

WE SHALL KEEP FAITH

# Locomobile—Mercer—Simplex

## ANNOUNCE

a plan of joint operation to insure the most efficient use of their combined resources

# HARE'S MOTORS

(The stock of which is entirely owned by The Locomobile Company and Mercer Motors Company)

has been organized to direct and coordinate the production and distribution of these affiliated Companies

### History

*In October 1919* Mercer Motors Company acquired the property of the Mercer Automobile Company.

*In December 1919* The Locomobile Company was organized to take over the property of The Locomobile Company of America; Mercer Motors Company receiving a substantial interest in The Locomobile Company.

*In January 1920* Mercer Motors Company absorbed the Simplex Automobile Company, manufacturers of the Simplex and Crane-Simplex cars.

*Today* Hare's Motors assumes the directing power of all these properties. Its function will be to see that in effecting the big increase of output already under way, and the rapid diversification of product for which these factories are being equipped, there shall be no waste of plant space or of effort in any respect.

### Organization

Hare's Motors will be officered by these well known men:

*President*—Emlen S. Hare, formerly Vice-President, Packard Motor Car Company.

*Vice-President*, in charge of Engineering Development—H. D. Church, formerly Chief Engineer Motor Truck Division, Packard Motor Car Company.

*Vice-President*, in charge of Production—Ormond E. Hunt, formerly Chief Engineer, Motor Carriage Division, Packard Motor Car Company.

*Vice-President*, in charge of Distribution & Maintenance—Henry Lansdale, formerly General Carriage Sales Manager, Packard Motor Car Company.

*Vice-President and Consulting Engineer*—A. L. Riker, formerly Vice-President and Chief Engineer Locomobile Company of America.

*Secretary & Treasurer*—F. R. Hickman, formerly Treasurer, Locomobile Company of America.

Through the medium of *Hare's Motors*, Locomobile, Mercer and Simplex are welded together for purposes of operation and tremendously strengthened by each other's resources plus the directing brain power of the Hare's Motors staff. It is safe to say that the knowledge and experience of automobile engineering, production, and distribution in the quality field which is brought together by the combination of these executive groups is not equalled or even approached in any other organization throughout the length and breadth of the industry.

### Purpose

To provide a complete assortment of highest grade passenger and freight transportation units.

In furtherance of this object, to increase materially and immediately the output of all plants under its control.

### Standards

Hare's Motors is managed by men who know but one standard of quality and that the highest. The manufacturing practice of its shops will be the soundest known to American workmanship.

### Ideals

In these momentous times a statement of ideals will not be out of place. The contemporary clamor for rights is submerging the emphasis on duties. An unprecedented zest for gain tends to obscure the fact that permanent gain comes only by way of obligation thoroughly fulfilled.

The Hare's Motors management intend that their Company shall succeed most by serving most.

They mean that it shall deserve the confidence, possess the admiration and receive the enthusiastic patronage of the American people by standing for all that is best in American business enterprise.

## HARE'S MOTORS

16 West 61st Street

New York City

The Locomobile Co.

Mercer Motors Co.

Simplex Automobile Co., Inc.