



Volume 1, No. 3

DETROIT, MICH.

June 7, 1917

Harroun Stock on Time Payments

By JOHN GUY MONIHAN,
President and General Manager.



From the time its stock was first placed on the market, your company has accepted subscriptions on a cash basis only.

The reasons were obvious.

Harroun progress must be immediate and rapid.

Your company was beginning — building from the very foundations. We must be ready to catch the early market.

We have caught that market.

Harroun cars are being built and sold. Preparation, based on experience, has been rewarded by fulfillment.

Our problem is now of a very different kind.

As our workmen become familiar with the details of their tasks they will be able to build each week a greater number of cars.

A New Era.

Our production will mount upwards. More men will be added. Minor organization details will be satisfactorily developed. Day by day, week by week, month by month, we will come nearer the absolute maximum capacity of

our great plants. And we already know that this maximum capacity will be eagerly bought by the enthusiastic public.

To handle this increasing stream of production will require a steadily growing stream of liquid capital—capital which we can use in the purchase of material to be sold as completed cars and re-invested in the same channel.

Breeding Dollars.

Dollars that will breed more dollars!

That is the correct definition of the stock subscriptions that are now coming into the treasury of your company.

Time Payments Fit.

Because of the fact that this need is one that will steadily increase up to the point of maximum production, it lends itself ideally to a plan of time payments.

As yet, your company has not borrowed one cent of money. Its progress has been the marvel of the industrial world. But one step now remains to be taken. Let us take that step without help from outside our own business family.

It Stays There.

Once complete, this liquid capital will work for you exactly as your plants and their magnificent

equipment. The money will remain in the business — leaving your dividends uninterrupted by any need for their use in production expansion, or by any demand for interest payments on borrowed dollars.

Relatively, this liquid capital represents but a small sum. Part of it is already in the treasury, and invested in materials. When the remainder is secured, the present time-payment offer will be withdrawn.

Until that time Harroun stock will remain, therefore, open to your subscription at \$10 a share, par value.

The arrangement is a simple matter—\$2.50 a share with your reservation, and a similar amount each 30 days following—a total of four payments.

This New Basis.

This plan gives you a wonderful opportunity to secure a further investment in the shares of your company, on a basis which enables you to handle a far larger investment than has heretofore been the case.

And watch for the next issue of the Herald. It will tell you in detail the good news of how your company has started production and shipment of those hundred-dollar profit Harroun Motor Cars.

The HARROUN HERALD

Published frequently in the Interests of HARROUN STOCKHOLDERS and the information of INVESTORS.

Address communications to Harroun Motors Corporation, Advertising Department, 264 East Jefferson Avenue, Detroit, Michigan.

PUBLICITY—ITS MEANING TO YOU

Publicity is the full brother of advertising. Advertising carries the advertiser's story to the public as the advertiser has told it. Publicity flaunts to the public the interesting things of an advertiser's business, both good and bad. The publicity, what the newspapers have said of the Harroun, has been pleasing. Development of the Harroun Motors Corporation has presented many unusual phases, the news value of which has been appreciated by the American and Canadian newspapers. The frankness, the confidential tone, and the mentioning of figures, locations, names and dates, have invited investigation. Newspapers are always on the alert and quick to respond to any new departure in business, society or politics. The third page of this issue of the Harroun Herald, like that of previous issues, has been reserved for the presentation of publicity articles that have appeared at different times recently in the papers, to whom credit is given at the top of each article. The half score or more of articles appearing in each issue, is but an exceedingly small portion of the total number of such clippings as find their way to our Director of Advertising. More than this, articles as they appear are but excerpts of the original. Oftentimes, one or more columns with half-tone views of Harroun property, plants, and officials are printed by the newspapers. Read these articles, at the same time bearing in mind that they often report the personal experience of the newspaper man—the observation of his own eyes. And remember that similar gratis reading matter is appearing daily in the most representative of American and Canadian newspapers. From coast to coast and from the northern parts of Canada to the southwestern and southern borders of the United States, the name "Harroun" is being made familiar to the public by favorable reading notices in the reading columns. The name of your corporation is becoming known to the reading public universally in the northern hemisphere. The name and reputation of its manufacturers will continue to travel in advance of the actual sales of the car. There are several missionaries in the field carrying the name HARROUN to those who are without knowledge of its existence. Publicity is one of these.

The Conversion of a Skeptic

How a Visit to Harroun Offices and Plants Satisfied New Englander

There is a great deal of "show-me" spirit existing in the business field. Automobile dealers are notoriously skeptical in respect to new cars. Those who have not already suffered a disappointment are constantly in fear of falling a victim to the ill luck of some of their brothers.

No stronger faith exists in business than that which has come about as the result of investigation. An automobile dealer is quick and sure in his analysis of the performance, reliability and selling features of an automobile. Car performance plays but a small part in the building up of their judgment. Reliability is not all. They demand saleability. On their verdict depends the ultimate success of any automobile manufacturing venture.

Harroun distributors and dealers who have visited the offices and plants, without exception, have expressed their great confidence in the corporation and its car. All, in truth, have become highly enthusiastic.

During the past week, the sales manager of The Bradford Auto Sales Co., New Haven, Conn., visited Detroit and investigated the Harroun proposition. His night letter to his company, informing them of his return, tells the story. He frankly confesses that he was a "show-me" automobile man when he left New Haven. His return was different. Read the message below.

"Have seen Harroun plants. Your optimism justified. Every statement of Harroun representatives has proved true. Extraordinary is most expressive way of summing up car, organization and plants. Harroun spirit wonderful. Our contract a valuable franchise. I came a semi-skeptic and am returning tonight a full enthusiast."

(HARROUN)

(Newark, (N. J.) Eagle & Star)

Bumper Bumped Harroun

An auto bumper—the first on the records of the United States patent office—gave Ray Harroun his start to fame and prosperity.

"Ten or twelve years ago motor cars began to get thick in Chicago," said Harroun, "and the traffic laws of the day gave but little protection. The bumper idea came to me, and I built up a model. The patent was easily secured, and the article was marketed under my name. The company cleaned up a lot of money, but I sold my rights early for enough cash to build my first racing car."

PERSONAL

No. 3—George G. Worthley

When John Guy Monihan, president and general manager of the Harroun Motors Corporation, selected a man to handle and administer the finances of the Corporation, he went outside the automobile industry for the executive he wanted.

He offered the office of Treasurer to an old boyhood friend, George G. Worthley of Brooklyn. Mr. Worthley left an important executive position and answered Mr. Monihan's call.

Mr. Worthley is well known in financial circles, not only in New York but nationally. His prior connection as President of The Fairbanks Company has given him an acquaintance with big men in many cities of the country. His association with the Harroun Motors Corporation increased its prestige in financial circles from the start.

Mr. Worthley is as quick at analyzing human nature as figures. A courtesy that never fails and a broad grasp of financial affairs are equally dominant characteristics.

Away from the office, the Harroun Motors Corporation Treasurer is a noted golfer and a skilled yachtsman.



(HARROUN)

WAYNE SEES

DEVELOPMENT

IN HARROUN

Wayne, Mich.,—Real estate activity in Wayne, Detroit's western suburb, which began with the announcement of the Harroun Motors Corporation's plans, has increased to such an extent that several subdivisions are being rapidly marketed as residence property. One of these has been entirely taken up by residents of Wayne, most of whom are arranging to begin building operations as soon as weather conditions permit. A doubled population is predicted for 1917 as the result of the influx of workmen, many of whom will come from Detroit, thus relieving housing conditions to some extent, inside the automobile metropolis.

(HARROUN)

Seth H. Heft, special representative of the Harroun Motors Corporation has returned from a business trip to Montreal and other Canadian points. He says there is every prospect of a steady increase in the Canadian market for American motor cars which last season established a high record for sales in the history of the Dominion.

What the Press is Saying About the Harroun Motors Corporation

(Boston (Mass.) Post.)

There has been a lot of speculation regarding the new Harroun Company in Detroit and while rumors flew thick and fast for a while the officers of this company have been pursuing the even tenor of their way, carrying their plans forward step by step, perfecting their organization, building and equipping factory buildings until now everything is ready for actual production, which will begin during the latter part of this month. The money necessary for this undertaking was entirely supplied by sales of stock to the public, the stock being offered at a very low figure so that an appeal could be made to a class of subscribers who could not afford to purchase the higher-priced stocks on the market. When the stock was first offered the company had nothing but its name and an organization of live wires who had absolute confidence in their ability to carry out their plans in a very successful manner.

The success of this company has been astonishing. Practically the entire production of the new modern factory which they are now occupying has been sold. In fact, not for this season alone, but for five years to come. Their contracts with distributors in all of the principal cities of the United States are for a period of five years.

In securing representation in the different distributing centers the company has been fortunate in signing up solid business men who have well established reputations.

The factory of the Harroun Company is located in the town of Wayne, 16 miles from Detroit.

The Harroun factory is located on a tract of land considerably larger than Boston Common, or to be exact, comprising 60 acres.

The company owns its property free from debt; no bonds, mortgages or loans from banks are shown on its books.

The car that this company will put on the market will be an exact duplicate of the machine that has been on exhibition at the automobile shows. It is a very roomy, four-cylinder, five-passenger car, 49 inches wide on the rear seat and 43 inches wide on the front seat. The car has many details of refinement, designed and patented by Mr. Harroun.

The car is designed to give the buyer every possible unit of quality and accessory of utility. The riding qualities are excellent, as is well tested over the cement road leading to Wayne, which in many places is rough and for all of the distance is interspersed with expansion joints that are raised one or more inches above the surface of the road. Even in heavy large cars the presence of these raised places is noticeable, yet in the Harroun the passengers hardly know of their existence.

(Wheeling (W. Va.) Intelligencer.)

Of the 75 territorial centers, the Harroun Motors Corporation has closed contracts and accepted cash deposits from 73. The seventy-fourth contract has been accepted and awaits only the final formality.

Motorist interest in the Harroun plan centers on the unique assurance of permanency in distributor representation. Not only will the Harroun line be sold by the same distributor, year after year, but service arrangements will also remain in the same hands.

A similar arrangement will also hold true with the dealers who contribute Harroun cars in the cities and villages tributary to the centers which maintain direct factory relationship.

(St. Paul (Minn.) Pioneer Press.)

As a result of the recent visit to the Twin Cities of John J. Plath, director of merchandising for the Harroun Motors Corporation, which is putting the Harroun car on the market, a company has been formed to handle the car in the Twin Cities, one-half of Minnesota and eight counties in Wisconsin. The personnel of the company is as follows: T. J. Skellet, M. O. Moren, O. H. Carlson, H. H. Thorpe and Richard Dougherty.

The company which will be capitalized at \$100,000, has contracted for 3.1 per cent of the Harroun plant's production for the next five years.

(Los Angeles (Cal.) Motor West.)

In the march of progress of the Harroun Motors Corporation an incident of the operations at Wayne has been the alteration of the former Prouty & Glass Carriage Com-

pany plant into a painting and trimming establishment in which Harroun bodies will be finished. This adaptation has been comparatively simple and is about finished. Work will be started very shortly.

(Fresno (Cal.) Herald.)

At least two broad smiles came back from the San Francisco Auto Show when the caravan returned to this city. They were on the faces of B. M. Peacock and N. R. Cooper and were the result of their success in closing for the agency for this territory for the new automobile which is being built and which will be marketed very shortly by Ray Harroun. The new car is known as the Harroun and the interest created by its announcement a short time ago has only been equaled by the sensation it has created at the New York, Chicago and San Francisco shows.

According to both Peacock and Cooper there were two booths in the San Francisco show that were always crowded. One was the place where the Pagnol, the most expensive car in the show was exhibited and the other was where the clean cut Harroun chassis was on display. The first was visited by the curious who were desirous of seeing a car that was supposed to be worth \$12,000 and the Harroun booth by those who wanted to see the latest in the car of the price they knew they were able to pay.

(Monroe (Mich.) Courier.)

Inspect Harroun Plant—A number of Monroe investors in the Harroun Motors Corporation, went to Wayne Sunday to visit the new plant which is expected to begin operations this week.

(El Paso (Texas) Herald.)

L. M. Gregor, sales manager of the Southern Motor Company, wires from Detroit that he visited the new Harroun factory at Wayne, Mich., and found it one of the most complete and most modern automobile factories in America, and that he personally tested the Harroun car and that it more than makes good on the claims of the engineers. Mr. Gregor did not state when the first shipment of Harrouns may be expected here.

(Dothan (Ala.) Eagle.)

A center of great interest among the new cars which are making their first appearance at the automobile show is the Harroun, on exhibition in the space of the Harroun Motors Corporation.

While much of this interest is undoubtedly due to Ray Harroun's fame as a designer of racing and touring cars, the car itself presents many new details of design which have greatly interested the experts.

One of these novelties is the steering wheel which, instead of being rigid, is mounted on flat laminated spring spokes. While this construction stiffly transmits any burning force, it absorbs all road shocks, greatly increasing the comfort of the driver.

Wheels of a generally similar type have been used by several of the race drivers. The Harroun is the first touring car to incorporate it.

Another interesting detail is the lubrication system which, after pouring oil by direct leads over the three crankshaft bearings, conducts it back into the engine base through a radiating cooler, which prevents it from ever becoming superheated.

(New Orleans (La.) States.)

"Harroun," that is the word and name keeping the local motor mart guessing. The Sherrouse-Steele Company have taken over the agency of the six months old Harroun car, and contracted to place 260 of the new creations in this section. A shipment of the cars is expected here within two weeks, and the local motor sphere is eagerly awaiting their arrival to give them the once over. Word comes that the new wonders are causing surprise all over the country. Price of the cars will be about \$676.

(Detroit (Mich.) Journal.)

Wayne Gets More Homes—The Harroun Motors Corporation has already relieved the shortage of houses in Wayne to some extent, by diverting to the use of production and purchasing officials, resident there, more than 20 houses remaining on the Harroun factory tract. Until the space occupied by these houses is needed in the expansion of the Harroun plants, they will be used in this way.

(Philadelphia, (Pa.) Press)

The Standard Motor Car Company, local distributors of the Harroun and Pullman cars, are now housed in their new quarters, at 666-8 North Broad Street, two doors above the old home of the company. The new showroom is among the largest and handsomest motor car homes along Automobile Row and affords a fitting residence for the well-known Pullman line and the much-heralded Harroun car. In the rear of the showroom is a large and fully equipped service station.

The new building was made necessary, according to John David, president of the Standard Company, by the great demand among Philadelphians for Pullman cars, and the consequent expansion of business. With the acquisition of the Harroun it would have been impossible for the company to operate in the cramped quarters at 662 North Broad Street, and the new structure was rushed to completion immediately. The second floor of the building houses the offices and stockroom of the company.

"We anticipate the same success with the Harroun that we have had with the Pullman," said Mr. David yesterday. "When our company took on the Pullman, it was but little known in Philadelphia. In the few years since then it has become one of the best and most favorably known in this locality. One of the reasons for this Pullman success, besides the excellence of the car, has been the high grade of service given at our station. The same kind of attention with far greater facilities will be given to both Harroun and Pullman owners in our new building."

"The Harroun Four," continued Mr. David, "is one of the most unusual cars ever placed on the market, reflecting as it does the racing experience of Ray Harroun, its designer. The four-cylinder valve-in-head motor develops unusual power. In fact, at a recent test the Harroun engine, although rated by the S. A. E. at but 16.9 horse power, developed over 43-horse power. The full floating rear axle, Bosch magneto and Timken bearings give some idea of the unusual equipment this car contains. Its appearance is distinctly up to date, with slanting windshield, tapering body and low center of gravity. The Harroun car is claimed to be the lightest fully equipped motor car on the market today, due to the unusually wide use of pressed steel in its construction. The bodies are regularly furnished in dark green with brown wheels, a pleasing contrast being obtained through the use of a khaki top and side curtains. The H monogram of the maker is cleverly incorporated in the back curtain of the car. The Harroun has ample room for five passengers, the rear seat being the widest on the market."

Besides the new Harroun models on display at the new salesroom of the Standard Motor Car Company, which will be open evenings all this week, a full line of the most recent Pullman types is shown.

(Motor (In Car) Winnipeg, Can., May, 1917.)

The first unit of the Harroun Motors Corporation's factory at Wayne, Mich., has been completed and equipped and was recently opened officially. The event was celebrated by a reception to representatives of parts makers and others. Special inter-urban cars carried the visitors from Detroit to the factory, where the celebration lasted all day. The rest of the plant is rapidly nearing completion.

(Automobile Topics, New York, N. Y.)

Cars that are to be sold to the United States government in the Philippines must possess qualities and abilities that are by no means common to all automobiles, according to the Harroun Motors Corp., Detroit, and Ray Harroun is particularly pleased because the car which he has designed makes good on every count. The car must turn in a circle less than 36 feet in diameter and must be able to enter and leave this circle at a speed of ten miles an hour or more. It must do better than 21 miles to a gallon of gasoline, maintain an average speed of more than 31 miles an hour and pull up a long 13 per cent grade at 12 miles an hour from a standing start. Last, but not least, the price of the car must be less than \$1,000.

(Mt. Clemens (Mich.), Monitor)

The Superior Steel Spring Co. has contracted with the Harroun Motor Co. for a large output of springs. This work, with other that the company has, will keep everything humming for a year.

The company is putting in an outfit of spring fitting machines and has started work on a big steel shed. The machines are the invention of Supt. Obrecht.

Give Them A Chance!

Ponder this new thought!

Every added stock subscription NOW means more of those hundred-dollar profit Harroun cars in the first months of our big-quantity production.

Because these subscriptions go directly into the fund which your company uses to buy materials—materials which it sells as finished cars, re-investing the fund in more materials and continuing the same circle.

HARROUN

You know these facts.

But do your friends know them?

Scores of them **SHOULD** know. And we are glad to tell them—to give them the same facts and proof which brought you into this great Harroun business family.

The shares of your company are more attractive now than ever before.

The new time payment plan put Harroun stock on the basis of an in-

vestment which can be handled systematically.

The more materials we can buy, the more cars we can build and the greater dividends we can pay you and those who are still to enter before the door closes.

HELP US SELL THESE FRIENDS OF YOURS.

Send us the most promising prospects by use of the attached blank.

—CUT HERE—

Harroun Motors Corporation. Financial Department,
Dodge Bldg., Detroit, Mich.

Gentlemen:—

I believe that the following persons will be interested to receive from you information about Harroun Motors stock:

NAMES

ADDRESSES

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Your Name.....

Address.....

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