

# **The HARROUN** **HERALD**

Volume 1 Number 1

DETROIT, MICH.

MAY 10, 1917

## **Your Automobile Plant Now Operating at Wayne**

By **JOHN GUY MONIHAN**

(President and General Manager)

In this, the first of a series of news-letters from the Harroun Motors Corporation to its stockholders, it is my pleasant duty to report to you—and to our other partners—that our great factories are now finished, equipped AND OPERATING.

**Come out and see them!**

**Sunday, May 13, is the day.**

### **OPEN HOUSE**

From 11 in the forenoon until 4 in the afternoon, these plants are open to you, your family and your friends.

You are free to come and go as you please—to ask questions and to pry, if you care to, into every corner.

It is your money that has built and equipped these plants. It is for you that they are now at work. It is in this way that we give you what we believe to be the most adequate accounting of our

We present this accounting not in figures or formal statements—though figures and statements, formal or otherwise, are yours for the asking.

**Here is what we have done with your money. Come to Wayne and see for yourself.**

Thousands of you have accepted prior invitations of this kind. Our first was given when we broke ground. Our second signalized the completion of our plants. Another celebrated the arrival of the equipment.

Important steps? Of course, but steps that were intermediate. Now comes the actual operation of these plants—operations that lead directly to the production of motor cars, the acquirement of revenue and the payment of dividends.

### **YOUR FRIENDS**

Come and bring your friends—those friends who may have questioned your investment in Harroun Motors stock. Show them that your judgment was good, your confidence well-placed. In

## **Come Out and See It Sunday, May 13, from 11 to 4**

our plants, equipment and the whole enterprise. You can back up every statement you have made in the past by evidence which no skeptic can do otherwise than admit.

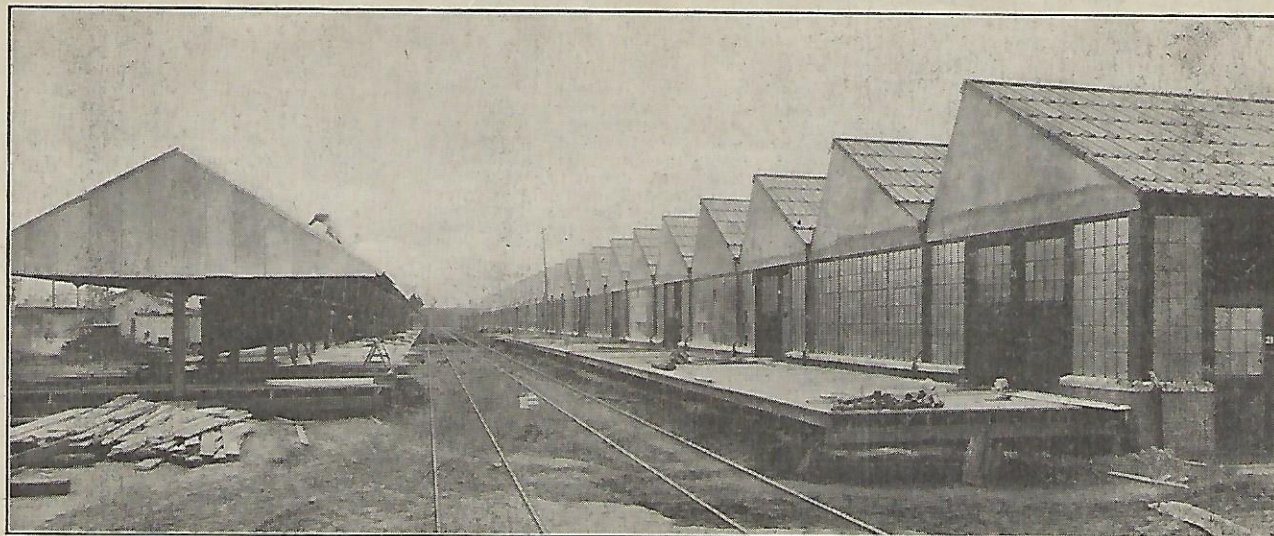
Warn each friend that he will be wise to bring his checkbook, just to make sure of the means of entering the great Harroun partnership.

Take any Michigan Avenue interurban car. Both locals and limiteds stop at the Harroun plants a short distance beyond the Wayne station. It is only an hour's ride from the Detroit City Hall.

### **A BUSINESS FAMILY**

The officials of the company—the men who are working and administering for you—will be there too. It will be a might gathering of the Harroun business family to celebrate a great event in its history.

Don't miss it!



Loading platform on west side of plants—incoming freight banded on the right, outgoing on left. The platform at the left, like the assembly building on the right, is more than two average city blocks long.



# Harroun Herald

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

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

## A PUBLICATION WITH A PURPOSE.

Frankness—an unreserved statement of the truth—the whole truth—has motivated every step of the Harroun Motors Corporation, and has made it unique in the history of industrial development.

We have always maintained that your interests entitle you to all the information portraying the present and successive stages of progress at the Harroun Motors plants, and the various phases of Harroun manufacturing, merchandising and advertising-publicity.

In this issue there is much of interest to you and your friends. You have every reason to feel elated over your purchase of Harroun stock and wish that your friends had been as fortunate. It is not too late by any means for them to share in your investment success. For them, now is the time.

Shown on page one of this issue is an unusual view taken from the rear of the Harroun Factory several days ago. This pictures not only the magnitude of a portion of the factory, but its completion and a unit of its ideal shipping facilities.

There is to be more of this information for you in each of the other issues of the Herald. Any friends of yours whom you would like to have receive the Harroun Herald, will be placed on our mailing list if you will send us their names. A postal card will insure their receiving future issues.

Events that are of great importance, not alone to you, but to every other investor as well, are happening daily in the Harroun organization. This little paper is to be for you a Newsgam. It will be published frequently. The same unusual policy of presenting facts, free from adornment and in a straightforward way, will be strictly adhered to in its columns.

We rest our case at all times on the facts.

Watch Harroun grow. Share its profits with your friends.

## A NEWSPAPER MAN'S IMPRESSION

W. S. Severn, Auto Editor, Brooklyn Eagle, Writes of Visit to Harroun Plants.

The days of miracles are not over yet, at least as far as the automobile industry is concerned. Companies are formed and factories built over night. Concerns that turned out cars by the hundreds a few years ago are now putting them out by the thousands. The Harroun Motors serves as a good illustration. Some time last fall a few men got together and determined to form a company for the purpose of building and selling a car which had been designed by Ray Harroun.

While this was a big asset and the men in the new organization were experienced in the various fields of endeavor, it was freely predicted that they would never get the proposition going. The officers stated that they expected to have a factory producing cars by May of this year. Critics claimed that this would be impossible; that they would never be able to get the structural steel; that they would never be able to buy and have installed the necessary machinery.

Early last December the automobile man of The Eagle visited Wayne, Mich., where the plant of the Harroun was to be located. At the time of his visit practically nothing had been done, beyond the destruction of a fine peach orchard and the digging of some holes in the ground. A week ago The Eagle man again visited Wayne. This time he found two buildings practically completed—one approximately 700 feet long and the other something more than 500 feet in length. In what is known as the machine shop, one of the finest and most modern lot of machines for the work of building automobiles was in place; quantities of materials were on hand and production was scheduled to start within a few days.

The assembly plant, the larger building of the two, is of saw-tooth construction, and has been designed in a way which will permit workmen to turn out cars, once production starts, at the rate of 350 per day. On either side of this building there are railroad sidings, on which the cars loaded with material are switched. Large doors at frequent intervals allow the material to be placed on the floor of the shop at the exact point wanted by the workmen. In the machine shop the foundations are built of sufficient strength to allow for the addition of two more stories. There has also been erected what is known as an upstairs boiler room, from which heat is supplied to the buildings.

The plans are laid to build 13,500 cars the first year, and materials have been contracted for that quantity. Dealers are signed up in various parts of the country on contracts calling for this number of cars. In some instances the dealer, instead of signing for a stated number of cars, agrees to take a certain percentage of the factory's production. All of this has been accomplished in four months' time.

These plants were recently inspected by 10,000 of the people of Detroit and by more than 500 representatives of the automobile and affiliated industries. An interesting feature of the Harroun is the fact that there are nearly 15,000 stockholders in the corporation, a body third in number only to that which subscribed to the shares of the United States Steel Corporation and Marconi Wireless.

## Personal

No. 1 — John Guy Monihan

It took five years for John Guy Monihan and Ray Harroun to work out their plans, but when they got ready, and you put your shoulder to the wheel with them, how everything did whiz!

Only a few others have known it, but it's a fact that, in its basic idea, the Harroun Motors Corporation is now in its sixth, not its first year.

Away back in 1911, soon after Mr. Monihan had piloted those hardy pioneers of trans-continental touring from ocean to ocean, and while Mr. Harroun was developing his since famous coal oil carburetor, the two friends were talking motor cars and motor car shortcomings.

"John, I'm going to design a car some day that will be RIGHT," declared the little Bedouin of the Speedway.

"Let me know when you're ready and I'll organize the company to build it," replied Monihan.

They shook hands on the compact and, though their paths soon separated, neither man forgot.

Last summer, Monihan received a telegram over Harroun's signature.

"Car is ready; I need you," it read.

And Monihan came on the next train, to begin a feat of organization and development which will live long as the quickest, biggest and most scientifically planned in automobile industry annals—a feat to which he brought an ideal experience, a preparation of many years and a tremendously agile brain.

As president and general manager of the Harroun Motors Corporation, John Guy Monihan has made telling use of all the wisdom he had acquired as a newspaper man, a publisher, an automobile distributor and a factory executive.

He has matched wits with brilliant men of many types and the Harroun Motors Corporation has profited every time.

That the corporation has been prepared in advance for every emergency has been due to the almost wierd foresight of John Guy Monihan and the working out of Monihan policies by Monihan men.

And personality? Why, all motor-dom knows that John Guy Monihan invented it!





# What the Press is Saying About the Harroun Motors Corporation

(Detroit Courier.)

The working force of the new Harroun Motors Corporation started this week moving to Wayne preparatory to the starting of production. Several of the officials with their clerical help has occupied the offices fitted up in the western end of the main building and are beginning the work of organizing the force that will be in full charge of car production, which is now very near at hand.

The machinery setting crews are busy day and night and the material for cars has begun to arrive, while the first shipments of all the various parts have started from the accessory factories.

Fully 10,000 people attended the public reception and plant inspection party at the plant last Sunday, automobile parties coming from every direction while the special interurbans were crowded from morning until night. Hundreds of stockholders from Detroit and other parts of Wayne county were in attendance and went away well pleased. The only leading question asked was "How soon can we get a car?"

The new salesroom for this part of Michigan is now open at the corner of Woodward and Willis, Detroit, and here the Harroun car is inspected by hundreds of people every day.

There is a rapidly growing interest in real estate at Wayne from visitors, particularly from other parts of the country. It is easy to see that the Harroun plant is going to give employment to so many people that hundreds of new houses will be needed long before they can be furnished and this is already attracting outside investors. The newly opened subdivisions are attracting much attention and many are buying with the intention of erecting houses as soon as they can get started.

(Kansas City (Mo.) Journal.)

The Harroun, a new motor creation fathered by the racing idol of the same name, is entering automobile society and receptions are being held over the country at the present time in its honor. Kansas City will have one this week, when a Harroun chassis and a Harroun touring demonstrator will arrive and be shown here at the sales rooms of the Buxton-Phillips Motor Corporation, 2625 Walnut street, in the Manufacturers' building.

The two machines will arrive here tomorrow, accompanied by two factory men, one a chassis lecturer and the other a demonstrator of the touring car. Invitations have been sent out by the local company to the 750 applicants for territory out of this distributing point. Most of these 750 persons will be here some time during the week. At the end of the week the touring car will be taken to another city to be demonstrated. The chassis will remain here.

"We are expecting deliveries to commence on the Harroun by the last of this month," said F. D. Phillips of the Buxton-Phillips company yesterday. "Mr. Buxton has spent part of the week at the factory at Wayne, Mich., and says the manufacturing is going on in good shape. The cars will probably be a little slow for the first few weeks, compared with the demand for them, but the production will soon be in condition to be raised."

Mr. Phillips says he has never known calls for territory in selling a new car to be so urgent as they are for the Harroun and this, he says, is in spite of the fact that cars are raising in price and that no one is in the territory trying to place dealers for Harrouns. All the work is being done in the office toward signing up territory. It is a good indication of stable business conditions as well as a splendid

indorsement of the specifications of the new car.

The Buxton-Phillips Motors Corporation, as in the case with all other distributors of the Harroun, have signed up a five year contract instead of the usual one year agreement with factories. This plan is said to be a vast improvement over the old way of renewing contracts each year.

(Washington (D. C.) Herald.)

The Harroun car is already in demand in Manila, according to William P. Barnhart, who will represent the Harroun car in this territory.

Manila has unusual restrictions for automobiles, set by the United States government in its effort to conserve gasoline and to establish definite standards of efficiency.

Here are some of the restrictions:

The car must completely turn around in a circle that is less than thirty-six feet in diameter.

The car must enter and leave this circle as part of a continuous trip at ten miles an hour or better.

Cars must also be able to show more than twenty-one miles to the gallon of gasoline; to yield a sustained speed average of better than thirty-one miles an hour, and to average twelve miles an hour or better up a long 13 per cent grade, starting from a standstill.

The price of the car must be less than \$1,000.

"The restrictions are all reasonable," declares Ray Harroun. "I have tried them with one of our cars and easily bettered every mark. The only trick stunt of them all is the circle and that can be done by a long, quick movement of the steering wheel, providing the pavement is dry and will hold a complete turn at that speed."

"I tried it on a thirty-six-foot street and found that, with a car that will turn inside a twenty-four-foot circle, I could manage it neatly though without much to spare."

(The Philadelphia Press.)

Motordom all over the United States is becoming familiar with the new Harroun cars to design and build which Ray Harroun, John Guy Monihan and a number of picked associates left positions as executives of other manufacturers several months ago.

The new cars have already been running on the streets of Boston, New York, Albany, Buffalo, Pittsburgh, Detroit, Cleveland, Kansas City, St. Louis, Minneapolis, Cincinnati, Los Angeles, San Francisco and other cities, demonstrating the remarkable power and easy riding qualities with which they have been endowed by their famous designer.

The cars now in use have been built in the Harroun shops in Detroit. They are merly the advance guard of the cars which will soon be coming through the regular run of production from the million-dollar Harroun plants at Wayne, Detroit's western suburb. These plants were recently inspected by 10,000 of the people of Detroit and more than 500 representatives of the automobile and affiliated industries who joined in pronouncing them the most modern and efficient factories of their kind, both in plan and equipment, and easily capable of producing 150 cars in the standard working day.

The advent of production finds the entire Harroun output sold for five years to come, by binding contracts with leading automobile merchants in the seventy-five chief trading centers of the country.

An interesting feature of the Harroun sales campaign is sure to be the unique influence wielded by the stockholders in the corporation which, financed by popular subscription as the result of newspaper advertising, is the property of nearly 15,000 persons—a

body third in number only to that which has subscribed to the shares of the United States Steel Corporation and Marconi Wireless.

(Council Bluffs (Ia.) Nonpareil.)

The Western Motor Car Company of Omaha was the successful bidder for distribution of the new Harroun cars, about which so much interest has centered ever since they were exhibited at the national automobile shows last winter. It is said more than ten automobile firms in Omaha made an effort to secure the sale and distribution of the Harroun.

The first announcement of the car is made in this issue for this territory and it is expected that the car will create a sensation in motoring circles in this community as it has further east. It is said that Ray Harroun, for whom the car is named, former world's champion race driver, designer of world's champion race cars and touring cars, carburetion expert, began in a sense ten years ago preparation for the car, which he regards as his greatest effort.

Power, speed, beauty, endurance, economy, light weight and low cost are some of the outstanding features of the car. It will cost less than \$700 and its specifications show it has, in spite of its low price, practically all the high grade equipment of which the high priced cars boast. The company, which has just completed its big plant, and began making cars in quantity this month, expects to make about 24,000 cars this year. All of them have been allotted to the dealers and distributors and it is expected that the demand will be much greater than the supply.

(Cleveland (Ohio) Plaindealer.)

At the recent opening of the new Harroun plants in Wayne, Mich., delegations of automobile men from Cleveland, Detroit and other cities attended to inspect the factories and equipment.

The various delegations saw the plant under the guidance of Factory Manager H. O. Bernhardt. Automobile production experts and others were impressed with the arrangements for efficient, large quantity production.

President John Guy Monihan chaperoned a party from Detroit and Chicago. Vice-President Ray Harroun welcomed many fellow engineers.

Last Sunday the plants were thrown open to the general public for the day.

(Baltimore (Md.) News.)

Frank W. Pettitcord of the Richmond Motor Company, distributor here for the much-heralded Harroun car, will leave Baltimore soon to visit the great plant of the Harroun Company at Wayne, Mich. (a short distance from Detroit). Mr. Pettitcord will likely spend a week or 10 days in the Harroun plant. The first shipment of Harroun cars to Baltimore will likely be made about May 18.

The Harroun has already been a big seller all over the country, despite the fact that no dealers have ever had a demonstrator on hand. Riess & Co., in New York, already have sold their whole allotment for this year and are booking orders for delivery in 1918.

(Detroit Saturday Night.)

Since the Motor Sales Company placed the new Harroun car on display in the showrooms at Woodward and Willis avenues, there has been a constant incoming of interested persons to look at the car. The fact that the Harroun is made in Wayne, close to Detroit, and that a large percentage of its stock is held here, has had much to do with stimulating public attention when it was placed on display. It is expected that sales will be brisk as soon as production gets going in full swing at the big new factory at Wayne.



# And Now The Waitawhiles!

There comes a time in the early history of every successful industry when its securities enter the field of **CONSERVATIVE INVESTMENT**.

This stage has been attained by the Harroun Motors Corporation.

In everything but the final formalities, the Harroun enterprise is now a **PRODUCING CONCERN**.

It is no longer an enterprise of great **PROMISE**. It is one in which great promises have been **FULFILLED**.

The mammoth Harroun plants, filled with their wonderful equipment—the most modern in the automobile industry—are already **OPERATING** on the preliminary production steps.

Within a few days these plants will begin the **SHIPMENT** of Harroun Motor Cars.

## HARROUN

The impending nature of this event is brought to our attention in many ways—most notably by the appearance among the new subscribers to Harroun stock of a class of investors not heretofore represented.

### The "Waitawhiles."

These newcomers are from the great conservative element which never invests in any **NEW** enterprise, no matter how promising, until it has demonstrated beyond all question, the sincerity of its organizers and the real merit of its proposition.

"Wait a while!"

That is the motto of these investors and they have been waiting—waiting **AND WATCHING**.

### True to Motto.

They have seen the great Harroun factories rise to completion. They have seen their equipment installed. They have seen materials arriving and being stored.

The Harroun stock you can buy for \$9 a share will cost you \$10 in the very near future.

It is our sincere belief that Harroun stock will never again be quoted at so low a figure as the present.

Already we can foresee the near approach of a date when, with our needs for liquid capital and impending expansion fully supplied, we shall cease the sale of Harroun Motors stock, to resume it only as the needs of future years shall develop, and at a price which will be far greater than that which now prevails.

## HARROUN MOTORS CORPORATION

Fourth Floor Dodge Building

Jefferson Ave. East, at Brush St.,

Detroit

They have verified carefully the demand for the Harroun car and the sales arrangements by which the entire Harroun output has been sold for five years to come.

They saw the price of Harroun stock advance in pace with the Corporation's progress, but they still watched and waited.

### "We'll Buy Later."

"Let the others develop this property until we **KNOW** it will succeed," they said. "Wait a while! Our Harroun stock may cost us more but we will buy ours long before it reaches its normal. And we will be **ABSOLUTELY SAFE**."

So they waited—until now. But today they are waiting no longer.

### Paying the Price.

They are willingly paying \$9 a share for stock they could once have bought for \$5—paying

it because they know that the gradual advances of the past will be far exceeded by the rapid and automatic advances that will follow the appearance of the Harroun car on the streets and roads of America.

### Action!

They realize that the Harroun Motors Corporation has triumphantly passed its development stage and that the future can contain no obstacles to compare with those that have been successfully surmounted.

"Now is the time," they have declared, and they are backing their declaration with their cash.

Are you a waitawhile?

If so, take due thought of the situation.

There is a time for waiting. But there is also a time for **ACTION**. And that time is **NOW**.

### Good Only Until Harroun Shipments Begin.

Harroun Motors Corp.  
Dodge Building,  
Detroit, Mich.

Enclosed find \$.....,  
payment in full for.....  
shares of Harroun Motors stock at \$9 a share of \$10 par value, these shares to be delivered as an ad-interim certificate, issued by the Equitable Trust Company of New York.