SPECIFICATIONS

New Reo the Fifth, \$875

Springs-Front-Semi-ellip-

tic-38" x 2" with 7 leaves. Rear-three-quar-

ter elliptic. Lower section —443/8" x 2" with 7 leaves;

upper section 22 13-16" x 2" with 7 leaves.

Front Axle—I-beam, drop forged, with Timken roller

Rear Axle-Tubular-semi-

floating, Timken roller bear-ings at differential—Hyatt

High Duty roller bearings

at wheels, pinion integral with stub shaft—two uni-

versal joints in propeller

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

Motor-Vertical, four-cylin

der, cast in pairs, modified L type with integral head,

with inlet valve in head.

Valves mechanically oper-

Cylinder Dimensions — 41/8" x 41/2"

Ceoling System — Water jackets and tubular radia-tor, cellular pattern.

Lubrication — Automatic force feed by plunger pump

Carburetor - Automatic. heated by hot air and hot

Ignition-Combined genera-

tor and magneto, driven through timing gears with

100 ampere hour storage

Starter-Electric, separate

Transmission - Selective

Clutch-Multiple dry disc,

positive instant release.

Brakes-Two on each rear

wheel, one internal, one external, 14" diameter

drums-service bgake in

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 lock-

Fenders-Drawn sheet steel

of latest oval type shield

between running boards and body—close fitting, quick detachable under

hind the bat. Haworth had only newspaper to give large space in the been with Cleveland a couple of interest of religion, and surely an edi-

weeks, having joined the team from oor could not use his pen to better

purpose than that of setting before

in propagating their peculiar tenets ize to force the Wisconsin prome

ing device.

terconnected with clutch

rod center control.

swinging type with single

unit, six volt, connected to

with return system.

water.

battery.

ated and protected.

Horsepower-35.

bearing spindles.

Wheel Base-115 inches.

the Fifth



WILL IS SCHEDULED FOR TEN HOUNDS AT BRIGHTON MOTORDROME.

in the Ourcome-Gibbons, Who is everyone who ever heard of a boxing Credited With Being Cleverest Figiter in Ring Today, Is the Pavotice of Fight Pans.

Why, Where, When and Who.

Principals—Mike Gibbons, St.
Psul, Packey McFarland, Chicago.

Where-Ocean A. C., Brighton . Matordrome, N. Y. Time-10 p. m. Purse - McFarland, \$17,500; •

Weight-147 pounds, ring- ♦ Favorite-Gibons.

Gibbons, \$15,000.

Measurements.

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PHONE 666 -For-

PHONE

INDEPENDENT MESSEN-GER SERVICE

Open Day and Night Commencing September 10. Rates 15 cents and up.

RAY KELSO, Prop.

Prevents roughness during the summer

NYAL'S FACE

A superior vanishing skin tone soon absorbed.

LEAVES NO SHINE Price 50 cents

Koeppen's

The Drug Store That Serves You Best



BY GEORGE R HOLMES. (United Press Staff Correspondent. NEW YORK, Sept. 11.—Mike Gibbons of St. Paul, who is generally redired with being the cleveres? fighter in the ring today, and Packey McFarland of Chicago, who was gencally credited with all that two of hree years ago, will come together the Brighton Motordrome tonight. The tilt is acheduled to last ten

counts and there is no reason to don't it will be any shorter, barring licky punches. The pugilistic world has been fed Pragnistic World is peoply interested up for a month for this bout. Past glove has speculated on its outcome, and when it is all simmered down this big feature stands out above the rest-that no one not even McFar-land or Gibbons themselves knows

any more about it than anyone else. Jim Jeffries proved to the boxing world at Reno five years ago that there is no "dope" on a fighter who has been out of the game several years. Jeff was going better than he had ever gone in his life, according o the men who watched him trainhe had speed, agility, the punch ev-erything that had carried him to the front ranks of boxers. But after he got in the ring he didn't have any-

been, and a mighty sore head.

McFarland has been out of the game over two years. In that time he basn't boxed much even in practice and any dub of an athletic judge can testify that it doesn't take a man ong to go back when he isn't working; that a paunch is easier to ac quire than to remove. Not that Packey has a paunch, however, at least externally. He looks, and says

thing except a memory of what had

he is, in shape.

There can be but little doubt that the St. Paul phantom is right. has been boxing steadily, working right along, and boxing critics consider him now at the zenith of a sucessful career.

There is plenty of Gibbons dope There is none of McFarland. And for that reason fight fans have picked the little Minnesota man to win. Chances of a knockout, either way, were regarded today as about as probable as Bryan's ascendancy to the Whitehouse. It takes a good man to put away even a second rater in ten round affair, particularly if that second rater has a pair of legs that conceal the speed in getting away from a sleep wallop that Mc-

Farland's does. McFarland is more or less noted for the fact that he never acquired a tin ear or any other disfiguring marks in the ring.

Many Good Bouts Being Scheduled For Local Fans

TOMMY CLARK AND AL MOSLER MAY MEET HERE FOR GO ON SEPT. 21,

Boxing bouts aplenty are in the caking for Pendleton fans. Right lon of the announcement of the stween George Ingle nd Jack Carpenter, scheduled for he Oregon theater on the night of 24, and of the bout at ext week between Tommy Clark and Bobby Evans, Promoter Farell ansounces that he will probably match llark and Al Mosler for a ten round out on September 11 and on the same night will send his younger brother, Joe, against the veteran Jockey Bennett. At the same time Farrell states that Clark has readily promised to give him a return bout in about a month or as soon as he (Farrell) has recovered from the injuries which he sustained in the ring the

The double card for the night of September 21 would be one to draw a house. Clark and Mosler have both made many friends here by heir exhibitions with Farrell and the fons would be glad to see them go after each other. The fans are also ager to see the younger Farrell in ction as he has shown plenty stuff in the short bouts he has boxed He is too young yet to send over 20 rounds but in 19 rounds with Hennett he could learn a great deal from the

veteran bantam The return bout between Farrell and Clark will undoubtedly draw one of the largest houses ever attracted y a local boxing bout. Each of the boys having won a battle because of a ring accident, opinion is player, will be sorry to learn that mis. the moral and religious standards ness and Godliness recognized by all and promoters haven't been setting FATAL EXPLOSION ON per divided upon their comparative merits. Each of the fighters, too, is a booling the control of the fighters, too, is a booling of the cleveland team as a recruit from Portland. In an exhibition game he suffered the fracture of a forfeit for the bout with Moaning and offered to put up one to bind the return go with Farrell. However, does not know how soon, his cut eye will heal and will walt will heal wall and religious standards. This newspan community of the present day. Everything is dependent in large part when he was comp cas enter the ring again. The physicians have ordered him to keep out of a sympasium for three weeks and it will be at least a month before he consider going into a battle again. The physicians have ordered him to keep out that it resulted in Catcher clated the greatest thing that man and all these other things will be to consider; namely, his relation to his God, which is his religion, more chances on injuring his catching and the community newspaper. There is a consider going into a battle staff and finished the exhibition be-should be no need of apploay for a graph.

Broken Ankle Puts Him Out of Game

HOMER HAWORTH MEETS WITH LUCK WITH THE CLEVELAND TEAM.

pan — aluminum bound, linoleum covered running boards. Gasoline Capacity - 16 gal-Body - Five - passengerstreamline touring car type with extra wide full "U" doors, front and rear. Genuine leather upholstering Deep cushions and backs. Finish-Body, Golden Olive, running gear, black; equip-ment nickel trimmed. Equipment-Fully electric lighted throughout; improved 5-bow, one-man mohair top with full side

curtains; mohair slip cover; clear-vision, rain-vis windshieldventilating 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.

Portland."

RELIGION AND THE

(Continued from page one.)

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 aston ish-might not even interest you. For mere price taken by itself, indicates nothing to the intelligent

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 auto-

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.

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 su-perior 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.

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 with-

out 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 usin 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

ANYWAY IT TAKES THAT LONG to get a car to 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 chauge in the personnel of the executive organization.

NORTHWEST AUTO CO., Inc. Distributors for Oregon, Washington and Idaho

F. W. VOGLER, President. A Limited Amount of Territory Open to Agents. Write us Quick!

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

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

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

ALL WE'VE LEARNED WE'VE KEPT right in

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—is 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 Rec 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 competiton.

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.

BUT 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-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 uprecedented 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 carthe 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 \$67 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

mergin from the dealer to user (and factory marein 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.

Rep Motor Car Company, Lansing, Mich., U. S. A.

"There are a lot of mighty good I., naval station, the navy department boys down on their laces because announced. The cause is unknown.

they can't get fights, these days," said James, "There isn't a reason in the world why they shouldn't get FIGHTS IN WISCONSIN CHICAGO, Sept. 3.—Fight promo-ters and boxer managers of Chicago his many readers of the various faiths today took steps to boycott Wisconsin ON AND THE the moral and spiritual ideals that fights. Headed by Harry James, fight get is a ticket to the show.

COMMUNITY NEWSPAPER make for contentment and happi-promoter and manager of the crack they want, and what they out get is a ticket to the show. What garia and that a conference will soon they want, and what they ought to be held at Salonika to ratify the ness. It is to be expected that the little bantam, Johnnie Ritchie, local get is a chance to fight for more agreements entered into money."

Be held at Salonika to agreements entered into money."

It is admitted by the '

Wheel Base-126 inches.

Springs — Front — Semi-elliptic—38" x 2" with 8 leaves. Rear—Cantilever —5034" x 234" with 8 leaves.

SPECIFICATIONS

The New Reo Six \$1250

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 414" front and rear. Non-skid on rear.

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

Cylinder Dimensions — 3½" x 5½".

Hersepower 45.

Cooling System - Water jackets and tubular radia-tor, cellular pattern. Water circulation by centrifugal pump direct to exhaust

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

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

Ignition—Combined, gener-ator and magneto, driven through timing gears with 100 ampere hour storage battery.

Starter-Electric, separate unit, connected to trans-

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

Clutch-Multiple dry disc. faced with sabestos, positive instant release.

Brakes-Two on each rear wheel, one internal, one external, 14" diameter thrums service brake in-terconnected with clutch

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 ovai type-shield between running and body—close boards fitting. quick detachable under - aluminum bound. linoleum dovered running

Gasoline Capacity-13 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. I hand-buffed, enameled finished leather upholstering 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; juck; complete tool and tire outfit; foot and robe

Price - \$1250, f.o.b. Lanning.

Bulkan Nations May Fight. GENEVA, Switzerland, Sept. 10.— Concord between the Balkan states some of the prelim pickings. They concord between the Balkan states help us get rid of a bunch of tickets has at last been obtained through the every time Milwaukee and other Wisconsin towns pull a battle. All they of Greece, Serbia, Roumania and Ruisconsin towns pull a battle.

It is admitted by the Tribuna that James has behind him all the fight united action in the war will be the

Local baseball fans, who have been following with interest the rise of light a short time, it has been of sufficient length for me to note the newspapers it is not denominational light of the rise of sufficient length for me to note the newspaper it is not denominational light of the local proposed in calling a meeting of the local proposed it will be a light to a finish.

In propagating their peculiar teness is to force the wisconsin promoters, and newspapers of Chicago and outcome of Venireless move. This is newspapers of sufficient length for me to note the newspaper it is not denominational club managers, to give more recognism of sufficient length for me to note the newspapers of the local propagating their peculiar teness and newspapers of Chicago and outcome of Venireless move. This is no denominational club managers, to give more recognism moves to a sufficient length for me to note the newspapers to any declared it will be a finish.

