

Two of the more obscure, small production Full Classics[®] were the McFarlan and the Mercer

by Les Jackson

Most CCCA members may have heard the names McFarlan and Mercer, but probably would not recognize one of the cars if they saw one.

The CCCA Handbook shows four McFarlans from 1925 and 1926, and three Mercers from 1923, 1925 and the rarest of them all from 1931, owned by members.

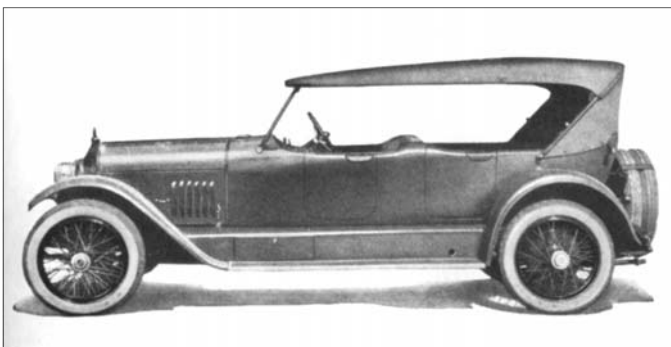
Included as Full Classics[®] are McFarlan models Twin Valve 6 and Eight in Line 8's.

The company started as a carriage company and produced its first cars in 1910. The largest production from then until the company's demise in 1928 was 278 cars in the 1924 model year. The styling had little change from 1921 until the final year, 1928. That year E.L. Cord bought the manufacturing plant and brought the dealers under his wing to sell Duesenbergs.

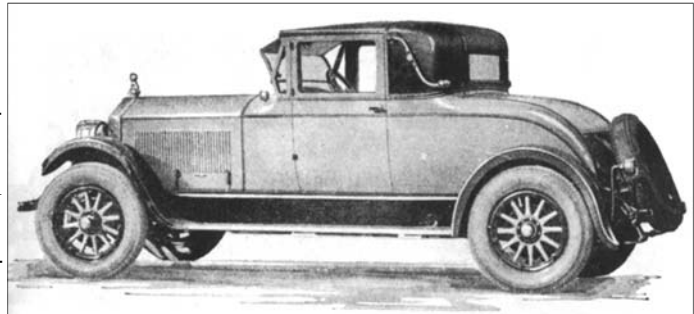
Prices of the McFarlans were high for the period. The TV6's varied in price from \$5400 to \$9000 from 1925 through 1927, then in 1928 the lowest price was \$4600, but the highest was still \$9000. The 8 was priced from \$2650 to \$4600 during the 1925 to 1928 period.

TV6's had 4.5 x 6.0 bore and stroke for the 572.5 cubic inch displacement engines that developed 120 horsepower at 2400 rpm. Wheelbases were from 140 inches to 141.25 inches during the period. In 1925 weight was 4700 pounds, but by 1928 it had increased to 5200 pounds. The gasoline tank capacity was 23 gallons.

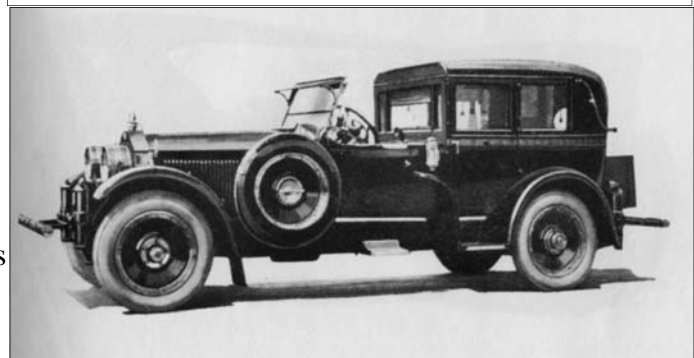
Line 8's had 3.25x4.25 bore and stroke engines of



This is the 1925 Mercer sporting for four passengers. Wheelbase was 132 inches. The engine was a six cylinder valve in head. Eight different models were offered.



Above is the 1927 McFarlan eight-in-line town coupe with rumble seat. Eleven different models were offered. Below is the 1925 McFarlan TV6 town car that seated 7 passengers. The wheelbase was 140 inches.



298.6 cubic inches producing 79 horsepower at 3000 rpm. Weight was 3650 pounds and gasoline tank capacity was 18 gallons.

Mercer produced as many as 1431 cars in 1916, but by 1925 only 287. The company was most famous for their raceabout model from 1910 through 1925. There were 7 different models in 1925, the raceabout, runabout, sportabout, touring, coupe, sport sedan and touring limo. Prices ranged from \$3900 to \$6500. The engine was 6 cylinders producing 84 horsepower. Wheelbases were 132 inches.

That was the end of Mercer production, except that in 1931 there was an attempt to revive the make and two prototypes were produced. The cars were built by Elcar using many left over Elcar parts. The engine configuration was the same as that of the 1930 and 1931 Elcar model 140's. Only the tires were of a different size. The engine was an 8 cylinder 322.2 cubic inch with 140 horsepower at 3300 rpm. The wheelbase was 135 inches. Those trying to revive the Mercer advertised 5 different body styles with prices from \$2640 to \$4000.