

KISSELKAR
EVERY INCH A CAR

Add Six Months to Your Motoring Calendar

No. RECEIVED
MAY 24 1917

EVERY season, every month, week or day—summer or winter, for any social function or event—family or business use—the ALL-YEAR Car is supreme.

From late spring to early fall, it is a wide-

open, roomy touring car *with no roof to B. obscure the great outdoors.*

From late fall to early spring—it is changed into an ideal closed coach—cozy and comfortable—without rattles, drafts or leaks.

See the ALL-YEAR Car at the nearest KisselKar dealer. Three models on the HUNDRED POINT SIX, \$1735 to \$2050. ALL-YEAR DOUBLE SIX Sedan, \$2650. Send for ALL-YEAR Car Booklet.

KISSEL MOTOR CAR COMPANY, Hartford, Wisconsin, U. S. A.

The ALL-YEAR Car

• JANUARY •



• FEBRUARY •



• MARCH •



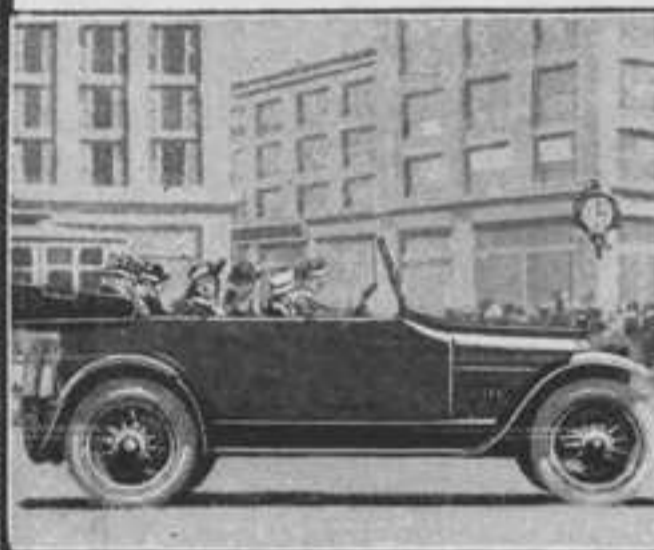
• APRIL •



• MAY •



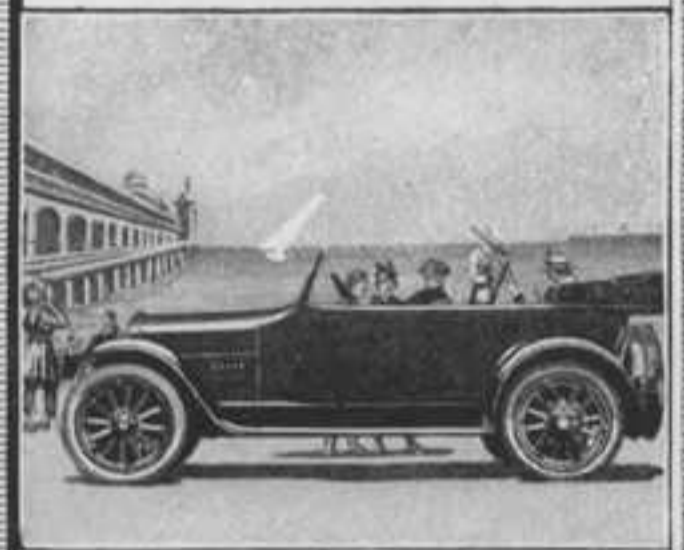
• JUNE •



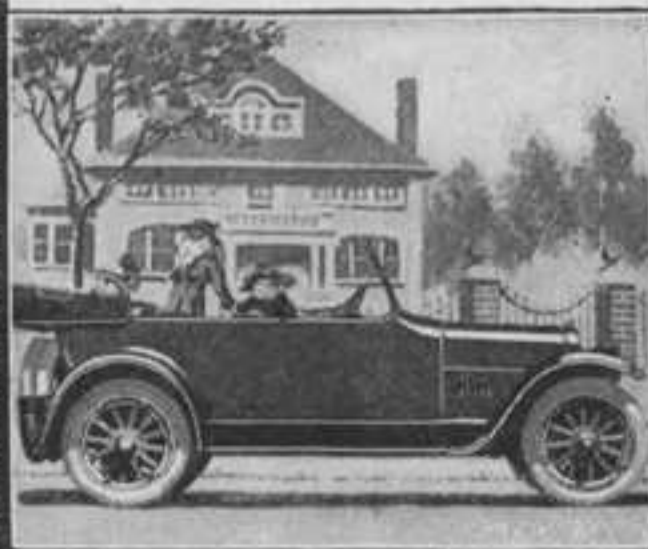
• JULY •



• AUGUST •



• SEPTEMBER •



• OCTOBER •



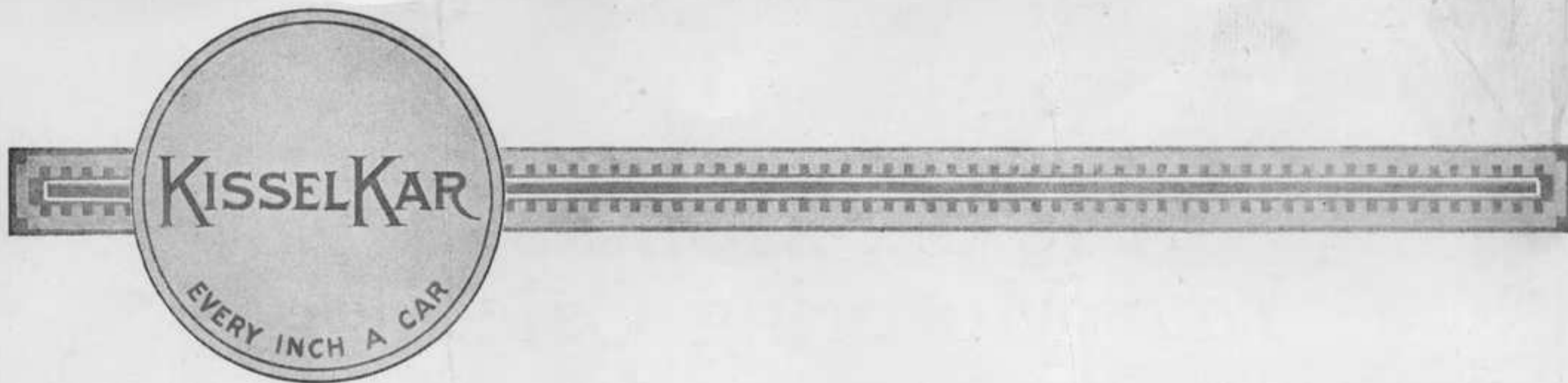
• NOVEMBER •



• DECEMBER •



WHITE BROTHERS,
WILMINGTON, DEL.



KISSEL LEADERSHIP

THE story of *Kissel* and the *KisselKar* teems with facts of alert foresight, prompt initiative, brilliant progress and dominant leadership. Either pacing competition or abreast of it in each vital advance of engineering and design, Kissel has occupied for eleven years a limelight prominence in the motor car industry. **The ALL-YEAR Car—an idea that admittedly towers above every other accomplishment in the history of automobile body building—is but the climax of a series of notable Kissel achievements.**

Kissel *introduced* three-quarter elliptic springs—bringing to the motor car a new standard of riding comfort.

Kissel *introduced* the salon body with a corridor between the front seats.

Kissel *introduced* double external brakes—doing away with the danger, noise, wear and tear of internal brake mechanism.

Kissel *introduced* concealed lights to illuminate instrument board at night.

The one man top—a European patent—was brought to America by Kissel and appeared on KisselKars a year in advance of its appearance on any other domestic car.

Kissel was *first* to offer in a *medium priced car* the full-floating rear axle, electric self-starting and lighting, and the substitution of oil lubrication for grease cups.

Kissel *introduced* the arched frame over the front axle—permitting for the first time a low hanging body without sacrificing ample road clearance.

Kissel *introduced* the now generally adopted and efficient system of both foot and emergency brakes on the rear wheels

Kissel *introduced* the merger of all electric wires on one central control board—making possible the instant location of trouble.

Kissel *introduced* two and three door touring bodies.

It was at the Kissel factory—on a KisselKar—that the now universally employed vacuum gasoline feed system was developed and perfected by the inventor, Webb Jay.

Kissel was among the first builders of six cylinder engines and the first to market Sixes at a popular price.

The ALL-YEAR Car

The ALL-YEAR Car—a beautiful and complete closed coach that can be readily converted into a wide-open *roofless* touring car—has lifted Kissel from eminence to PRE-EMINENCE by actually changing the motoring habits of a nation.

Thus Kissel has been *first* in those things that figure most prominently in the safety, simplicity, appearance and comfort of the modern motor car.

Couple these facts with the further fact that the Kissel Motor Car Company has enjoyed a clean record of unbroken success since its inception—and you have every reason to let your next car be a KisselKar.

We are particularly proud of the current Kissel Models—the DOUBLE SIX—the HUNDRED POINT SIX—the ALL-YEAR Car—the greatest solid value line in America. See them at your nearest KisselKar dealer. Write for new descriptive literature.

KISSEL MOTOR CAR COMPANY
HARTFORD, WISCONSIN, U. S. A.