

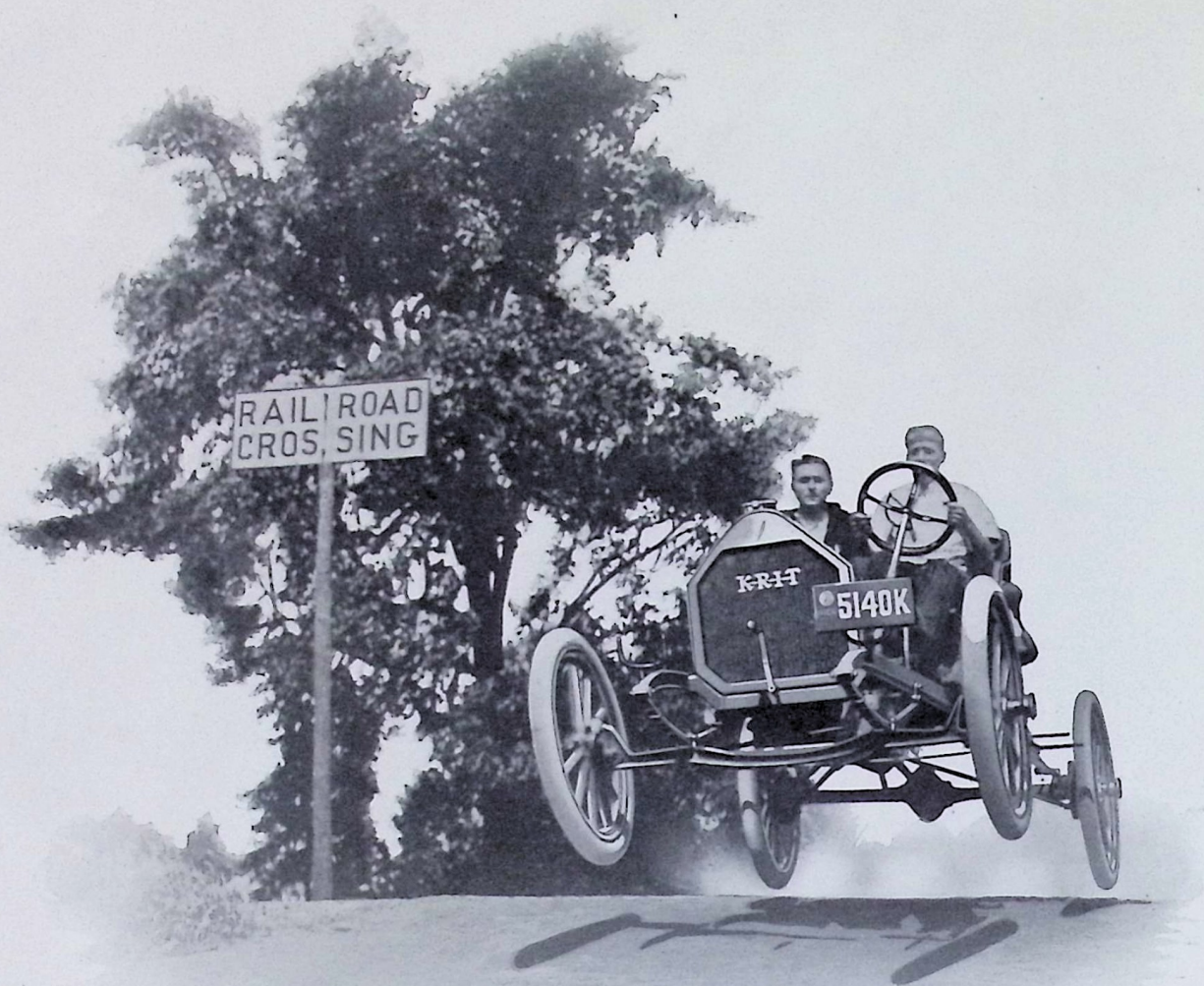
THE TEXT BOOK OF MOTOR CAR ECONOMY

1914 **KRIT** 1914



"ENVY"





NEAR the KRIT factory is a railway crossing with a steep approach. This KRIT car was driven at full speed toward this approach and made the leap, as shown in the picture above. As it struck the track, it jumped several feet off the ground and covered a distance of 35 feet in the air before landing again on the road. This test was a severe one for springs and axles—the speed of the car and the concussion of landing were enough to test the strength of any car. Every KRIT will stand up under this hard test—evidence of the quality and strength of materials used in KRIT construction.

THE TEXT BOOK OF MOTOR CAR ECONOMY

What to Look for in the Automobile You Buy

THE automobile today is considered a necessity—not a luxury. It has won its place in our life as the best, swiftest and most economical way of covering ground. Every day we get more out of living, our dividends on the passing moments are greater because of the automobile. Each moment brings some new enthusiast, one more person comes to feel the joy, the thrill of motor car riding, and at the same time, the immense saving of time and energy that the motor car makes possible.

And with all this wonderful change has come a transformation in motor car building—a revolution in automobile construction that has met the demands of the motor world in the manufacture of better and more serviceable cars. You need only to look back two or three years and compare cars that sold then for a thousand dollars, with those that you can buy for the same price today. What a marked improvement. How much more you can buy for your money, both in size and quality. Competition has forced all makers to put their best into their products, to make cars that will give service and enduring satisfaction to their owners.

How Prices Have Changed

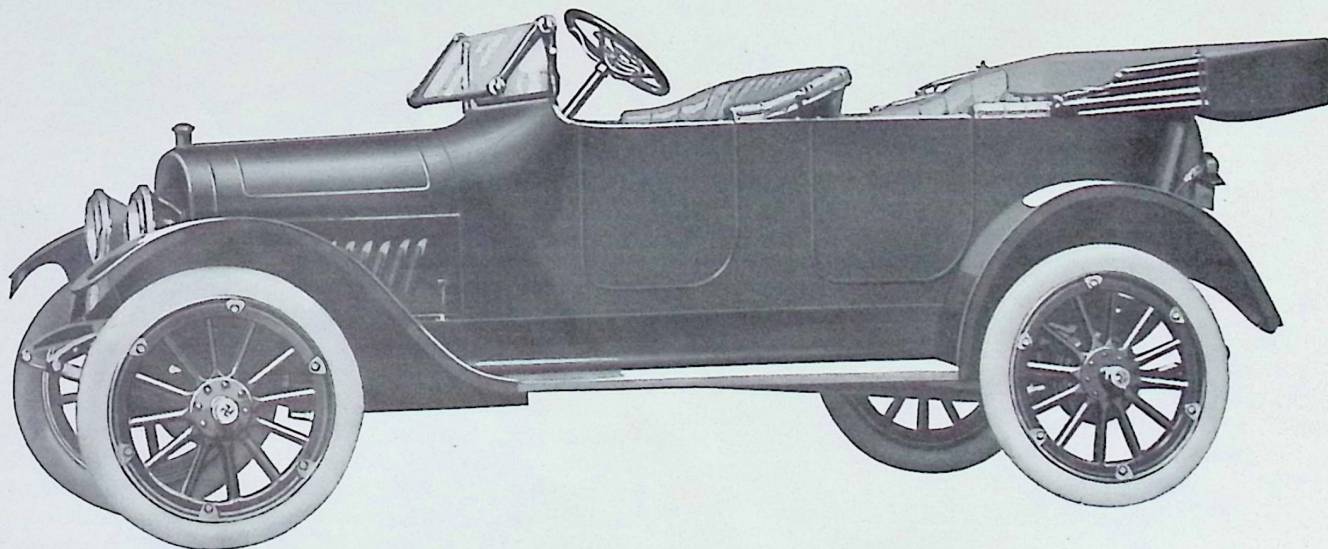
During these past few years of wonderful growth in engineering skill and motor car production, there has been a tendency on the part of manufacturers to either

produce cars of finest quality, regardless of price, or cars of low price to meet a popular demand, giving the matter of quality secondary consideration. Still others are giving higher quality at practically the same prices by combining quantity production with the practice of rigid economy in the manufacturing and selling organizations.

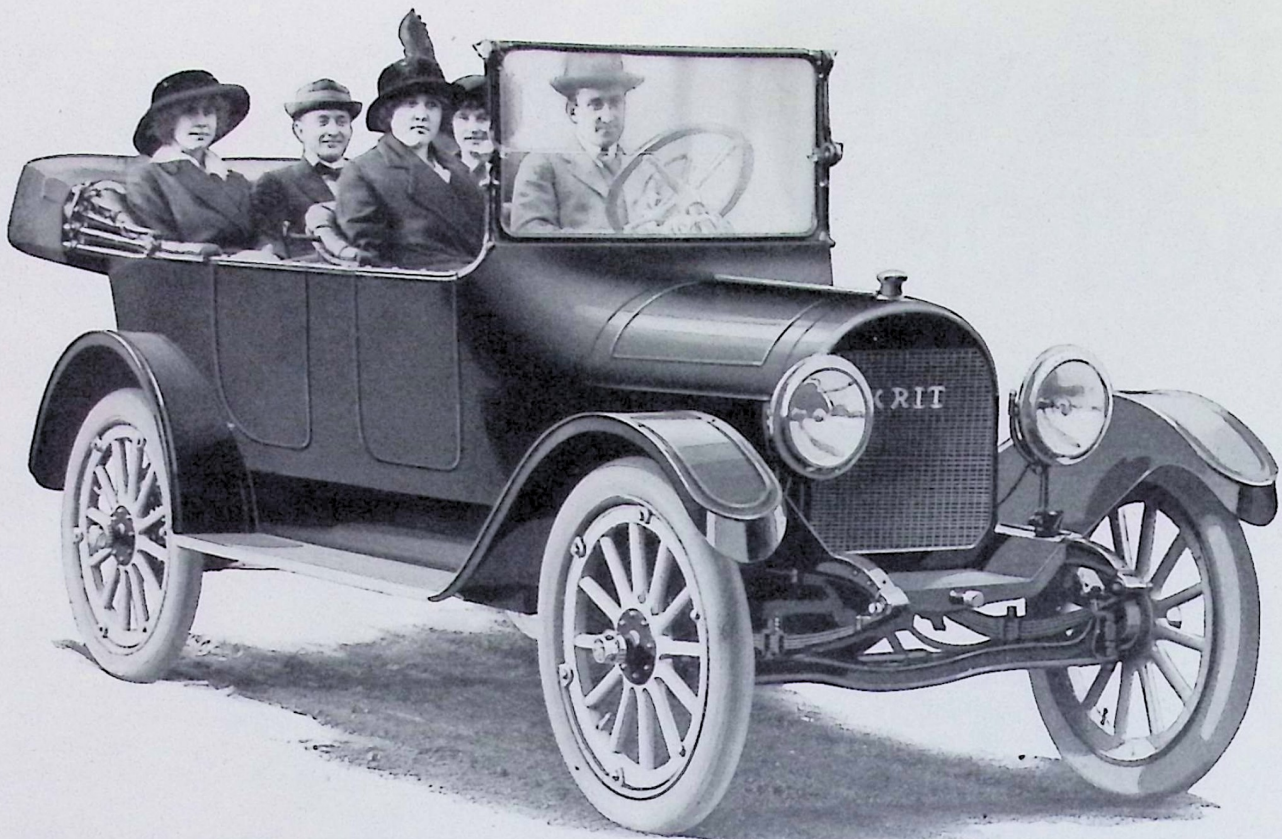
The manufacturers who have been most successful are those who have brought their production up to a large enough quantity to take advantage of the lowest prices for materials, and at the same time are not building such a large number of cars as to be unable to give efficient manufacturing supervision to turning out cars that are right.

Furthermore, you will find the cars that are built right are those whose mechanical design is not constantly being changed after it has proven successful, except perhaps in minor details of improvement. Every radical change means new tools, the cost of which must be borne by the automobile buyer.

For these low priced cars an enormous demand has developed; in fact, people have realized that they can now buy a car that combines low first cost and economical after-cost. Lower prices have made it possible for thousands to enjoy the country, the pleasures of a day off at the lake with the whole family, the fresh air, and all the happiness that an automobile may bring. With a truly economical car you can have all these things, with hardly any expense at all compared with that entailed by the use of a high priced car.



Full Side View 1914 Krit. This illustration shows the classy lines in the body design. Price \$950 f. o. b. Detroit (\$1050 with Disco Electric Self-Starter and Lighting System)



You cannot help but admire the Krit 1914 Touring Car. Notice how comfortably everybody is seated; the low rakish design

Economy a Part of the Car Itself

NOW, economy in a motor car must be inherent in the car itself. Just because a car is small does not establish the fact that it is economical. It must have sturdy construction that has proven itself—construction that will stand the stress and strain of rough country going, the pull of the hills and the shocks of the road.

So in buying a motor car look well at the construction, see how it is built from the ground up. Are the wheels made of thick, strong spokes of seasoned hickory? Then be sure that the axles are amply large and made of the strongest material. Vanadium steel is used in many cars, a metal that gives uniform strength throughout. The front axles should be the I-beam type, with large steering spindles—a factor of safety the wise automobile buyer always takes into consideration.

The rear axles should contain roller bearings of known quality—Hyatt high duty bearings are exceptionally strong and reliable. Look to it that there are plenty of grease cups in this axle to insure proper lubrication. Their quick accessibility will save you much trouble in the future.

And while you are examining the rear axles take a look at the brakes. Nothing is more important; good brakes prevent accidents. See that they are large both in diameter and width. There is wonderful satisfaction in knowing that your car will stop when you press the pedal.

Have a Comfortable Car

As you value comfort and easy riding qualities, inspect thoroughly the springs (when you ride in the

car you can tell). Investigation will show you that good cars have springs made of Vanadium steel. Such springs combine toughness and wonderful strength with the resiliency of a pneumatic tire. Full elliptical underhung springs used in the rear double the comfort of those who ride in the car. Furthermore, be sure that the springs are securely and properly fastened to the frame and axles. A glance at the size of the bolts will tell you.

And now let the frame tell its story on the car you are looking at. Is it but a thin strip of steel that is likely to buckle up and leave you in the lurch? Let nothing but pressed steel, channel type, be used in the frame of the car you buy, and this should be of ample depth.

Size Doesn't Always Mean Strength

Just a word here about size. Remember that big parts are not always as strong as those somewhat smaller. The bigger and heavier the car, the greater the strain and wear on all parts. Frame, axles, wheels, power plant, steering apparatus—all these vital parts are subject to more than proportionately greater strain as the weight of the car increases. The use of strong and better materials has enabled many manufacturers to reduce both the size and weight of their cars. This is reasonable and possible, because the development of the automobile industry has brought with it many revolutionary methods in the treatment of metals. It is possible to increase the tensile strength of important parts many fold by proper design and scientific heat-treatment. So it is well to know the kind of metal and its strength used in the car you are going to enjoy.

All these features have a marked bearing on the future economy of your car, for upon this inherent strength of the chassis depends many or few repair bills.

There's just one thing more about the running gear that should bear the closest scrutiny. The steering gear—your guide to the best spots in the road, the one thing that must always be right. You will find most cars equipped with the worm and gear type. This gear is good provided there is ample bearing surface. The moving parts should be enclosed in a dust-proof case or housing, packed with grease to insure perfect lubrication.

The Origin of the Power

THE motor is often called the heart of an automobile, for from it emanates all the go, the push, the energy. And you, Mr. Motor Car Buyer, should see that the power plant in your car has no weaknesses.

In the type of car that we are talking about, namely, the economical car, you will find many and varied types of motors. One is rather at a disadvantage here because the real vitals of a motor are not to be seen; the pistons, the connecting rods, the bearings, the crank shaft and cam shaft are hidden from the eye.

The economical car, light in weight, but staunch, does not require a large motor, providing that the motor is so efficiently built that it delivers every ounce of power a motor its size is capable of producing. The small but powerful motor makes for low gasoline and oil consumption. A motor with a $3\frac{3}{4}$ " bore and 4" stroke has proved exceptionally efficient. You will find today that manufacturers are using smaller, but more efficient motors.

The materials that form the moving parts of the motor should command your attention. Most manufacturers, by means of scientific tests and analyses, have developed new materials for the construction of these motors—special alloy steels that stand the test of time and service.

And in considering the motor, note its vibration or lack of vibration, for quietness spells long life to a car. Smoothness means minimum wear and tear on the moving parts.

Reputation for Performance a Safe Guide

But before you place your mark of approval on the motor, look well to its record for service, what it has accomplished, whether it has been tried and found faithful to its promises. And you will find that no motor is really tested out until it has gone through at least four years of use in owners' hands. Many builders do not consider their motor a success until it has thus proven itself.

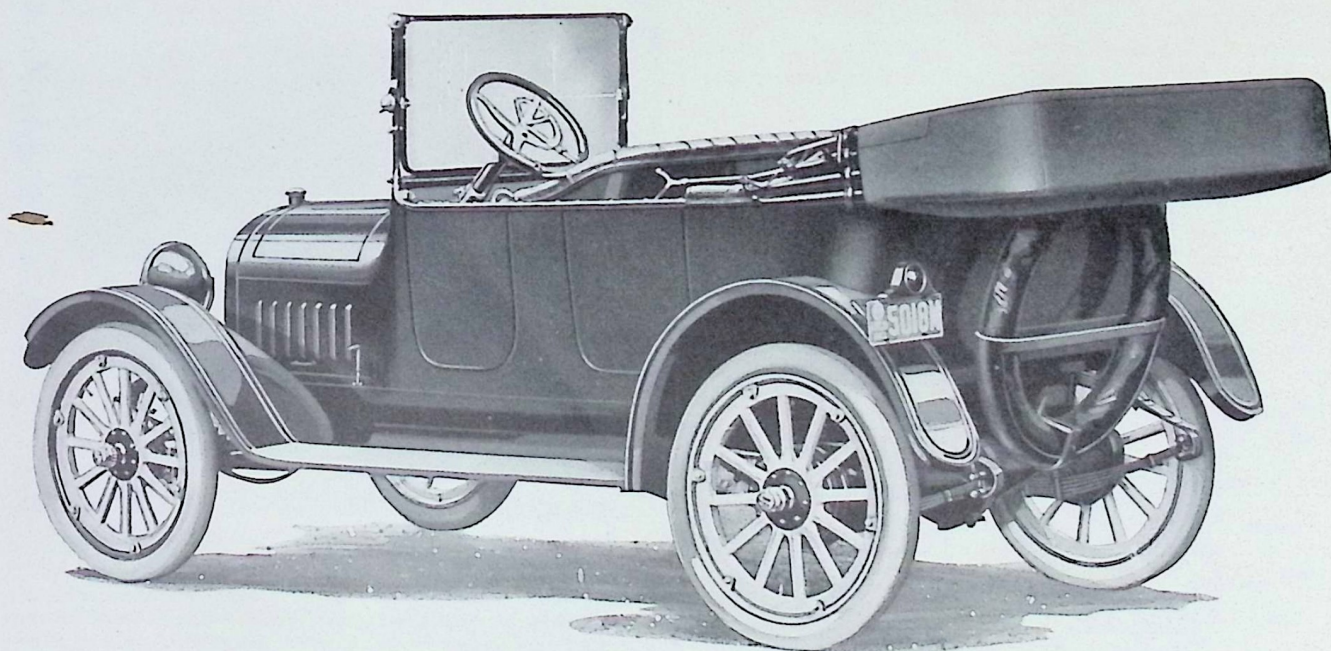
Furthermore, you should be able to place the integrity of the motor, yes, of the whole car, entirely on the shoulders of the manufacturer. What is his reputation? Has he built good cars? What do those say who have driven his cars; has he lived up to his promises by giving them a thoroughly good car? Car owners can tell you many things that will open your eyes to motor car facts and conditions.

So in buying an economical car, let the principles of light, strong construction guide you; look for strength and, at the same time, light weight. For light weight means low tire expense—and tire expense may mean real enjoyment or expensive pleasure during your motor-ing days.

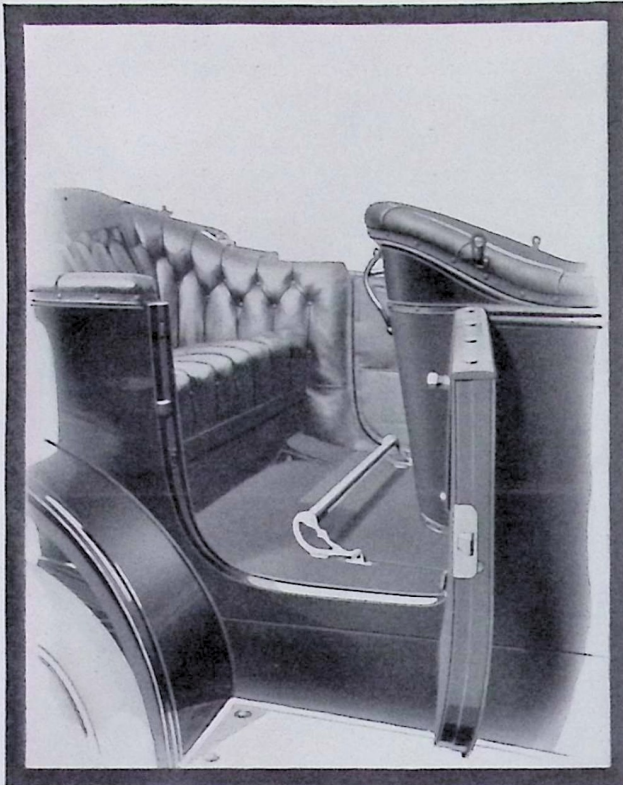
The practice of having dash control board is fast becoming universal. It places all the controls necessary for the operation of the car within easy reach. This year you can get these high-priced car features on but a few low-priced cars.

Combine Proper Mechanical Construction With Beauty and Style

Surely you want a car that looks right—one that you will be proud to drive, one that looks the height of fashion, and appeals to your good taste as well as to that of your friends.



Any way you look at this car it measures up to the latest in design and style—it is a car that you will be proud to drive



From this illustration you can see that the tonneau is large and roomy. The body is leather-lined and fitted with robe rail and foot rest. The upholstery is deep and comfortable

This year a few manufacturers of motor cars have struck the right idea. Bodies of exceptional beauty and grace embody the streamline features of a yacht. For the first time these lines have been made possible by the adding of rounded radiators, and hoods that taper gradually into the body lines with smooth, graceful curves.

Clean running boards, new design fenders and other features that make for extreme beauty and elegance, emphasize the thought and attention that some manufacturers have given to the body designs.

Judge Thoroughly the Car You Buy

Whatever you pay for a car, whatever kind of a car you have set your heart on—buy from a business standpoint. You will spend many hours in the automobile you buy. You can spend that time in the enjoyment of motoring or you can have troubles of many kinds. You can have an expensive car or one whose economy doubles the pleasure of motoring.

You will find a number of good cars on the market that embody the principles we have placed before you. Investigate thoroughly before you buy, and you will be amply repaid through the motor car satisfaction that comes to you.

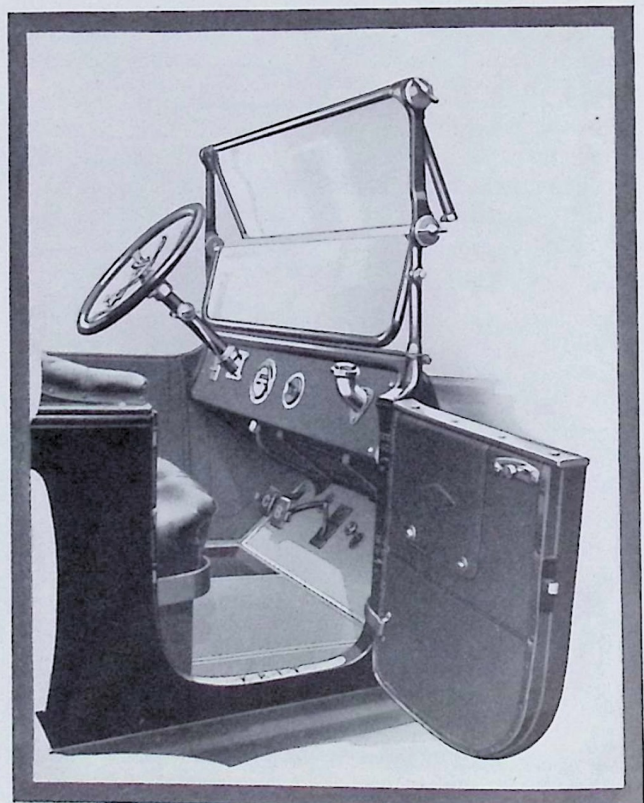
And consider carefully the matter of replacing any parts of your car that may be broken through accident. How quickly can you get these parts? And at what cost? This is a matter of vital importance to you.

The KRIT Measures Up to Your Idea of a Motor Car

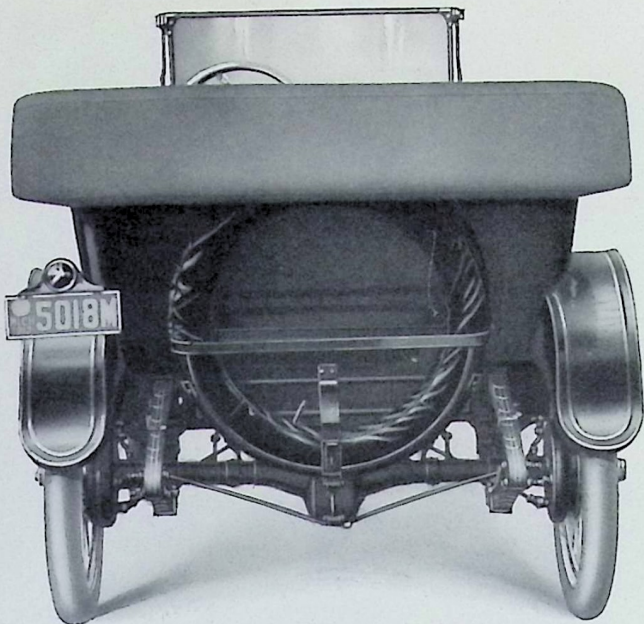
WE have named the salient features of motor car construction, features that make for your future enjoyment as a motor car owner, features that have an important bearing upon the after-cost of the motor car you buy. We have talked about the value you should get in a low-priced car, and, to our way of thinking, we have in the 1914 KRIT created a new standard of value in cars of its class.

The KRIT is not an untried car; it is a car that has given years of satisfaction to automobile owners. For four years KRIT cars have been known as serviceable and reliable motor cars.

Records of 25,000, 50,000 and even 100,000 miles of use in owners' hands have demonstrated the mechanical soundness of KRIT cars. Hundreds of owners testify to this fact in letters praising KRIT construction and the low up-keep cost of their cars. Instances of 5,000 to 10,000 miles of service without the necessity of touching a wrench to their cars are many.



The driving compartment of the 1914 KRIT. Ease of control and convenience are shown in this illustration. Everything is within reach of the driver—electric light switches, magneto switch, carburetor adjustment (on steering post), and speedometer; also filler cap for gasoline tank, which permits of refilling without disturbing occupants of the car. Note the double ventilating rain and clear vision windshield. You will find these features on cars selling for a much higher price



This rear view shows the beautiful bell-backed body (without seams), the tire carrier and also the combination light and license bracket. Note the under-slung full elliptical rear springs

Economy in Gasoline and Oil Consumption

Low gasoline consumption is another marked feature of KRIT cars. Owners tell us that they average **from 18 to 24 miles per gallon of gasoline** according to the nature of the roads. Then, too, we heat the carburetor so that every atom of gasoline is turned into fuel. Such economy is well worth considering in these days of increasing fuel cost. And this car has proven just as economical in the use of lubricating oils. The KRIT system of lubrication is simple and efficient, giving every part of the motor just the right amount of lubricant—no waste.

KRIT owners have never known what excessive tire expense means. Our engineers have so figured out the distribution of weight that tire wear is reduced to a minimum. This perfect distribution of weight reduces the danger of skidding. You can apply brakes when driving on a wet pavement and the KRIT will not skid. Then, too, this correct weight distribution coupled with light construction minimizes tire wear.

During the past few years the KRIT has won many contests which have thoroughly tested the mettle of this sturdy car. In endurance runs, hill climbing feats, it has always been among the leaders, capturing first and second in competition with cars of much higher price and horsepower. In the 1911 Glidden Tour the KRIT covered the 1492 miles with but one penalty—for making an adjustment which was caused by a heavy wagon backing into a front hub. The car went through the run with no other adjustment and but one puncture.

Then this same car, without any adjusting, blazed the trail back to New York, acting as the official pathfinder for the American Automobile Association in laying out a new National Highway from Jacksonville to New York.

Again in the 1913 Glidden Tour the three KRIT cars entered made the entire trip from Minneapolis to Glacier Park, Mont., with no mechanical trouble. Dur-

ing the first few days of this tour these sturdy cars plowed through mud and water hub deep. Everybody on this trip was enthusiastic about the remarkable performance of the KRIT entries.

The showing of the KRIT car has always demonstrated it to be of exceptional strength and stability.

The 1914 Model a Better Car

For 1914 we have retained all the strong mechanical features of previous models. In detail of construction we have made several improvements that increase its efficiency. And we have gone the limit in producing a car of utmost beauty and style.

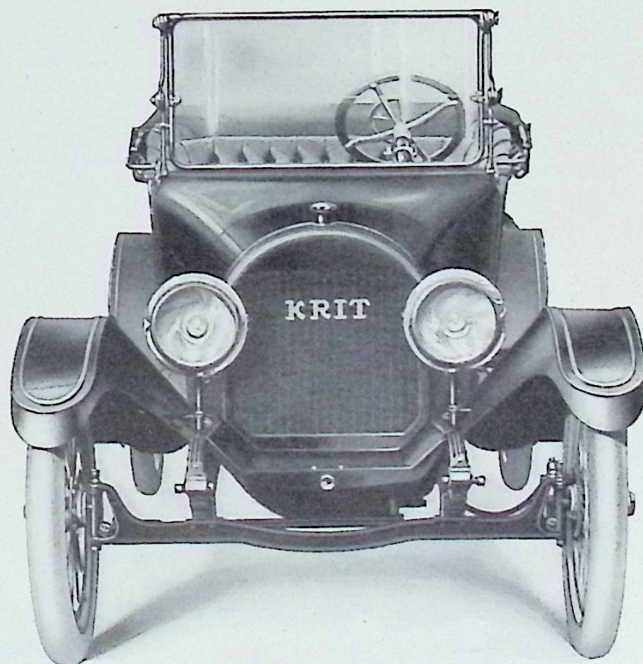
In the new KRIT you get all those qualities you have a right to expect.

When you buy a motor car you should demand certain things, features that will make for your entire satisfaction and future motoring pleasures.

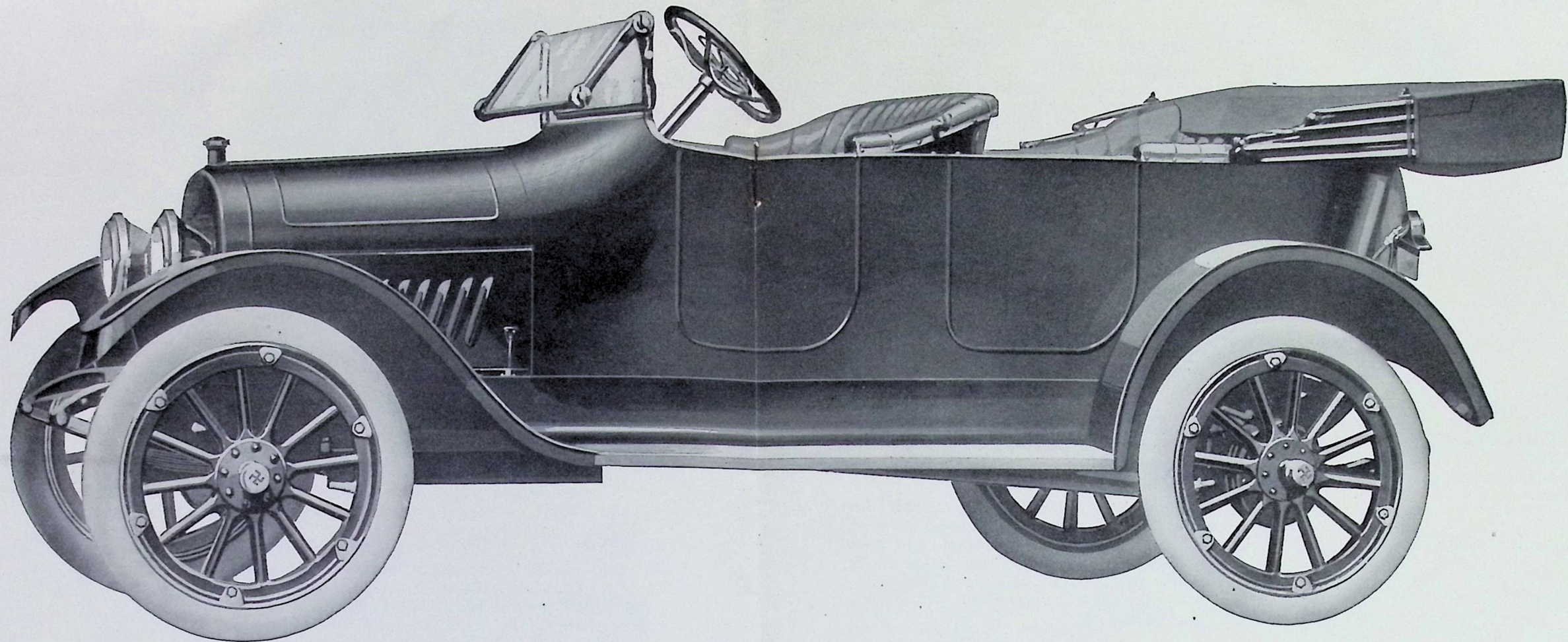
In the first place, you want a car that has ample power, power that will take you through mud and sand, and over any hills you may encounter. The KRIT gives you this power without any waste. The motor is not large, but wonderfully efficient. It gives all the power you need, with extremely low gasoline and oil consumption.

The KRIT motor is of the L-head type. Such a motor is exceptionally efficient because it concentrates the push of the explosion on the piston head itself. There is practically no waste space in the explosion chambers.

This ball bearing motor is of tested worth. It follows the same basic design that has proven successful for the last four years in the service of thousands of owners. Our advanced methods of design and manufacture have lightened our pistons and connecting rods without sacrificing their strength. The new design piston



Looking at the Krit coming toward you, it has just the same classy appearance that the side view gives. The rounded radiator, the tapered hood, and handsome beveled electric lights give unusual beauty to the car



Complete Specifications of the New KRIT

Body—Five-Passenger Touring. This body is the latest streamline design, possessing rare beauty, graceful curves and even contour. The tonneau is roomy with plenty of space for three passengers, fitted with robe rail and foot rest. This body is leather-lined. The front seat can be entered from either side.

Frame—The frame is made of exceptionally heavy channel steel $3\frac{1}{2}$ " deep. It is dropped in the rear, giving a low center of gravity so that the danger of skidding is largely eliminated.

Springs—We use Vanadium steel in the construction of the springs. This insures easy riding qualities and at the same time precludes any danger of breakage. The springs in front are semi-elliptical and in the rear full elliptical, underslung on the rear axle.

Front Axle—One-piece, drop forged I-beam Vanadium steel. Uniform in strength throughout. Spindles are drop forged from Vanadium steel and extra large. Steering arms are made of Chrome Vanadium steel, large in size and heat-treated.

Rear Axle—This axle is of the floating type. Pinion shaft, bevel gear and differential are mounted on Hyatt high duty roller bearings and enclosed in dust-proof case filled with grease.

Brakes—Two sets, acting on the rear wheels. The brake drums are large—2" wide by 10" in diameter, giving over 250 square inches of braking surface. Service brakes external controlled by foot pedal. Emergency brakes internal and controlled by hand lever.

Wheels—32-inch—12-spoke artillery type, made of tough well seasoned hickory and equipped with demountable rims. The front wheels rotate on imported ball bearings and rear wheels on Hyatt high duty roller bearings.

Tires—extra large— $32 \times 3\frac{1}{2}$ " front and rear.

Wheelbase—108 inches.

Tread—56 inches—optional 60 inches.

Road Clearance— $10\frac{1}{2}$ inches.

Motor—We have made very few changes in the KRIT motor, except to improve it in some minor details. We have changed the piston design which gives the motor better balance and increases the power at least 20%. The motor is four-cylinder, water-cooled. $3\frac{3}{4}$ " bore by 4" stroke. Cylinders cast en bloc. This design gives freer water circulation, reduces weight and makes a more compact and rigid engine. Cylinders are tested to 150-pound hydraulic pressure.

Crank Shaft—Our crank shaft is drop forged from special alloy crank shaft steel, has a diameter of $1\frac{3}{4}$ " at the bearings. The crank shaft runs on silent annular type ball bearings which are amply large for the load carried. The diameter of the balls is 15-16 of an inch, each having a carrying capacity of 3,400 pounds. Connecting rod bearings are of extra size Babbitt lined bronze shelled type, easily adjustable.

Cam Shaft—Cams forged integral with shaft from special alloy steel. Cams and bearings hardened and accurately ground to size.

Crank Case—Aluminum casting of compact design. Bottom of crank case (oil reservoir) easily removed for inspection and adjustment of connecting rod bearings.

Valves—The valves of the KRIT motor are enclosed with single plate and are easily removable. They are amply large, allowing free passage of gases. Both inlet and exhaust valves are same size and operated on the same side of the motor, necessitating the use of only one cam shaft. The heads are made of nickel steel with stems electrically welded and ends case hardened. We machine the valve heads to uniform thickness to allow for equal expansion and contraction. The push rods are case hardened, ground to perfect bearing and operate in bronze bushing.

Flywheel—The flywheel is of sufficient size and weight to insure perfect motor balance. And every flywheel is balanced accurately with crank shaft. It is enclosed in an aluminum case at rear of motor, taking the strain from the crank shaft by avoiding driving through shaft.

Connecting Rods and Wrist Pins—All connecting rods in this motor are drop forged, fitted with oil dip on cap which positively forces oil into the bearings. The wrist pin is hollow, case hardened and ground

accurately to size. The wrist pin is fastened in piston by a device which holds it rigidly in place and at the same time allows for expansion and contraction.

Pistons and Rings—Pistons on this motor are of special design recently worked out by KRIT engineers. We use three concentric rings, which give great compression. This type of ring is used on motors of most all high priced cars.

Motor Cooling—We use the thermo-syphon system and experience has proven that this system keeps the KRIT motor cool at all times. The connections are large, pipes to radiator 2" in diameter. The radiator is the vertical tube type with large cooling capacity. To further insure the cooling of the motor, it is aided by a ball bearing fan driven by belt from crank shaft and adjustable for tension.

Carburetor—Stromberg latest type, float feed, controlled by throttle on top of steering wheel, also by foot accelerator. Carburetor adjustment on side of steering column—an added convenience for starting in cold weather, as driver can adjust from seat.

Ignition—High tension, Bosch magneto, latest design, no batteries necessary. Spark plugs are placed in cylinder head directly over intake valves. Spark control on steering wheel.

Transmission and Clutch—Selective type, sliding gear, supported on annular type ball bearings, three speeds forward and reverse. Transmission gears are forged from Chrome nickel steel, heat-treated, oil tempered and ground to perfect mesh. Sliding gears operate along four keys cut integral with shaft. The transmission driving shaft is made of specially heat-treated Chrome Vanadium steel, accurately ground to size. Gears are encased in aluminum. Transmission case made with large hand hole cover to permit of easy inspection. The clutch is floating type, multiple disc, running in oil, self-adjusting, operated by foot pedal. The discs are made of saw steel, hardened and ground. This clutch operates without jerks or catching.

Steering Mechanism—Worm and full gear type with ample bearing surface, fitted with ball bearing thrust, adjustable to wear. Steering mechanism is enclosed in dust-proof housing, packed in grease. Steering wheel 17" in diameter.

Timing Gears—Spiral type. Effectively housed in oil-tight case with breather pipe cast integral.

Upholstery—Both seats are upholstered with fine deep cushions. The tonneau is leather-lined. Back of front seat upholstered.

Lubrication—Simple and efficient. The oil is placed in the motor through the breather pipe at the front of the motor. It thus flows down through the timing gear and crank cases to the reservoir; from there it is driven by the rotating of the flywheel to the transmission and crank case. Moving parts of the motor are lubricated by the splash system. At all times the oil level in the bottom of the crank case is maintained. It cannot get too high and cause waste; overflow pipes to the oil reservoir prevent that. A float gauge shows the level of the oil in the reservoir.

Horsepower—25 at 1000 revolutions per minute.

Gasoline Tank—Located under dash. Filler cap is at right, on instrument board. Can be filled without disturbing occupants of car. Capacity 12 gallons—10 gallons regular, 2-gallon reserve supply.

Drive—Shaft drive, one universal joint delivers all power to rear axle.

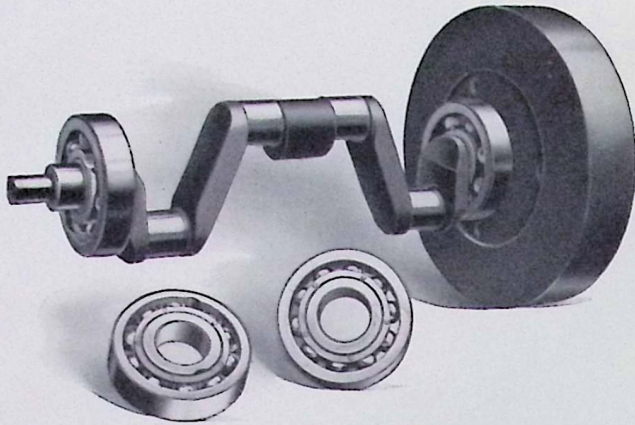
Doors—Both front and rear doors wide; invisible hinges. Door handles equally accessible from inside or outside.

Equipment—Mohair top; quick-acting curtains, top cover; double ventilating clear and rain vision windshield; Stewart flush type speedometer; robe rail; foot rest; demountable rims; one spare rim; spare tire carrier in rear; complete tool kit; jack; tire repair kit and pump.

Lighting Equipment—Electric head lights with dimmer; combination electric tail light and license bracket; electric horn and 100 ampere hour storage battery.

This equipment optional, with oil side lights and tail light; gas head-lights with Prest-O-Lite tank and bulb horn.

Price, f. o. b. Detroit, \$950 fully equipped. Equipped with Disco electric self-starter complete with generator and lighting system, \$1050, f. o. b. Detroit.



The Krit crank shaft is drop-forged from special alloy crank shaft steel. The silent annular ball bearings reduce friction and necessity of frequent adjustment

has enabled us to increase the piston speed nearly forty per cent, resulting in an increase of power of over twenty per cent. This power added to an already efficient motor leads us to believe that the KRIT is the most powerful and economical motor of its size made. The opinion of automobile engineers who have made thorough tests bears out this statement.

Power Coupled with Silence

THE power of the new KRIT comes without noise. Its design gives smooth mechanical operation. The crank shaft rests on silent annular ball bearings, which are exceptionally large in proportion to the load carried. The balls are 15-16 of an inch in diameter with a load capacity of 3400 pounds. Bearings of this type operate with practically no friction, eliminating wear and constant adjustment. The connecting rod bearings are fifty per cent larger than usual. This gives long wearing qualities and avoids the necessity of frequent adjustment. The bearings are babbitt-lined with bronze shell, and are easily adjusted.

Other improvements have made the KRIT motor quieter than ever. Our new design cam shaft works smoothly, without the click found in many motors. Accurate balance and light weight in all moving parts

further eliminate vibration. No four-cylinder motor in the world runs more smoothly and quietly than ours.

This mechanical perfection means economy for KRIT owners, for absence of vibration means less wear and tear on the motor, longer service with fewer renewals of parts and repair costs. Such workmanship is usually found only on cars selling for a much higher price.

The same mechanical perfection expressed in the KRIT motor is carried out in the construction of the entire chassis.

The transmission of the KRIT is of the latest and most improved design, the gears are large and forged from chrome nickel steel, heat-treated, oil-tempered and cut to perfect mesh.

This care in the construction of our transmission insures practically noiseless operation. All parts are exceptionally strong—the transmission drive shaft is made of specially heat-treated chrome vanadium steel, accurately ground to size. KRIT gears stand up with a minimum of wear. They are easily accessible through hand hole in aluminum gear case. This makes inspection an easy matter. Three speeds forward and one reverse gives ample variety of speeds to meet all traffic conditions.

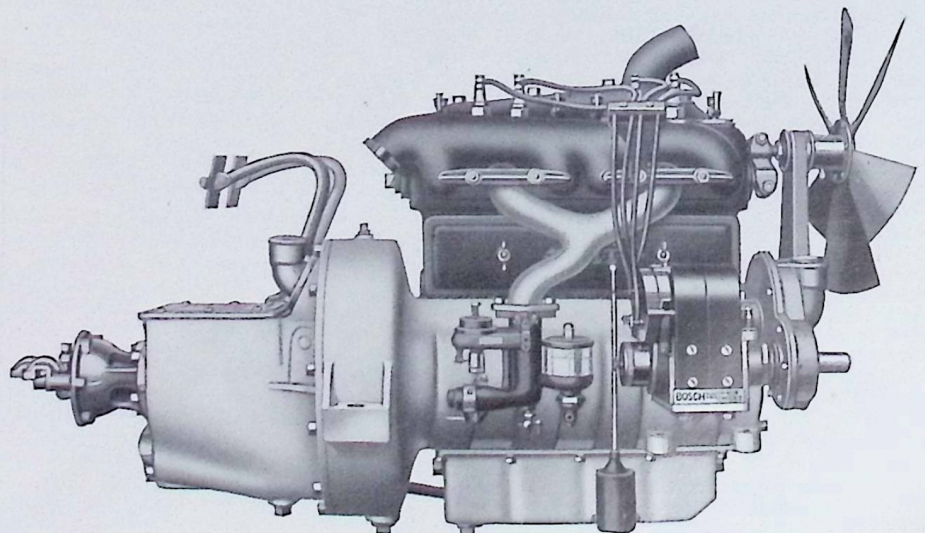
The clutch of the new KRIT, of the multiple disc type, running in a bath of oil, is of our own patented design, perfected after countless experiments. In it we use 21 steel discs, which are made of saw steel, specially hardened and ground. The action is smooth and quiet. It takes hold with ease and positiveness—yet will not slip under the heaviest pull.

A Chassis of Standard Mechanical Excellence

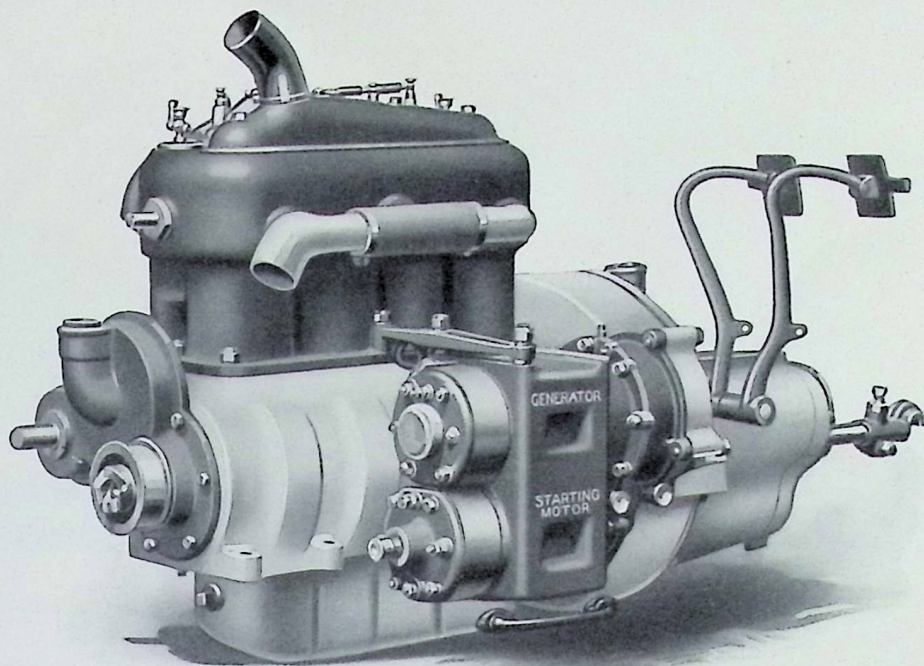
The KRIT chassis maintains the KRIT idea of strength and lightness and perfect balance. Superior materials of light weight take the place of heavy cumbersome parts that add up-keep cost to the automobile owner.

The springs on the KRIT are made of vanadium steel, noted for its toughness and resiliency. In the front they are semi-elliptical; in the rear full elliptical, underhung on the rear axle. This method of spring suspension adds much to the easy riding qualities of the

Right side of 1914 Krit motor. Stromberg carburetor which is heated increases economy of fuel consumption. Bosch magneto gives simplest ignition. Valves are enclosed by plate which is easily removed for adjustment. This protects them from dust and dirt and makes for perfect silence



Left side motor showing Disco-Krit starter and generator. Note simplicity and clean-cut appearance. All parts easily accessible



car. These durable springs insure the owner of freedom from spring trouble. Heavy roads have no terror for the KRIT driver. And with the use of vanadium steel these springs are made lighter, but stronger.

It is just as important to stop a car as to keep it running. On the KRIT car are two sets of brakes, each provided with large bearing surface. The action of these brakes is positive and never disappoints.

And so you will find throughout the entire mechanical construction, that this car is above the standard. In fact, you will find that the KRIT is the only low-priced car with so many high-priced mechanical features.

A Rare Combination of Mechanical Perfection and Beauty

THE KRIT car expresses your idea of beauty. In general lines it is strikingly similar to cars selling for much higher prices, from \$2,000 to \$3,500. The body

is the latest design, embodying the beautiful streamline effect. Its graceful curves and pleasing contour are a delight to the eye. The motor bonnet tapers gracefully from the cowl of the dash to the rounded radiator. The running boards are free from any obstruction (tire carrier in rear), setting off the handsome body and increasing its beautiful streamline effect.

Experts who have seen the new KRIT are enthusiastic about its rare beauty and correctness in design.

High-priced car features have been faithfully followed in the construction of every detail of the KRIT body. It is leather-lined throughout. The fenders are of latest design, curving gracefully with the body. The floor boards and running boards are covered with cork-linoleum, nickel-bound. The gasoline tank is placed in the dash. Dash control adds to the convenience of the driver.

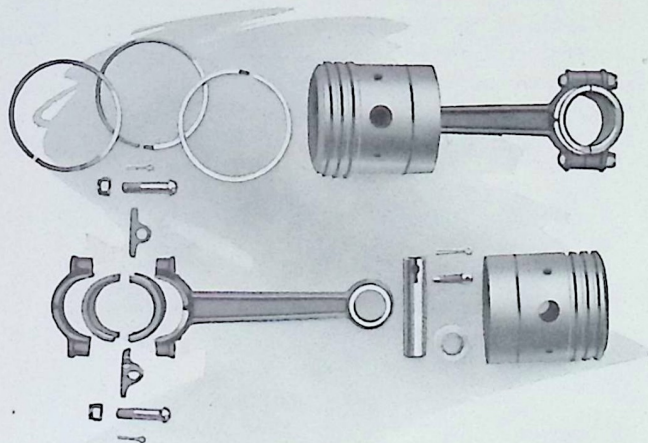
So in the new KRIT every detail of refinement that the motorist could wish for has been built into the car. You get all the high-priced car features that are essential to your comfort and enduring satisfaction in this car.

Easy Riding Qualities of the KRIT

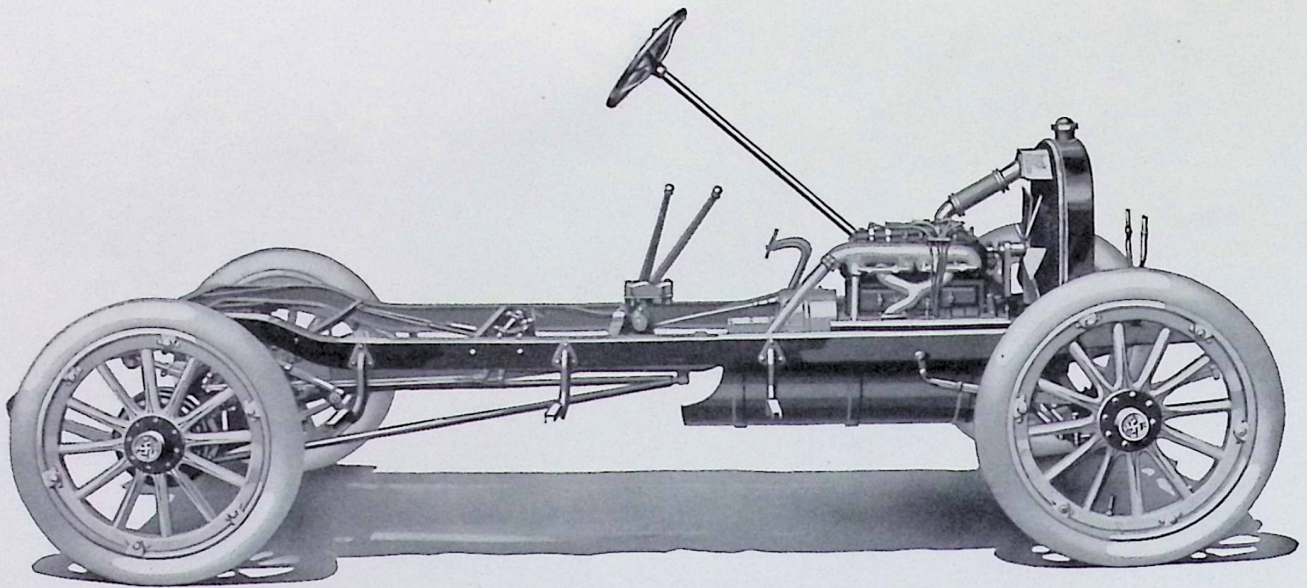
With all the high-priced car features, the KRIT would not measure up to your standard of what a motor car should be unless it were a comfortable car.

The body of the KRIT car is truly comfortable. The tonneau is large and roomy—the full width seat easily accommodates three large people. The seats are well upholstered with fine deep cushions that add to the easy riding qualities of the car.

The equal distribution of weight has made the KRIT famous for comfort and easy riding. Proper spring suspension and full elliptical vanadium steel springs make all roads look alike to passengers. The drop frame carries the load close to the ground, and minimizes the



Piston and Connecting Rod Assembly. This shows the new design piston with concentric rings. Note the large bearing surface of the piston and the construction of the rings. The use of this design increases power



Chassis of 1914 Kritt—Note depth of frame and clean-cut design

danger of skidding. This also gives that low-hung appearance which is a marked characteristic of up-to-the-minute cars.

Convenience

The KRIT has followed high-priced car practice in giving the driver every convenience.

First, the steering gear on the left hand side, places the driver in the correct position to safely and conveniently handle his car on the road or in crowded traffic.

Second, the control levers are placed at the driver's left so as to be free from interference by the other occupant of the front seat or robe, yet arranged so as to permit entrance from either side.

The dash control gives the driver full command of his car from starting to stopping. Everything is within reach—starter button, carburetor adjustment, spark and gasoline control. Even the gasoline tank is located in the dash, where it can be easily refilled without disturbing the occupants of the car.

Why Pay for Weight?

THE KRIT offers you all that you can possibly get in a car anywhere near its price, and it combines all these qualities with lightness in weight, which means low economy of operation.

Compare KRIT features with those of cars in its class, and remember that in this car you get thoroughly sound construction that has stood the test of years. And in your comparison you will find that the KRIT measures up to the value you buy in cars costing almost double its price.

We give you class and beauty of appearance that you have never before been able to obtain in a low-priced car.

\$950 fully equipped, f. o. b. Detroit (\$1050 with Disco electric self-starter and lighting system), is the price you pay for the 1914 KRIT. This low price, coupled with high quality, gives you the best buy in the market today.

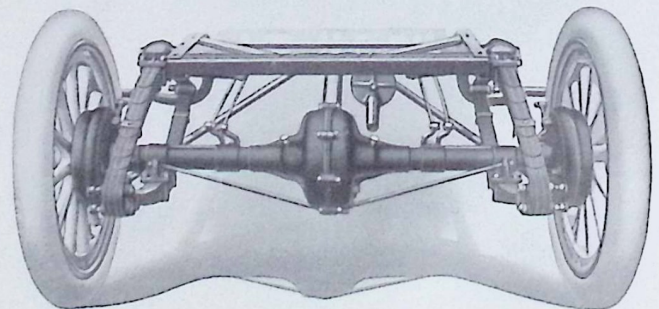
Figure it out, study the facts and let your judgment tell you that the really economical car is one that combines lightness and stability in construction, ample power and up-to-the-minute design and appearance. These features at this price you will find only in the KRIT.

Before you buy any motor car, investigate, see for yourself how this car lives up to the claims we have made.

A ride will convince you of the wonderful value that you can get in this car of low price. Go to our dealer; he will show you the car, will take you for a ride in it. Do that before you make your motor car investment.

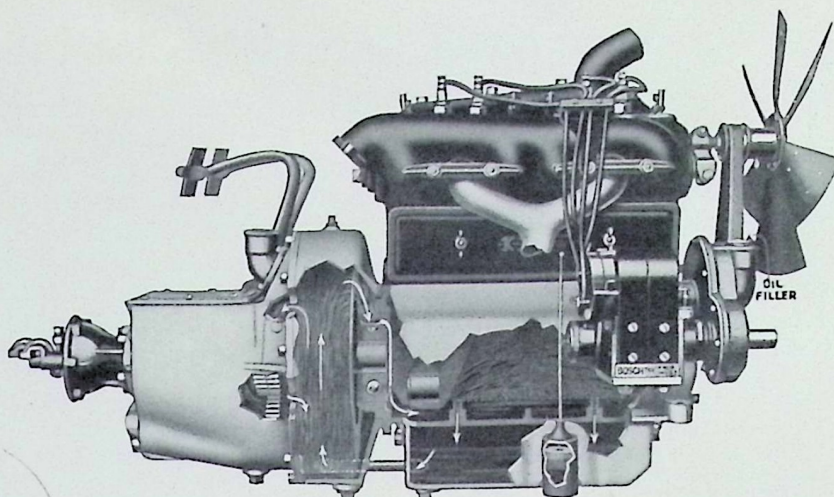
KRIT Service Worth Money to You

As this car itself has been a leader, so has the KRIT policy of service to owners. Most manufacturers still ask exorbitant prices for spare parts, a condition that breeds dissatisfaction when owners discover the excessive cost of making repairs. The KRIT Motor Car Company, having in mind the welfare and satisfaction of its owners, has established prices for spare parts 25 to 50% lower than those of any other maker. Look over our Repair Parts Price List—compare it to that of other cars. You will realize that the low after-cost of the KRIT is one of the big things that should enter into your choice of "the economical car."



Rear springs are underhung beneath the rear axle. This spring suspension doubles the easy riding qualities and sets the body nearer the ground, thus eliminating danger of skidding

This illustration shows the simplicity of the KRIT oiling system. The arrows indicate the course of the oil, which thoroughly lubricates every part of the motor. Oil is poured into the motor through pipe, cast integral with timing gear case, and flows through crank case to the reservoir. From there it is drawn by the suction of the flywheel and forced into the transmission and crank case. The splash caused by the revolving of the connecting rods and gears thoroughly lubricates all moving parts. The oil level in the crank case is constantly maintained by overflow pipes to the reservoir. A float gauge indicates the amount of oil in reservoir



High-Priced Car Features of the Low-Priced KRIT

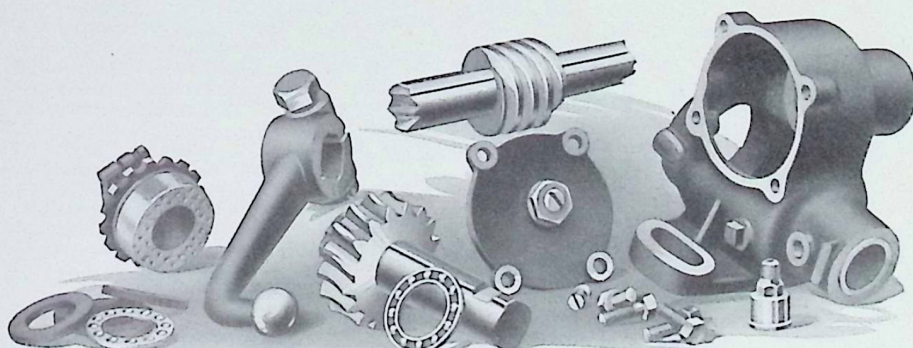
THE specifications below look like those you would expect in a car of much higher price. They show what economical methods of production, the manufacture of practically all our parts and efficient business management make possible in building a motor car. Use this as a list to check up motor car values. Look for these features on any car you are considering. They are features that make for comfort and satisfaction during your motoring days. There are twenty-six of these points, each of them a reason why the KRIT offers you the best motor car value on the market.

Streamline Body
 Rounded Radiator
 Tapered Bonnet
 Modern Fenders
 Cork-linoleum-covered nickel-bound floor and running boards
 Leather-lined Body
 Deep Upholstery
 Left Drive; Left Control
 Driving Compartment entered from either side

Clear vision, double ventilating Windshield
 Leather-covered Instrument Board
 Gasoline Tank in dash—gravity feed, reserve supply tank
 Unit Power Plant
 Stromberg Carburetor with adjustment on steering column
 Bosch Magneto

Multiple Disc Clutch
 Electric Starter
 Electric Lights
 Electric Horn
 Underslung Rear Springs
 Vanadium Steel Springs
 Stewart Speedometer (flush type)
 Long Wheelbase
 Demountable Rims
 Tire Carrier at rear
 Quick-Acting Curtains

For the past four years the KRIT has been a leader in the moderate-priced field. Many of the above features now used as "talking points" by other manufacturers were found on the KRIT years ago. But you cannot get all of these features even now except on the 1914 KRIT or a few of the very highest priced cars.



Steering gear assembly—this gear is known as the worm and full gear type. It gives double wearing qualities, is irreversible and adjustable

How KRIT Cars Have Stood the Test of Years

THE satisfaction that these cars have given their owners is the best evidence we can offer you of stability and service. We have many such letters that tell about the actual performance of KRIT cars under all kinds of road conditions. They emphatically bear out what we say about the high grade construction and the low after-cost of the KRIT. You will notice what low gasoline and oil consumption these cars have had. And the low tire expense is really extraordinary. These things are possible because economy and stability are inherent in this car. The new model represents greater motor car value today than ever before; we have improved it in detail, made it a more powerful car and a car that is second to none in grace and beauty. The 1914 KRIT sets a new standard of motor car value for low priced cars.

Facts from an Expert Engineer

After designing both two and four cycle motors, single cylinder, and three, four and six cylinder models, from 1 to 50 h. p., of which our company has built and placed on the market from 5,000 to 10,000, I have arrived at certain conclusions as to design, workmanship and material that I would like to have go into a car for my own use.

After going through car after car and examining piece after piece, making tests on material, taking micrometer measurements of machined surfaces, comparing design, etc., I purchased a five-passenger KRIT. Have now driven the car between 1000 and 2000 miles over some of the worst roads in the West, and had I the purchase of a car to do over again and could not obtain one otherwise, I would gladly pay from \$100 to \$200 more for a KRIT than for any car I know of now selling for \$1000.

Yours very truly,
Everett B. Cushman,
Mech. Eng'r,
Lincoln, Nebraska.

Stands Up on All Kinds of Roads

Replying to yours of the 21st regarding the service my KRIT car has given me, would say that it has given such good satisfaction that were I in the market for another car I would undoubtedly buy a KRIT.

I bought my car in April, 1911, No. 697, and it has been used constantly ever since. I have never spent a single cent for repairs of any kind, have traveled about 10,000 miles and get 20 to 22 miles to the gallon of gas, and do not use enough oil to mention.

The cooling system is unusually good, as my engine never overheats, the car has never been in the shop, though I have spent \$10 for cleaning the engine and car twice, but nothing broken either time.

I have traveled over all kinds of roads, through mud hub deep, and sand about the same amount, and never stuck under any kind of conditions; can climb any hill climbable and do not hesitate to recommend the KRIT as an A-1, serviceable car that will undoubtedly give the best of satisfaction.

Yours very truly,
John L. Wiedman,
Wichita, Kansas.

Twenty-four Miles per Gallon of Gasoline

Answering your letter of recent date, I wish to say that my KRIT touring car has given me the greatest satisfaction. I have driven something over eighty-three hundred miles during the eight months I have owned the car, and the cost has been practically nothing. I have made as high as twenty-four miles over rough roads, on a gallon of gasoline, which I consider a very good showing. I cannot speak too highly of the car.

Yours very truly,
F. B. Shull,
Seattle, Wash.

Economical Tire Cost

Yours of late date at hand. In reply would say that I am driving KRIT roadster No. 214 in her fourth season, from May, 1910. Have driven, in round numbers, about 4,000 miles. The first season my repair cost was 38c—one spark plug porcelain. The second year, about \$2.25. The third year was more, as I had the car re-painted. The fourth year, thus far, about \$5, connecting rods tightened, general tightening up.

Have from 16 to 20 miles per gallon of gas, according to quality of gas and nature of service.

The same tires are now on the car that were on when she came from the factory, and, with perhaps one exception, are reasonably certain to last out the season. The perfect designing of the car and the scientific distribution of the weight on the tires, are responsible for the above unusual record.

She has been a little piggish as to oil consumption, having averaged about 5 gallons to the 1000 miles, but she is welcome to it.

For simplicity, flexibility, hill-climbing and above all, ease of riding, I have not seen in the four years any car I want to trade her for.

Respectfully,
(Signed) A. L. Russell,
Wayland, N. Y.

Takes Any Hill on High

Replying to yours of the 7th relative to the service I have secured from my KRIT touring car, I am glad to say that it has been run six to seven thousand miles without any trouble whatever, except getting a universal joint, which was entirely my fault, as I allowed it to run dry.

I have had the car about ten months, bought it new the first of September, 1912. It is the best hill-climber I have ever seen for a car of anything like its weight. It will go up hills in this section on high that other high priced cars take on intermediate and low. The car is in perfect condition and looks almost like new.

Very truly yours,
T. L. Southworth,
Stamping Ground, Ky.

3000 Miles—No Trouble

Replying to your letter of the 14th, I have to date made over 3000 miles with my car, have had no engine trouble, no tire trouble, with the exception of one puncture.

It is my belief that, taking the price into consideration, the KRIT is the best car on the market. I am at all times a "booster" for your car and have been the means of the Victor Auto Company selling two cars.

If the 1914 car is to have electric starter and other late improvements, I will certainly be in the market at a later date.

Yours sincerely,
John F. Petersheim,
Evansville, Ind.

KRIT a Great Gas Economist

I just returned from a trip through Northern Michigan, covering in all about 1100 miles, and I thought you might be interested to know how the KRIT stood it.

We struck some awful sandy road and some of the worst hills I ever saw in my life, but we went over them like nothing.

We had no trouble of any kind, not even a puncture, and averaged from 21 to 22 miles per gallon of gasoline.

This is the second season I'm running the car, and two of the original tires are still on the car in good condition and I have never had any mechanical trouble.

Taking into consideration that this is my first car and that I have covered over 10,000 miles, it is simply wonderful.

For the price, I think the KRIT has anything beat on the market.

If anybody wants to know what the KRIT can do, tell them to come and see me.

Respectfully yours,
Edw. Retsch,
Grand Rapids, Mich.

13,000 Miles without a Hitch

Replying to your letter of the 10th, I purchased of the Cummins Auto Sales Co., in April, 1912, a KRIT touring car, No. 2514, brand new and fresh from the factory. Up to date I have driven this car about 13,000 miles. I have had absolutely no trouble and aside from having the valves ground, have not paid one dollar for repairs, except a small amount for repairing a leak in the main line pipe which feeds the gasoline from the tank to the carburetor. I consider the KRIT engine a marvel. My wife has driven this car possibly 6,000 miles. She has never failed to start the engine and it has always responded to every desire.

Without going into any further details, I will say that the KRIT car has given me absolute satisfaction and has even done more than Mr. Cummins recommended.

Yours truly,
Francis Carroll,
Columbus, Ohio.

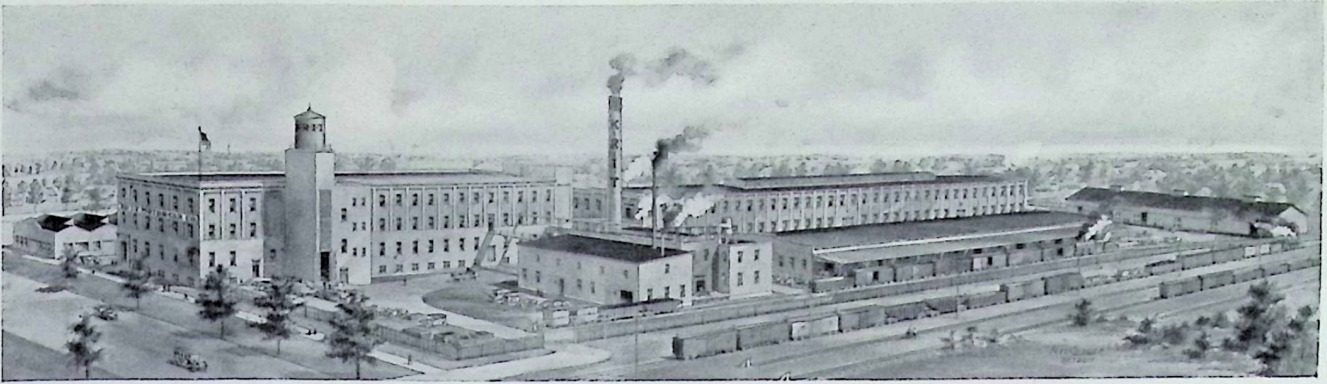
The Best Car on the Market

I bought a 1910 model on January 1, 1913, a second-hand car that I thought was about all in, as the former owner had abused it a great deal. I put new fenders on it and gave it a coat of paint, and have driven 7,000 miles since then with absolutely no engine trouble or any kind of trouble, excepting with tires.

The driving I do is not on level land, but is all on rough roads and country driving. The car only stopped once on the road and that was on account of lack of gasoline. The car will not run without gasoline.

If you are building as good a car today, which I believe you are, as you built in 1910, I think it is the best car on the market.

Yours truly,
Walter Zuetell,
Chicago, Illinois.



The main plant and general offices of the Krit Motor Car Company

THE KRIT is not an assembled car. All the essential parts of this car are manufactured by the KRIT Motor Car Company, and allied concerns. We do not depend on other manufacturers for these vital parts. We make them ourselves where we can supervise their manufacture, thus insuring KRIT owners the highest quality of material and workmanship. Furthermore, every member of the KRIT organization is personally interested in the building of the finest moderate-priced car possible to produce. It is this harmonious organization and our improved methods of manufacture that enable us to build a car of unusually high quality at a moderate price.

Guarantee

We guarantee the motor vehicles manufactured by us for one year, this guarantee being limited to the furnishing at our factory of such parts of the motor vehicle as shall, under normal use and service, appear to us to have been defective.

The guarantee is limited to the shipment to the purchaser, F. O. B. Detroit, of the part or parts intended to replace the part or parts claimed to have been defective, and which, upon their return to us at our factory for inspection, we shall have determined were defective, and provided the transportation charges for the parts so returned have been prepaid.

We make no guarantee whatever in respect of tires, windshields, lamps, horns, speedometers and other accessories which are guaranteed by their respective manufacturers.

The condition of this guarantee is such that if the motor vehicle to which it applies is altered or repaired outside of our factory or the shops of our authorized dealers, our liability under this guarantee shall cease.

The purchaser understands and agrees that no guarantee of the motor vehicle is made or authorized to be made, by the Company other than that herein set forth.

KRIT MOTOR CAR COMPANY

DETROIT, MICHIGAN