

# 1917 MERCER

## RUNABOUT

**Mercer Automobile Company - Mercer County, NJ**

ENGINE.....	4 Cylinder	HORSEPOWER.....	70 hp
WEIGHT.....	3,500 lbs	WHEELBASE.....	130"
PRODUCTION.....	150	FACTORY PRICE.....	\$3,750.00



**GILMORE CAR MUSEUM  
COLLECTION**

*“Titanic Sinks!”  
Newspaper headline*

Washington A. Roebling II, whose family built the Brooklyn Bridge, formed the Mercer Automobile Company in 1909. The car found early success on the racetrack and soon became popular with the young and wealthy. Disaster struck in April 1912 when 31-year-old Roebling perished in the sinking of the Titanic. The Roebling family sold the firm in 1918, and by 1925, Mercer had gone bankrupt.

A.C. Baker, who was born and raised on the farm that now makes up the Gilmore Car Museum, formerly owned this 1917 Mercer.

**THE MERCER**  
Winning First and Second in the Light Car Race at Elgin  
Was Like Taking Candy From the Baby

Raceabout \$2250

**BUT**

To land in **THIRD** place for the stock car championship with a 300 cubic inch car in the big race

**WAS SOME ACHIEVEMENT**

When only six minutes separated the Mercer from the winner.

600 Cubic Inch Class

One MERCER entered ..... One MERCER finished.  
One LOZIER entered ..... Did not finish.  
Two NATIONALS entered ..... One NATIONAL did not finish.  
Two SIMPLEXES entered ..... Neither finished.  
One POPE-HARTFORD entered ..... Did not finish.  
Three ALCOS entered ..... One did not finish and one outrun.

If you want to hear more concerning the highest grade light car manufactured, communicate with

**MERCER AUTOMOBILE COMPANY  
TRENTON, NEW JERSEY**

DISTRIBUTORS:  
Fred. S. Smith, 28 Columbus Ave., Boston, Mass.      Fred. M. Powell, 1433 Broadway, Seattle, Wash.  
Whiting Motor Co., 1802 Broadway, New York City      Roberts Motor Car Co., 212 Hopps St., Jacksonville, Fla.  
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