

### The New Reo The Fifth—"The Four"

WHAT NEED WE ADD to what you already know of this great car? For of course you do know. If you have not owned one, you have many friends who do. And they have doubtless told you in more extravagant terms than we would care to use.

MORE THAN 40,000 of them are today in hands of users: 12,000 were sold last season.

AND AS PROVING the popularity of this model we need only say that on November 10th the last Touring Car left the Reo factory. And that for thirty days at least there has not been, so far as we know, a Reo the Fifth on any Dealer's sales-floor anywhere.

THE PROOF OF QUALITY in any product is "will it sell in the off-season?" Autumn is supposed to be the off-season for motor cars. Not for Reo cars though—we have never known a time when, even with our splendid factory facilities, we were able to make enough Reos to supply the demand.

WE HAVE JUST INCREASED our plants nearly 50 per cent—necessary to produce the new "Six." And we hope to be able to more nearly supply our dealers this year than formerly.

AS WE HAVE NO AMBITION, however, to be maker of the most automobiles, but of the best, we do not expect, ever, to supply all the demand for Reo cars. That would be our idea of—well the reverse of success.

TO MAKE THEM EVER BETTER—so much better that, always, the demand will beckon the supply—that is our desire.

FOUR YEARS AGO we announced that, after more than 23 years of experimenting—testing—proving—we had produced a chassis that we believed was finality in all essentials of design. And we said so.

SOME FRIENDLY RIVALS laughed at that statement—said that changes would continue to come with the seasons—as they always had.

NEVERTHELESS WE WERE CERTAIN in our own minds that, in the three-unit power plant and in other features that have become known as peculiarly Reo, we had established principles that would not change—so long at least as the principles of gas engines remained as they were.

IMPROVEMENTS? REFINEMENTS? of course—but only in minor details. The world moves and of course we expect to move with it. Reo has from the first been in the van—we mean to stay there.

BUT IN THE FUNDAMENTALS of a self-propelled pleasure car, we were convinced we were right. Events have only served to confirm us in that belief. Reo the Fifth is today, in all essentials, the same as then—and it is still the leader in its price class.

FROM SEASON TO SEASON we have made such improvements as the progress of the science has made possible. And as our facilities have increased and our purchasing ability become greater, we have from time to time reduced the price of Reo cars at the same time that we have increased the quality and the size.

IN THE CASE OF THIS FOUR we have been able to do two things we had considered impossible—we have made a bigger, at the same time we have made a still better car.

READ THAT AGAIN—MULL IT OVER—sense the significance of the statement—a larger, more luxurious car—refined and improved at every point where refinement or improvement was possible—and at a lesser price!

HOW WAS THAT POSSIBLE? you ask. Tell you:—THE MOTOR PROVED to have more power than was necessary—more than was really desirable for the weight of the car. Refinements, recently made, increased that power still more.

SO WE FOUND we could add three and one-half very desirable inches to the length of the car, give the buyer a more luxurious equipage, and yet have a car of ample power.

THAT DIFFERENCE IN LENGTH—and we made it wider at the same time—makes all the difference in the world in the capacity and the comfort of the car. It gives a full door—without having to cut the corners to let the wheel-house in.

OTHER NOTICEABLE IMPROVEMENTS—in a car which formerly seemed almost perfection—are:

IMPROVED UPHOLSTERING—higher backs to seats. Extremely low-back fad is waning. Now back to comfort.

IMPROVED WINDSHIELD support—with braces running from cowl to body sill—secret of success of "One-Man Top."

POCKETS in all doors.

INSTRUMENTS mounted flush on instrument board.

HOOD FASTENERS—new and improved type. Stay put—and unfasten readily when you want them to.

ENTIRELY NEW TOP—a real one-man top. Can actually be put up or down by one man—after long use as well as when new. Secret is in the secure attachment mentioned above.

WINDSHIELD—Oval moulding and pressed steel construction throughout. New method of fastening—and top attaches direct to and is immovably supported by windshield.

RADIATOR—New method of securing to frame—more flexible—prevents strains on roughest roads. More cooling capacity. Cover, one-piece pressed steel—same distinctive and "classy" Reo design.

WHEEL BASE—increased three inches.

NOBBY TREAD TIRES on rear wheels and extra wide, oversized, demountable rims with new locking device.

SPRINGS—Improved method of lubrication for spring shackles.

STREAMLINE HUB CAPS—an exclusive Reo feature. Covers all bolt heads, dust and oil proof. Removed by small screw-driver—no need for large special wrench.

ANTI-RATTLE on brakes, and anti-rattling support. IMPROVED STARTING mechanism—same system but doing away with shifting gears; also with sliding contacts and resistance. Silent; no over-running or roller ratchets nor any part to wear when car is in operation. We think it is perfection.

NEW HEADLIGHTS with hingeless, anti-rattling doors and outside focus attachment.

NEW DESIGN FENDERS—crown type, closer fitting under pan. Not the cheap-looking rolled type, but the kind you see on high priced cars.

NEW METHOD of supporting ignition coil. New design universal joint for generator—impossible for backlash or rattle to develop by wear.

NEW CYLINDER DESIGN—independent exhaust ports. Injector type exhaust manifold. New low-pressure muffler.

NEW THREE-PIECE piston rings giving greater power and acceleration. Ball bearing fan—one piece hub and larger bearings.

IMPROVED VALVE operation mechanism—larger surfaces, ball joints, self-lubricating.

NEW ONE-PIECE cam shaft—larger bearings—and hardened and ground.

ADDED FRICTION SURFACE to clutch. New operating mechanism calling for less foot pressure. Improved thrust bearings.

EQUIPMENT—One-man top. Flush instruments; highest priced d'Arsoval type ammeter and usual tools and accessories.

DELIVERIES BEGIN December 15th. Your local dealer will be able to show you and to take your order for this matchless car on or about that date.

## Reo Purchasing Power Made A Condition That Was To Others, Proved To

WE PROMPTLY TOOK, and are giving you—full advantage of it.

READ CAREFULLY—It's the Silver Lining to the War-Cloud.

YOU ARE OF COURSE AWARE that the Reo Motor Car Company is financially the second strongest Automobile concern in the world.

OR WEREN'T YOU?—We had supposed that knowledge was common property. Anyway, you can easily ascertain the truth of the assertion.

WE WOULDN'T MENTION IT HERE—never have before—but it is necessary to state the fact in order to explain something that is otherwise unexplainable—the wonderful values we are able to give in the two Reo models shown and priced above.

FOR "WONDERFUL VALUES" is the only term that expresses it. Think of it!—The New Reo the Fifth—that incomparable four, improved at many points and a larger car than its immediate predecessor—and at \$125.00 less than last season.

AND THE SENSATIONAL REO SIX—A six designed and made the Reo way with the Reo guarantee at the amazing price of—\$1385!

THAT CALLS FOR EXPLANATION, for you nor anybody else dreamed it would ever be possible to produce such cars at such prices.

SO SURE WERE WE OURSELVES of that, we went so far as to state in an advertisement a year ago "no maker ever can—not even Reo ever can give greater value than this"—speaking then of Reo the Fifth at \$1175.

YOU RECALL THE STATEMENT doubtless—so when you saw the price, \$1050, quoted above—and realized also that this latest Reo the Fifth is a larger and an improved car, you wondered.

WELL HERE'S THE ANSWER—and it's mightily interesting.

THE GREAT EUROPEAN WAR has created two sets of conditions—contradictory in some aspects.

FOR EXAMPLE, while we know that Sixty-dred Millions of dollars go into American banks every thirty days—a guarantee of prosperity and of a market for automobiles in the coming months—at the same time you know that banks are most conservative about loaning out. And that is as it should be. Safety.

AND SO YOU KNOW, if you stop to think about it—that many manufacturers, of automobiles and of other commodities, who are financially sound but who lacked a large plus of cash, found it impossible to borrow during the past few months. These manufacturers necessarily limited in their capacity to own funds.

AND THAT WAS WHERE REO, with its enviable financial position—having the money and in cash, and controlled, not by absentee shareholders but by men who daily direct the Reo destinies—was able to avail itself of a condition that then existed.

TO BUY WHEN OTHERS WERE EAGER TO SELL—and when there was practically no competition in the buying market:—

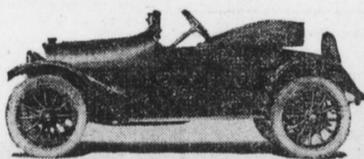
TO MAKE MORE CARS at a time when other makers must perforce curtail—and to have them ready for our dealers and customers when the demand will be heaviest.

NO ONE COULD HAVE FORESEEN the condition that had arisen. The best authorities on world affairs did not anticipate the situation. At the time when we said "this is the value it will ever be possible for us to give we had in mind of course the normal conditions that then existed. Those conditions changed over night.

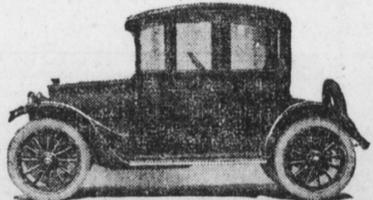
WHY A FEW MONTHS AGO, if a manufacturer wanted a few thousand tons of steel of a special kind, he had to go to the mills and wait his turn.

THEN THE WAR—The doubt; the uncertainty—stagnation for a time.

THEN IF IT BECAME KNOWN there was an order for steel in sight we found, figuratively speaking, representatives of twenty steel companies camping on the steps of a morning, waiting to say please to the purchasing agent.



Reo The Fifth Roadster \$1000



Reo The Fifth Coupe \$1575

REO MOTOR CAR COMPANY  
LANSING, MICHIGAN, U. S. A.