notice when fluctuations make it necessary.

Prices for extras most frequently called for—

Standard Open Cab (when furnished extra)	\$150.00
Standard Closed Cab (when furnished extra)	200.00
Cab enclosures	50.00
Windshield only	22.50
Longer frame and wheel base	75.00
Special wheel base on standard frame	50.00
Painting (chassis only)	50.00
Standard body and chassis painted	200.00
Electric Starter and Lights	150.00
Gas lights and tank	50.00
Special fenders	50.00
Round radiator hood	100.00
Hubodometer	25.00
Speedometer	25.00
Bumper	20.00
6 Cylinder motor	150.00
4-36 Motor in Utility	100.00

Pneumatic Tire Equipment

Pneumatic tires on the new General Delivery truck will be 34x4½ Fabric. Cord tires can be furnished at \$60.00 list extra. The oversize, 35"x5", on this would be \$100.00 list for the Cord tires. On the General Utility we can furnish 35"x5" Cord front at \$65.00 extra and 38"x7" rear at \$270.00 extra or a total of \$335.00 for the complete equipment. On the Freighter 36"x6" front are \$190.00 and 40"x8" rear are \$290.00, or \$480.00 for the complete equipment.

These prices have been figured very closely on the actual difference in cost of the tires and adding for the rim equipment, special wheels, etc., and deducting for the solid tire not used. We have compared these prices with others on the same equipment and find that these are practically the same, although some manufacturers quote net prices, while we quote them list. The latter, we believe, is the proper way to handle it.

During 1918, 128 out of 227 cities having more than 30,000 inhabitants maintained a municipal market. This development is due largely to the travel facilities the motor car and truck afford the farmer in bringing his produce to town.

This is a sales idea for Kissel truck dealers. Start a municipal market in your city and in every town in your territory, then get busy with the farmers and point out that with the aid of a Kissel truck they can display larger and fresher loads of produce.

KISSEL PASSENGER CAR PAGE

YOUR CLOSED CAR
REQUIREMENTS

SEND IN BY RETURN MAIL

Distributors' Schedules Wanted
Immediately

In starting production of the new Custom-built closed models for this Fall and Winter, it is necessary that we have an estimate from you as to what your requirements will be.

There will be a big shortage of these new Kissel Custom-built closed jobs even though we expect to run an immense production during September, October, November, December and January, starting some deliveries as early as the latter part of July and August.

It is therefore necessary that we have conservative figures from you right now and in sending them in we ask you not to make a wild guess at a large quantity, figuring that you can cancel later. Please base your figures on a careful computation of what you think your requirements will be. After we check them over we will ask you later for bona fide orders to cover them.

The styles of the new Custom-built models will be as follows—

- A—Four passenger Coupe of the very latest up-to-date square line design, all windows except the rear dropping to the full opening. This body will have more room than perhaps any coupe on the market up to date. The seat opposite the driver will be of the folding type to clear the opening of the door, but will be of large size and very comfortable, and will be the regular folding seat. The rear seats will accommodate most comfortably two people. The general design is low and racy.
- B—Seven passenger Custom-built Staggered-Door Sedan. First deliveries will start in July. This model will have the detachable top and will be strictly All-Year style, duplicating the present run of staggered door sedans.
- C—Four door Six Passenger Sedan of the same general square line type as the Coupe, with comfortable room for six passengers. The square line design plus the necessity of having the rear windows drop the full length necessitates the narrower rear seat. The general design is low and rakish. We propose this model to have divided front

PRICES OF THE NEW KISSEL CUSTOM-BUILT SIX

(F. O. B. Factory)

7 Passenger Open Touring	\$2250
Custom-built 4-Passenger Tourster	2750
Custom-built 2-Passenger Speedster	2750
Custom-built 7-Passenger Touring	2750
Custom-built Staggered Door Sedan	2750
Spanish Leather	\$ 50.00 extra
Plush Materials	100.00 extra
Tapestry	125.00 extra

PRICES OF KISSEL MOTOR TRUCKS

(F. O. B. Factory)

General Delivery
General Utility	\$2275
Freighter	2975
Heavy Duty	3975
Goliath	4785

seats with the folding seats folding into the rear of the front seats the same as the 7-passenger open car.

D—Four door Four Passenger Sedan. This is the same as the 6-passenger, except with a straight front seat without the extra seats and has the drop glass partition between the front and rear seats. This enables closing up the rear from the front making it answer the purpose of a Limousine or even a Town car.

E—A 2 or 3-passenger Cabriolet. This model permits the folding back of the top with a stationary glass front, especially designed for doctors or the man who is able to have a model of this kind for his own personal use. This particular model on account of the demand for such models varying in the different sections, will only be built according to specified orders that are sent in at this time and not later. We will not run a single job over the orders sent in as it will not be scheduled regularly.

We cannot give you the list prices at this time, but can add that they will be quality jobs with every detail right up to the last minute and expect to have the prices in keeping with any competitor's of similar quality and class. Therefore the price should be a secondary matter.

With the above information, kindly notify us immediately how many of the above models you will need each month. On receipt of this we will check this over with other specifications and will write you further asking you to cover same with your regular orders and order numbers.

It is needless to say that the new closed jobs will be mounted on the Custom-built chassis, with the new custom-built motor equipped with the new oiling system and other improvements that have been published

in preceding issues of The Kisselgraph. We know that when you see those closed jobs you will agree with us that for quality, style, completeness and up-to-dateness, there is nothing on the market that can touch them.

WHAT IS YOUR TOP MATERIAL PREFERENCE?

Several weeks ago we wrote Kissel dealers and distributors asking them to state which they preferred for their choice of material for Custom-built models—genuine Pantasote top or the imported top material that we have been using. There has been so many requests for both materials that we are prompted to use this means to get the wishes of the majority of the distributors as we want to use one certain kind.

If you have not sent in your preference by this time kindly do so at once, stating whether it is your wish or not to have a genuine Pantasote top or continue equipping these tops with light colored material, the same as we have been using in the past. By sending in your desires promptly you will aid us in deciding which top material is the preference of the majority. Please do not disappoint us.

"Build the road to carry the load. Make the highway feed the railway."
—William C. Redfield, Secretary of Commerce.

"Build now—Money spent wisely for Good Roads will come back because the roads will bring it back."
—W. B. Wilson, Secretary U. S. Dept. of Labor.

"Build now Good Roads and see how quickly Good Times will roll down those roads."
—W. B. Wilson, U. S. Dept. of Labor.

"Build now—You can notice the earmarks of Prosperity along Good Roads."
—W. B. Wilson, Secretary U. S. Dept. of Labor.

HOW DAYTON SELLS KISSEL TRUCKS

SYSTEMATIC CAMPAIGN TO SECURE PROSPECTS

The Essential Point to the Average Sale

Here's how W. C. Littleton, Pres. and Gen. Mgr. Consolidated Auto Co. Dayton, Ohio, Kissel distributors, is breaking the record for truck sales in his territory.

"We consider motor truck sales as an essential part of an automobile Distributor's business, and we conduct our Truck Sales Department as a distinct and separate division of our organization.

Our Truck Sales Manager has charge of all truck sales, both wholesale and retail, and we furnish him with a schedule specifying a certain number of trucks to be sold each week during the entire season, and we hold him responsible for the sale and delivery of trucks according to the schedule. He is authorized to employ salesmen for retail work and also to cover the territory. At the present time, we are working practically all our territory direct, as very few dealers in the smaller towns will give trucks proper representation.

We secure our prospects from three sources:

First: By advertising extensively in our local newspapers.

Second: By calling on Kissel truck owners at regular intervals.

Third: By employing a junior salesman whose work consists of calling upon every possible prospective purchaser in the city, leaving literature and, if possible, making an appointment for the senior salesman. We pay him a nominal salary and the truck salesman allow him one-fourth of their commission on each sale made to a prospect turned in by him.

We follow up our prospects with literature and letters from this office and, also, forward their names to the manufacturer with instructions to mail literature and personal letters direct to the prospect.

We do not believe that a large amount of data is required in selling the average purchaser, and our salesmen are instructed not to talk mechanical points unless it is absolutely necessary.

We believe that there are only three essential points to be considered in the average sale.

First: The experience, responsibility and integrity of the manufacturer. When the salesman succeeds in selling a prospect on the manufacturer we consider that the battle is half

over.

Second: The past record of the truck with other users. We supply our salesmen with lists of owners; not only local users, but also a few representative outside concerns in each line of business. By convincing the prospect that the truck has made good in his particular line of business with other prominent concerns, we find that it is seldom necessary to go into details relative to mechanical construction as the purchaser really does not care about the dimensions of the motor, axle shafts, bearings, etc., provided that you can convince him that the truck will meet all his requirements and will stand up under hard service for a satisfactory period of time.

Third: This is really the most essential point to be considered by a prospect, although some of them do not seem to realize it. The best of trucks require attention and repairs, and the truck distributor should be in a position to render immediate service at all times. To do this, it is necessary to carry a complete stock of parts and often times the salesman closes by taking the prospect in the stock room and convincing him that one really is prepared to render immediate service.

The following clause is a part of our Sales Agreement and we believe that it is often the means of getting the name on the dotted line:

"All new motor trucks sold by us are warranted by the manufacturer against defective material and workmanship, a copy of said Warranty being printed on this Agreement, and we further agree that if any part, or parts of the truck sold under this Agreement shall prove defective during the continuance of the manufacturer's warranty, we will replace said parts within twenty-four hours after being notified by the purchaser or furnish a truck to use without charge until the repairs are completed."

This agreement gives the purchaser absolute assurance that there will be no delays in his transportation schedule, and by backing up this Agreement, we are able to keep our owners so well satisfied that they furnish us with names of prospects and, also, we have no hesitancy in referring prospects to our present users.

We find that if the truck salesman really convinces the prospect on the three points mentioned above, there are no further arguments necessary and he has no difficulty in getting the order.

While it is sometimes necessary to figure up operating costs to a prospect who has never used truck equipment, yet we find that 90% of the prospects turned into our office are already sold on motor truck transportation and it is merely a question of causing them to decide in favor of Kissel equipment.

Our experience has proven that our Truck Sales Department is a profitable division of our business and

PNEUMATIC TIRES ON MOTOR TRUCKS

ADVANTAGES ARE NUMEROUS, GIVE ADDED ECONOMY, BETTER SERVICE

There is much to be said in favor of pneumatic tires on motor trucks, and proof that such equipment is economical and efficient is seen in the fact that a large percentage of trucks are being ordered with pneumatic equipment.

Trucks equipped with these tires give less trouble and less come back for service than with solids. Although the first cost sometimes appears excessive, yet this is more than saved in service alone, and the truck is enabled to do a greater amount of work, as its minimum speed is increased on pneumatics. In other words it is not necessary to slow down for crossings or slight obstructions in the road. Trucks will go over these places on pneumatic tires at practically the same speed as solid tire truck is travelling at its very best, on smooth places.

Pneumatic tires are a most decided advantage in soft places, sand or mud, as they will not sink in like a solid tire, and will give a much greater amount of traction because not only the outer edge of the tire takes hold, but also the sides, keeping a complete half-circle in contact with the road. The case of a solid tire would give but a few inches of straight solid surface.

It is said that the trucks can in almost every instance be pulled out of a hole by allowing about half of the air to escape from the tire so that it will flatten out, and give the truck the maximum amount of traction. This is important for you to remember and pass on to truck users and drivers. Tell them that in case of getting into a mud hole not to spin the wheels, as this only sinks it in deeper, but to deflate the tires partly (if they are pneumatic,) and placing the transmission in low speed, creep slowly. This will in many cases avoid being pulled out. If the truck is equipped with solid tires the same rule holds good, without the advantage of the traction that the pneumatics will give you. On another page we give the additional list prices for pneumatic equipment on the different models. These are figured as extra list prices, and deduction has already been made for standard tires not used.

we are well pleased with the results obtained by handling sales as outlined above.

"FORGET THE NEW PRICES"

WHERE THERE IS QUALITY—
PRICE IS SECOND CON-
SIDERATION

In instructing his salesmen regarding the recent increase in prices on Kissel passenger cars, R. W. Craig, Sales Manager of the C. J. Dutton Automotive Co., Omaha Kissel distributors, said:

The list price of the Kissel Custom-built Six beginning today, will be \$2750 factory or \$2950 Omaha. The Custom-built 7 passenger car will list at \$2250 factory or \$2425 Omaha.

You must not, for a moment, allow yourself to think this slight increase will mean the loss of a single sale. It will not. If you properly sell the quality of your car the price will be a secondary consideration. The Kissel is a real value and you can easily convince your prospect of this fact.

The Kissels have never attempted to build a car on the competitive price basis. If they were building a competitive car it would undoubtedly bear the weaknesses that we know exist in cars that are built to a price.

Personally, I always feel more of a man when I am talking quality rather than price to a prospect. There is something about a well made, quality product which commands respect, and when you can make a customer respect your merchandise you have won a big part of the battle.

Did you ever hear a competitive salesman crying because his car was priced higher than some others? Not on your life. They believe their car would be reasonable at any price. They are quality salesmen and hold their heads up every minute.

Before the war the Packard Twin-Six sold for \$3200. Today it sells for \$5600. Yet today the Packard salesman has more pep than ever. He has so much faith in his car that price is forgotten.

I tell you that unless the salesman has unshaken confidence in his line, has faith in the organization behind him, he is butting up against a stone wall. Faith, and the will "to do" tell the whole story.

You know there is not another car on the market that will stand more use or abuse than the Kissel. It is built for long life and it makes good.

So let's forget the raise in price. Go ahead as though the price was always what it now is. Make your prospect want a Kissel bad enough and he too will forget the price.

AN INCREASE IN TRUCKING COMPANIES

In 1918, sixty-one Trucking Companies were organized in the State of Iowa, which operated approximately 187 trucks on regular schedules, hauling freight and express from the city and farm produce on return trips.

The total daily tonnage was 57 ton for which revenue was collected and tax paid, making a total tonnage for the year of 172,000 tons or 8610 carloads or 3344 trainloads. Each of the 187 trucks averaged 17 miles per day a daily mileage of 13,090 miles, or 3,927,000 miles covered annually.

In 1918 trucks hauled to the packing houses in Iowa, 225,000 head of hogs, 23,480 head of cattle, 61,452 head of sheep amounting to 6250 cars or 250 trainloads or 35,003 truck loads of live stock hauled and averaging 35 miles per truck. This would give a total mileage loaded of 1,256,000,605 miles or for the round trip, 2,513,410 miles of highway covered by trucks hauling such livestock.

RURAL MOTOR EXPRESS ROUTES BENEFIT DEALERS

If you have been believing that the only benefit to be derived from the development of rural express is that of the sale of trucks, remember that the sale of a few trucks is merely incidental as the real gain is that to the community, providing transportation for necessary products and household necessities—giving the farmer a wider and more direct market making him more prosperous, and a more ready buyer of necessities and also luxuries. This will create renewed activity in local department and furniture stores, hardware merchants, etc.

They in turn would increase their activities and naturally become buyers on a larger scale. This increased purchasing will put more money in circulation, will create more business which in turn must be taken care of, and in this increased activity both the automobile and motor truck will get its share of the new business.

How Uninterrupted Transportation Came To Industrial America

By George A. Kissel

What Could You Expect To

"There is a limit to the amount of work that can be done by a man," says the author of the book "The Psychology of Man," and the same is true of the motor truck. It is not a question of how much work it can do, but of how much it can do without being worn out.

The motor truck is a machine that is built to do a certain amount of work. It is not a question of how much work it can do, but of how much it can do without being worn out.

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The ability to properly select and maintain the greatest benefit in design is found in all Kissel motor trucks.

The "General Utility" has a chassis capable of handling loads of 10,000 lbs. It is built to carry a load of 10,000 lbs. It is built to carry a load of 10,000 lbs.

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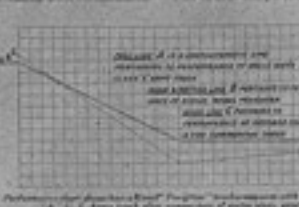
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The All Four Cab in Kissel Truck



The All Four Cab in Kissel Truck

ONE OF THE KISSEL SATURDAY EVENING POST ADS

KISSEL AUTOMATIC DUMP BODIES

THE 1919 SUMMER CONSTRUCTION WORK IS NOW UNDER WAY

Increased Building Activities Open Big Truck Market

It is estimated that there will be more building, construction and improvement work started this year than in the history of the country. This will call for an unusual number of motor trucks equipped with dump bodies for hauling gravel, dirt and loose material of all kinds. Now is the time to get after this business with Kissel truck chassis equipped with automatic dump bodies. These models are steel truck bodies with hydraulic hoists and are mounted on the "Freighter," "Heavy Duty" and "Goliath" models. The prices are as follows—

On the "Freighter," 2 yard body with hydraulic hoist mounted complete, \$650.00 list.

On the "Heavy Duty," 3 1/2 yard body and hoist complete \$725.00 list.

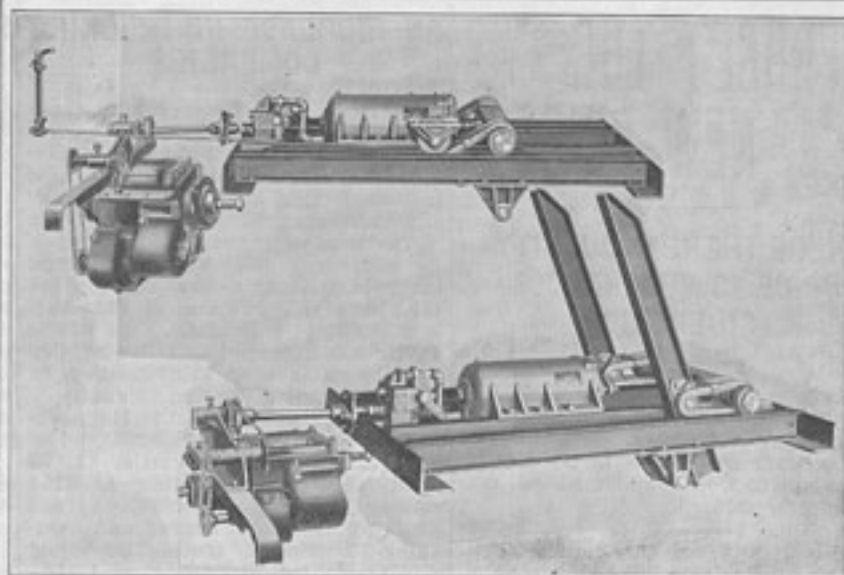
On the "Goliath," 4 1/2 yard body and hydraulic hoist, \$775.00 list.

These bodies are heavy sheet steel, well constructed and provided with automatic end gates. The hoist is of the automatic hydraulic type lying on the frame beneath the body and operated by means of a power take-off on the transmission.

The bodies are made in a variety of types and sizes, the kind mostly used being the straight side steel body with end gates, hinged at the top. It is possible to secure this type of body with removable sides so that it can be used as a platform body. It is also made in wood with a steel lining, or the hoist and under structure can be purchased separately for mounting on any ordinary body.

Many improvements on the hydraulic hoist have been adopted and will in the future be used for all such installations. You will notice in the cut on this page that the installation of the cylinders and pump is changed and the cable is eliminated. The hoisting apparatus is now mounted as an assembled unit and can be lifted bodily from the truck chassis with very little work.

Power is taken from the transmission by means of a power take-off attached direct to the transmission case. This consists of a sliding gear controlled from the driver's seat by means of which the pump is started or stopped at will by simply shifting



Horizontal Hydraulic Hoist

Arranged with power take-off on amidship transmissions. Compact unit furnished on Kissel truck chassis with a variety of body types.

a lever in the driver's cab.

Means are provided for regulating the speed of the pump and for stopping it when the body has reached the limit of its incline.

A decided advantage of the horizontal hoist over the vertical type lies in the fact that it does not occupy any of the loading space of the truck, but allows the body to come within a few inches of the cab, whereas with the vertical type about 22 inches are occupied by the hoisting cylinders. This makes it necessary to have a deeper body for the same capacity also the vertical cylinder is objectionable when driving under chutes or overhead structure.

There is and will be a very strong demand for dump trucks this season on account of the vast amount of road building as well as public building and institution construction.

We would suggest having one of your trucks in stock equipped with body and hoist, preferably a "Heavy Duty" with a 3 1/2 yard body, which should prove a means of selling many of this type.

For special bodies it is necessary to quote special prices and the Truck Department is preparing a special folder showing all of these special types for the use of truck salesmen.

The standard type of steel body on the "Freighter" and "Heavy Duty" models are carried in stock at the factory. Special types can easily be secured in about two weeks time from the factory. It is believed that with the power take-off which we can now furnish and the new type of hoist, we have one of the most compact, serviceable hydraulic arrangements that has yet been developed and one that we know will meet with universal favor.

BODIES FOR KISSEL HEARSE, AMBULANCE, ETC.

Inquiries for special bodies to be used on the different truck models can best be taken care of by making arrangements with a local body builder when this is possible.

We are not in a position here at the factory to build special bodies at the present time, as our body building and wood working department is crowded with passenger car work, and an occasional job of this kind interferes too much with regular production.

As this is the case, it becomes necessary for us to have these bodies built for such dealers as are unable to secure them in their home towns. While we are perfectly willing to do this and assist in every way to get the desired results, yet you can easily see that it would be better economy and a saving of time to have these built for you locally, so that they can be under construction while the chassis is coming from the factory. This permits better loading in freight cars in less time and at less damage in transit.

Quite a number of Kissel truck distributors are getting up special advertising campaigns in the small town papers in their territory—those papers that chiefly circulate in the farming districts and we have started a series of farm ads for these distributors measuring 100 lines double column in width, illustrations showing Kissel trucks in use on the farm.

If you will write the advertising department here at the factory we will get you up a special farm campaign along the above lines.