

The New

Specifications of the New Reo "Six"

Base—115 inches.
Front—Semi-elliptic—38" x 2" with 8 leaves. Rear—three-quarter elliptical—44 1/2" x 2" with 7 leaves. Upper section 22 13/16" x 2" with 7 leaves.
Axle—I-beam, drop forged, with Timken roller bearing spindles.
Bearings at differential and at wheels—two universal joints in propeller shaft—torque taken by separate torque arms—gear ratio 4 to 1.
Three—34" x 4 1/2" front and rear. Non-skid on rear. Demountable rims.
Motor—Vertical, six-cylinder, cast in pairs, modified L type with integral head, with inlet valve in head. Valves mechanically operated and protected. Exhaust valve directly in the cylinder. Barrel crank case with three crank shaft bearings. Helical timing gears running in oil.
Cylinder Dimensions—3 1/2" x 5 1/4".
Horsepower—45.
Lubrication—Automatic feed by pump, gear pump with return system.
Carburetor—Automatic, heated by hot air and hot water.
Ignition—Combined generator and magnet driven through timing gears with 100 ampere hour storage battery.
Starter—Electric (Remy), separate unit, connected to transmission.
Transmission—Selective swinging type with single rod, center control.
Clutch—Multiple dry disc, faced with asbestos, with positive and instant release.
Brakes—Two on each rear wheel, one internal, one external, 14" diameter drums—service brake interconnected with clutch pedal.
Steering—Gear and sector with 18" steering wheel.
Control—Left-hand drive, center control—gear and throttle on steering wheel with foot accelerator.
Fenders—Drawn sheet steel of latest oval type—shield between running boards and body—close fitting, quick detachable under pan—aluminum bound, linoleum covered running boards.
Gasoline Capacity—18 gallons. Tank in rear with Stewart Vacuum System supply. Gasoline gauge beside filler.
Body—Seven-passenger "Sheer-line" touring car type with extra wide full "U" doors front and rear. Genuine hand-buffed bright enamel finish leather upholstery. Deep cushions and backs. Divided front seats.
Finish—Body, Golden Olive—running gear, Black—equipment nickel trimmed.
Theft-Proof—Locking device. A feature that is made possible by the unique Reo design and which we think others will find difficult to copy. This enables the driver to lock simultaneously the starting device, the transmission and the floor boards. Starting device is made inoperative, at the same time that the transmission gears are locked in neutral position. And to make assurance trebly sure, floor boards are locked so it is impossible to get at the parts. It would take a volume to describe it—but you will see and appreciate it at a glance.
Equipment—Fully electric lighted throughout—improved 5-bow, one-man, mohair top, with full side curtains, mohair slip cover, clear-vision, rain-vision, ventilating windshield; speedometer; electric horn; extra rim with improved tire brackets; power tire pump; jack; complete tool and tire outfit; footrest.
Price—\$1725, net, duty paid, f. o. b. factory, Lansing, Michigan.

REO "Six"

"The Fashion Plate of -16"

YOU NEED GO NO FURTHER—you need pay no more—to obtain all the mechanical excellence, all the beauty, style, finish and luxurious riding qualities in a seven-passenger touring car, that your heart can desire.

FOR WE MAINTAIN that, though you search the world over, you will find no car at any price, that is the superior of this new Reo Six in these essentials.

MECHANICALLY IT HAS NO SUPERIOR—it is not possible to put better materials in a chassis, simply because the science of metallurgy knows no better. Reo uses and always has used the best. The fame of Reo rests on that.

IT IS NOT POSSIBLE to machine parts more accurately—for the Reo factories are admittedly the "Models" among automobile factories and Reo standards are admittedly of the highest.

AND IT ISN'T POSSIBLE to obtain an automobile, in the designing and fabrication of which, more experience has been applied—for the Reo organization is the oldest in the Automobile industry. And never since the first Reo was made has there been a single change in the executive organization of Reo.

ALL WE'VE LEARNED, WE'VE KEPT right here in the Reo factories—and this latest product of Reo brains and experience and facilities is the net result.

AS TO BEAUTY OF EXTERIOR we need only remind you that when this new Reo Six was announced and its graceful lines shown in the engravings it was instantly hailed by everyone in the trade—rival and friend alike—as the "Fashion Plate" for the coming year.

AND IF YOU HAVE WATCHED closely the various new bodies that have since come out—some of them only too palpably redesigned to emulate the lines of this Reo Six—you have observed that it has set the style for the season.

BUT REO BEAUTY ISN'T on the outside alone—it's in the unseen places as well. In fact none so thoroughly appreciates Reo engineering as he who has studied it most intimately.

THIS SIX IS A GREAT BIG BEAUTIFUL CAR—ample width and leg-room for all seven passengers so that each rides luxuriously. At the end of a long day's tour there's no feeling of stiffness or of fatigue.

OF COURSE THE LONG CANTILEVER SPRINGS have much to do with that. They have proven ideal for a car of this passenger capacity and wheelbase.

AND THE MOTOR HAS POWER for any emergency. That is a prime factor—always has been a Reo quality. Why it is a fundamental so thoroughly accepted we seldom think to mention that a Reo has ample power. Of course—being a Reo!

AND THE SAME STURDINESS—the same wonderful reliability, dependability and economy of upkeep—that have made the four-cylinder Reo world famous, are in this Reo Six.

"50 PER CENT OVER-SIZE in all vital parts," that Reo factor of safety is the reason at the same time for Reo dependability and low maintenance cost.

EVERY PART THAT IS SUBJECTED—or may ever be subjected—to excessive strains are made fifty per cent heavier—or of better material and therefore fifty per cent stronger—than other makers consider necessary. Motor parts—as crank-shafts, connecting rods, bearings. Transmission gears, driving shafts, axles, differentials—all vital parts are made to the Reo standard "fifty per cent oversize."

DOUBTLESS YOU KNOW—and if you don't we want to bring it to your attention—that we Reo Folk have been a conspicuous exception among American automobile manufacturers in that we have never made a fetish of lightness.

REO CARS ARE LIGHT—But not light to the point of flimsiness. They weigh a little more. But the sturdiness of Reos as compared with others is out of all proportion to the difference in weight. We make them just as light as we can make them and make them good. But we will not sacrifice durability for a brief spectacular performance.

WHEN WE SEE LIGHTER CARS that will live—that have lived—as long as Reos; that have performed as consistently on all kinds of roads; that have cost as little to operate and to maintain year in and year out under all kinds of use, misuse and neglect; when, in a word, we see less strength supporting the same loads and shocks—we will feel we ought to change.

BUT SO LONG AS REOS PROVE so almost unbelievably cheap to maintain, so matchlessly efficient and so wonderfully durable—we will feel that the Reo standards are best.

IT'S EASY TO OBTAIN what seems like motor efficiency—by lightening the load the motor must pull. But you are not looking for a car that will perform spectacularly for a few months—you want one that will live as long as a Reo.

SEE THIS NEW REO SIX. Ride in it. Drive it yourself—you can if you have ever driven any automobile. You will say you have never tasted the real joys of motoring before.

THEN EXAMINE CLOSELY the details of construction and finish. Note that the leather (in all Reos) is real leather. That the hair is real hair. That the tonneau-back is a one-piece steel stamping—the largest ever made, by the way. Note the quality of top materials—and the class of workmanship. The quality of glass in the "clear-vision, rain-vision" windshield—everywhere you'll see that the Reo standards of excellence have been maintained.

THEN CONSIDER THE VALUE represented in this big beautiful Six at its price. Can you equal it anywhere? And can you, at any price, obtain a Seven-passenger car that will conform so well to your ideas of what your automobile should be? JUST A WORD ABOUT DELIVERIES. Those who know are unanimous in stating that there will be a tremendous shortage of automobiles the next few months. Can't be otherwise. Shortage of all kinds of materials and of tools to manufacture them—demand greater than ever before.

DEMAND FOR REOS IS ALWAYS in excess of the possible supply. We are conservative in the matter of quantities—and Reo quality creates a big demand. Never since the first Reo went into the hands of its owner has it been possible to make enough cars to supply all who wanted Reos.

CERTAIN IT IS WE WILL NOT be able to supply all this year. So orders will be filled in exact rotation. Those who order early will get Reos—those who delay cannot hope to.

SO WE SUGGEST that you decide this matter at once and order your Reo immediately. Then you'll be one of "the lucky ones."

TODAY won't be a minute too soon.

Reo Motor Trucks

Most distributors of Reo Motor cars also handle Reo motor trucks—entirely separate corporation, but managed by the same "Reo Folk."

Space forbids a lengthy description or specifications of Reo trucks here. So we'll only say there are two chassis models. For heavy hauling the 2-Ton Reo, and for lighter, speedier delivery, the 1500-Pound (3/4-Ton) Reo "Speed Wagon."

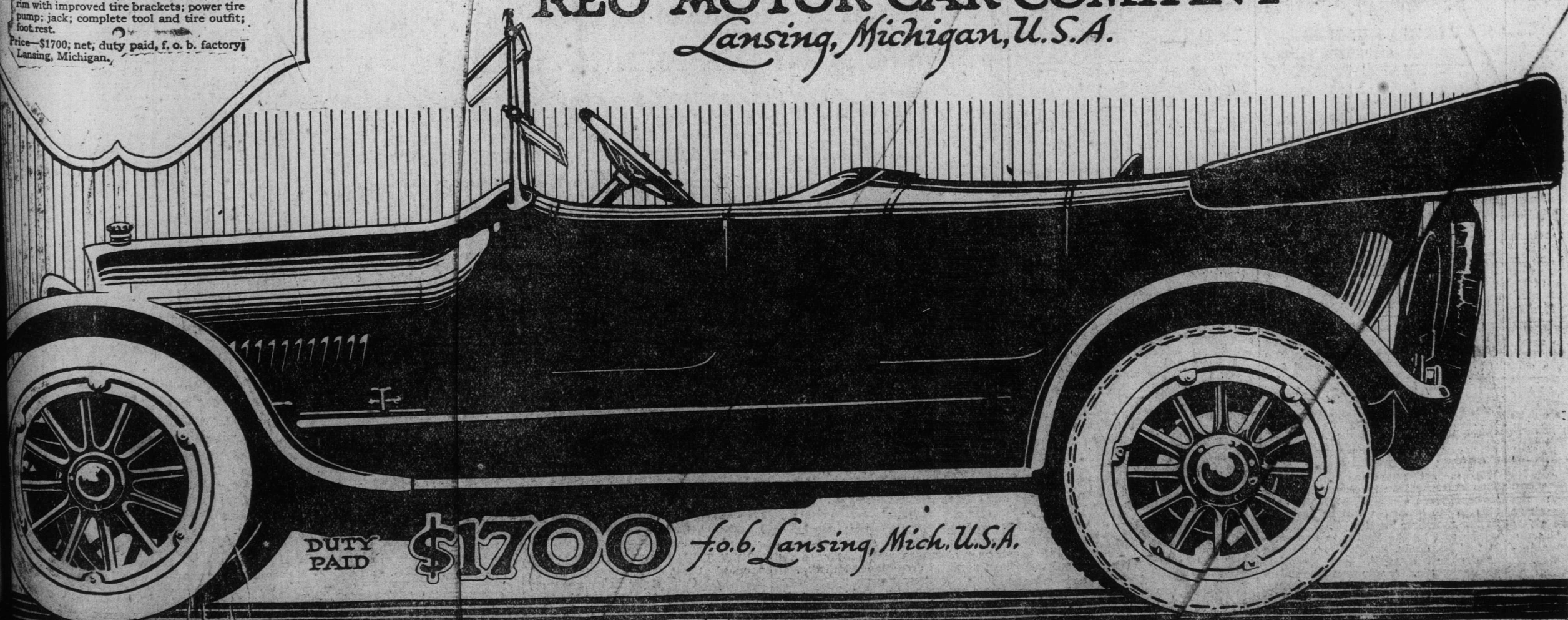
Both are famous for the same dependability and low up-keep that is an attribute of all Reos.

Prices: The 2-Ton Reo chassis, \$2150; the 1500-pound truck with standard express body, \$1500—both net, duty paid, f. o. b. factory, Lansing, Michigan.

Ask for a catalog—any Reo dealer will gladly send you a copy—or write the factory direct.

REO MOTOR TRUCK COMPANY, LANSING, MICHIGAN

REO MOTOR CAR COMPANY Lansing, Michigan, U.S.A.



DUTY PAID \$1700 f.o.b. Lansing, Mich. U.S.A.