

The REO SIX *The Six of Sixty Superiorities*



\$1385.

These Wonderful Values Possible An Insurmountable Object Reo's Golden Opportunity

THAT CONDITION was of the moment only—but it existed. And only because we were alert and able to take instant advantage of it are we now able to give you the unprecedented—the unexpected—the un hoped-for values we announce in this ad.

WE HAD THE CASH—our own, to use on the instant without let or hindrance from anyone. We could declare another dividend—or invest it to vastly greater advantage in the future of Reo. We chose the latter course.

SO WE BOUGHT, and, paying the cash when cash was at a premium, bought right. Bought better than we had ever hoped—secured quality at prices theretofore impossible. From tires to electric starters—steel to leather—and hair—and paint.

DID SPACE PERMIT we would like to enumerate many points where we have been able to incorporate value heretofore impossible.

ONE MUST SUFFICE. Among the "Sixty Superiorities" you'll notice—and you'll be surprised to find—"worm bevel driving gears" in this \$1385 Six.

NOW THINK BACK and you'll recall that a year ago "worm bevel gears" were loudly emphasized as a feature of \$5000 cars.

A CERTAIN CONCERN owns the patents on the only practical machines for generating this type of gears. Their capacity had been spoken for by European automobile makers. Our engineers wanted them. We tried to buy—impossible.

THEN THE WAR BROKE OUT. European factories practically closed. Our opportunity again—cabled for options. Got them—and the machines.

AND NOW YOU WHO BUY THIS REO SIX obtain this desirable feature—one you have coveted to buy but considered unattainable at any price you could afford to pay.

THE WAR IS BENEFICIAL to those American manufacturers who, like Reo, are alert to take advantage of it.

AND SO WE HAVE NO APOLOGIES to make even to those friends to whom we sold 12,000 Reos last season. Nor for a statement that we made in the best of faith—and must now contradict in the same good faith.

FOR IN GIVING OUR CUSTOMERS the full benefit of the Reo purchasing power—instead of retaining the former price and taking the additional profit ourselves—we are only carrying out that policy which, adhered to from the first, has placed the Reo Motor Car Company in the splendid position it occupies today.

SPEAKING OF POLICY—let us correct an impression that we know is abroad.

OUR FRIENDS CRITICIZE US at times for what they call our "ultra-conservatism."

ABOUT THE ONLY COMPLAINT we ever hear from Reo dealers is that we are too modest in setting forth the merits of the Reo product.

WELL, PERHAPS THAT IS TRUE—if adherence to the strict truth in our ads; if a determination not to be carried away by the mania for mere quantities; if we prefer to be second in numbers of cars produced that we may be first in quality—if these be indications of "ultra-conservatism"—why then we plead guilty.

BUT OUR FRIENDLY CRITICS must concede that that Conservative Reo policy has produced tremendous results. Note the statement in the third paragraph of this ad.

WE DON'T CALL IT that, however. We call it conservatism militant. Aggressive conservatism. Alert conservatism. Being sure—absolutely sure—we are right, then going ahead unfalteringly—irresistibly.

DOESN'T THE VERY FACT that we were financially able to and did take advantage of a condition that we knew was transitory; and the further fact that, having bought better, we instantly offered the better values to Reo buyers—doesn't that look like "militant" rather than "ultra"-conservatism?

WE THINK SO—and so we leave the case in your hands.

The Six of "Sixty Superiorities"

THIS SIX IS SENSATIONAL not because it is a six but because it is a Reo Six. FOR REO WAS NOT one of the first to embrace the "Six" idea. Reo was one of the last. REO WILL NEVER BE one of the first to adopt any innovation—any new—any unproven idea. For our policy has ever been, not to sell ideas—innovations—but automobiles. Dependable automobiles.

AND YOU WILL ALWAYS find Reo "trailing" to just that extent. We will never be one of those to "take a chance"—with our customers' money.

NOT UNTIL EVERY uncertain or unknown quantity has become a certainty will any new type of car or motor or axle or part be offered with the Reo name-plate.

SO YOU CAN ALWAYS BE SURE—as you have in the past—that in buying a Reo you are investing in no experiment.

THIS SIX IS THE RIPEST result of Reo engineering experience. The very fact that we make and offer it to you is evidence that the "Six" idea has now passed the realm of uncertainty.

AND FURTHER, let us assure you that, every one of the sixty points of superiority enumerated below have been tried—proven—in fact, helped make the fame of Reo the Fifth—the Four that has set the pace for several years and is today setting it faster than ever.

THE "SIXTY SUPERIORITIES"

- (1) FLAT TUBE RADIATOR—won't leak through freezing. Flat tubes expand—don't fracture under pressure of frost.
- (2) RADIATOR DESIGN—no asset because the sloping, curved vane and graceful contour give class to the entire car. Costs more—worth it.
- (3) STREAMLINE HUB-CAPS—protect bearing from dust, keep oil in. Removed with small screw-driver—original with Reo. Will be widely copied.
- (4) EXTRA HEAVY, one-piece, forged front axle—50 per cent over-size.
- (5) TIMKEN BEARINGS (4) in front hubs. Hence-torsion indicative of high price.
- (6) REO CYLINDER DESIGN—guaranteed straight cylinders, uniformity of water jackets. No distorted cylinders—no scored pistons.
- (7) SAFETY—FIRST—and sure—oiling system.
- (8) THREE-PIECE piston rings—more power—quicker acceleration.
- (9) FIFTY PER CENT over-size crank shaft. Ever hear of a Reo crank shaft breaking? Never.
- (10) EXTRA HEAVY cam shaft—extra large cams. One reason for silence and uniformity of power in this Reo.
- (11) ECCENTRIC FAN BELT adjustment—best appreciated after you've owned the car a while.
- (12) SPIRAL HALF-TIME gears. Silent—and 50 per cent stronger.
- (13) VALVE ACTION—roller lifters. Some high priced cars still have mushroom lifters. But they also have a chauffeur to adjust them every little while!
- (14) OVERHEAD INTAKE VALVE—not exhaust. Another reason for greater power and silence.
- (15) FIBRE ROLLER tappets on intake—another "silence" feature.
- (16) VALVE ENCLOSURE—silences, and keeps them silent—see next paragraph.
- (17) BREATHER TUBE exhausts in valve enclosure—keeps parts bathed in oil spray, and—
- (18) NO OIL SPRAYED on outside of motor by breather-tube, eliminates most fruitful cause of dirt accumulating.
- (19) TWO FLEXIBLE JOINTS between motor drive and generator. Most use one only.
- (20) ADJUSTABLE main crank shaft bearings. Only motor made in America in which main as well as connecting rod bearings can be adjusted without taking motor out of car. No shims. See the book.
- (21) DUAL—injector type—exhaust manifold. Perfect scavenging of cylinders—no back-fire from one to another—more power, better cooling.
- (22) WATER-HEATED intake manifold—idea borrowed from high priced foreign cars.
- (23) REO STEERING gear—different and better. Not a "talking point"—because it's so simple you can see it—but a driving convenience much prized by Reo owners. No backlash—adjustable for wear.
- (24) DRY DISC CLUTCH—You know the superiority of this type—no tendency to drag. Saves gears, axles, tires—and the driver's temper.
- (25) THREE-UNIT power plant. Always was, always will be a Reo feature. Only excuse for Two-unit idea is cheaper and easier for maker—less accessible, more expensive to owner.
- (26) FOUR UNIVERSAL JOINTS—most makers get along with one or two—also at the buyer's expense!
- (27) BRAKE AND CLUTCH control systems—only one hand-lever. Both brakes lock—both double acting—both "service brakes."
- (28) REO ONE-LEVER CONTROL—simplest ever devised. Broadly covered by patents. They all covet—but they copy at a distance.
- (29) REO Gear-shift—direct connected lever—you feel the gears as if your fingers touched them. "It's a pleasure to shift gears."
- (30) REO patented locking device—impossible for two gears to mesh at once.
- (31) HYATT bearings in transmission.
- (32) "INDEX" PLATE surrounding control rod—no novice could drive without a lesson.
- (33) FULL FLOATING rear axle—50 per cent over-size shafts.
- (34) TIMKEN bearings in rear axle—everywhere.
- (35) NEW TYPE torque-arm takes stresses that would otherwise be transmitted to delicate mechanism. See the book.
- (36) WORM BEVEL driving gears—how we were able to incorporate this feature is told in the "story." Read it again.
- (37) CANTILEVER rear springs—most handsome riding springs ever invented. See the book.
- (38) RIGID attachment of cantilever springs to axle—act as radius rods—keep axle in perfect alignment at all times.
- (39) REMY electric starter and lighting. Made the car—to stay good. Always starts. Some don't, you know.
- (40) STARTER hook-up—exclusively Reo. Worm-drive—connected all the time but no wear when car is running. No shifting gears—no over-running ratchets. A lot of better features—see the book for the rest.
- (41) STARTER LEVER—handy, but unobtrusive—you touch it only when you want to.
- (42) TIRE PUMP attached to starter shaft—connects at all times. Always ready—no lifting of the hood—hose carried in special compartment.
- (43) DIMMING attachments to headlights.
- (44) INSTRUMENT light and tail light connected in series—if tail light goes out pilot light warns driver.
- (45) SPECIAL tail-light switch—a little thing but most important when touring. Conforms to regulations of all states.
- (46) PRACTICALLY one-piece pressed steel coat. Pressed steel body on wood frame—so made it can't spring "a creak."
- (47) 6½-INCH WIDER tonneau. Measure the others—measure them!
- (48) 50 PER CENT OVER-SIZE in all vital parts—the Reo factor of safety.
- (49) REO accuracy—Reo care—Reo inspection everywhere. Parts ground to absolute exactness.
- (50) 190-cw steel forgings—in many places where others think castings good enough.
- (51) REAL LEATHER upholstery—we've never found any substitute that was "just as good."
- (52) REAL HAIR—retains its spring as nothing else does.
- (53) REAL RUBBER and Sea Island cotton in tires—not cheesecloth and Jersey clay.
- (54) VENTILATING, rain-vision, clear-vision wind shield—and attached to stay put.
- (55) CLEVER—and strong—windshield and top support—have to study in detail to fully appreciate.
- (56) GENUINE one-man top. 5-bow type—only other car using same kind sells for several hundred dollars more.
- (57) LIGHTER weight in proportion to power—result of using better materials.
- (58) EVERY PART—radiator-cap to tail-light—Reo made and Reo guaranteed.
- (59) MOST ACCESSIBLE car in the world. Adjustment can be made to any unit without disturbing any other. Value in dollars to the owner is incalculable.
- (60) FINALLY—and most important to you, the Reo name-plate. This signifies that the Reo guarantee with all it stands for in integrity and financial stability, goes with the car.

DELIVERIES: Will begin about January 1st. Only way to be sure of getting yours early is to order now. See your local dealer.

LANSING, MICHIGAN, U. S. A.

VOGLER, President, Northwest Distributors

OREGON

Main 8887, A-4959