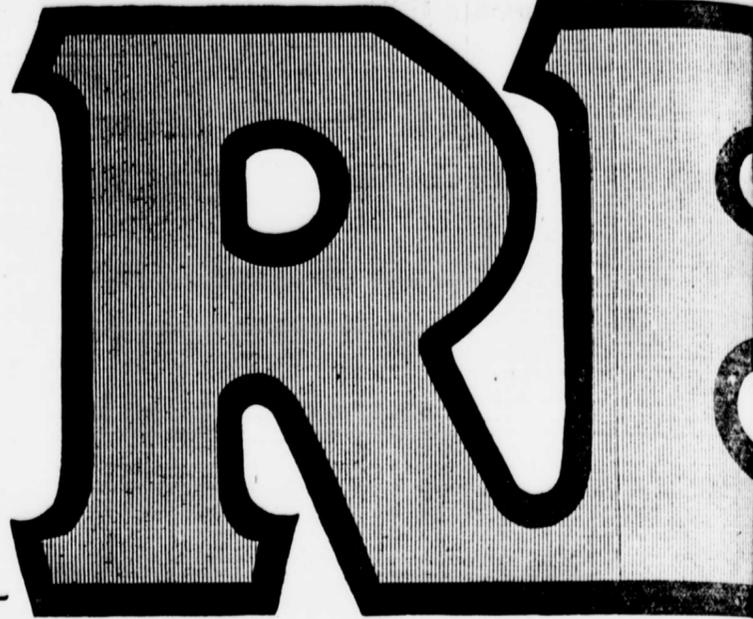


# The New REO the Fifth



## Here Are The New REO Models

Look at the Cars, Consider the Values and Why  
Read Carefully the Explanation of It

### Improvements and Refinements in the New Reo the Fifth—\$875

**CHASSIS:** Remains practically the same as 1915. This great chassis has been recognized for the past five years as the standard American automobile chassis. It is unquestionably the most accessible automobile in the world—the simplest, therefore the cheapest, in which to make any repair or adjustment or replacement. Very small changes have been made in different parts of the mechanism. They are such as only an engineer would understand, and their purpose was to eliminate the slightest little sound, and to make this the most silent as well as the most accessible automobile in the world and to still further enhance facility of driving.

**NEW BODY DESIGN:** Lines have been changed slightly to conform with the latest fashions and to improve its already graceful appearance.

**HOOD FASTENINGS:** Same as those on the "Six." Facilitates lifting of hood without the usual inconvenience—just a little detail but of sufficient importance to merit our engineers' attention when it meant greater convenience for the Reo owner.

**FENDERS:** Re-designed. Of the modified "Crown" type—formed under our own big presses, and so rigid it will be impossible for them ever to shake loose or develop a rattle.

**RUNNING BOARD:** New design, wide at front to protect apron from scratches.

**INSTRUMENTS:** Now located on steering post instead of on the cowl board. Facilitates adjustment of carburetor, and operation of light switches without necessity of the driver taking his eyes from the road or leaning forward from the natural driving position.

**COWL BOARD:** Now covered with metal instead of leather, greatly improving its appearance.

**SPEEDOMETER AND AMMETER:** Located in center where they can be seen by all occupants of the car—rear as well as front.

**STARTING DEVICE:** The same wonderfully reliable starter but with a new and improved "hook-up." The former famous Reo worm gear device has been replaced by chain drive. Worm was ideal but required lubrication occasionally to get best efficiency. Some drivers neglected it. Chain is "neglect-proof" and a trifle more efficient.

**SPARK AND THROTTLE:** Control levers now located on top of steering wheel. No better, but buyers seem to prefer it.

**DOORS:** New locking device—unlocks and locks more readily and certainly.

**THIEF-PROOF** locking device. See fuller details in "Six" column opposite. It's the same in Reo the Fifth.

**COLOR:** Golden olive.

### SPECIFICATIONS

The New Reo the Fifth (Model R) Touring Car—Price \$875

**Wheel Base—**115 inches.

**Springs—**Front—Semi-elliptic—38" x 2" with 7 leaves. Rear—three-quarter elliptic. Lower section—44" x 2" with 7 leaves; upper section 22 13-16" x 2" with 7 leaves.

**Front Axle—**I-beam, drop forged, with Timken roller bearing spindles.

**Rear Axle—**Tubular—semi-floating. Timken roller bearing at differential—Hyatt High Duty roller bearings at wheels, pinion integral with stub shaft—two universal joints in propeller shaft—torque taken by separate torque arms—gear ratio 4 to 1.

**Tires—**34" x 4" front and rear. Non-skid on rear.

**Motor—**Vertical, four-cylinder, cast in pairs, modified L type with integral head, with inlet valve in head. Valves mechanically operated and protected. Exhaust valve seated directly in the cylinder. Barrel type crank case with three crank shaft bearings. Helical timing gears running in oil.

**Cylinder Dimensions—**4 1/4 x 4 1/2.

**Horsepower—**35.

**Cooling System—**Water jacket and tubular radiator, cellular pattern. Water circulation by centrifugal pump direct to exhaust valves.

**Lubrication—**Automatic force feed by plunger pump with return system.

**Carburetor—**Automatic, heated by hot air and hot water.

**Ignition—**Combined generator and magnet, driven through timing gears; 100 ampere hour storage battery.

**Starter—**Electric, separate unit, six volt, 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—spark and throttle on steering wheel with foot accelerator. Positive—thief-proof, locking device. Same as "Six."

**Fenders—**Drawn sheet steel of latest oval type—shield between running boards and body—close fitting, quick detachable under pan—aluminum bound, holoenum covered running boards.

**Gasoline Capacity—**16 gallons.

**Body—**Five-passenger—streamline touring car type with extra wide full "U" doors, front and rear. Genuine leather upholstery. Deep cushions and backs.

**Finish—**Body, Golden Olive; running gear, black; equipment nickel trimmed.

**Equipment—**Fully electric lighted throughout, improved 5-bow, one man motor top with full side curtains, motor slip cover; clear-vision, rain-vision, ventilating windshield; speedometer, electric horn; extra rim with improved tire brackets; pumps; jack; complete tool and tire outfit, fuel and robe rails.

Price—\$875. L. A. Lansing, Mch.

WE FEEL WE MUST EXPLAIN to our more intelligent readers why and how it is possible to place such cars in your hands at such unheard of prices. FOR WITHOUT THAT EXPLANATION—without reasons so logical they must satisfy you—you could not understand, could not accept, these values as genuine. OF COURSE THE PRICES ALONE WOULD NOT ASTONISH—might not even interest—you. For mere price taken by itself, indicates nothing to the intelligent buyer. BESIDES YOU'VE BEEN SURFEITED with announcements of "big cars at little prices"—this year more than ever before. MOST MAKERS SEEM TO HAVE LOST THEIR HEADS in the fierce battle of price competition. As a result you've seen price reductions that must, we think, have indicated to your mind clearly one of two things—either that the value was not there last season or couldn't be this. SO MERE PRICE—EVEN THESE SENSATIONAL NEW REO PRICES—would interest you only mildly if at all. BUT KNOWING AS YOU DO REO STANDARDS of excellence in materials and manufacture; knowing as you do the Reo reputation for making only cars of sterling quality; knowing and estimating as you will Reo integrity in selling as well as in making, you must marvel at these prices. FOR TAKEN WITH THE QUALITY of these two famous Reo models, these prices represent the greatest values ever offered in an automobile—values greater than you had ever believed or hoped would be possible. YOU KNOW THESE TWO REOS—you know that in all the world there have never been two models that enjoyed greater popularity. DEMAND ALL LAST SEASON was many times greater than our ability to produce them—even in our big factories. AND RIGHTLY SO—for we maintain that these are the ripest, the most refined, and the most nearly perfect automobiles ever turned out of any factory—simply because they have been made in their present form—in all essentials—for more years than any others; and more time, and more experience, more skill, and more care have been devoted to refining and perfecting these chassis.

IF YOU WERE TO ASK US to state what, in our opinion, is the strongest thing that can be said about the Reo product for next season, we would say without a moment's hesitation, "We have no new model to offer." None of the grief that you and we know is inseparable from a new and untried car, to face during the coming months. BOTH REO MODELS—Reo the Fifth, "The Incomparable Four," and the Reo Six—have long since passed the experimental stage. Both have been tried and proven—and not by factory testers, but by thousands and tens of thousands of owners, and in every land. THINK WHAT THAT MEANS. Consider the satisfaction it is to us to know—to know absolutely—that every car that leaves this factory in the coming year will carry with it absolute satisfaction—absolute certainty of satisfaction—to its new owner. THINK WHAT THAT MEANS to men whose hearts are in their work and who believe in carrying personal integrity into corporate affairs. FOR WE REO FOLK ARE that kind of people—we state it not boastfully but just as a simple fact. IT'S OLD FASHIONED, WE KNOW, and not considered "good form" in some circles these days. BUT WE LIKE TO FEEL toward every man who buys a Reo car as if he were our next door neighbor whom we expected to see frequently and whom we'd meet gladly and with pride in the car we had sold him. THIS YEAR OF ALL YEARS we are glad we have nothing radically new, nothing experimental—nothing even doubtful or questionable—to offer our hosts of friends. OF COURSE WE CONSIDERED this matter from every angle. We are conversant—have been for months—with everything others were trying to do. OUR ENGINEERS ARE JUST AS ALERT as others—just as enterprising and just as prone to experiment and to explore new and interesting fields. They enjoy working mechanical puzzles just as keenly as any. BUT—MOST OF ALL WE CONSIDERED it from the standpoint of those thousands and thousands of friends who have learned to lean upon us, secure in the belief that we will offer them nothing but that of which we ourselves are sure. AND WE BASED OUR PLAN ON THE ASSUMPTION that what the great majority of intelligent buyers want is not novelty—not mechanical puzzles nor engineering legerdemain—but service. Just dependable enjoyable automobile service and low upkeep cost with minimum deterioration in value of the vehicle from year to year.

AND ON THAT BASIS WE KNEW that nothing our engineers could design or our factories build, could give quite as much service and satisfaction as these two Reo models, on which our engineers have concentrated for years and both of which, as a result of those years, and of our pride in our work, have been refined to the last degree and the last little detail. "BUT THE PRICES?" YOU ASK. "Why and how were these necessary and possible. Why necessary—how possible, for this product, not merely as good as formerly, but better." "WHY—WITH A DEMAND that, all through last season was greatly in excess of the possible output of the factories, was it necessary to reduce prices at all. And then, why so great a reduction?" WE WILL ANSWER THAT QUERY. IT WASN'T NECESSARY—any more than it was necessary to devote the thought and the energy and the expense to the improvement of cars that already represented values so great that every Reo car was snapped up the instant it came from the factory. IT WASN'T NECESSARY either to improve the quality or to reduce the price—except that it is and always has been the Reo desire to give Reo buyers greater value than could be obtained elsewhere and just as much more as our greater experience and superior facilities could give. BUT IT WAS POSSIBLE—and that was sufficient. THE REASON IS INTERESTING—interesting and instructive and makes mighty profitable reading to any prospective buyer of an automobile. A COMBINATION OF FACTORS and conditions that are, we believe, unique with Reo, made these prices for these quality-cars possible. WE MAINTAIN THAT NOWHERE ELSE in this industry do all these factors and conditions exist in combination as they do with Reo. NO; PRICES OF MATERIALS HAD NOTHING to do with it. Prices of no important materials are lower, while prices of many are considerably higher than a year ago. And we have never known a time when it was so difficult to obtain materials as now! ONLY WAY COST OF MATERIALS in a car can be reduced this year is by reducing quality of materials—using inferior or substitutes. YES; THERE IS ANOTHER WAY—the simple expedient of reducing the amount of materials. In other words, reducing the weight of the car. FOR IT IS A FACT THAT YOU CAN reduce the cost of an automobile twenty-five per cent by the simple process of cutting the weight down that much. Some makers do—to the danger point, we believe! REO CARS ARE LIGHT CARS—but not light to the point of flimsiness. They are as light as may be without sacrifice of safety or durability. THE WONDERFUL DURABILITY and sturdiness as well as the low upkeep cost of Reo cars are due to the happy medium our designers have attained in the matter of weight. Made heavier they would lack the Snap and Go and economy of operation for which Reos are famous—made a pound lighter and we feel we'd sacrifice durability. SO THAT EXPEDIENT of cutting down the amount of materials that go into the car was not to be thought of, any more than was the other of using materials of inferior quality or substitution. IN THE MAKING OF REOS this year we are using—not better because they are not to be had—but the same quality of materials as formerly. So that isn't the reason for the lower price. COST OF MAKING IS, HOWEVER, somewhat less thanks to the fact that in many ways we have been able to reach a still higher degree of efficiency. ONE BIG ITEM IN COST REDUCTION of these two models was the fact that both had long since passed the experimental stage. That stage through which every new model must pass and which is therefore so dreaded by all manufacturers and experienced buyers—because it has proven so expensive to both. WHEN WE TELL YOU that, had we found it necessary to project a new model to take the place of either of these, we would have set aside a fund of at least \$100,000 to defray the cost of the experiment—and would have doubled the amount had our plan been to supplant both—you will see where we have been able to place to the credit of Reo buyers for the coming year a fund of at least \$200,000.

Reo Motor Car Company  
LANSING, MICH.