

Mercurles

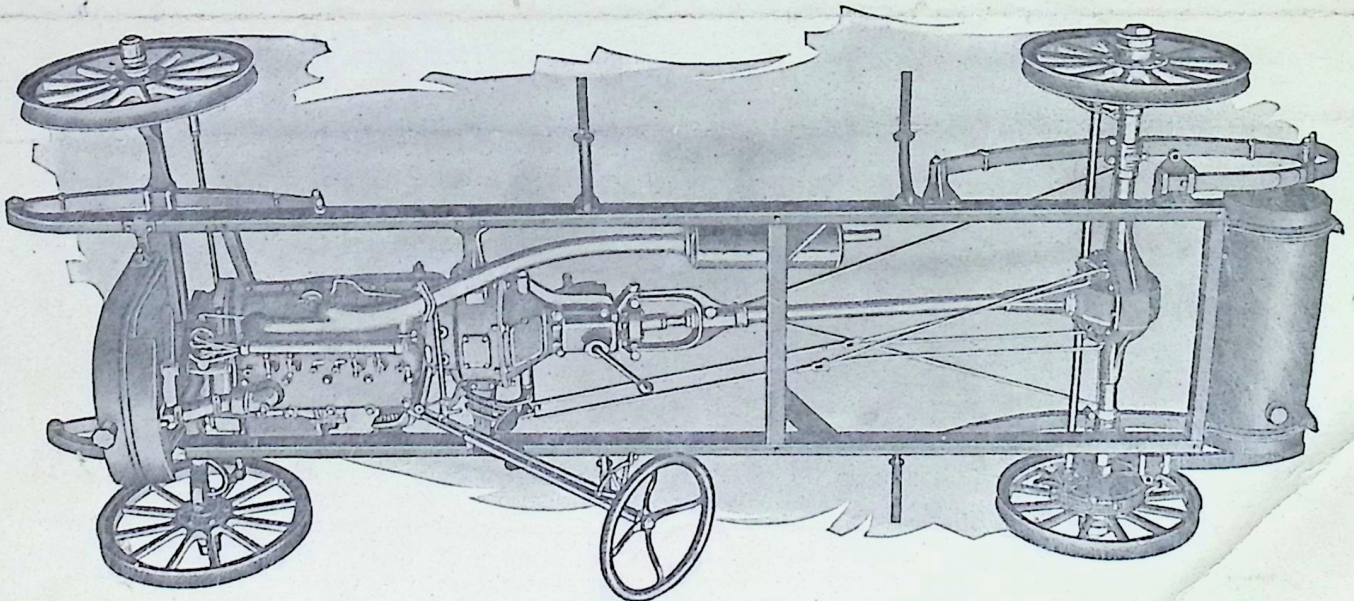
MoToR
SATISFACTION

MoToR
LUXURY

elliptic. Shackles permit of reciprocal motion and relieves the strain and jar in starting and stopping.
 Brakes—Internal expanding and external contracting.
 Wheels—Wood, artillery type.
 Wheel base—110 inches.
 Three—30x3½-inch. Non-skid on rear.
 Steering wheel—Irreversible. Throttle and spark levers on steering column under wheel. Wheel is 16 inches.
 Drive—Through single universal and chrome nickel steel propeller shaft, and heavy torque tube.
 Control—Left hand drive with control lever in center at driver's right hand.
 Goggles—Hung at rear of chassis. Stewart Vacuum feed.
 Body—Conservative streamline type. Five passenger seats, fitted with "U" type doors with concealed hinges, beautifully upholstered and finished in standard black.
 Windshield—Adjustable. Conforms to and built integral with the curved cowl dash.
 Top—Mohair; easy folding; fastens to windshield standards.
 Lamp Equipment—Electric headlights with dimming attachment, electric tail and dash lights.
 Horn—Electric push-button at driver's left hand.
 Speedometer—60-mile registers trip and season mileage. Instrument Board—Starting and lighting switches, speedometer and dash light all mounted on the instrument board convenient to the hand and eye of driver.
 Reclining Equipment—Dynamo electric starter and generator; Willard storage battery; electric lamps and horn; windshield; top with side curtains and envelope; speedometer; extra tire carrier; license brackets; tire repair outfit and tool kit, including pump and jack.

Motor—Four cylinder, cast en bloc, "I" head type. Bore 3¼ inch, stroke 5-inch. High speed. Removable water-cooled head. Enclosed valves. All parts easy of access.
 Horse Power—25-30.
 Starter—Dynamo electric starter and generator, single unit. The same system as used in the most popular cars in the \$2,000.00 class.
 Ignition—Connecticut.
 Oiling System—Positive force feed and splash.
 Cooling System—Thermo-Syphon. Each cylinder and valve has waterway all around, thus permitting free circulation. Large intake and outlet.
 Radiator—Honeycomb, cellular type.
 Carburetor—Special float feed and jet type.
 Clutch—Pressed steel cone, leather faced, with compensating plungers.
 Transmission—Selective sliding gear. Three speeds forward, one reverse. All gears and shafts of chrome nickel steel, heat treated, ball bearing.
 Power Plant—Unit in construction, transmission case bolted direct to rear of motor.
 Gear Ratio—1½ to 1. The powerful high speed motor geared in this ratio furnishes an overplus of power sufficient to handle the perfectly distributed weight of the complete car without strain in any situation.
 Bearings—Solid steel channels, three cross members. Full nut solid disc forward, "I" beam section. Rear: full roller bearings. No load carried on driving members. Weight of car rests on housing and driving members may be removed without jacking up the car.
 Springs—Front: semi-elliptic. Rear: three-quarter scroll

SPECIFICATIONS



The Hercules CAR



A THOROUGHbred in every detail.

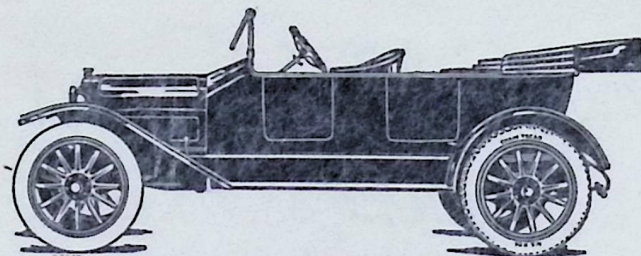
The car you need for your every day use.

Meets the every day needs of a larger proportion of our American citizenship than any other 1916 model.

IF you are accustomed to the luxury of the heavy and expensive car you will miss nothing in the HERCULES except the difference in cost and upkeep.

IT has all the riding comfort and convenience you are accustomed to, style enough to travel in any company, power enough to eat up roads and hills that your big car will find difficulty in negotiating, and more speed than you will ever have occasion to use in driving for business or pleasure.

DO you ask for more? It has it. Two essentials that are coming more and more to be demanded by the motor buyer—DEPENDABILITY and SIMPLICITY.



IN the HERCULES you have absolute dependability. In the chassis construction, in the high speed motor and in the perfection of its assembled accessories. It has been said that no motor car is better than

In the HERCULES car we use the "Dyneto" electric starting and lighting system. This is the same system used in the very best of the high-priced models.

IT is simple in construction and positive in action. A single movement of the switch is all that is required in starting. After the engine begins to operate under its own power the "Dyneto" automatically changes to a generator and charges the storage battery.

AT speeds above approximately ten miles per hour the "Dyneto" operates as a generator and at speeds below ten miles per hour it operates as a motor. The power available from the "Dyneto" increases as the speed of the engine is diminished and at very low speeds absolutely prevents the engine from stalling. This is a particularly valuable feature of the "Dyneto" system and is especially desirable when necessary to throttle down to slow speeds on high gear, such as at city street crossings, bad stretches of road, etc.

THE simplicity of HERCULES arrangement and management is rapidly making of it the favorite "Ladies' Car." The starting and lighting switches, speedometer, etc., are all conveniently arranged to milady's touch and glance on the instrument board, the spark and throttle are mounted directly under the steering wheel and the control lever of convenient height in center of driver's compartment.

IN the HERCULES construction nothing is left to chance. Every detail is worked out to a nicety never before attained in a car of this price.

The
Hercules
CAR

THE REASONS

IF you are one of the many who have been waiting for the time when the art of manufacturing pleasure cars would reach the stage of development where a medium weight car of classic design and appointment could be successfully made and marketed at the price of a good team—then your time has come. Buy this car.

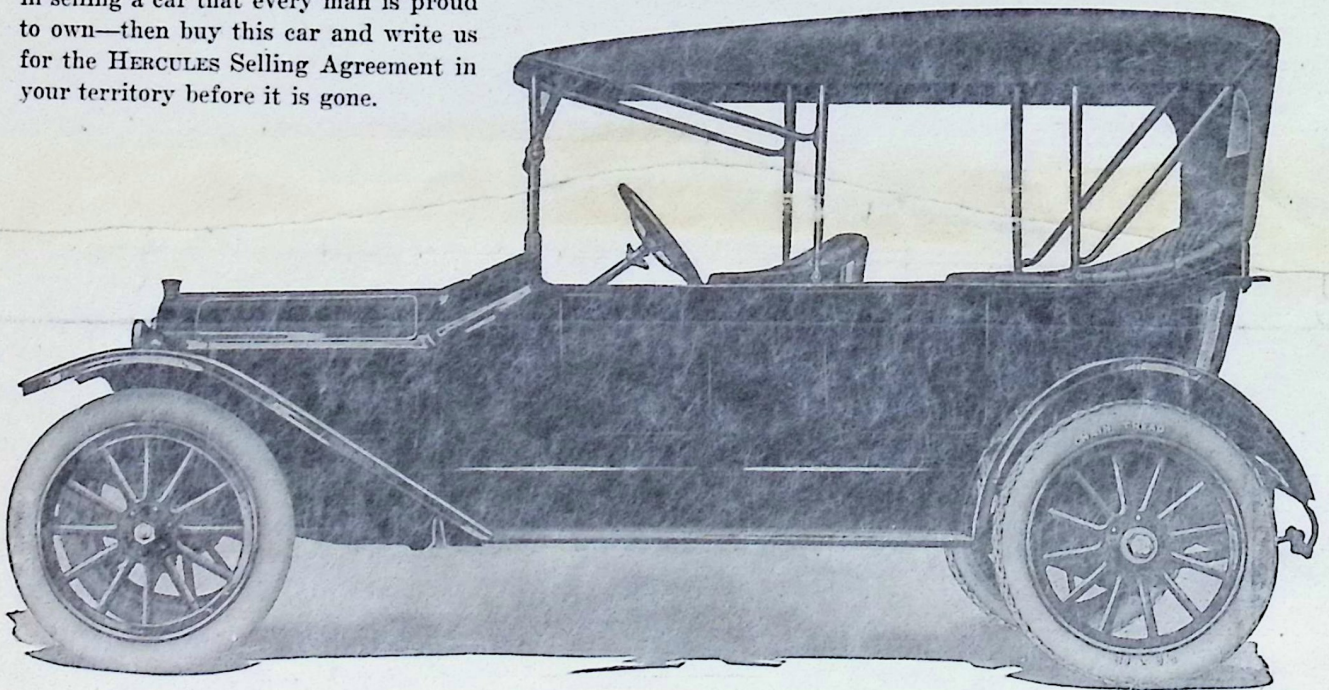
IF you would know the real joy of living—if you would experience the exquisite peace of bringing joy and pleasure to your family or the blush of health to the pale cheeks of a tired wife—then buy this car. Invite her to sink her tired body into the luxurious upholstery of a HERCULES tonneau and the fatigue of the day will slip off into the passing breeze as this matchless car speeds her away on springs and air over the hills and away from care until the life-giving joy of God's great "out of doors" has brought back the sparkle to her eyes and the roses to her cheek that first attracted you. If you would bring back the buoyant spirit of her 'teens and the elasticity of youth to her step—then buy this car.

IF you would experience the feeling of pride and satisfaction imparted by elegance of design and appointment, grace of outline and assurance of quality—then buy this car.

IF you would know the comfort of liberal "leg room," convenience in arrangement of Instrument Board, the proper suspension of body, equalizing the shock of all unevenness in the road—then buy this car.

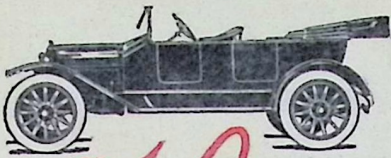
IF you would know the thrill of speed and power—to feel this matchless car sweep you over the unfolding road like a thing of life, to feel the rhythmic purr of its perfect power plant, obedient to your slightest touch, to feel the chain tread tires grip the road through the deep sand, to feel the powerful motor lifting you over the hills and *know there is power to spare*—then buy this car.

IF you would know the profits to yourself and the satisfaction to your trade in selling a car that every man is proud to own—then buy this car and write us for the HERCULES Selling Agreement in your territory before it is gone.



TOURING CAR, PRICE \$675
F. O. B. LOUISVILLE, KY.

The
Hercules
CAR



Hercules

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SATISFACTION

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LUXURY

elliptic. Shackles permit of reciprocal motion and relieves the strain and jar in starting and stopping.
 Brakes—Internal expanding and external contracting.
 Wheels—Wood, artillery type.
 Wheel Base—110 inches.
 Tires—30x3½-inch. Non-skid on rear.
 Steering Wheel—Irreversible. Throttle and spark levers on steering column under wheel. Wheel is 16 inches.
 Drive—Through single universal and chrome nickel steel propeller shaft, and heavy torque tube.
 Control—Left hand drive with control lever in center at driver's right hand.
 Gear Oil Tank—Hung at rear of chassis. Stewart Vacuum feed.
 Body—Conservative streamline type. Five passenger seating. Fitted with "C" type doors with concealed hinges, beautifully upholstered and finished in standard black.
 Windshield—Adjustable. Conforms to and built integral with the curved cowl dash.
 Top—Aluminum; easy folding; fastens to windshield standards. Lamp Equipment—Electric headlights with dimming attachment, electric tail and dash lights.
 Horn—Electric push button at driver's left hand.
 Speedometer—60-mile; registers trip and season mileage. Instrument Board—Starting and lighting switches, speedometer and dash light all mounted on the instrument board convenient to the hand and eye of driver.
 Regular Equipment—Dynamo electric starter and Generator; Willard storage battery; electric lamps and horn; windshield; top with side curtains and envelope; speedometer; extra tire carrier; license brackets; tire repair outfit and tool kit, including pump and jack.

Motor—Four cylinder, cast embloc, "L" head type. Bore 3¼ inch, stroke 5-inch. High speed. Removable water-cooled head. Enclosed valves. All parts easy of access.
 Horn Power—25-30.
 Starter—Dynamo electric starter and generator, single unit. The same system as used in the most popular cars in the \$2,000.00 class.
 Ignition—Connecticut.
 Oiling System—Positive force feed and splash.
 Cooling System—Thermo-Syphon. Each cylinder and valve has waterway all around, thus permitting free circulation.
 Large intake and outlet.
 Radiator—Honeycomb, cellular type.
 Carburetor—Special float feed and jet type.
 Clutch—Pressed steel cone, leather faced, with compensating plungers.
 Transmission—Selective sliding gear. Three speeds forward, one reverse. All gears and shafts of chrome nickel steel, heat treated, ball bearing.
 Power Train—Unit in construction, transmission case bolted direct to rear of motor.
 Gear Ratio—1¼ to 1. The powerful high speed motor geared in this ratio furnishes an overplus of power sufficient to handle the perfectly distributed weight of the complete car without strain in any situation.
 Fitted with solid disc brakes, three cross members. Rear: full bolted drop forged "L" beam section. Rear: full member weight of car rests on housing and driving members may be removed without jacking up the car.
 Springs—Front: semi-elliptic. Rear: three-quarter scroll

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