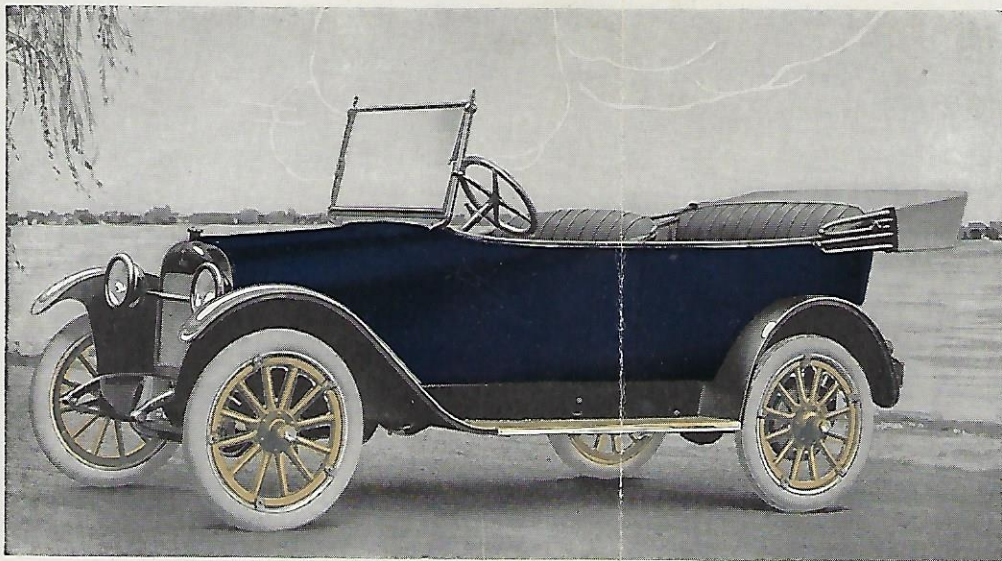


HARROUN MOTORS CORPORATION
FACTORIES AND OFFICES,
WAYNE, MICHIGAN.

*"A Promise
Fulfilled"*

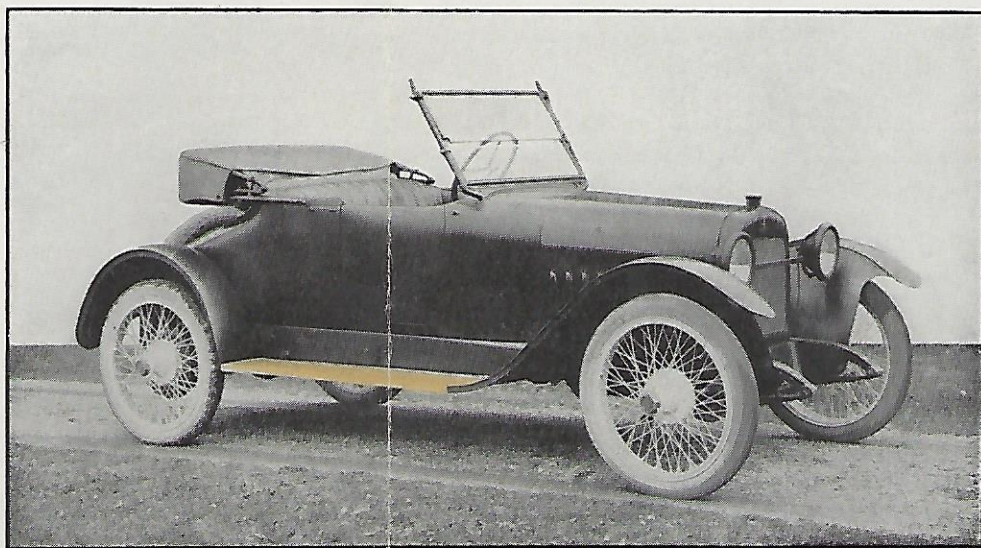
HARROUN
MOTOR CARS



*Harroun
Touring Car*



*Harroun
Military Roadster*



Promise Is Good But Performance

IN January, 1917, the first Harroun Motor Car began its circuit of the national automobile shows.

At New York, Detroit, Chicago and all along the line, this car was the center of expert interest.

Engineers admired its many original details of design. The public was impressed with its handsome, flowing lines and comfortable appointments. Distributors the nation over competed for Harroun sales contracts.

That was the period of Harroun *promise*.

And now promise has been fulfilled.

In place of it we have Harroun *performance*.

The compact little valve-in-the-head motor in which Ray Harroun had incorporated the results of his native genius and his years of experience as a racing champion and an engineer is a conspicuous part of this performance.

A year ago the first Harroun motor amazed motordom by scoring, in carefully observed test, a maximum of *more than 43 horse-power*—a feat new to the annals of engineering in motors of anything like its displacement.

That feat was *promise*. Fulfillment has come with the *performance* of that motor in the service of Harroun owners.

On the streets of the cities—through the mud and over the rough roads of the rural districts—

over the top of the Rockies and the Sierras—this buoyant excess of Harroun power is being demonstrated every day, enabling these Harroun cars to glide swiftly into their speed; to dart out of traffic ahead of their rivals; to climb grades and negotiate hard pulling in a way that has excited the envy of all observers.

The first Harroun car was equipped with a spring suspension making an entirely new use of the cantilever principle. Engineers agreed—and tests bore them out—that the Harroun rear springs would absorb more road shocks than any other existing type.

Again the answer is *performance*.

Hundreds of thousands of miles have now been covered by these comfortable, easy-riding Harroun cars and there exists *not a single case* of a broken Harroun rear spring. Axles, frames and other parts have also done exactly what their engineer promised. The Harroun car has stood up.

Performance has also added new laurels to the Harroun's crown in the field of economy. The car that wastes gasoline is a car of the past. Expense, personal satisfaction, patriotism—all these demand a car that will yield you a maximum of miles to the gallon of fuel and oil.

The Harroun has solved this problem as no other car has ever done.

On the
has covered
gasoline.
circular

On the
feats have
of these
run of 6
on a col
condition

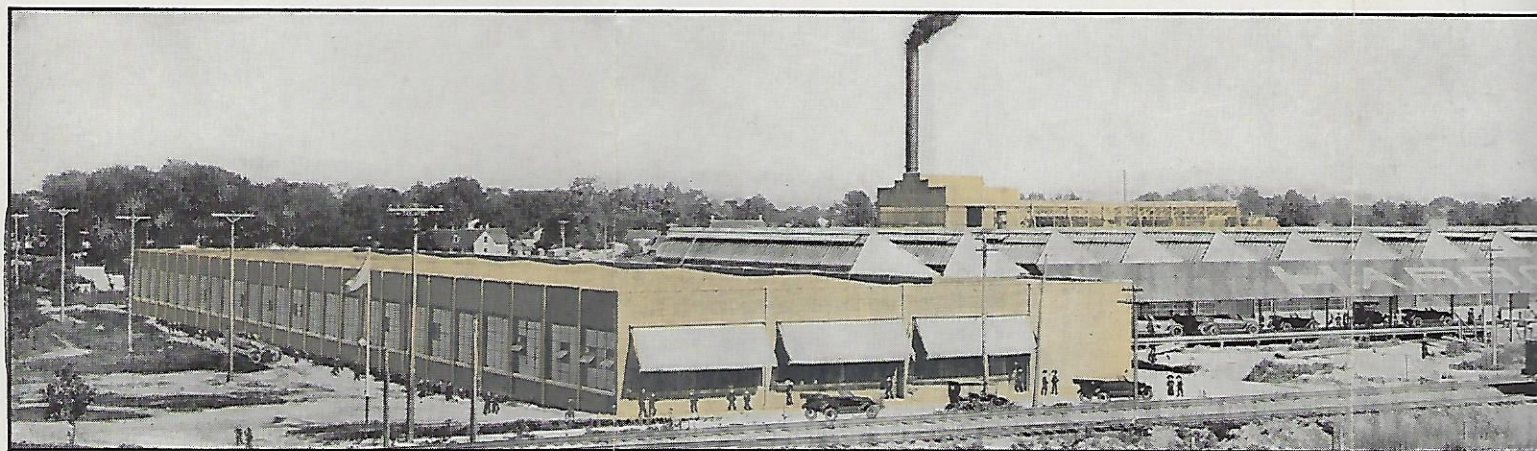
The fi
than 53,
as quiet

Promi
Harroun
organiza

During
the Har
cured for

They
than 15,
holders—
kind in
only to
poration
scope.

With
the Har
igan—D



But Performance Is Better

On the Indianapolis Speedway a Harroun car has covered publicly 49.6 miles on a gallon of gasoline. It is the world's best record for a level, circular course.

On streets and roads even more sensational feats have been registered by Harroun cars. One of these was an authentic and carefully observed run of 64.4 miles on a single gallon of fuel—this on a cold, blustering day of early winter when conditions were far from ideal.

The first Harroun car has already covered more than 53,000 miles and is running as sweetly and as quietly as it did a year ago.

Promise in 1917; performance now! That is the Harroun car's record. It is also the record of the organization that stands behind the Harroun car.

During this first year of existence the men of the Harroun Motors Corporation enlisted and secured for their project a round two million dollars.

They have interested in the enterprise more than 15,000 persons who have become its stockholders—a host by far the greatest power of its kind in the automobile industry, and comparable only to that which comprises the U. S. Steel Corporation and one or two others of almost as broad scope.

With the money invested by these stockholders the Harroun officers have built at Wayne, Michigan—Detroit's western suburb—a mammoth and

ideally equipped motor car factory, and have put this factory into operation.

So rapidly did this organization work that, before 1917 was over, these plants were building and shipping Harroun cars at a rate of 7,500 a year—a rate which is being radically increased in 1918.

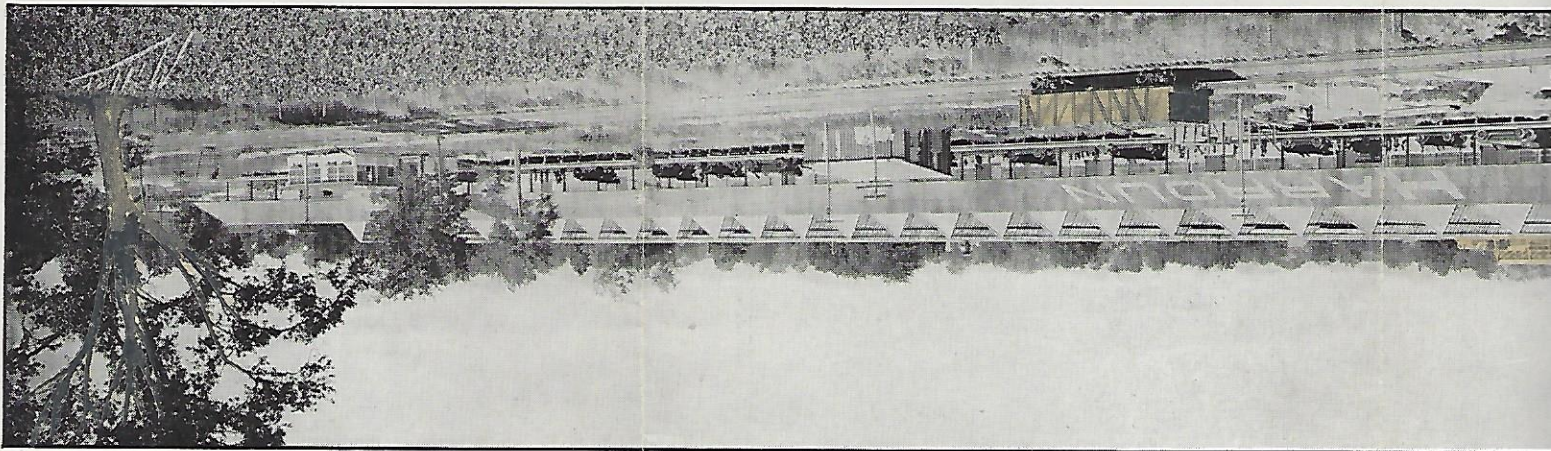
Harroun cars are sold through distributors who are bound to the Harroun Motors Corporation by contracts that cover a period of five years.

This fact is of vital importance to you, ensuring as it does a service relationship impossible in the case of cars which dealers are handling on the usual one-year contract accorded by other manufacturers.

During 1918, Harroun distributors will sell 24,000 of these Harroun Motor cars. Each of these cars will embody the many exclusive merits of power, comfort and economy which Harroun design implies.

Each will be characteristically a Harroun in workmanship and material. Each will leave our plants only after thorough road test has demonstrated its fitness to bear the name.

Make one of these Harroun cars your 1918 mount. Reservation now will enable you to do so.



SPECIFICATIONS

Motor—Four cylinders, $3\frac{1}{4} \times 5\frac{1}{4}$; valves-in-head; horse-power, 16.9, S. A. E. rating; 43.1 horse-power at 2400 R. P. M., by dynamometer test.

Cooling—Impelled thermo-syphon with honeycomb radiator.

Ignition—By Atwater-Kent distributor from Willard storage battery, automatically supplied by Remy generator.

Starting and Lighting System—Two-unit; generator drives from front end of cam shaft; starting motor operates through teeth on flywheel; battery under front seat; electric head lights with dimmers; electric tail light and dash light; loud, electric alarm signal.

Lubrication—Force feed and splash; separate direct lead to each main bearing; radiating cooler through which all oil passes in process of circulation, keeps it at even temperature, greatly prolonging its lubricating qualities.

Clutch—Cone, running in oil; faced with asbestos fabric—a sure method of securing easy gear shifting and of relieving driving mechanism of all sudden strains.

Gasoline Tank—At rear; connecting with Stewart vacuum feed to carburetor; capacity, 10 gallons—approximately 250 miles running radius.

Windshield—Tilted; adjustable to ventilation and rain vision; upper glass overlaps on outside.

Body—Of welded pressed steel panels on frame work of forged steel and wood; ample room for five passengers; widest rear seat on market; soft yielding upholstery; tonneau carpeted; front compartment floor covered with linoleum.

Control—Left steer, center levers; large 17-inch "Velvet-Touch" steering wheel—rigidly transmitting all turning force but flexibly absorbing all road shocks and vibration; turning radius 27 feet; right-hand steer optional on cars for export.

Transmission—Unit with motor type; three speeds forward and reverse; ratio, 4 to 1 on high; 12.3 to 1 on low; gear box directly under shifting lever.

Brakes—Service operated by pedal to external contracting bands; emergency by lever to internal expanding shoes.

Dash Equipment—Instrument board containing 100,000 mile speedometer, electrical switchboard, dash lamp, and carburetor adjustment.

Front Axle—Substantial I-beam; Timken wheel bearings.

Rear Axle—Floating; wheels carried on pressed steel housings; axle shafts detachable through hubs; roller bearings on differential.

Frame—Extremely wide (6-inch) vertical section sidebar.

Springs—Front, semi-elliptic; rear, full cantilever.

Fenders—True oval, not semi-crowned; substantially mounted. Running boards pressed steel, covered with linoleum.

Tires—30 x $3\frac{1}{2}$ inches; non-skid type rears.

Rims—Demountable; extra rim on carrier solidly attached to rear of body.

Top—One-man type, neverleak material, with self-contained curtains.

Equipment—Foot pump, tire tools, powerful jack, complete set wrenches, hammers and other tools; oil can; license tag holders, front and rear.

Standard Colors—Body Liberty Blue; hood, fenders, upholstery, frame, radiator shell and axles, black; wheels and running boards, Khaki Brown.

Wheelbase—106 inches.

Weight—Approximately 1940 pounds.

HARROUN MOTOR CARS

*"A Promise
Fulfilled"*

HARROUN MOTORS CORPORATION
FACTORIES AND OFFICES,
WAYNE, MICHIGAN.