

WE SHALL KEEP FAITH

LOCOMOBILE—MERCER—SIMPLEX

*What new types of cars and trucks
will Hare's Motors build?*

THE outstanding characteristic of the motor vehicle market of the past five years has been its evolution towards a strict transportation basis.

Whereas in the early days of the industry passenger motor cars were bought for the pleasure and diversion they would give, they are bought today almost solely as a means of getting from place to place—in varying degrees of comfort, it is true, but nevertheless primarily for travel rather than for recreation pure and simple.

The buying of motor trucks, too, thoroughly haphazard before the science of motor haulage was fully understood, has become very much a matter of elementary arithmetic based on known or easily determinable factors.

By the process of this evolution the problem of the car buyer and the problem of the truck buyer have become essentially the same, though the one relates to the passenger mile and the other to the ton mile.

Hare's Motors enters the field of motor vehicle production prepared to meet this market intelligently. Its officers, by reason of long and thorough experience, know the requirements of the situation from a to izzard. They are not going to be led into the error of building to a pet design or to a glittering theory. They intend to build transportation—passenger and freight—and to sell it on a transportation basis.

Such a program makes first quality indispensable. Products offered to the public on

their transportation value must be thoroughly sound in all the fundamentals.

Quality is the keynote of the Hare's Motors policy. Mr. Hare and his associates are men of long experience in the quality field—unfamiliar, indeed, with any other. And the factory standards of Locomobile, Mercer and Simplex are too well known to the public to require description. These standards are bred into the workmen in the shops, into the foremen, into the testers, into the clerks. The entire organization thinks quality. It works as a unit to put into each day's production a little finer workmanship than that of the day before.

The Hare's Motors line of passenger cars and trucks is being added to as rapidly as possible. It will include a diversity of non-competing units, differing as to size, capacity, weight and price, but each the best that can be built to provide the character of transportation intended. Right down the line the public will receive the soundest value for the money invested and will find in every unit a vehicle constructed throughout for the particular transportation service it is designed to render.

Due announcement of all new developments will be made. In the meantime let it be understood that Locomobile, Mercer and Simplex under the direction of Hare's Motors have combined their resources to furnish, not this or that type of car or truck, but transportation, and, that what the transportation needs of the public require, their aim is to supply.

HARE'S MOTORS

INC.

16 West 61st Street

New York City

Operating

The Locomobile Company

Mercer Motors Company

Simplex Automobile Company, Inc.