

The New REO The Fifth

"The Incomparable Four"

WE REO FOLK VERILY BELIEVE that Reo the Fifth is, today, the greatest automobile in the world.

CONSIDERED FROM EVERY STANDPOINT—first cost, cost of upkeep, long life—passenger miles per dollar—where can you find value equal to this?

CONSIDER FOR A MOMENT. Here is an automobile the chassis of which has been standard in practically its present form for now six seasons. That alone is a record. Of only one other car in the world, so far as we can learn, can it be said.

NOR IS IT BECAUSE the Reo Company is unprogressive that this chassis has remained practically the same for so many seasons! Reo is known and recognized as one of the most progressive of all the really sound American concerns. (Note the distinction and the classification!)

THE GREAT REO FACTORIES are called the "Model Automobile Plants." Engineers and production experts from everywhere come to Lansing to study the wonderfully efficient Reo methods. Metallurgists come here to study the heat-treatment of steels and other processes by which we put Reo quality into the product.

NO, THAT ISN'T THE REASON Reo the Fifth has endured, has held its superiority for so long. Reason is the fact that when Reo the Fifth was designed it was ten years, at least, ahead of its time.

REO THE FIFTH WAS THE RESULT of the longest and the product of the ripest experience of which the automobile industry could boast. So it was but natural that it should be, from the very first, a wonderful car.

THEN THE REO POLICY of improving, refining, perfecting that which we have, instead of trying always to develop something radically, sensationally new, has resulted in this latest model Reo the Fifth "the simplest car in the world to drive" and the "cheapest car in the world to maintain."

WE CALL THAT PROGRESSIVENESS in the highest degree. We Reo Folk may be a little old fashioned. Those who travel a more rapid—but, to our mind, less certain—gait, say we are. But we cannot see that making a new model every six months is really progressive. Nor the winning of new customers every year—instead of keeping the old ones satisfied.

FROM THE VERY FIRST WE REO FOLK CONTENTED that ultimate leadership would redound to that concern which made, not the most novel, but the most serviceable automobile. And that enduring success would be the reward not of making the highest or the lowest priced car—but the car of greatest dependability and lowest maintenance cost.

Canadian buyers now receive their Reos direct from the big parent factory at Lansing, Michigan.

We have tried both ways, and we find that we can give our Canadian customers better workmanship, better finish and altogether better value and better service from the main factory than we could from a Canadian branch plant.

The Reo factory at St. Catharines, Ont., will hereafter continue as a service plant. In addition we have established a service station at Winnipeg—1218-20 King Street—where a complete stock of replacement parts for every Reo model from the first to the latest, are carried, and where Reo buyers in the Western provinces are assured prompt and courteous attention.

With the best class of distributors handling Reo motor cars in Canada, and each carrying in stock such parts as may be needed for replacements, we feel we can now give the very best service possible to our Canadian friends.

Prices quoted are in all cases, net, duty paid, f. o. b. factory at Lansing, Michigan. New catalogue just out—send for one.

AN INVESTIGATION MADE LAST YEAR proved this remarkable fact: that the cost of repairs and replacements on thousands of cars of this model had been less than six dollars per car per year!

AND HUNDREDS OF OWNERS have written us that they have yet to pay the first dollar for a repair on a Reo—and some of them have owned and driven their cars constantly from one to three years.

NOW PLEASE DO NOT GET THE IDEA that Reo the Fifth is not up to the minute mechanically and in outward appearance just because it has been standard for so long. On the contrary, it is the leader—always has been. Never has it been dethroned by any rival—and no other car has withstood so many or such severe onslaughts from would-be competitors.

IT HAS OUTLIVED THEM ALL. Where now are those that tried to supplant Reo the Fifth in popular favor? Not one left—not one! Reo the Fifth still reigns—will, so long as buyers demand value and efficiency and economy of operation.

THIS LATEST MODEL has many refinements and improvements over its immediate predecessor. The world moves and Reo moves with it—always in the van.

BODY HAS BEEN REDESIGNED to conform to the latest ideas and to enhance its already graceful appearance. Same width and leg room—several inches wider and longer than most so-called "5-passenger" cars.

ANOTHER GREAT IMPROVEMENT is the location of electric lighting and starting switches on steering post in reach of the driver. Spark and throttle control levers are now on top of steering wheel.

THERE ARE MANY improvements and refinements that the practiced eye will notice and the experienced motorist enthusiastically approve. Each small in itself but all contributing to the excellence of the whole.

REO THE FIFTH IS, in a word, a finished product—the logical result of many years of refining and improving on the same original design.

THE BRIEF SPECIFICATIONS we are able to print herewith give you an inkling. Your Reo dealer will be pleased to send you a catalog describing the various features more fully.

ASK HIM TO EXPLAIN to you the various constructional features of Reo—tell you the reasons. He will gladly do so, and then you'll see wherein lies Reo durability.

HE'LL SHOW YOU WHY REO cars are the most accessible automobiles in the world. He'll show you how easily you can get at any part—how quickly and therefore how cheaply any adjustment or replacement or repair can be made.

THAT'S THE SECRET of Reo low maintenance cost—that and the quality of workmanship and materials that go into a car in the first place.

BUT YOU MUST SEE—must ride in and finally drive Reo the Fifth yourself to fully appreciate its many points of excellence.

WE REO FOLK RECOGNIZE there are other makers equipped to give their customers service equal to ours after the car is delivered.

BUT THAT ISN'T WHAT YOU WANT—anyone making an automobile will promise that much. You want a motor car with the service built into it at the factory.

RIGHT THERE IS THE SECRET OF REO SUCCESS—every Reo must be right before it receives the final stamp of approval.

WE WANT YOU TO CONFIRM our statements, and there's no better way than to obtain the opinion of those who have had experience.

ASK YOUR FRIENDS who own Reo cars, and after you have summed up their reports you will not wonder at the enviable reputation Reo enjoys. This honor has not been conferred on us by chance, but is due to the consistent performance of Reo motor cars in the hands of nearly 100,000 users.

WHAT REO THE FIFTH HAS DONE for others, it will do for you.

Specifications The New Reo the Fifth

Wheel Base—115 inches.
Springs—Front—Semi-elliptic—38" x 2" with 7 leaves. Rear—three-quarter elliptic. Lower section—44½" x 2" with 7 leaves. Upper section 22 13-16" x 2" with 7 leaves.
Front Axle—I-beam, drop forged, with Ten roller bearing spindles.
Rear Axle—Tubular—semi-floating. Ten roller bearings at differential—Hyatt roller bearings at wheels, piston universal joints in propeller shaft—torque taken by propeller shaft—gear ratio 4 to 1.
Tires—34" x 4" front and rear. Non-skid on rear.
Motor—Vertical, four-cylinder, cast in place, modified L type with integral head, inlet valve in head. Valves mechanically operated and protected. Exhaust valve seated directly in the cylinder. Bell type crank case with three crank shafts. Helical timing gears running in oil.
Cylinder Dimensions—4½" x 4½".
Horsepower—35.
Lubrication—Automatic force feed by pump with return system.
Carburetor—Automatic, heated by hot water.
Ignition—Combined generator and magnet driven through timing gears; 100 per cent hour storage battery.
Starter—Electric (Remy) separate unit, volt, connected to transmission.
Transmission—Selective swinging type, 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 drum service brake interconnected with drum pedal.
Steering—Gear and sector with 18" steering wheel.
Control—Left-hand drive, center control, spark and throttle on steering wheel foot accelerator.
Fenders—Drawn sheet steel of latest type—shield between running boards—close fitting, quick detachable pan—aluminum bound, linoleum covered running boards.
Gasoline Capacity—16 gallons. Air pressure pumps on instrument board for emergencies.
Body—Five-passenger—streamline touring car type with extra wide full "U" door front and rear. Genuine leather upholstery. Deep cushions and backs.
Finish—Body, Golden Olive, running gear, Black; equipment nickel trimmed.
Thief-Proof—Locking device. A feature that is made possible by the unique design and which we think others will find difficult to copy. This enables the driver to lock simultaneously the starting device to lock simultaneously the starting device the transmission and the floor board. Starting device is made inoperative, at the same time that the transmission gear is locked in neutral position. And to insurance trebly sure, floor boards are locked down so it is impossible to get at the pedals. It would take a volume to describe in detail you will see and appreciate it at a glance.
Equipment—Fully electric lighted throughout, improved 5-bow, one-man motor with full side curtains, mohair slip cover, clear-vision, rain-vision, ventilating shield; speedometer, electric horn; extra rim with improved tire brackets; pump; jack; complete tool and tire outfit; foot rest.
Price—\$1225, net, duty paid, f. o. b. factory at Lansing, Michigan.

Specifications The New Reo

Wheel Base—126 inches.
Springs—Front—Semi-elliptic—38" x 2" with 8 leaves. Rear—Castellated—44½" x 2" with 8 leaves.
Front Axle—I-beam, drop forged, with Ten roller bearing spindles.
Rear Axle—Full floating. Timken roller bearings at differential and at wheels. Universal joints in propeller shaft—torque taken by separate torque arms—4 to 1.
Tires—34" x 4½" front and rear. Non-skid on rear. Demountable rims, gaskets and hot water.
Motor—Vertical, six-cylinder, cast modified L type with integral head, inlet valve in head. Valves mechanically operated and protected.
Cylinder Dimensions—3½" x 5½".
Horsepower—45.
Lubrication—Automatic force feed by pump with return system.
Carburetor—Automatic, heated by hot water.
Ignition—Combined generator and magnet driven through timing gears; 100 per cent hour storage battery.
Starter—Electric (Remy), separate unit, volt, connected to transmission.
Transmission—Selective swinging type, single rod, center control.
Clutch—Multiple dry disc, faced with asbestos, with positive and instant release.
Brakes—Two on each rear wheel, one external, 14" diameter drum service brake interconnected with drum pedal.
Steering—Gear and sector with 18" steering wheel.
Control—Left-hand drive, center control, spark and throttle on steering wheel foot accelerator.
Fenders—Drawn sheet steel of latest type—shield between running boards—close fitting, quick detachable pan—aluminum bound, linoleum covered running boards.
Gasoline Capacity—18 gallons. Air pressure pumps on instrument board for emergencies.
Body—Seven-passenger "Sheer-line" car type with extra wide full "U" door front and rear. Genuine hand-buffered enamel finish, leather upholstery, cushions and backs. Divided front seat.
Finish—Body, Golden Olive—running gear, Black—equipment nickel trimmed.
Thief-Proof—Locking device. A feature that is made possible by the unique design and which we think others will find difficult to copy. This enables the driver to lock simultaneously the starting device to lock simultaneously the starting device the transmission and the floor board. Starting device is made inoperative, at the same time that the transmission gear is locked in neutral position. And to insurance trebly sure, floor boards are locked down so it is impossible to get at the pedals. It would take a volume to describe in detail you will see and appreciate it at a glance.
Equipment—Fully electric lighted throughout, improved 5-bow, one man, motor with full side curtains; mohair slip cover, clear-vision, rain-vision, ventilating shield; speedometer; electric horn; extra rim with improved tire brackets; pump; jack; complete tool and tire outfit; foot rest.
Price—\$1700, net, duty paid, f. o. b. factory at Lansing, Michigan.

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

