KISSEL KAR
1912



The KisselKar for 1912



TO any one familiar with the history of the KisselKar, no more effective description can be given of the 1912 models than that they are worthy successors to the KisselKar models of 1911 and of previous years. We do not offer the KisselKar merely as a car good at the price, but we present the 1912 car as a maximum automobile value—a car as strikingly handsome, as superbly appointed, and as capable as any car that can be purchased at any price.

KISSEL MOTOR CAR CO.

HARTFORD WISCONSIN.

"EVERY INCH A CAR"

BEHIND any automobile, as vital factors in its service and economy, are the factory ideals and the factory facilities. The ideal behind the KisselKar is a car of balanced perfection—*each* part of highest quality of tested materials according to its special needs, and *every* part and detail *perfected* to the utmost accuracy of modern machinery and master workmen.

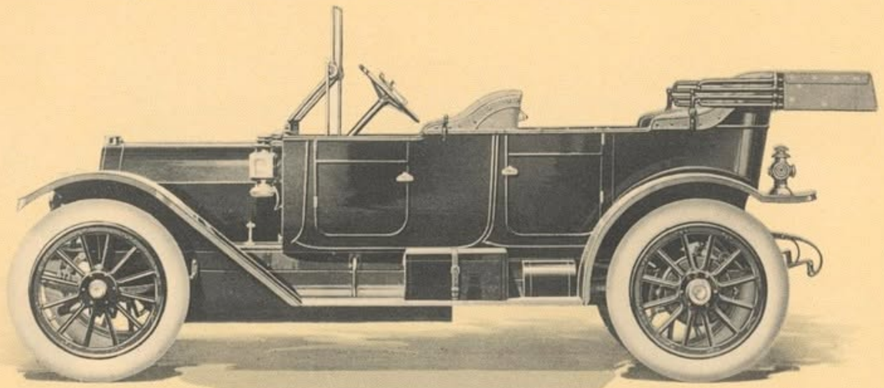
No factory in America is more adequately equipped to secure this uniform perfection. The KisselKar never fails in meeting this high standard. By a multiplied, counter-check inspection system every possibility of compromised quality in any part of a KisselKar is totally eliminated, and a KisselKar, complete as it leaves the factory, "tuned up," is representative of the highest type of scientific, standardized motor car construction—*every inch a car*—a complete realization of the highest factory ideal.

The complete *service* and satisfaction to the owner represented by roominess, grace of design, silence, comfort, permanence of finish, low maintenance and reliability, and every other element of motor car efficiency and luxury by which the KisselKars of past years have gained national prestige, are all maintained and accentuated in the models for 1912.

Kissel Motor Car Co.

Hartford **Wisconsin**



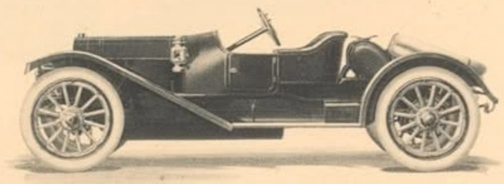


"FIFTY" TOURING

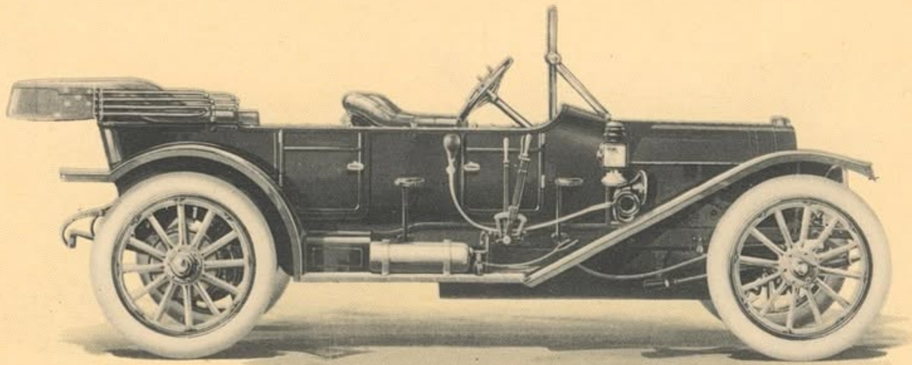
IT was a stock model of the KisselKar "Fifty" that accomplished last year's most sensational feat of record smashing, cutting nearly four hours off the Los Angeles-Phoenix record.

The fore-door touring "Fifty" shown above is essentially a car for general family use, and touring. The tonneau is exceedingly roomy for five passengers, and there is always room for one more, and plenty of storage space for the miscellaneous luggage incidental to tours. In design the body shows the desirable straight line effect secured by alignment of door tops and top of the hood from radiator to dash, which combines with the slope of the forward fenders to produce the rakish effect consistent with progressive body design.

The "Fifty," like all KisselKar models, except the "Thirty" and "Forty," is equipped with a four speed transmission, the direct drive speed for heavy roads and hills, and a geared up fourth speed that permits speed without racing the engine, thus eliminating excessive engine vibration. Like all KisselKar models it has foot accelerator with wide range of speeds to be secured merely by varying the pressure of the foot. The seats are deep, luxuriously upholstered and roomy—in appointments and finish it is a superb motor car.



"Fifty" Semi-Racer



"FIFTY" SEMI-TOURING

THE KisselKar Semi-touring body is unique with the KisselKar. It is at once an elaboration of the baby tonneau body and a modification of the touring body, combining the advantages of both. The dash compartment has the roominess that was characteristic of the baby tonneau, making the semi-touring body exceedingly roomy for four passengers and not overcrowded by five—a suitable car for extended touring, yet light enough to be handier than the touring car in runabout service. The wheel base of the "Fifty" for this weight body is exceptionally liberal, producing, with the 36x4½ inch wheels and tires, the extreme of riding comfort.

Specifications KisselKar "Fifty"

Motor—4-cylinder, 50 H. P. Bore, 4⅞. Stroke, 5.

Body—Five Passengers, Fore-Door, Touring.

Frame—Double Drop, extra heavy pressed steel, narrowed in front.

Axles—Front I beam drop forging; Rear, full floating type.

Brakes—Internal and External; 14x5 inch Drums.

Springs—Semi-elliptic Front; Three-quarter elliptic Rear; Vanadium Steel.

Wheels—36 inch universal demountable Rims (quick detachable).

Tires—36x4½, Front and Rear.

Wheel Base—124 inches.

Ignition—Imported Mea or Bosch Dual Magneto.

Transmission—Selective type; four speeds forward and reverse; F. & S. Annular Ball Bearings. Chrome Vanadium Gears.

Bearings—Timken Roller Bearings throughout, except transmission.

Color—Brewster green body with black gear, hood and fenders with light brewster green wheels. Other colors optional.

Equipment—Mohair or Pantasote Top and Cover, Glass Front, Gas Lamps (Black Enameled and Brass) and Prest-O-Lite Tank, Shock Absorbers, front and rear, Demountable Rims—one extra, Stewart & Clark Speedometer No. 11, Double tire irons, Solar black enameled and brass dash and tail Lamps, Robe Rail, Foot Rail, Horn, Jack, Pump, Kit of Tools and Tire Repair Outfit.

Price with complete equipment, $2350.

Semi-Touring

Same specifications as above except:

Color—KisselKar gray with gray stripes; other colors optional.

Semi-Racer

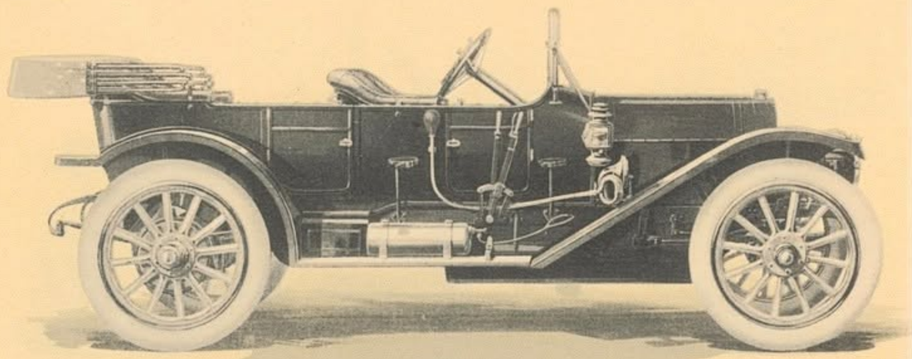
Same specifications as above except:

Body—Two Passengers, Fore-Door.

Color—Light red body; black gear, hood and fenders; light red wheels. Other colors optional.

Price with complete equipment, $2350.

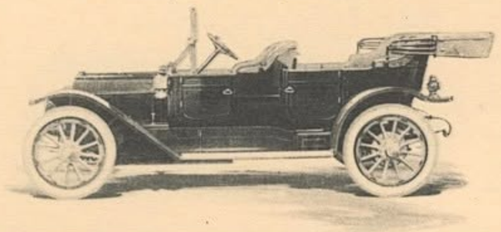
KisselKar prices include **complete**, Instead of the "regular" equipment. See page 17.



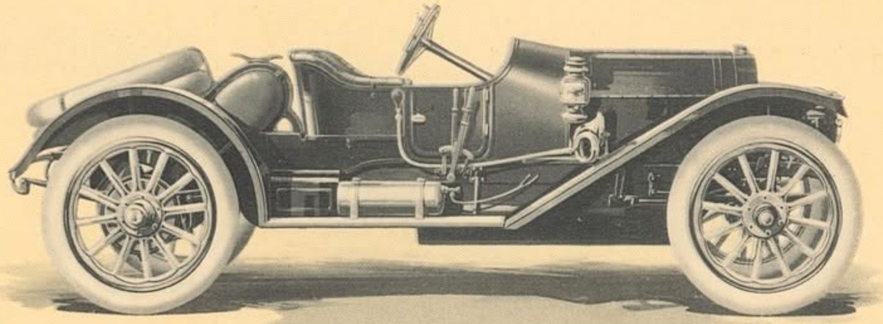
"THIRTY" SEMI-TOURING

ON the KisselKar "Thirty" chassis, the semi-touring body makes an extra capable, comfortable, and economical car, easy to crank, light to drive, suitable for runabout service or touring—the kind of car a lady can drive with ease, and a car of low operating cost and maintenance.

The road abilities of a well built "Thirty" are fully adequate for any touring demand. The same grade materials, the same workmanship and finish go into the KisselKar "Thirty" as go into the KisselKar "Fifty" or "Sixty." The "Thirty" is a lighter car, proportionately lighter powered, but by no means cheapened in materials or workmanship. It is decisively wiser for the purchaser in the market for a moderate priced automobile to select a car of this standard rather than a car that sells by reason of its low price. Not only will a car of this higher grade construction cost less in maintenance and afford the superior comfort and dependability essential to the pleasure of motoring, but when future needs may require a larger car, a high grade "Thirty" commands such a higher price in proportion to original price than do the cheap cars, that it is unwise to purchase anything of less quality and ability.



Detachable
Fore-door Touring



"THIRTY" SEMI-RACER

BECAUSE the KisselKar two passenger runabout is built on snappy, semi-racer lines, it must not be inferred that it is a car for racing purposes or constructed any less substantially or less comfortably than any other type of body or model. The KisselKar Semi-racer "Thirty" makes an exceptionally handy business runabout. The sturdy construction, economical motor, and light weight body result in an extremely low operative cost. The semi-racer design—low body with rakish fenders, is very effective and snappy. In runabout and business service no other type of body quite equals the adaptability and economy of the KisselKar semi-racer runabout.

Specifications KisselKar "Thirty"

Motor—4-cylinder, 30 H. P. Bore, 4¼. Stroke, 4¼.

Body—Five Passenger, Fore-Door, Semi-touring Car.

Frame—Double Drop; extra heavy pressed Steel, reinforced, narrowed in front.

Axles—Front I Beam Drop Forging; Rear, Full Floating type.

Brakes—Internal and External; 14x5 inch drums.

Springs—Semi-elliptic Front; Three-quarter elliptic Rear.

Wheels—34 inch; quick detachable Rims.

Tires—34x4, Front and Rear.

Wheel Base—116 inches.

Ignition—Imported Mea or Bosch Dual Magneto.

Transmission—Selective type; three speeds forward and reverse; F. & S. Annular Ball Bearings.

Bearings—Timken roller bearings throughout, except transmission.

Color—KisselKar gray with gray stripes; other colors optional.

Equipment—Mohair or Pantasote top and cover, Gas Lamps black enameled and Brass, and Prest-O-Lite Tank, Solar black enameled and brass dash and tail Lamps. Horn, Jack, Pump, Kit of Tools and Tire Repair Outfit.

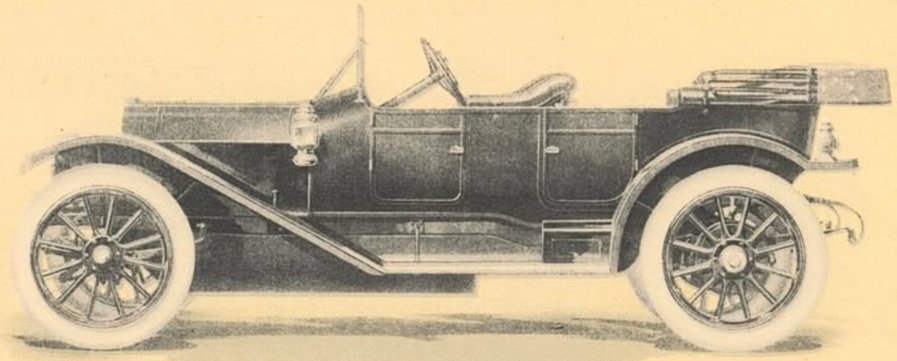
Price with above equipment, $1500.

Semi-Racer

Same specifications as above except:

Body—Two Passenger, Fore-Door.

Color—Light red body, black gear, hood and fenders, light red wheels. Other colors optional. **Price $1500.**



"FORTY" SEMI-TOURING

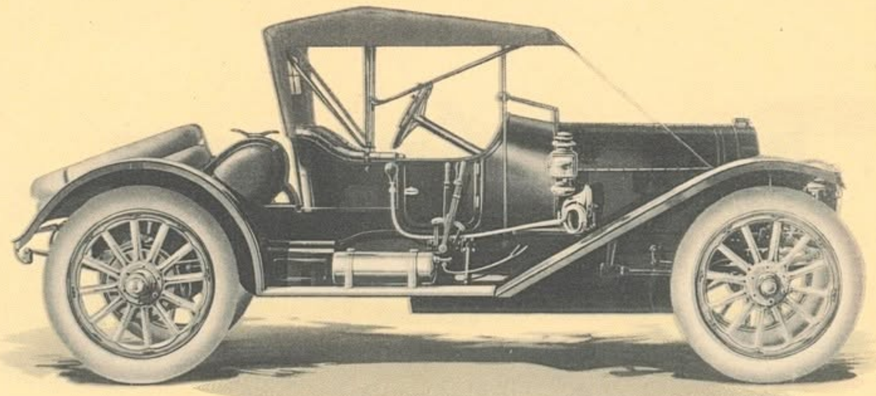
KISSEL KAR fore-door models are not merely regular open front bodies with doors attached, but strictly designed fore-door bodies. The semi-touring body has the attractive straight line effect. Emphatically rakish lines are achieved by the long, low effect of the body and the easy slope of the fenders.

The wheel base of the KisselKar "Forty" is liberal for this weight body, combining with the exceptional spring resiliency of the KisselKar and 35x4½ inch tires in producing car comfort decidedly above the average. The "Forty" horsepower motor well powers it for touring. The tonneau comfortably accommodates four and five passengers; the extra roominess of the dash compartment, in comparison with ordinary touring cars, makes day-long driving comfortable for the man at the wheel.

While suitable for extended touring, this lighter semi-touring body and "Forty" horsepower motor effect a tire and fuel economy that make the KisselKar "Forty" Semi-touring almost unmatched for all around service. Its finish, upholstering and appointments are up to the KisselKar standard, as luxurious and attractive as on the KisselKar "Fifty" or "Sixty."



Front View Touring



"FORTY" SEMI-RACER

MAKE no error regarding the mileage capabilities of the KisselKar "Forty" Semi-racer. The "Forty" Semi-racer is as capable a mileage maker as any "Sixty." Remember that the forty horsepower motor is propelling a body proportioned to its power. The KisselKar "Forty" is a top-notch road performer. Since it is the type of car usually employed in business service, it by no means applies that it is restricted to such service. No touring car exceeds its road abilities, its easy negotiation of hills or heavy roads. If two passenger capacity is sufficient, its range of utility is as great as a touring car, and at a lower cost, due to its lighter body, and consequent economy on tires and fuel.

Specifications KisselKar "Forty"

Motor—4-cylinder, 40 H. P. .Bore, 4½. Stroke, 4¾.

Body—Five Passengers, Fore Door, Semi-Touring.

Frame—Double Drop; Extra Heavy Pressed Steel, narrowed in front.

Axles—Front I Beam Drop Forging; Rear, full floating type.

Brakes—Internal and External; 14x5 inch Drums.

Springs—Semi-elliptic Front; Three-quarter elliptic Rear.

Wheels—34 inch; Universal Demountable Rims (Quick Detachable).

Tires—35x4½, Front and Rear.

Wheel Base—118 inches.

Ignition—Imported Mea or Bosch, Dual Magneto.

Transmission—Selective type; three speeds forward and reverse; F. & S. Annular Ball Bearings, Chrome Vanadium Gears.

Bearings—Timken roller bearings throughout, except transmission.

Color—KisselKar gray with gray stripes; other colors optional.

Equipment—Mohair or Pantasote Top and Cover, Glass Front, Gas Lamps (Black enameled, and brass), and Prest-O-Lite Tank, Shock Absorbers, front and rear, Demountable Rims—one extra, Stewart & Clark Speedometer No. 11, Double tire irons, Solar black enameled and brass dash and tail Lamps, Robe Rail, Foot Rail, Horn, Jack, Pump, Kit of Tools and Tire Repair Outfit.

Price with Complete equipment, $1850.

Semi-Racer

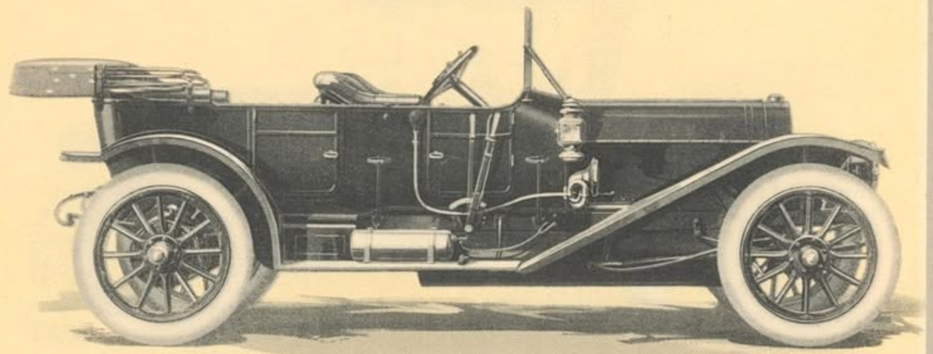
Same specifications as above except:

Body—Two Passengers, Fore-Door.

Color—Light red body; black gears, hood and fenders; light red wheels. Other colors optional.

Price with complete equipment, $1850.

KisselKar prices include complete, instead of the "regular" equipment. See page 17.

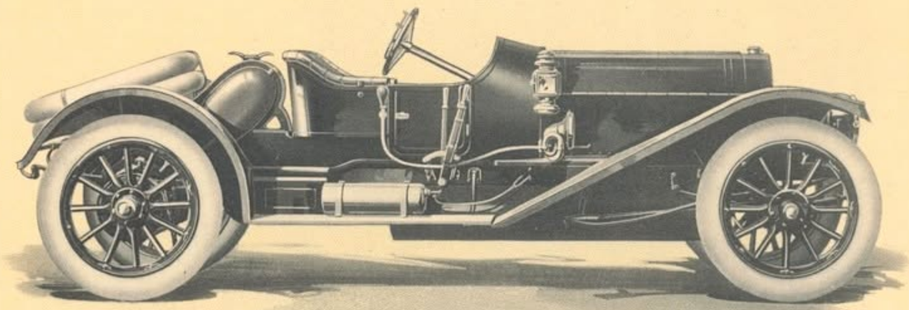


60 H. P. "SIX" SEMI-TOURING

THE supremacy of the "Six" is unapproached. Six cylinders mean a continuous power impulse that drives the car without engine vibration, which, combined with the generous wheel base, the superior spring resiliency, the roomy tonneau, and luxurious upholstery of the KisselKar, make the KisselKar sixty horsepower "Six" the car of superlative comfort.

In design, finish and appointments the KisselKar "Six" belongs to the aristocracy of automobiles to be recognized anywhere as the type of automobile selected by purchasers to whom the supremacy of the car and not the price is the main consideration. At the price—$3,000—fully equipped—the KisselKar "Six" is the conspicuous value in America. No other car its equal in horsepower, class and quality has ever been sold at near the price, yet we claim nothing exceptional in the production of this superb "Six" at this price. It is a possibility well within the range of any fully equipped manufacturer who chooses to base the selling price on the cost of production rather than on the purchasing power of a certain class of buyers.

Six cylinder cars universally are attaining the prestige they deserve as embracing the ultimate motor car comfort and luxury, and it is a conservative forecast that the popularity of the "Six" in the next few years will be even more firmly established than now.



60 H. P. "SIX" SEMI-RACER

BUT it is quality, not price, by which the KisselKar "Six Sixty" has achieved its nation-wide, signal success. The commodious seven passenger touring, the rakish two passenger semi-racer runabout, or the four and five passenger semi-touring—each in common with every KisselKar model represents the extreme refinements of design and construction—and in the mildness of the application of the sixty horsepower, in the modification of road shocks by the extremely generous wheel base, big 37x5 inch tires, and sensitive springs, the KisselKar 60 horsepower "Six" secures a buoyant, gliding, riding quality that gives keenest zest and exhilaration to the pleasure of motoring.

Specifications KisselKar 60 H. P. "Six"

Motor—6-cylinder, 60 H. P. Bore, 4½. Stroke, 4¾.

Body—Fore-Door Touring Car; Seven Passengers.

Frame—Double Drop; extra heavy pressed steel, narrowed in front.

Axles—Front I beam drop forging; Rear, full floating type.

Brakes—Internal and External; 14x5 inch Drums.

Springs—Semi-elliptic Front; Three-quarter elliptic Rear; Vanadium Steel.

Wheels—36 inch; Universal Demountable Rims (Quick Detachable).

Tires—37x5, Front and Rear.

Wheel Base—132 inches.

Ignition—Imported Mea or Bosch Dual Magneto.

Transmission—Selective type; four speeds forward and reverse; F. & S. Annular Ball Bearings. Chrome Vanadium Gears.

Bearings—Timken roller bearings throughout, except transmission.

Color—Brewster green body; black gear, hood and fenders with light brewster green wheels. Other colors optional.

Equipment—Mohair or Pantasote Top and Cover, Glass Front, Gas Lamps, Black enameled and brass and Prest-O-Lite Tank, Hartford Truffault Shock Absorbers, front and rear; Demountable Rims—one extra, Stewart & Clark Speedometer with clock, Double tire irons, Combination black enameled and brass electric Side and Tail Lamps with Storage Battery, Robe Rail, Foot Rail, Horn, Jack, Pump, Kit of Tools, Tire Repair Outfit.

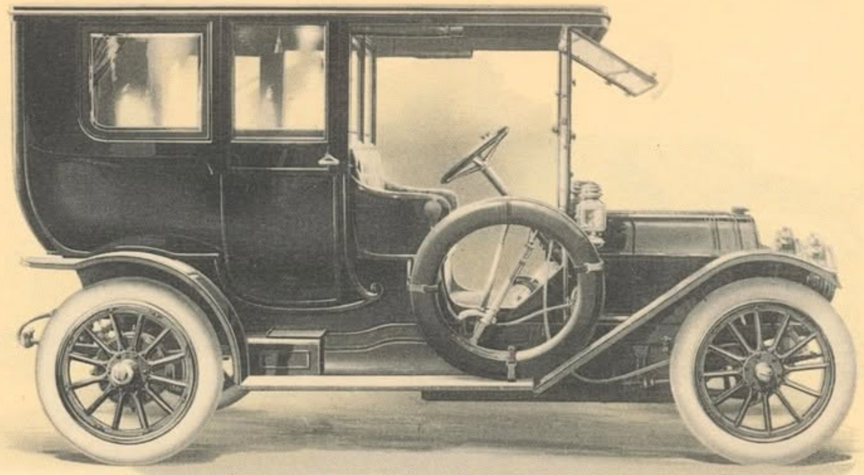
Price with complete equipment, $3000.

Semi-Touring Car

Same specifications as above except:
Color—KisselKar gray with gray stripes; other colors optional.

Semi-Racer

Same specifications as above except:
Body—Two Passengers, Fore-Door.
Color—Light red body; black gear, hood and fenders; light red wheels. Other colors optional.
Price with complete equipment, $3000.
KisselKar prices include **complete**, instead of the "regular" equipment. See page 17.



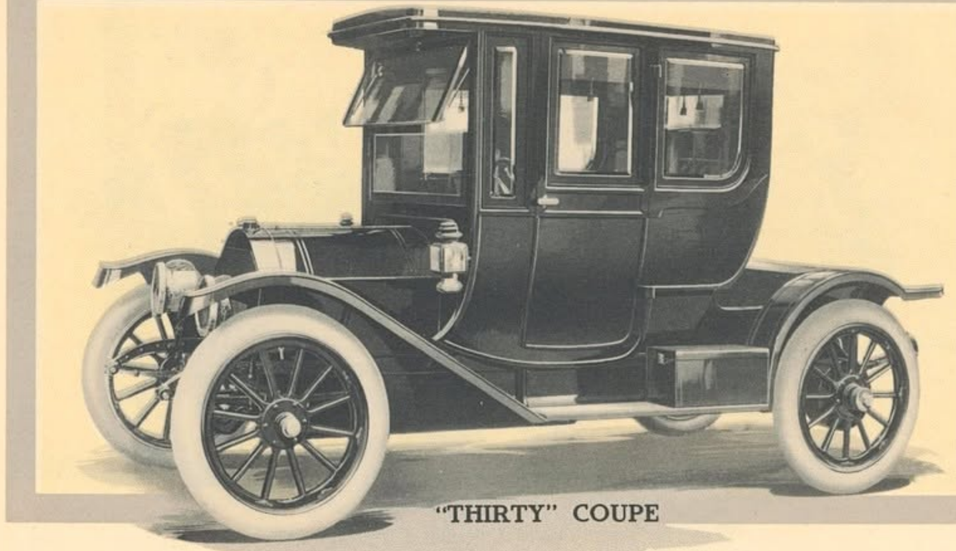
"FIFTY" LIMOUSINE

KISSEL KAR Limousine and Coupe bodies epitomize the ultimate luxury of motoring comfort—they are the very final standard of appointments and design. Symmetrical in every proportion, graceful in every curve and line, and superbly appointed, these cars are at once prepossessing, distinctive, and, without any misuse of the word—**aristocratic.**

They are the comfort cars of all seasons, all weathers. The occupants have to themselves a miniature drawing-room that moves silently and swiftly, the way cushioned by rubber and air, sensitive springs, shock absorbers and easy upholstering, while the confusion of city traffic or inclemency of weather are powerless to give discomfort.

The closed car takes the owner to and from business in the ease and comfort of his own home. It makes shopping for the ladies a pleasant diversion; the going to and from theater and social functions without inconvenience.

KisselKar closed bodies are designed and constructed with the keenest regard for the perfection and niceties of little things. The limousine is built either with open front as shown, or with driver's compartment completely enclosed. The finishing and upholstering are done by the most skilled workmen under supervision that makes each car an ideal product of their craftsmanship.



"THIRTY" COUPE

PARTICULARLY the KisselKar Coupe furnishes a combination car for social, pleasure, and business use. The professional or business man or woman, who finds it necessary to be out in bad weather, finds perfect comfort in this inside drive car, while it is as perfectly adaptable as the Limousine for theatre going and social use.

Both Limousine and Coupe bodies are completely appointed, with electric dome light, flower vase, umbrella holder, silk hat rack, card-case, ash tray, whisk broom and holder, speedometer, Yale door lock and the regular outside lighting equipment. The Limousine is furnished with buzzer and speaking tube to chauffer's seat. Upholstering is in best leather, with genuine gray hair, and piano wire springs; curtains are of best silk, wood trimmings of selected mahogany with piano finish.



Coupe "Thirty," fully equipped	$2100
Coupe "Forty," fully equipped	2300
Coupe "Fifty," fully equipped	2800
Coupe 60 H. P. "Six," fully equipped	3500
Limousine "Forty," fully equipped	2900
Limousine "Fifty," fully equipped	3550
Limousine 60 H. P. "Six," fully equipped	4200

Prices on Limousines include touring body interchangeable with limousine body. All KisselKar prices include complete instead of "regular" equipment. See page 17.



"The KisselKar that Smashed the Record"

IT was not a special racing car, but just a stripped KisselKar "Fifty" from the salesroom floor that won the most notable racing victory last year. It was a notable victory in more ways than one—first, because it defeated a big entry of the higher priced, representative American cars, and, second, because it accomplished a feat of record-smashing almost, if not altogether, without parallel in the history of road racing.

Considering the general speed abilities of motor cars for the last five or more years, isn't the smashing of any record by nearly four hours a sensational performance? Yet that was the feat of the KisselKar. With nearly half of its running time in darkness, the KisselKar "Fifty" trimmed three hours, fifty-four minutes and twenty-one seconds off the Los Angeles-Phoenix record—with a total running time of fifteen hours and forty-nine minutes for the four hundred and eighty-three miles. The course of this race is famously difficult, covering mountainous California grades and the heavy roads of the Arizona deserts. Such a race is not only a demonstration of motor ability, but of general car construction, tires, wheels, frame, springs, steering knuckles and every other part of the car. It was not so much speed that accomplished this sensational victory as it was the balanced, through and through KisselKar quality.



RIDE in a KisselKar—you will experience a riding quality different than you have found in average automobiles. Ride in **many** KisselKars and you will discover that the soft, buoyant running is a decided KisselKar characteristic, so different from the running of average cars, and found in so few of even the fancy priced cars, that it is KisselKar quality almost exclusively.

This easeful quality is the result and proof of correct mechanical design, liberal value and painstaking manufacture.

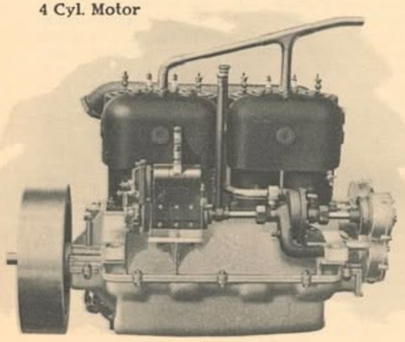
The body sits low between big wheels, securing the much desired rakish appearance, adding to comfort by modifying sidesway, and materially adding to stand-up quality by decreasing the leverage of strains.

Riding comfort is further dependent on adequate wheel base and resilient spring action, and both of these are embraced in the KisselKar to greater effectiveness than average. The KisselKar has extra liberal wheel base in proportion to horsepower, weight and capacity of each model, which modifies the unevenness of the road, provides for roomier tonneaus and the generous proportions and lines on which the KisselKar is built.

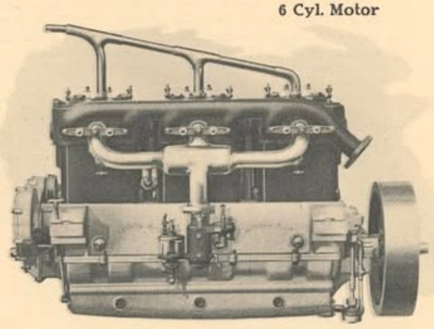
Realizing that the springs must take the brunt of use, and that no other part is so essential to comfort, or gives greater protection to the car as a whole, the most elaborate tests and highest engineering skill have been employed to design KisselKar springs of the materials, width and taper such as provide the utmost resiliency and staunchness, according to the weight and capacity of each model.

The resulting extra spring resiliency saves the car and occupants from road-vibration to a degree hardly equaled in any other car, which, with the roomy tonneau and comfortable upholstering, relieves day-long touring in a KisselKar of the fatigue due to road vibration. At the same time, it combines with the easy steering quality of the KisselKar, due to the extra big wheels and tires on each model, to make sustained driving free

4 Cyl. Motor



6 Cyl. Motor



from wrist strain and enjoyable for the person at the wheel.

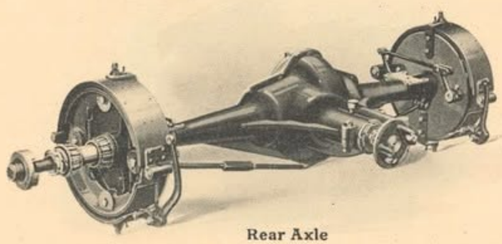
In the calculated strength of every part of the KisselKar an extreme allowance is made for strains far in excess of what the most strenuous motoring will bring to bear, which is an important factor of safety, and, of course, counts for low maintenance. The brakes have greater than average contact surfaces, every extra square inch giving that much more instantaneous and easier control of the car in emergencies.

The first-season motorist quickly gains full mastery of his KisselKar. The car's extraordinary responsiveness to the steering wheel, the easy shifting levers and wide range of speeds securable by a mere pressure of the foot on the foot accelerator, quickly give him confidence to drive in the heart of street traffic, while the simplicity and dependability of the motor enable him to declare his independence of garages, and tour as he fancies.

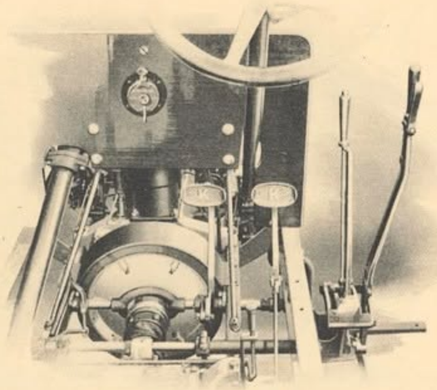
The motor is the simplest and the most economical of fuel designed. The self-contained oiler consists of a special tank from which oil is forced by a gear driven pump to every section. An oil level, allowing flow to be adjusted to meet automatically any condition, practically trouble-proofs the motor against the majority of motor troubles. No motor can be built with greater accuracy or mechanical refinement. While in ordinary practice motor parts are simply ground to size, the parts of KisselKar motors are first ground to size, and then each part is lapped by a specially designed lapping machine with the part with which it goes—the piston into the cylinder, piston rings into the grooves, etc. This construction makes perfection of fit absolute. All parts are weighed and carefully balanced, first the crankshaft separately, then with flywheel and connecting rods, thus securing the perfect balance that means smooth, quiet running and fullest utilization of power.

Transmission gears are of heat-treated chrome-vanadium steel, perfectly surfaced. The cone clutch is leather faced with adjustable springs under the leather totally eliminating the jerking in stopping or starting the car, and making the gear-shifting smooth and noiseless.

All this superior accuracy of workmanship and refinement of detail, while it is an important comfort factor, justifying the expression **"gliding car,"** often used to describe the ease and quietness of the KisselKar, accomplishes another important purpose. By minimizing vibration it adds to the stand-up ability, for vibration is not only the most fatiguing element in motoring, but the most destructive agency in an automobile, crystallizing the finest steel. Of course, every part of the KisselKar subject to crystallization or strain—steering knuckles, arms, shafts, levers, etc.—is made of chrome-vanadium steel, heat-treated after machining, and, so far as it is possible for steel to be, is crystallization-proof.



Rear Axle

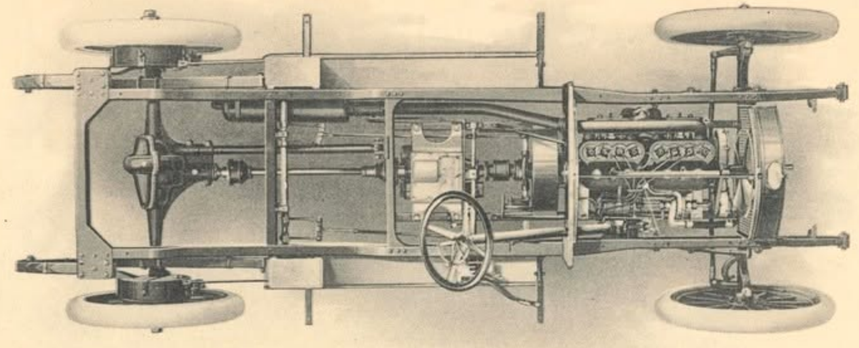


Dash and Control

Yet the minimizing of vibration through superior accuracy of workmanship, the extra resiliency of springs, the liberal wheel base and big wheels and tires must be counted as an important factor in the KisselKar's splendid record for low maintenance.

The same refinements that are characteristic of the KisselKar mechanically, apply to the body, upholstering and finish. We put permanence into the KisselKar's attractiveness. The door frames, instead of being built in four sections, with that many more joints to loosen by vibration, are made with one bending—and instead of the cheaper method of grooving the moulding in the metal, we use aluminum moulding, enabling us first to fasten the metal to the framework, and then fasten the moulding to both frame and metal. This construction does not loosen. All heel boards, door mouldings, dash boards, decks and door strips and mouldings for cushions are solid mahogany with piano finish. Upholstering is done by experienced, skilled men who use only the best leather, genuine gray hair and piano springs, and special care is exercised on each individual car to secure the utmost niceties of matching and workmanship. In the finish of the bodies twenty-six operations are employed to secure the glossy, lustrous, durable finish that keeps a KisselKar new-looking season after season.

The KisselKar is thoroughly standardized. Every part is made in the KisselKar factories which are fully equipped with foundry and forging departments, heat-treating ovens, oil furnaces, brass and aluminum foundries, plating, buffing, polishing, body-building and upholstering departments and every modern appliance for the economical production of the highest type standardized automobile. A system of multiplied, counter-check inspection of every part in every stage of production, from the analysis of material to the final assembly in the completed, tested car affords effective protection against compromised quality.



Chassis

The KisselKar is always strictly up to the advanced standards. If any new feature, because of its desirability and utility, promises to become standard, the KisselKar is among the first to adopt it, as, for instance, the four speed transmission in the higher powered models. This policy protects the KisselKar buyer against finding his car out of date and depreciated in value through the advance of standard in later models. Anything freakish or experimental, however, is rigorously avoided.

In every essential and primary principle the automobile may be said to be perfected. The year to year changes are practically restricted to alterations of design to conform with popular taste, as, for instance, the fore-door. The most important KisselKar change for 1912 is the front inward curve of the frame which enables the car to make a materially shorter turn. The top of the hood is a straight line from radiator to dash board. Radiator is Mercedes type—rear axle tapered, bearings and wheel hubs larger, and fenders on touring bodies have the long slope as on baby tonneau bodies, adding to the rakish lines of the car.

Prices on KisselKars, except the "Thirty," include all fittings, Mohair or Pantasote top and cover, gas lamp and Prest-O-Lite tank, glass front, robe rail, foot rail, shock absorbers, front and rear, demountable rims, one extra, Stewart & Clark's speedometer No. 11, double tire irons, Solar black enameled and brass dash and tail lamps, horn, jack, pump, tool kit, and tire repair outfit. These accessories are essential to every automobile. They represent **complete** equipment instead of "regular" equipment, which leaves most of these essentials to be purchased separately. By buying in large quantities, and quoting KisselKar prices with **complete** equipment, we effect a considerable saving for the buyers of KisselKars. In comparing KisselKar prices with the prices of other cars, this complete equipment must be considered, as the price on every KisselKar model includes from $200 to $300 worth of equipment which would have to be purchased separately if you bought a car equipped "regular," instead of **"complete."** The accessories furnished with the complete equipment are standard, highest grade articles, fully guaranteed.

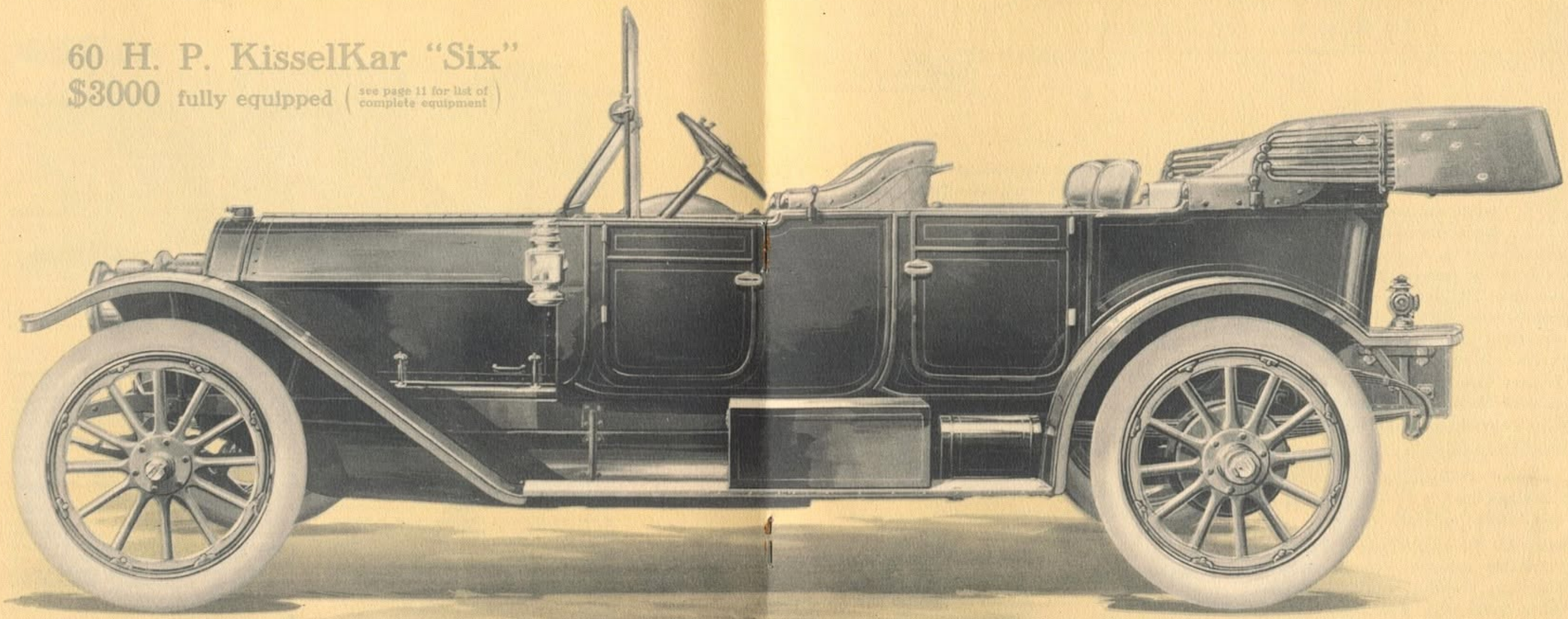
The policy of the Kissel Motor Car Company has always been maintained on a conservative basis. We do not have to pay the penalty for speculative expansion and the settling of the industry does not find us top heavy with overhead and other extravagances to be included in the price. KisselKars are representative of the best American values, and wherever automobiles are known, the KisselKar with its symmetry of line, roomy, luxuriously appointed tonneau, its silence and comfort, and general refinement and elegance is recognized as one of the few cars deservingly described as upper class.



The KisselKar "Thirty" taking 31% San Francisco Grade

60 H. P. KisselKar "Six"

$3000 fully equipped (see page 11 for list of complete equipment)



SEVEN PASSENGER TOURING "SIX"

THE above illustration shows the 60 H. P. seven passenger KisselKar "Six". In power, construction, comfort, quietness, appointments, finish and every other quality, it is as superb a car as is sold at any price. At $3000, fully equipped, it is beyond all question the most pronounced value in the whole history of the automobile industry.

While the above car shows the 60 horsepower KisselKar "Six," it illustrates the design and lines of all KisselKar touring and semi-touring bodies—the straight line effect of hood top and door tops, the rakish slope of the forward fenders, the symmetry of line and proportion that give the KisselKar distinction and individuality.

Note the generous wheel base, big wheels and big tires and the niceties of the minor details, such as door trimmings, slope of steering column, rake of seat backs and top—everything combining in a harmony of line and proportion to effect that superior attractiveness and elegance that single out a few automobiles from all the others.

It is, of course, impossible to reproduce the glossy, beautiful finish—you must see that to appreciate it, as you must ride in a KisselKar to understand its superior comfort and quietness.

"Every inch a car"

"Every inch a car"



MEASURE a motor car by its service for health and happiness or on a dollar and cents basis, and by either standard it justifies itself as a profitable possession. As an instrument of business, a motor car increases the one-man power of the owner. It gives him the facilities to accomplish more. It empowers him to bring his personality to bear at a hundred or more points where it will count for greater profits, and as many times brings his planning and directing mind into the field of action where it can speed up the profit-producing machinery.

What is your time as a business man worth?

If a motor car multiplies the utilization of your time, how much in a year is a car worth to you as a business auxiliary?

Better still, the habitual use of a car equips you to meet the more strenuous activities. Your morning trip to the office, with the exhilaration of motion accelerating your blood, and your lungs at every breath taking a plunge bath in the reviving morning air lands you at the office with steam up, ready and eager to ginger business along.

Back home again at the close of business you tour away the fret of the day. The gliding speed prepares your body, mind and spirits for the evening's activities in which your car may again play a conspicuous part.

But, overshadowing its many-sided usefulness as an auxiliary of business, is its value in promoting the health and happiness of every member of the family.

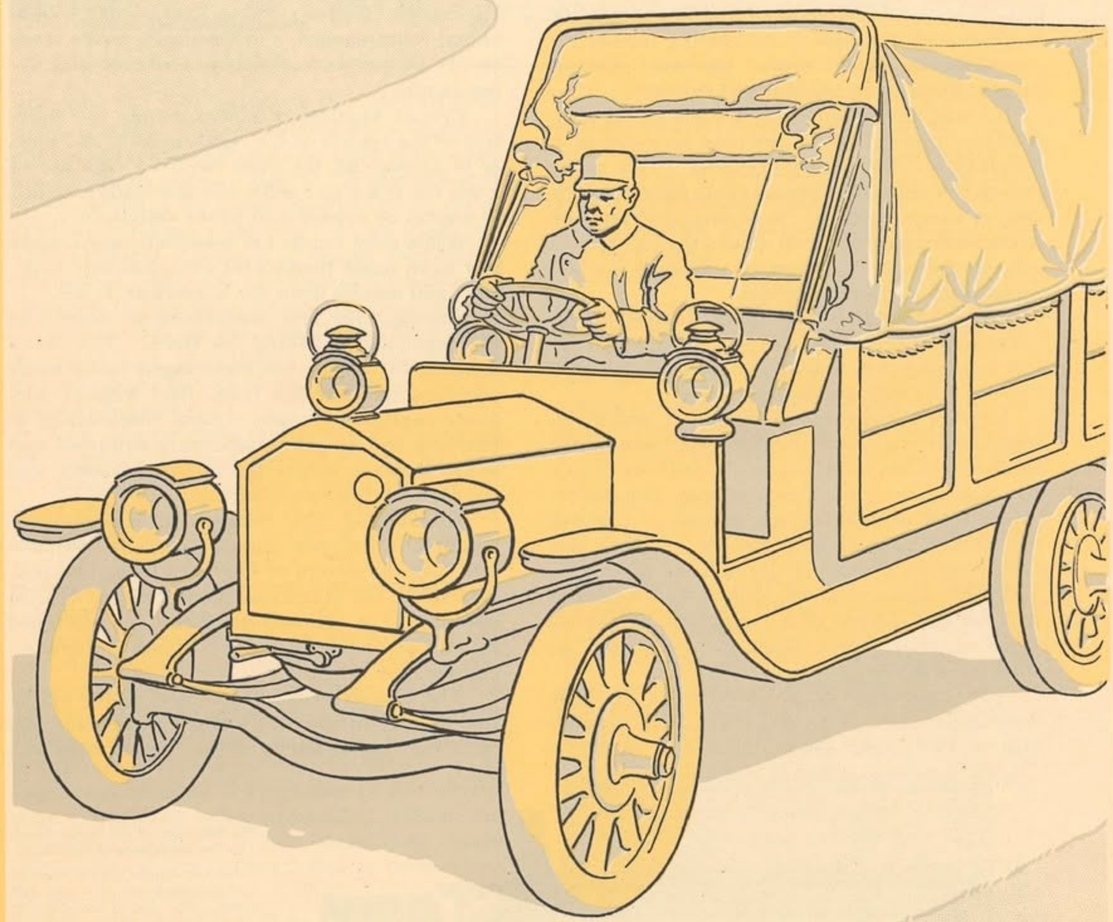
A motor car is the great center of common interest for every member of the family. The evening spins on the boulevards or through the parks, and the week-end trips through the near-by country, or to nearby lakes, give the spice of life—variety—to the family life. The afternoon outing of the wife with social friends, or of mother and children into the open country, beautiful in the greenery of Spring and Summer, or the gorgeousness of Autumn affords such a relaxation from home and social cares as conserves health, happiness and youthful spirits.

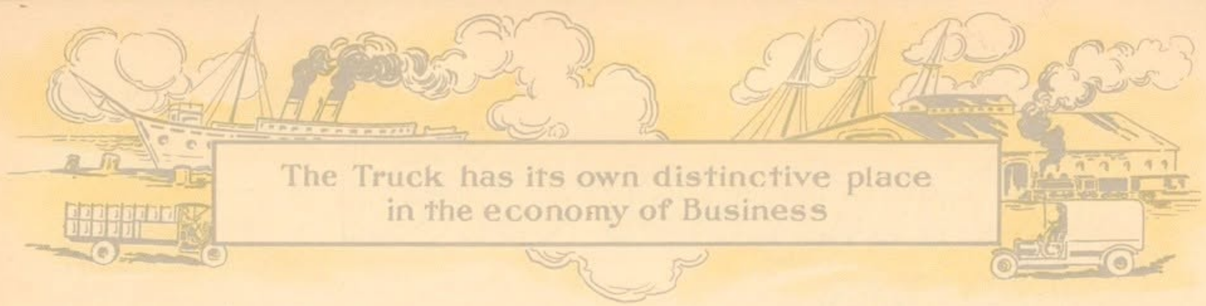
Emerson wrote that a good man on a good horse was as much above himself and others as the world could put him. The great American philosopher lived before the day of the automobile—for to sit at the steering wheel of a car, the perfect master of its power, with the country road a winding ribbon before you, or with your searchlights boring into the night as you spin on a city street toward the far point where the street lights meet in perspective—these are experiences that set one aglow with the pleasurable sensation of motion, that kindle the imagination until the world is a rapid moving picture play replete with color and pleasing surprises—and to feel these pleasures is to learn a finer appreciation of the picturesque and a keener zest for the wholesome pleasures of living.

Extended tours are pleasures that come only to the car owner. It may be a tour of only a few hundred miles, or it may be a continent-wide or world-wide, yet it fills the memory with a thousand pleasing pictures and incidents often to be lived over again.

And, climbing the mountains of Europe, or conquering our American deserts, or the charming highways of the East or Middle West—in the heart of city traffic—in business use or pleasure, the KisselKar provides the reliability, control and comfort that make motoring always safe and pleasurable.

Commercial Cars





The Truck has its own distinctive place in the economy of Business

THE development stage of the power-driven commercial vehicle is completely passed. The reliable, economical power-driven commercial vehicle is here, and by right of ability to expedite business and cut costs is demanding immediate consideration from every business seeking greater dispatch in hauling and delivery.

So long has the horse held place as the only roadwise power that he has been accepted as a necessity and the costs overlooked. This is the reason few concerns have accurate figures on the cost of horse haulage. It is this ignorance of horse-haulage costs which delays the full appreciation of the greater economy, efficiency and dependability of power hauling.

Horse-hauling as figured by competent experts averages 25 cents per ton per mile. Properly applied power haulage by the same authorities costs 5 cents per ton per mile.

Here is a cost contrast decisively and strikingly in favor of power haulage, yet there is still another element by which power-delivery claims its place in the economy of business. The power-driven truck or delivery car, because of its speed and ability to work any number of hours per day, materially extends the area of operation, and justly deserves at this time to be considered to a decided degree as a *productive* factor instead of on the same basis of "overhead" as with horse-haulage.

The thousands of power-vehicles in daily commercial use, giving economical and dependable service under the widest range of conditions, must sweep aside the last lingering hesitancy to accept the power commercial vehicle as a new tool of business. The only real consideration left to the business man is the proper application of power-driven haulage to his individual requirements, and the choice of the truck or car of *greatest* efficiency, economy and dependability.

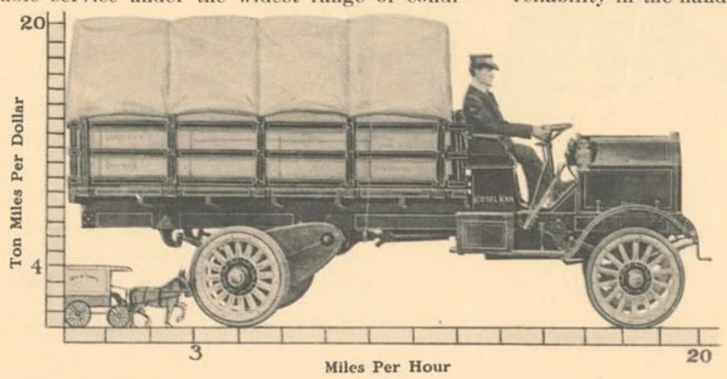
Proper application means simply the selection of the vehicle of the right capacity and power to accomplish the work required—the use of a ten ton truck to handle one ton loads couldn't in reason be expected to prove satisfactory.

While most trucks are essentially good, some few have made themselves conspicuously superior, and among them the KisselKar Truck.

Among your first considerations should be the organization behind the truck. The heavy demand for trucks has encouraged many small concerns to enter the truck field without adequate capital to insure certain continuance in business and as yet insufficiently equipped and experienced to secure the utmost economy and quality in truck manufacture.

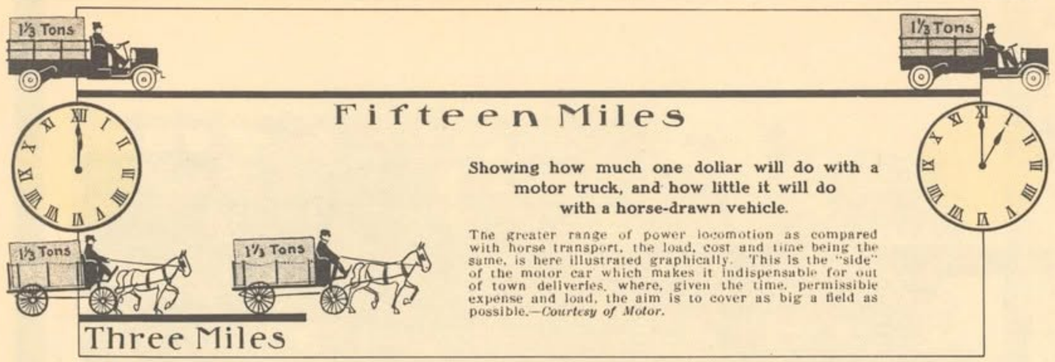
Eliminating the product of irresponsible manufacturers, you should carefully estimate how well the design of the truck takes into consideration the conditions under which it must operate. The KisselKar Truck is designed strictly according to the conditions of commercial service.

The simplicity of control and motor operation first of all makes it a truck of economy and reliability in the hands of the class of men who will drive it. The engine is the simplest type, easily handled. Engine lubrication is by an oiling system consisting of a reservoir from which a gear driven pump forces oil through tubes to every section, a set gauge permitting regulation of flow to meet any condition. As the chief difficulty of motor operation is proper lubrication, this system practically fool-proofs the motor and forestalls the big majority of motor troubles.



The Efficiency of the Motor Truck vs. the Inefficiency of the Horse.

The two things which count in transportation are economy and speed. The one is measured in ton-miles per dollar, the other in miles per hour. It is therefore permissible to represent transportation efficiency as a product or area. Thus, in the diagram, the efficiency rating of the horse-drawn vehicle is 4×3, or 12; and that of the car is 20×15, or 300. This is 25 to 1 in favor of power locomotion.



Showing how much one dollar will do with a motor truck, and how little it will do with a horse-drawn vehicle.

The greater range of power locomotion as compared with horse transport, the load, cost and time being the same, is here illustrated graphically. This is the "side" of the motor car which makes it indispensable for out of town deliveries, where, given the time, permissible expense and load, the aim is to cover as big a field as possible.—*Courtesy of Motor.*

Next to making the KisselKar Truck easily manageable, it is designed and constructed to give maximum service at low operating cost and low maintenance.

As a safety margin, and to meet the occasions when stress of business necessitates the handling of excess loads, KisselKar Trucks have the reserve strength and power to handle loads in excess of listed capacity, while a gauge on the springs weighs the load, making it a simple matter of eyesight to prevent unreasonable overloading.

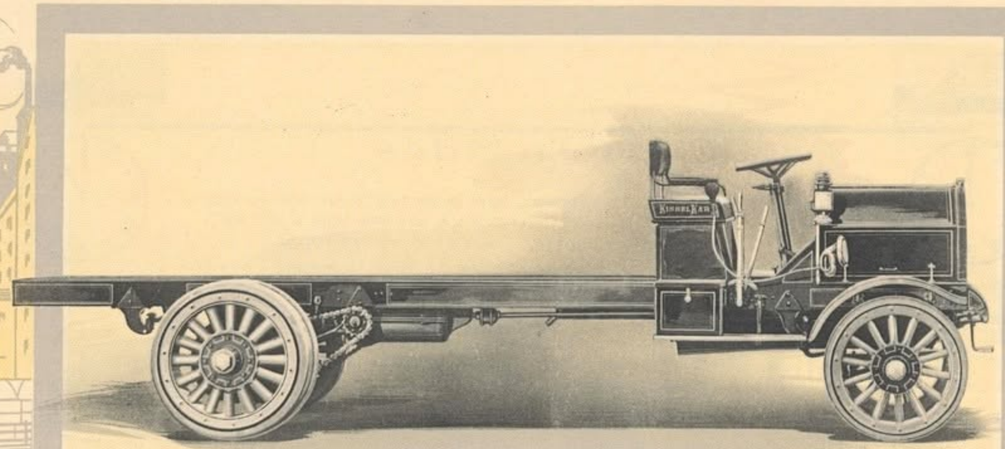
Besides the exclusive use of the highest grade materials, treated by every process to secure greatest strength and durability, KisselKar Trucks gain the greatest possible strength through road flexibility. Universal joints in the distance rods maintain the lateral balance of the load, regardless of the position of the wheels, thus preventing concentration of strain due to uneven roads. In the heavy duty trucks the loading space is distributed to bring about 70 per cent of the load on the heavy dual rear wheels, giving them a good traction grip, and permitting the use of lighter forward springs to relieve the driver, motor and radiator of heavy jolting. This not only affords comfort to the driver, but is a big factor of protection for motor and radiator.

The KisselKar lock in the differential is another invaluable feature on the KisselKar heavy duty models. When one traction wheel spins rapidly on ice, snow, in mud or a hole and robs the other wheel of power, the driver, by use of a foot lever, applies this lock, compelling both drive wheels to turn uniformly as on one solid axle, thus securing equal distribution of power to both wheels, the one on solid ground supplying the traction.

In competition between Chicago and Milwaukee and return, the KisselKar Truck demonstrated its ability to meet every road condition with the use of from 15 per cent to 20 per cent less fuel than the average consumption in other trucks. Considering the tremendous yearly mileage of a truck in daily use, this fuel economy is a material factor in low delivery or haulage costs.

KisselKar Trucks or light commercial cars are by no means adaptations of KisselKar pleasure models. They are strictly designed commercial vehicles, embracing every best element of European and American truck designing and construction. They are the dependable product of one of the most fully equipped and responsible car building organizations in America—and through our own branches or responsible agencies extreme efforts are employed to aid a purchaser to select the model of the right capacity and horsepower to afford the lowest delivery and haulage cost and the maximum efficiency.

Even if there were not a ready market for every capacity and type of KisselKar commercial vehicle built, it is an inflexible policy of KisselKar selling to sell the model best adapted to the individual needs of the purchaser, in view of which Kissel Kar distributors make a careful study of each prospect's delivery and hauling problem. This policy, combined with definitely superior economy, dependability, and low maintenance of the truck itself, and the responsibility of the manufacturer, operates to the distinct advantage of the purchaser.



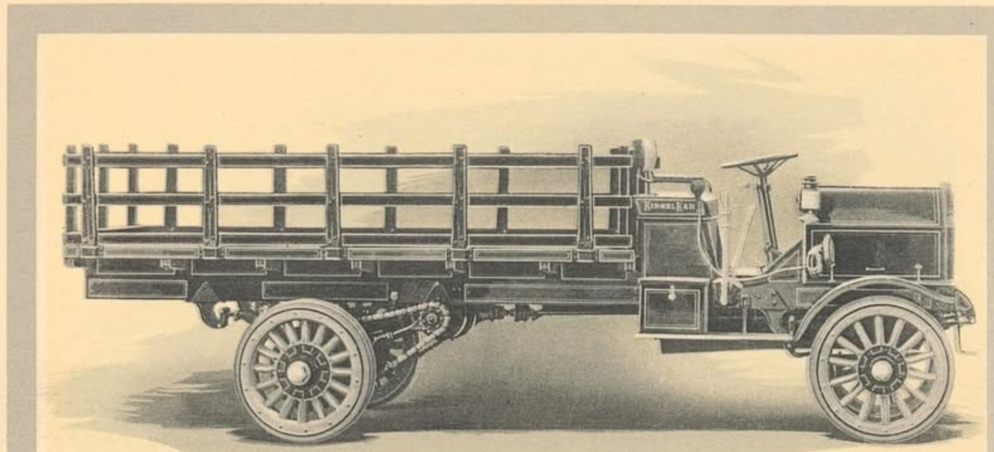
FIVE TON TRUCK

ESPECIALLY in a truck of this capacity, the road flexibility of the KisselKar truck, and special protection of the power plant from road shocks are factors of utmost consequence in reliability and low maintenance. The four speed, selective type transmission furnishes direct drive on third speed for load hauling, heavy roads and hill climbing, and the geared-up fourth speed allows time-saving speed on return trips or when running light or empty, nullifying a driver's temptation to race the engine, economizing on transmission lubrication, and minimizing vibration. Considering that this capacity truck is most often used under such road conditions as are found in freight yards, river fronts, coal yards, etc., the KisselKar lock in the differential is vitally essential. The fifty horsepower motor is built on heavy proportions to meet the strains and stand the severe service of heavy hauling.

The KisselKar five ton truck embraces the highest standardized construction throughout, is built in all standard types and special bodies, and is decidedly more economical than horses, and more dependable than the average truck in heavy duty service.

50 H. P.
Wheel Base—156 inches.
Tread—69 inches.
Total Length—20 feet 6 inches.

Standard Load Space—13 feet 6 inches x 7 feet.
Speed—3 to 12 miles per hour; 3 miles reverse.
Price—chassis with driver's seat, **$4350.**
Complete with stake body, **$4500.**
See page 33 for complete specifications.



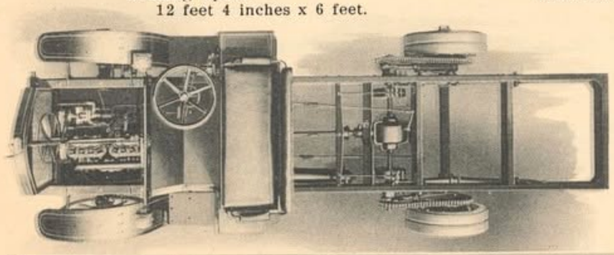
THREE TON TRUCK

THE KisselKar three ton truck has a distinctive place among three ton trucks because of its reserve strength, capacity and horsepower. Average trucks of this capacity vary in horsepower from 24 H. P. to 45 H. P., so the KisselKar with a 50 H. P. motor has the desirable reserve horsepower to negotiate any road condition or hills, or to take care of loads when stress of business necessitates loading in excess of listed capacity. It is built to meet the requirements of the concern that does not ordinarily have need for a four or five ton truck, but which at times would find a strictly three ton truck without reserve capacity inadequate.

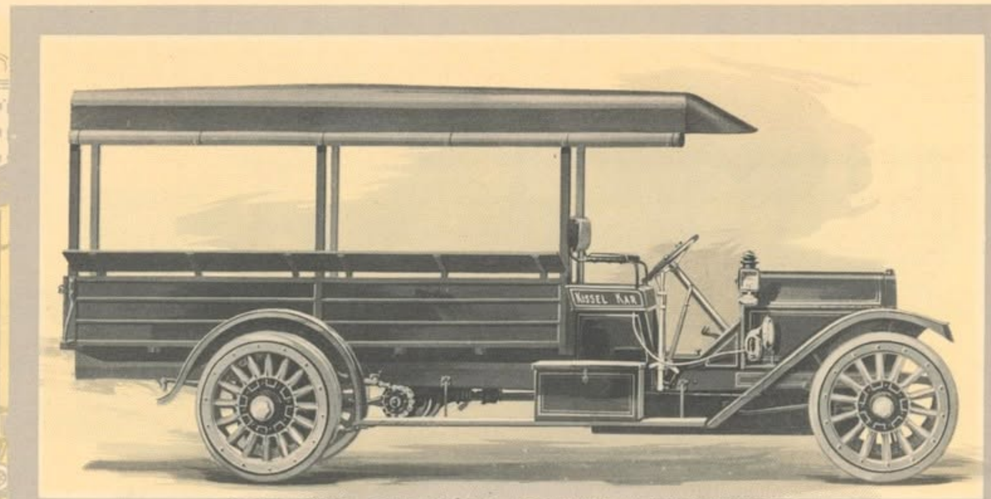
The three ton truck has the same road flexibility as all the KisselKar truck models and the four speed transmission and the KisselKar lock on the differential combine with the reserve of strength and horsepower to produce a truck easily handled, extremely low in maintenance and reliable for constant service under all conditions of roads and weather. While overloading a truck is no more wise than overloading horses, this truck in emergency can handle as high as five tons.

50 H. P.
Wheel Base—144 inches.
Tread—68 inches.
Total Length—19 feet 4 inches.
Loading Space—
12 feet 4 inches x 6 feet.

Speed—3 to 18 miles per hour; 3 miles reverse.
Complete specifications on page 32.
Built in all standard and special type bodies.
Price—chassis with driver's seat, **$3350.**
Complete with stake body, **$3500.**



Three Ton Chassis



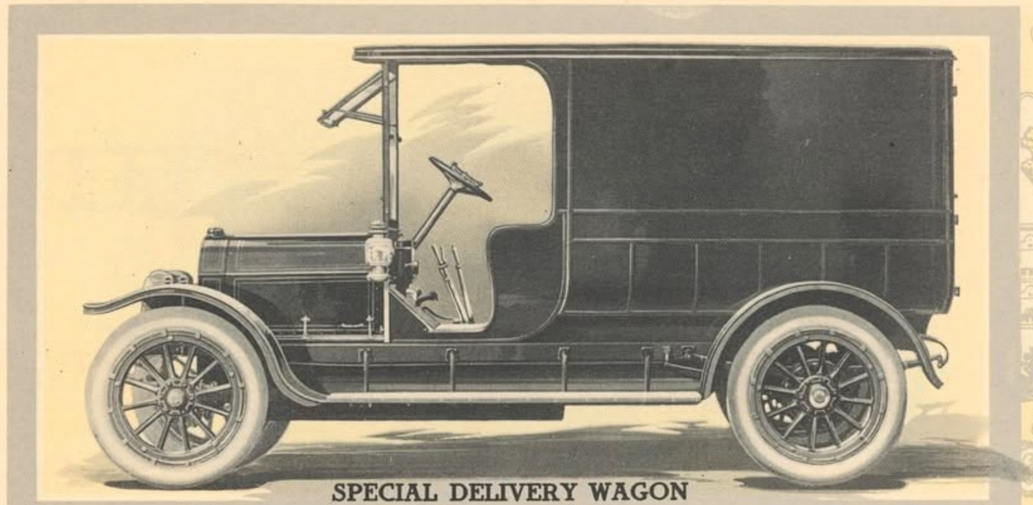
ONE AND ONE-HALF TO TWO TON TRUCK

THE one and one-half to two ton truck is an ideal capacity in a service that combines medium freightage and heavy delivery, such as hauling goods to cars, or to sub-delivery stations for re-delivery, or individual delivery of heavy merchandise. The KisselKar one and one-half to two ton truck is designed to give the maximum low cost efficiency in this combination use. Like other KisselKar trucks, it has reserve strength and power to handle excess loads. The axles are tested to four ton capacity, and, considering that some three and four ton trucks are powered as low as twenty-four horsepower, it is apparent that the forty horsepower motor in the KisselKar two ton truck furnishes adequate reserve power for hill climbing, heavy roads, or excess loads.

The fourth geared-up speed permits speed without racing the engine, and makes full speed on empty trips a judicious practice, saving that much time to be employed in trips with load. Following this practice, where hauls are comparatively short, and loading facilities good, this truck could accomplish almost as great a day's work as a three or four ton truck.

All KisselKar Trucks are equipped with Stromberg carburetor with water jacket for warm water and with an air inlet shut-off for starting in cold weather.

40 H. P.
Wheel Base—140 inches.
Tread—60 inches.
Total Length—18 feet.
Loading Space—10 feet x 5 feet.
Speed—3 to 25 miles per hour; 3 miles reverse.
Built in all standard and special type bodies.
Complete specifications on page 32.
Price—chassis with driver's seat, **$2750.**
Complete with stake body, **$2900.**



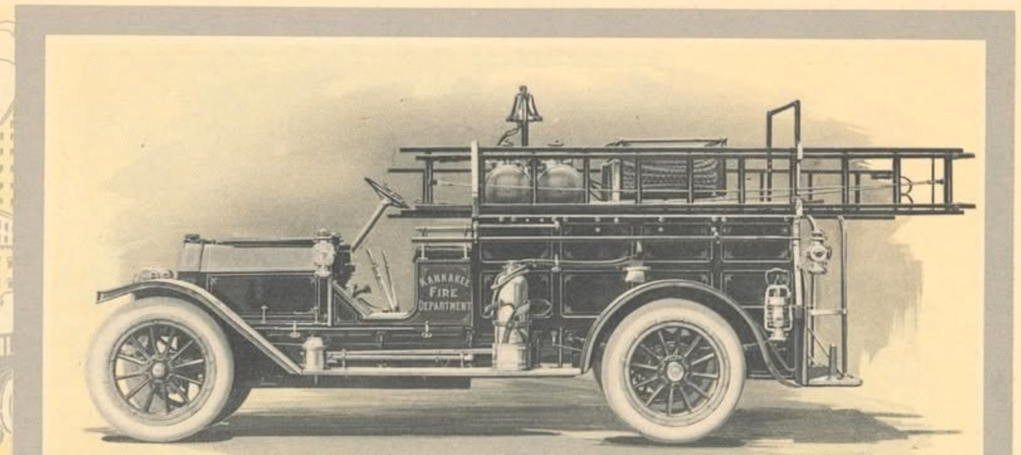
SPECIAL DELIVERY WAGON

NO power driven commercial vehicle is more positively profitable than the special delivery wagon. Under normal conditions it does the work of several horse delivery outfits, while the operating cost and maintenance of a well built light delivery power wagon are exceedingly low in consideration of delivery efficiency. Particularly in retail delivery use it can be reckoned as a **production** factor. Its greater dispatch of delivery is a distinct trade-drawing factor, while its ability to run any number of hours per day, and greater speed, definitely extends the trade field.

The KisselKar special delivery wagon is built on a special chassis, heavier, but on lines similar to the pleasure car chassis—the 50 H. P. motor is efficient and economical for fast delivery work. The three-quarter elliptic springs carry a load without shake or jar. The foot accelerator, while it is on all KisselKar commercial and pleasure models, is particularly valuable on the light delivery because of the range of speeds available from mere pressure with the foot giving easy control in congested traffic.

The KisselKar special delivery not only is adapted for city delivery, but is the ideal type of car for merchants of smaller towns who draw trade from surrounding country.

50 H. P.
Wheel Base—124 inches.
Tread—56 inches.
Load Space—5½ feet x 44 inches.
Speed—3 to 40 miles per hour.
Complete specifications on page 34.



CHEMICAL FIRE TRUCK

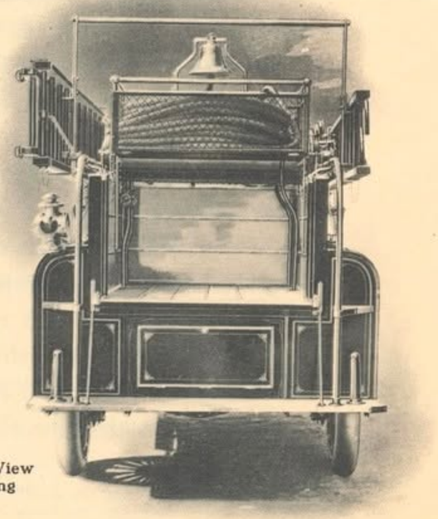
THE KisselKar chemical fire truck is carefully designed to meet the special needs of its service. It is built on a special chassis with a fifty horsepower motor and easily makes forty miles per hour. The 56 inch tread and drop frame minimizes possibilities of skidding. The reliability of the simple type motor makes the truck ready in an instant to respond to an alarm. Instead of one chemical tank, the KisselKar chemical carries two, both properly valved and connected, enabling one tank to be charged while the other is in use, thus forestalling the possibility of running out of solution just as the fire is under control.

The hose compartment easily accommodates a thousand feet of standard fire hose, enabling the chemical stream to be quickly reinforced by water. Two sets of extension and roof ladders, axes, crow-bars and door openers are included in the equipment.

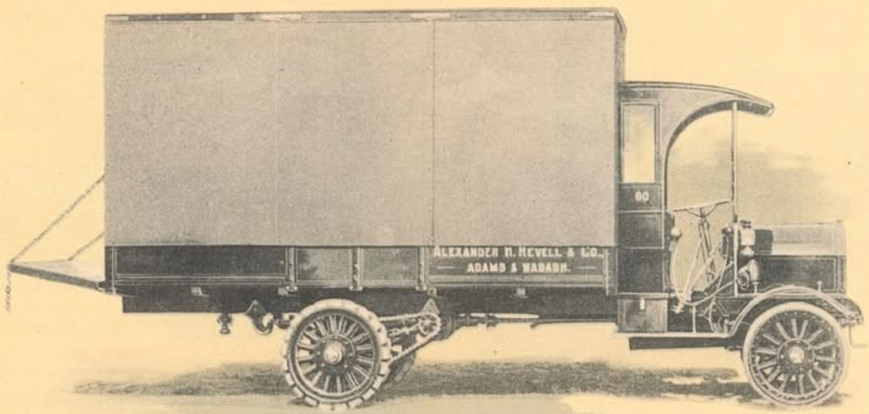
Four speed transmission with foot accelerator and powerful brakes afford sensitive, simple control.

The Stromberg carburetor, with water jacket for warm water and an inlet shut-off precludes trouble in cold weather. Extra large tires, 37x5 front and rear well support the weight, and afford safety when making the speed, and swinging corners as is necessary in fire department work.

While the body illustrated here has afforded full satisfaction to many departments, we build any body and furnish any equipment that may be specified.



Rear View showing space for water hose

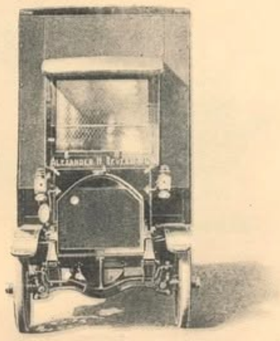


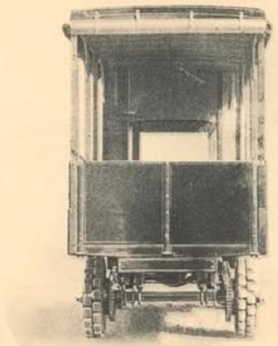
THREE TON TRUCK FURNITURE BODY

THIS three ton truck with furniture body is a type used by the pioneer truck user of Chicago, who is a large user of KisselKar trucks. While we have several standard bodies suited for various commercial purposes we are equipped to build special bodies to meet individual requirements, or to incorporate special features into any standard type body. All KisselKar truck bodies, as well as pleasure tonneaus, are built in our own body-building factory, under an inspection system that precludes any possibility of under grade material. The woods are thoroughly seasoned, the process of finishing affording plenty of time for each coat of paint, varnish or enamel to set firmly, the result being a hard, lustrous finish adapted to the severe wear to which it will be subjected.

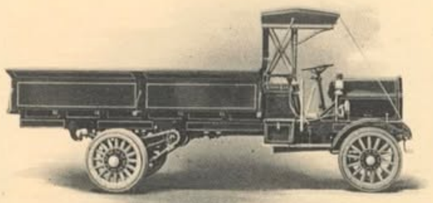
KisselKar trucks are also built with special length wheel base, special size wheels, etc., to meet special requirements.

Front View

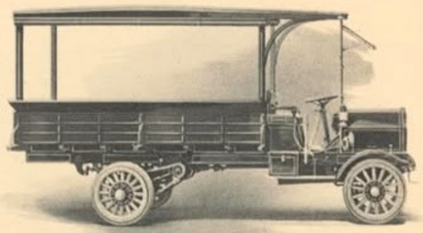




Rear View



3 Ton Truck with Packers Body



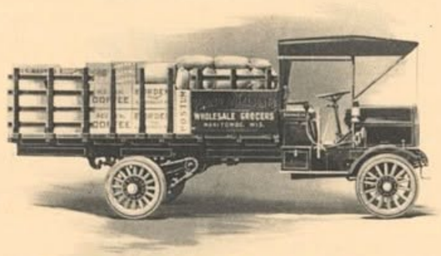
3 Ton Truck with Express Body



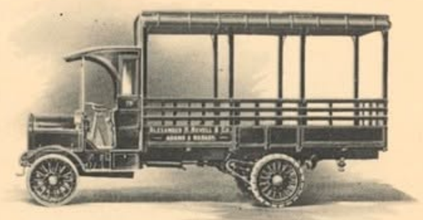
3 Ton Brewers Truck



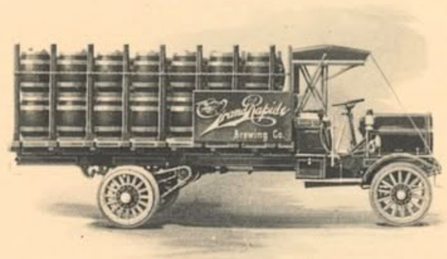
3 Ton Truck with closed Body



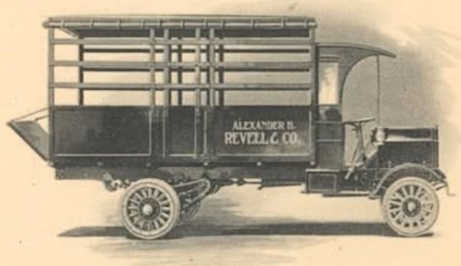
3 Ton Truck with Special Stake Body



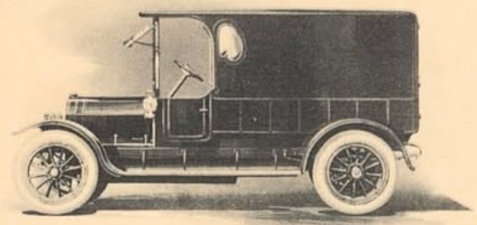
3 Ton Truck with Furniture Body



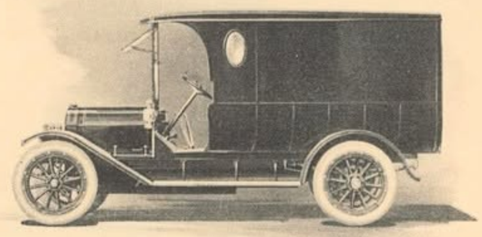
3 Ton Brewers Truck



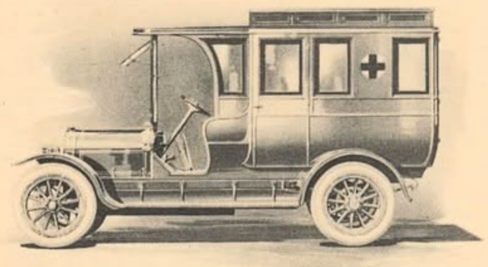
3 Ton Truck with Furniture Body



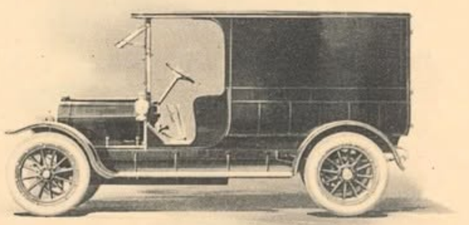
50 H. P. Special Delivery



50 H. P. Special Delivery



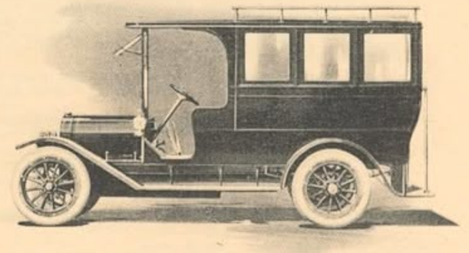
Ambulance



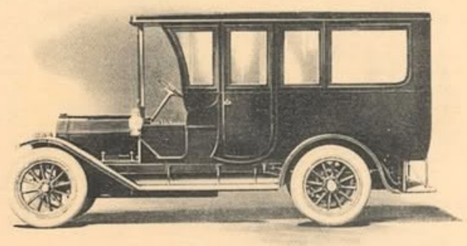
50 H. P. Special Delivery



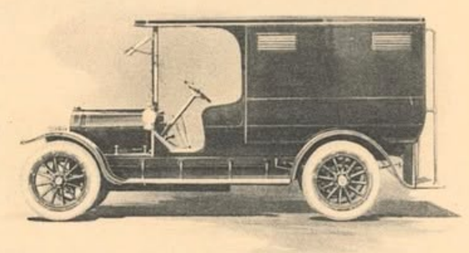
Police Patrol



Hotel Bus



Ambulance



Police Patrol



Specifications

KisselKar — 1½ to 2 Ton Truck

Capacity—1½ to 2 tons.

Motor—40 H. P.; four cylinder. Bore, 4½; stroke, 4¾.

Cooling System—Water cooled. Positive circulation with centrifugal pump. Radiator, square tube with belt driven fan.

Carburetor—Stromberg automatic float feed type with water jacket for warm water and air inlet shut-off for starting in cold weather. Gravity feed.

Ignition—Imported Mea or Bosch Dual Magneto.

Lubrication—Splash lubrication, with an adjustable oil level supplied by oil from self-contained oil reservoir in lower part of oil basin, forcing oil to each section of the crank case. Reservoir holds about one and one-half gallons of oil.

Control—Hand throttle and foot accelerator.

Gasoline—20 gallons; water, 8 gallons; oil, one and one-half gallons.

Clutch—Large cone leather faced with adjustable spring inserts underneath leather, allowing gradual engagement.

Universal—Full universal between clutch and transmission, also Spicer Joints on drive between transmission and differential.

Transmission—Sliding gear, selective type with four speeds forward and reverse. Direct drive on third speed. F. & S. annular ball bearings. Chrome vanadium steel gears.

Speeds—3 to 25 miles per hour.

Differential—Of large size and made of chrome vanadium steel. Pinion shaft supplied with two Timken bearings, also Timken bearings on differential.

Differential Lock—The differential is provided with the Kissel Kar lock device whereby the driver can lock the differential by means of a foot lever, which locks both rear wheels together as on a solid axle. When one wheel loses traction on a slippery place or in a hole and robs the other wheel of power by spinning rapidly, the application of this lock compels equal distribution of power, the wheel on solid ground supplying the traction. Also, should a drive chain break this differential lock makes it possible to drive with one chain and wheel which would be impossible without its use.

Final Drive—Special alloy steel sprockets on jack shaft and rear wheel connected by side roller chains of extra heavy type.

Springs—Four semi-elliptic springs made of chrome vanadium steel. Front, 38 in. long; Rear, 54 in. long; 2½ in. wide.

Axles—Both front and rear, rectangular in section, heavy, solid steel forgings. Heavy steering yokes with Timken end thrust bearings. Capacity of axles four (4) ton.

Wheel Bearings—Timken roller, heavy type.

Wheels—Front, 34 inches, 12 2¼ inch spokes; Rear, 36 inches, 14 2½ inch spokes.

Tires—Front, 34x4; Rear, 36x3½ dual.

Brakes—Four-foot brakes, equalized, contracting on drums, connected to countershaft. Emergency brakes are internal expanding acting on drums on the rear wheels and operated by hand lever.

Steering Gear—Worm gear type, nut with very large bearing surface, and the wheel pivots turn on Timken roller bearings, making steering very easy. Fitted with 20-in. hand wheel.

Main Frame—Special alloy pressed steel 5 in. section, with pressed steel sub-frame. Width of frame, 34 in. Length back of driver's seat, 10 feet.

Wheel Base—140 inches.

Tread—60 inches.

Driver's Seat—Is part of complete standard chassis, the freight body being independently removed.

Standard Chassis—Wheel base, 140 inches; length over all, 18 ft.; weight, 4,450 lbs; length back of driver's seat, 10 ft.; Standard platform, 10 ft. long by 5 ft. wide; size of platform optional. Platform with load, 39 in. from ground.

Bodies—Special bodies made to order.

Equipment—Two oil dash lamps and tail lamp, horn, jack and full set tools.

Price—Chassis $2,750
Complete with stake body..... 2,900

F. O. B. Hartford, Wisconsin.

KisselKar — 3 Ton Truck

Capacity—3 ton.

Motor—50 H. P.; four-cylinder. Bore, 4⅜; stroke, 5.

Cooling System—Water cooled. Positive circulation with centrifugal pump. Radiator, square tube with belt driven fan.

Carburetor—Stromberg automatic float feed type with water jacket for warm water and air inlet shut-off for starting in cold weather. Gravity feed.

Ignition—Imported Mea or Bosch Dual Magneto.

Lubrication—Splash lubrication, with an adjustable oil level supplied by oil from self-contained oil reservoir in lower part of oil basin, forcing oil to each section of the crank case. Reservoir holds about one and one-half gallons of oil.

Control—Hand throttle and foot accelerator.

Gasoline—25 gallons; water, 6 gallons; oil, one and one-half gallons.

Clutch—Large cone leather faced with adjustable spring inserts underneath leather, allowing gradual engagement.

Universal—Full universal between clutch and transmission, also Spicer Joints on drive between transmission and differential.

Transmission—Sliding gear, selective type with four speeds forward and reverse. Direct drive on third speed. F. & S. annular ball bearings. Chrome vanadium steel gears.

Speeds—1st speed forward, 3 miles; 2d speed, 6 miles; 3d speed, 10 to 12 miles; 4th speed, 12 to 18 miles per hour. Reverse, 3 miles per hour.

Differential—Of large size and made of chrome vanadium steel. Pinion shaft supplied with two Timken bearings, also Timken bearings on differential.

Differential Lock—The differential is provided with the Kissel Kar lock device whereby the driver can lock the differential by means of a foot lever, which locks both rear wheels together as on a solid axle. When one wheel loses traction on a slippery place or in a hole and robs the other wheel of power by spinning rapidly, the application of this lock compels equal distribution of power, the wheel on solid ground supplying the traction. Also, should a drive chain break this differential lock makes it possible to drive with one chain and wheel which would be impossible without its use.

Final Drive—Special alloy steel sprockets on jack shaft and rear wheel connected by side roller chains of extra heavy type.

Springs—Four semi-elliptic springs made of chrome vanadium steel. Front 46 in. long; rear 52 in. long.

Axles—Both front and rear, rectangular in section, heavy, solid steel forgings. Heavy steering yokes with Timken end thrust bearings. Capacity of axles six (6) ton.

Wheel Bearings—Timken roller; heavy type.

Wheels—Front, 36 in. diameter. Rear, 36 in. diameter.

Tires—Front, 36x4 in. single solid tire. Rear, 36x4 in. dual solid tire.

Brakes—Four-foot brakes, equalized, contracting on drums, connected to countershaft. Emergency brakes are internal expanding acting on drums on the rear wheels and operated by hand lever.

Steering Gear—Worm and double nut with very large bearing surface, and the wheel pivots turn on Timken roller bearings, making steering very easy. Fitted with 20-in. hand wheel.

Main Frame—6-in. rolled steel channel section with angle steel sub-frame; all joints cold riveted. Width of frame 39 in.; length back of driver's seat, 12 ft. 4 in. Castings are chrome vanadium steel, annealed and heat-treated.

Wheel Base—144 in., unless longer wheel base ordered.

Tread—68 in.

Driver's Seat—Is part of complete standard chassis, the freight body being independently removed.

Standard Chassis—Wheel base 144 in.; length over all, 19 ft. 4 in.; weight, 5,300 lbs.; length back of driver's seat, 12 ft. 4 in.; standard platform, 12 ft. 4 in. long by 6 ft. wide; turning circle, 50 ft.; platform with load, 40 in. from ground.

Special long Chassis—Wheel base, 14 ft.; length over all, 23 ft.; weight, 5,600 lbs.; length back of driver's seat, 14 ft. 4 in.; standard platform, 14 ft. 4 in. long by 6 ft. wide.

Bodies—Special bodies made to order.

Equipment—Two oil dash lamps and tail lamp, horn, jack and full set tools.

Price—Chassis with driver's seat.....$3,350
Complete with stake body..... 3,500

F. O. B. Hartford, Wisconsin.



Specifications

KisselKar — 4 Ton Truck

Capacity—4 ton.

Motor—50 H. P.; four-cylinder. Bore, 4¾; stroke, 5.

Cooling System—Water cooled. Positive circulation with centrifugal pump. Radiator, square tube with belt driven fan.

Carburetor—Stromberg automatic float feed type with water jacket for warm water and air inlet shut-off for starting in cold weather. Gravity feed.

Ignition—Imported Mea or Bosch Dual Magneto.

Lubrication—Splash lubrication, with an adjustable oil level supplied by oil from self-contained oil reservoir in lower part of oil basin, forcing oil to each section of the crank case. Reservoir holds about one and one-half gallons of oil.

Control—Hand throttle and foot accelerator.

Gasoline—25 gallons; water, 6 gallons; oil, one and one-half gallons.

Clutch—Large cone leather faced with adjustable spring inserts underneath leather, allowing gradual engagement.

Universal—Full universal between clutch and transmission, also Spicer Joints on drive between transmission and differential.

Transmission—Sliding gear, selective type with four speeds forward and reverse. Direct drive on third speed. F. & S. annular ball bearings. Chrome vanadium steel gears.

Speeds—1st speed forward, 3 miles; 2d speed, 6 miles; 3d speed, 10 to 12 miles; 4th speed, 12 to 18 miles per hour. Reverse, 3 miles per hour.

Differential—Of large size and made of chrome vanadium steel. Pinion shaft supplied with two Timken bearings, also Timken bearings on differential.

Differential Lock—The differential is provided with the Kissel Kar lock device whereby the driver can lock the differential by means of a foot lever, which locks both rear wheels together as on a solid axle. When one wheel loses traction on a slippery place or in a hole and robs the other wheel of power by spinning rapidly, the application of this lock compels equal distribution of power, the wheel on solid ground supplying the traction. Also, should a drive chain break this differential lock makes it possible to drive with one chain and wheel which would be impossible without its use.

Final Drive—Special alloy steel sprockets on jack shaft and rear wheel connected by side roller chains of extra heavy type.

Springs—Four semi-elliptic springs made of chrome vanadium steel. Front 46 in. long; rear 52 in. long.

Axles—Both front and rear, rectangular in section, heavy, solid steel forgings. Heavy steering yokes with Timken end thrust bearings. Capacity of axles six (6) ton.

Wheel Bearings—Timken roller; heavy type.

Wheels—Front, 36x5 in. single solid tire. Rear, 36x5 in. dual solid tire.

Brakes—Four-foot brakes, equalized, contracting on drums, connected to countershaft. Emergency brakes are internal expanding acting on drums on the rear wheels and operated by hand lever.

Steering Gear—Worm and double nut with very large bearing surface, and the wheel pivots turn on Timken roller bearings, making steering very easy. Fitted with 20-in. hand wheel.

Main Frame—6-in. rolled steel channel section with angle steel sub-frame; all joints cold riveted. Width of frame 39 in.; length back of driver's seat, 12 ft. 4 in.; castings are chrome vanadium steel, annealed and heat-treated.

Wheel Base—144 in., unless longer wheel base ordered.

Tread—69 in.

Driver's Seat—Is part of complete standard chassis, the freight body being independently removed.

Standard Chassis—Wheel base, 144 in.; length over all, 19 ft. 4 in.; weight 5,400 lbs.; length back of driver's seat, 12 ft. 4 in.; standard platform, 12 ft. 4 in. long by 6 ft. wide; turning circle, 50 ft.; platform with load, 40 in. from ground.

Special long Chassis—Wheel base, 14 ft.; length over all, 23 ft.; weight, 5,700 lbs.; length back of driver's seat, 14 ft. 4 in.; standard platform, 14 ft. 4 in. long by 6 ft. wide.

Bodies—Special bodies made to order.

Equipment—Two oil dash lamps and tail lamp, horn, jack and full set tools.

Price—Chassis with driver's seat.....$3,650
Complete with stake body..... 3,800

F. O. B. Hartford, Wisconsin.

KisselKar — 5 Ton Truck

Capacity—5 ton.

Motor—50 H. P.; four-cylinder. Bore, 4¾; stroke, 5.

Cooling System—Water cooled. Positive circulation with centrifugal pump. Radiator, square tube with belt driven fan.

Carburetor—Stromberg automatic float feed type with water jacket for warm water and air inlet shut-off for starting in cold weather. Gravity feed.

Ignition—Imported Mea or Bosch Dual Magneto.

Lubrication—Splash lubrication, with an adjustable oil level supplied by oil from self-contained oil reservoir in lower part of oil basin, forcing oil to each section of the crank case. Reservoir holds about one and one-half gallons of oil.

Control—Hand throttle and foot accelerator.

Gasoline—25 gallons; water, 6 gallons; oil, one and one-half gallons.

Clutch—Large cone leather faced with adjustable spring inserts underneath leather, allowing gradual engagement.

Universal—Spicer double universal joints with slip used between clutch and transmission, all of a very heavy type.

Transmission—Differential and Jack Shaft in one unit—extra heavy. Five pitch gears, 1¾ and 1½ inch face, bevel gear four pitch with 2 inch face selective type with four speeds forward and reverse; direct drive on third speed. Timken roller bearings, chrome vanadium steel gears.

Speeds—1st speed forward, 3 miles; 2d speed, 6 miles; 3d speed, 8 to 10 miles; 4th speed, 10 to 12 miles per hour. Reverse, 3 miles per hour.

Differential—Of large size and made of chrome vanadium steel. Pinion shaft supplied with two Timken bearings, also Timken bearings on differential.

Differential Lock—The differential is provided with the Kissel Kar lock device whereby the driver can lock the differential by means of a foot lever, which locks both rear wheels together as on a solid axle. When one wheel loses traction on a slippery place or in a hole and robs the other wheel of power by spinning rapidly, the application of this lock compels equal distribution of power, the wheel on solid ground supplying the traction. Also, should a drive chain break this differential lock makes it possible to drive with one chain and wheel which would be impossible without its use.

Final Drive—Special alloy steel sprockets on jack shaft and rear wheel connected by side roller chains of extra heavy type.

Springs—Four semi-elliptic springs made of chrome vanadium steel. Front 46 in. long; rear 52 in. long.

Axles—Both front and rear, rectangular in section, heavy, solid steel forgings. Heavy steering yokes with Timken end thrust bearings. Capacity of axles six (6) ton.

Wheel Bearings—Timken roller; heavy type.

Wheels—Front, 36 in. diameter. Rear, 40 in. diameter.

Tires—Front, 36x5 in. single solid tire. Rear, 40x6 in. dual solid tire.

Brakes—Four-foot brakes, equalized, contracting on drums, connected to countershaft. Emergency brakes are internal expanding acting on drums on the rear wheels and operated by hand lever.

Steering Gear—Worm and double nut with very large bearing surface, and the wheel pivots turn on Timken roller bearings, making steering very easy. Fitted with 20-in. hand wheel.

Main Frame—7 in. rolled steel channel section, extra heavy and heavily trussed with angle steel sub-frame; all joints cold riveted. Width of frame, 39 in.; length back of driver's seat, 13 ft. 6 in.; castings are chrome vanadium steel, annealed and heat-treated.

Wheel Base—156 in., unless longer wheel base ordered.

Tread—69 in.

Driver's Seat—Is part of complete standard chassis, the freight body being independently removed.

Standard Chassis—Wheel base, 156 in.; length over all, 20 ft. 6 in.; weight, 6,000 lbs.; length back of driver's seat, 13 ft. 6 in.; standard platform, 13 ft. 6 in. long by 7 ft. wide; turning circle, 41 ft.; platform with load, 44 in. from ground.

Bodies—Special bodies made to order.

Equipment—Two oil dash lamps and tail lamp, horn, jack and full set tools.

Price—Chassis with driver's seat.....$4,350
Complete with stake body..... 4,500

F. O. B. Hartford, Wisconsin.



Specifications

KisselKar
1500 pound Delivery Wagon

Capacity—1500 pounds.

Motor—30 H. P.; Bore, 4¼; stroke, 4¼.

Cooling System—Water cooled. Positive circulation with centrifugal pump. Radiator, square tube with belt driven fan.

Carburetor—Stromberg automatic float feed type with water jacket for warm water and air inlet shut-off for starting in cold weather. Gravity feed.

Ignition—Imported Mea or Bosch Dual Magneto.

Lubrication—Splash lubrication, with an adjustable oil level supplied by oil from self-contained oil reservoir in lower part of oil basin, forcing oil to each section of the crank case. Reservoir holds about one and one-half gallons of oil.

Control—Hand throttle and foot accelerator.

Gasoline—18 gallons; water, 5½ gallons; oil, one and one-half gallons.

Clutch—Large cone leather faced with adjustable spring inserts underneath leather, allowing gradual engagement.

Universal—Full universal between clutch and transmission, also Spicer Joints on drive between transmission and rear axle.

Transmission—Sliding gear, selective type with three speeds forward and reverse. F. & S. annular ball bearings. Chrome vanadium steel gears.

Speeds—3 to 35 miles per hour.

Axles—Rear, full floating type; Front, heavy drop forging, special alloy steel.

Differential—Of large size and made of chrome vanadium steel. Pinion shaft supplied with two Timken bearings, also Timken bearings on differential.

Springs—Front, semi-elliptic; Rear, three-quarter elliptic.

Wheel Bearings—Timken roller; heavy type.

Wheels—Front and Rear, 34 in. diameter. Demountable rims; one rim extra.

Tires—Front and Rear, 35x4½.

Brakes—One external and internal on rear wheels. Drums, 14x5 in.

Frame—Pressed steel, extra heavy.

Wheel Base—120 inches.

Tread—56 inches.

Standard Chassis—Wheel base, 120 inches; weight, 2,500 lbs.; length back of driver's seat, 6 feet 9 inches; width, 44 in.; height, 60 in.; width of frame, 34 in.

Bodies—Special bodies made to order.

Equipment—Two oil dash lamps and tail lamp, horn, jack and full set of tools.

Price—Chassis $1,500
With regular delivery body..... 1,750

F. O. B. Hartford, Wisconsin.

KisselKar
Chemical Fire Truck

Motor—50 H. P.; four-cylinder. Bore, 4⅛; stroke, 5.

Cooling System—Water cooled. Positive circulation with centrifugal pump. Radiator, square tube with belt driven fan.

Carburetor—Stromberg automatic float feed type with water jacket for warm water and air inlet shut-off for starting in cold weather. Gravity feed.

Ignition—Imported Mea or Bosch Dual Magneto.

Lubrication—Splash lubrication, with an adjustable oil level supplied by oil from self-contained oil reservoir in lower part of oil basin, forcing oil to each section of the crank case. Reservoir holds about one and one-half gallons of oil.

Control—Hand throttle and foot accelerator.

Gasoline—20 gallons; water, 5 gallons; oil, one and one-half gallons.

Clutch—Large cone leather faced with adjustable spring inserts underneath leather, allowing gradual engagement.

Universal—Full universal between clutch and transmission, also Spicer Joints on drive between transmission and differential.

Transmission—Sliding gear, selective type with four speeds forward and reverse. Direct drive on third speed. F. & S. annular ball bearings. Chrome vanadium steel gears.

Speed—40 miles per hour.

Differential—Of large size and made of chrome vanadium steel. Pinion shaft supplied with two Timken bearings, also Timken bearings on differential.

Springs—Front semi-elliptic; rear ¾ elliptic, made of chrome vanadium steel. Front, 38 in. long; rear, 54 in. long.

Front Axle—Solid forging. Timken roller bearings.

Rear Axle—Full floating type. Timken roller bearings.

Wheels—Artillery type. Demountable rims.

Tires—37x5 in. front and rear.

Brakes—Double internal and external on rear wheel drums.

Steering Gear—Worm and gear type. 18-in. hand wheel.

Frame—Extra heavy pressed steel, reinforced and trussed.

Wheel Base—132 in.

Tread—56 in.

Prices on application.

KisselKar
Special Delivery

Motor—50 H. P.; four-cylinder. Bore, 4⅛; stroke, 5.

Cooling System—Water cooled. Positive circulation with centrifugal pump. Radiator, square tube with belt driven fan.

Carburetor—Stromberg automatic float feed type with water jacket for warm water and air inlet shut-off for starting in cold weather. Gravity feed.

Ignition—Imported Mea or Bosch Dual Magneto.

Lubrication—Splash lubrication, with an adjustable oil level supplied by oil from self-contained oil reservoir in lower part of oil basin, forcing oil to each section of the crank case. Reservoir holds about one and one-half gallons of oil.

Control—Hand throttle and foot accelerator.

Gasoline—20 gallons; water, 5 gallons; oil, one and one-half gallons.

Clutch—Large cone leather faced with adjustable spring inserts underneath leather, allowing gradual engagement.

Universal—Full universal between clutch and transmission, also Spicer Joints on drive between transmission and differential.

Transmission—Sliding gear, selective type with four speeds forward and reverse. Direct drive on third speed. F. & S. annular ball bearings. Chrome vanadium steel gears.

Speed—40 miles per hour.

Differential—Of large size and made of chrome vanadium steel. Pinion shaft supplied with two Timken bearings, also Timken bearings on differential.

Springs—Front semi-elliptic; rear ¾ elliptic, made of chrome vanadium steel. Front, 38 in. long; rear, 54 in. long.

Front Axle—Solid forging. Timken roller bearings.

Rear Axle—Full floating type. Timken roller bearings.

Wheels—Artillery type. Demountable rims (quick detachable).

Tires—37x5 in. front and rear.

Brakes—Double internal and external on rear wheel drums.

Steering Gear—Worm and gear type. 18-in. hand wheel.

Frame—Extra heavy pressed steel, reinforced and trussed.

Wheel Base—124 in.

Tread—56 in.

Prices on application.



The KISSEL KAR is sold only through dealers of Highest responsibility, or through our own Branches

KISSEL KAR agencies have been granted with the most careful discrimination to secure only men of the highest caliber of responsibility and experience, such as insures the KisselKar owners of the maximum service and satisfaction.

We have aimed to match our selling organization with the quality of the car, and in every instance you will find a KisselKar agency eager to serve you in any way that will contribute to your fullest enjoyment of motoring pleasure—teaching you not only the mere handling of the car, which is simple, but glad to give the more thorough instruction that will mean the greatest economy of running costs and maintenance.

The perfect standardization of every part, both of the pleasure KisselKar and KisselKar commercial vehicles, enables agencies to carry an adequate supply of parts, thus providing for quick replacements.

We guarantee KisselKars against any defect of material or workmanship, and should any part be found defective inside of one year, we agree to replace it free of charge, provided it is returned to our factory prepaid.

You will find every KisselKar agency willing to aid you to a full understanding of the superiority of the KisselKar—ready to demonstrate the car for your benefit—and if you are seeking the soundest car values, superior comfort and attractiveness, you should avail yourself of this opportunity. Call your local KisselKar dealer on the telephone—or if there is no dealer in your city, write to us. The KisselKar has national distribution and we will refer you to a dealer near you.

KISSEL MOTOR CAR CO.
HARTFORD, WIS.



A FEW KISSELKAR BRANCHES AND DISTRIBUTORS

1—Kissel Motor Co., 2515 Mich. Ave., Chicago.
2—Cobb-Evans Auto Co., Fresno, Cal.
3—KisselKar Company, 228 Wisconsin Street, Milwaukee.
4—W. J. Carter, 1549 Lincoln Avenue, Denver, Colo.
5—Northwest KisselKar Branch, 1208 Hennepin Ave., Minneapolis, Minn.
6—Interstate Auto Co., Duluth, Minn.
7—KisselKar Company, Marshalltown, Iowa.
8—KisselKar Agency, 1312 South Grand Ave., St. Souis, Mo.
9—Henry Schafer, Dunkirk, N. Y.
10—Aberdeen Automobile Co., Aberdeen, S. D.
11—Davis Garage, Davis, Cal.
12—J. W. Leavitt, 529 Washington Street, Portland, Ore.
13—KisselKar Co., Dallas, Texas.
14—Capital City Auto Co., Austin, Texas.
15—J. W. Leavitt, Golden Gate Avenue, corner of Hyde, San Francisco, Cal.
16—The Kissel Automobile Co., 118 W. Pico St., Los Angeles, Cal.
17—KisselKar Co., 2344 Euclid Avenue, Cleveland.
18—Kissel Auto Co., 2129 Farnam Street, Omaha, Neb.
19—Motors Distributing Co., 336 North Broad Street, Philadelphia, Pa.
20—J. W. Leavitt, 519 E. Pike Street, Seattle.
21—Kissel Motor Car Co., 1700 Broadway, New York, N. Y.
22—KisselKar, New England Branch, 741 Boylston St., Boston, Mass.