



Here Are the New REO Models and the New REO Prices

Look at the Cars, Consider the Values, and When Your Astonishment Has Somewhat Abated, Read Carefully the Explanations of How These Sensational Prices Were Made Possible

SPECIFICATIONS
New Reo the Fifth, \$875

Wheel Base—115 inches.

Springs—Front—Semi-elliptic—38" x 2" with 7 leaves. Rear—three-quarter elliptic. Lower section—44 1/2" 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 bearings at differential—Hyatt High Duty roller bearings at wheels, pinion integral with stub shaft—two universal joints in propeller shaft.

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.

Cylinder Dimensions—4 1/2" x 4 3/4"

Horsepower—35.

Cooling System—Water jackets and tubular radiator, cellular pattern.

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

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

Ignition—Combined generator and magneto, driven through timing gears with 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 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.

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—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 mohair top with full side curtains; mohair slip cover; clear-vision, rain-vision, ventilating windshield; speedometer; electric horn; extra rim with improved tire brackets; pump; jack; complete tool and tire outfit; foot and robe rails.

Price—\$875, f. o. b. Lansing, Mich.

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 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 we think must 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, we verily believe, the greatest values ever offered in an automobile.

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 proved not by factory testers, but by thousands and tens of thousands of owners, and in every land.

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.

A COMBINATION OF FACTORS—and conditions that are, we believe, unique with Reo, made these prices for these quality cars possible.

NO; PRICES OF MATERIALS had nothing to do with it—prices of no important materials are lower, while prices of many are higher now than a year ago.

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 percent by simply cutting the weight down that much. Some 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.

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 passed the experimental stage.

IT TAKES AT LEAST THREE YEARS to perfect any new automobile model.

ANYWAY IT TAKES THAT LONG to get a car to the point of perfection where we are willing to offer it to Reo buyers and back it with the Reo guarantee.

THE MOST IMPORTANT factor in the reduction of manufacturing cost and at the same time the making of a better product, was to be found in Reo itself.

NEVER SINCE THE DAY REO WAS incorporated has there been a single change in the personnel of the executive organization.

THE SAME PRESIDENT presides who occupied the chair at the first meeting of the Reo.

THE SAME GENERAL MANAGER directs; the same engineer designs; the same expert handles the funds; the same purchasing agent buys; the same factory superintendent oversees; and finally, the same men direct the sales, who have handled these important departments since the first Reo was designed and made and sold.

ALL WE'VE LEARNED WE'VE KEPT right in the Reo organization.

AND IN THE FACTORY—do you know there are scores of men in the Reo factories today working on these latest Reo models who worked on the very first Reo? Hundreds who have been here six to ten years.

SO THERE AGAIN WE CAN SAY "All we've learned we've kept." Every man has become a specialist—an expert—at his particular task.

REO DEALERS ARE RESPONSIBLE—however, the credit is theirs—for the biggest item. For, but for the unprecedented action and the hearty co-operation of hundreds of Reo Distributors we could not have placed these cars in your hands at these prices.

LIKE THE FACTORY ORGANIZATION the Reo Dealer Organization has been with us from the first. Many of the principal Reo dealers have sold Reos exclusively ever since the first Reo was made.

WELL, THIS SEASON WE WERE confronted with a problem—price competition to an extent greater than ever before.

OUR DEALERS INSISTED that, even though fortified with Reo quality and prestige, still they could not wholly ignore price competition.

WE CONTENDED that price did not matter, that it fooled no one—or at most only a small percentage of buyers and they not the most desirable.

WE SHOWED THEM that the cost of making Reos could not be materially lessened without reducing the quality—and our plan was to improve the quality wherever and whenever possible.

WHY, WE REO FOLK wouldn't want to be in business if we couldn't feel we could make better cars this year than last; next year than this!

WE SET OUR OWN STANDARDS and will always ignore those of others—at least when they trend downward.

IT THEY PROTESTED that the average buyer saw only the price tag. That while he saw the reduction in price, he did not notice the reduction in quality in value. So they wanted a competitive price on Reos as well as Reo quality in the product.

THERE WAS ONLY ONE WAY it could be done—that was if the dealers would agree to handle Reo cars on a smaller margin of profit than is the rule with other cars. We told them if they would agree to that, we could set a price on Reo cars that would create a genuine sensation.

AND THEY AGREED! It is an unprecedented action we believe. And that the hundreds of Reo Distributors assented to the plan was due to another unique condition—namely, the extremely low cost of selling and of giving service on Reo cars.

A CANVASS SHOWED this remarkable fact: That the average cost of the dealer's guarantee on a Reo car—the cost of keeping it in perfect running order and its buyer thoroughly satisfied—was less than six dollars per car per year!

JUST COMPARE THAT with the cost of maintaining some makes of cars!

WHY, ONE OF OUR DEALERS who handled two other lines last season—but who says, most emphatically, he will handle Reos exclusively hereafter—tells us that the average cost to him per car on one of those lines was \$60 and on the other \$49—while Reo averaged in his case \$4.75 per car per year!

AND THAT WASN'T ALL. The factor that Reo Distributors consider most important is the customer—satisfied or the reverse. For you must know that though that dealer spent \$60 to keep a certain car running he still could not keep the man to whom he had sold that car satisfied—not even by taking it back and standing the full loss itself.

HE COULD NOT REIMBURSE him in dollars for the delays, the disappointments and the aggravations he had suffered.

SO REOS WILL BE SOLD in the future on a lesser margin from the dealer to user (and factory margin has always been as close as was safe) than any other automobile in the same class or of higher price.

AND YOU AS A REO BUYER get the full benefit.

SPECIFICATIONS
The New Reo Six \$1250

Wheel Base—126 inches.

Springs—Front—Semi-elliptic—38" x 2" with 8 leaves. Rear—Cantilever—50 1/2" x 2 1/4" with 8 leaves.

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

Rear Axle—Full floating, Timken roller bearings at differential and at wheels—two universal joints in propeller shaft.

Tires—34" x 4 1/2" front and rear. Non-skid on rear.

Motor—Vertical, six-cylinder, cast in three, modified L type with integral head, with inlet valve in head. Valve mechanically operated and protected.

Cylinder Dimensions—3 1/2" x 5 1/4"

Horsepower—45.

Cooling System—Water jackets 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 magneto, driven through timing gears with 100 ampere hour storage battery.

Starter—Electric, separate unit, connected to transmission.

Transmission—Selective swinging type with single rod, center control.

Clutch—Multiple dry disc, faced with asbestos, positive 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.

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.

Body—Seven-passenger—touring car type with extra wide full "U" doors front and rear. Genuine No. 1 hand-buffed, enameled finished 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 mohair top with full side curtains; mohair slip cover; clear-vision, rain-vision, ventilating windshield; speedometer; electric horn; brackets; power tire pump; jack; complete tool and tire outfit; foot and robe rails.

Price—\$1250, f. o. b. Lansing, Mich.

Reo Motor Car Company, Lansing, Mich., U. S. A.
NORTHWEST AUTO CO., Inc.
Distributors for Oregon, Washington and Idaho

BUSINESS BETTER BASEBALL SCORES

AUTO MAN TELLS OF CONDITIONS IN COUNTRY

President of Northwestern Auto Company Takes Optimistic View—Many Machines Sold

There was recently printed in the daily press an interview with Mr. F. W. Vogler, president of the Northwest Auto Company of Portland, who had just returned from an eastern trip. This interview was most optimistic in its tone as to business conditions throughout the east and it expressed a firm belief that the west would share with the east in the increased prosperity caused by abundant crops and the extraordinary demand for many of our products.

Auto Business
Mr. Vogler was particularly impressed by the favorable attitude of eastern bankers toward the automobile business which has now become one of the leading permanent industries of the country. Indeed, one of the great banks in New York City has been running a series of advertisements in the New York papers calling attention to the fact that the automobile has become a great public utility, making the prediction that with good crops this fall, every expectation of the automobile manufacturer as to increased sales will be fulfilled and expressing the desire to see every farmer, merchant and professional man in possession of a car, first, for his use in his industry, and second, for his pleasure.

Farmer Need Auto
Mr. Vogler in commenting upon this, says:
"It has been humorously suggested that a large percentage of automobiles is sold to the farmer, who, while previously a good savings bank customer, now becomes a customer of the man who sells gasoline and makes repairs. The real truth is that the automobile has long since ceased to be merely an expensive luxury and is now an economic necessity as well to the farmer as to the department store or in any occupation where expenditure or economy can make its use valuable."

Make Cities Closer
"By means of the automobile the outlying country is being brought closer to the big cities and the values thus created more than offset any ordinary expense which the owners of automobiles may incur either in the way of daily upkeep, depreciation or wear and tear. What is gathered from the ground and capitalized certainly reflects the general prosperity of the entire community, and money obtained from crops and thrift even though it goes into automobiles, graphophones and pianolas really puts into circulation new wealth and the country benefits in consequence."

Production Big
"The production of automobiles in 1914 amounted to 435,000 cars will compare with probably 525,000 cars in 1915, and the prospect of increase for 1916 over 1915 is even still larger. The anticipated reduction in profits per car will unquestionably be more than compensated for by the increased volume of business."

A Thousand Cars
The Northwest Auto Company of Portland, of which Mr. Vogler is the head, has contracted for 1,000 Reo cars for the coming year which is an increase over the number sold during the present year. Out of this 1,000 cars, orders have already been taken for 500 cars even before the announcement of the new prices. It is certain that orders will come thick and fast for the remainder of the allotment in Mr. Vogler's territory now that the new prices have been named.

New Reo Models
Mr. Vogler speaks enthusiastically of the new Reo and in every statement he is squarely backed by the factory. In talking over the new models, Mr. Vogler says:
"The public who is acquainted with the rigid Reo standards of excellence in materials and manufacture, as well as Reo integrity in selling, will be surprised at the new Reo prices, which it must be universally conceded are the greatest values ever offered in automobiles. As a matter of fact it wasn't necessary, in order to sell Reos, either to make them better or sell them any lower, but it was possible to do it, therefore, it has been done. The great buying public wants a car at a popular price and Reo dealers the country over have agreed to sell Reo cars on a smaller margin of profit than they obtain with other cars. Therefore the factory has set a price that has caused a sensation in the selling of automobiles."

Lighter in Weight
The new Reos have not been reduced in weight on account of the reduction in cost. Reo cars are light cars, but the same high quality

BEAVERS FALL EASY PREY TO LOWLY OAKLANDERS

Angels Intercept Seals Rapid and Proud Stride to the Pennant—Other Scores Close

PERCENTAGES OF COAST LEAGUE

Team	W.	L.	P.C.
San Francisco	88	69	560
Los Angeles	89	74	546
Salt Lake	78	76	506
Vernon	79	81	490
Portland	68	84	448
Oakland	70	92	434

OAKLAND, Sept. 11.—For the third time this week the Portlanders fell under the chariot wheels of the Oakland Commuters yesterday afternoon, Grand Final, Commuters 6, Beavers 2.

THE SCORES OF YESTERDAY FOLLOW:

Coast League

At Oakland:	R.	H.	E.
Portland	2	7	4
Oakland	6	12	4
At Salt Lake:			
Vernon	5	6	3
Salt Lake	12	13	2
At Los Angeles:			
San Francisco	5	11	2
Los Angeles	7	10	1

National League

At St. Louis:			
Cincinnati	7		
St. Louis	1		
At Philadelphia:			
New York	3		
Philadelphia	7		
At Pittsburgh:			
Boston	1		
Pittsburg	8		

American League

At St. Louis:			
St. Louis	3		
New York	1		
At Cleveland:			
Detroit	2		
Cleveland	6		
At Boston:			
Philadelphia	2		
Boston	7		

TO THE MEMORY OF PHILIP LANDRITH

When a young man dies the loss is no often felt by more than a sorrowing family and a comparatively small group of friends, but in the passing of Philip Landrith a very large number of people grieved deeply and sincerely for him. His young life held a splendid record of good deeds and acts of loving kindness. He was a young man of sterling worth and Christian character. He was an earnest member of the Marshfield Presbyterian Church. He possessed a sunny disposition and the happy trait of making friends of all who knew him. The influence of his strong personality was felt on the side of Christian culture and true refinement. He was ambitious to do much good in the world and it seems to his friends that his life was cut short untimely, but it is not for us to know the reason why—perhaps some day we'll understand. Altho' undergoing intense suffering of a lingering illness, he was ever patient and cheerful, looking forward hopefully to the time when he could again take up his former activities. But though all was done for him that love could prompt or medical skill devise, he was not permitted to be restored to us. The memory of Philip Landrith's beautiful character and life of willing service floats like a cloud of fragrant incense over the entire community. We are better for having known him.

—A FRIEND

RISE KICKS MAN TO RUSH RAILROAD

GE COLOMBO RECEIVES SEVERE BLOW IN ABDOMEN

Act of Catching Playful Team that Carries Friskiness Too Far—Not Fatal

Mr. Colombo, of Eastport, was in the abdomen yesterday as he chased it in the pasty trying to catch it. The blow severe one and a doctor was at once and after an operation announced that the result will result in no permanent injury.

Mr. Colombo arose and after his team. He said the were in a playful mood and talking about over the lot. The of hoofs that landed on him almost out of range, a fact that him of much of the blow perhaps saved his life.

a man about 60 years of age, a small farm in Eastport, on he resides and formerly was a liner at Libby.

PRESIDENT SPROULE TELLS OF PROGRESS OF WORK

President of the Southern Pacific Is Interviewed While He Is in Portland

The Portland Oregonian says: Continuation of the construction work on the Willamette-Pacific Railroad down the Oregon coast country, and the early electrification of the line from Whitson to Corvallis, were the most that could be promised Oregon in the way of new work by William Sproule, president of the Southern Pacific Company, who left Monday night for Seattle, after spending a day in Portland.

Pushing Work
"The Willamette-Pacific will be pushed to completion," said President Sproule. "Heavy bridge work across the Umpqua and the lakes between that stream and the

Siuslaw are holding the work up somewhat. The bridge across Coos Bay is nearing completion and material is being distributed so that when the Umpqua structure is finished the gap can be closed quickly.

"We propose to proceed with the electrification of the line from Whitson to Corvallis as soon as desired franchises are secured. If granted, these will give us an electric road from Portland to Corvallis.

Earnings Good
"Earnings in the passenger branch of the service have been very good during July. August figures have not yet been computed, but travel was heavy and September is promising. Freight earnings are doing a little better than holding their own in comparison with last year.

"We hope to do better when we get freight rates adjusted to meet the competition of the Panama Canal. Details have not yet been thrashed out with the Interstate

MORE MONEY HERE

BANK STATEMENTS SHOW INCREASE OF DEPOSITS

Local Financial Institutions Have About \$200,000 More Than at Time of Last Calculation

The statements of the four banks in Marshfield and North Bend, of their financial condition on September 2, show an increase of about \$200,000 in the deposits in comparison with the statement made of their condition June 22. The semi-annual tax payment period added some of this but the balance came in scattered deposits. As the statement comes for a period just before the regular monthly pay days, the showing is most gratifying and indicates that Coos Bay is pretty prosperous after all.

Times Want Ads for results.

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Popular Place for Good Meals Prices Reasonable
Cor. Commercial and B'dwy.

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WESTERN LOAN AND BUILDING CO.
Assets \$2,340,000.00
Pays 8 per cent on savings
I. S. KAUFMAN & CO.
Local Treasurer