

REO—FIVE AND SIX

Did You Ever Make A Purchase--and Regret it?

You, no doubt, can recall many such experiences—when you have discovered, all too late, that by looking into the matter further, you could have secured, at the same price, a far superior article.

To buy an automobile wisely requires a thorough investigation of every car on the market in the price-class in which you intend to buy. The ordinarily slipshod "investigation" means nothing. As with everything else, there is a right way and that is, not only to look well into the car itself, but into the factory and factory representatives standing back of it.

The importance of this cannot be over-estimated. Many an automobile, which has of itself been entirely satisfactory, has proved to be a source of misery to the owner due to the unreliability of the representatives behind it. This is the question—after you have bought this car, which you prefer above all other, will you be taken care of when it comes to adjustments, credits and parts replacements?

You should know that in buying a REO—you are not only buying a most reliable car, but you are also buying REO "service", which means honest treatment, efficiency and joy in automobiling. Every worn part can be replaced quickly. You are not compelled to wait indefinitely until we send back to the factory for it—the \$25,000 stock of repair parts in Portland fills amply your every need.

If you have been a car owner—the significance of REO "service" will appeal to you most strongly.

THE NEW REO THE FIFTH AT \$995, HOOD RIVER

When you consider that Reo the Fifth is, in its present form, the oldest car of its type and class in America, and that therefore more time, and more thought and more money have been devoted to its development than could possibly have been devoted to any other car, the reason for its super-excellence is apparent.

And all the world concedes that Reo the Fifth is a wonderful automobile. No other car of any make or price, has behind it such a splendid record of service and of satisfaction.

Reo the Fifth is the simplest car in the world to drive. The famous "one-rod" control which all makers have tried to copy—but, because of the broad Reo patents, have been able to imitate only feebly,—was developed in Reo the Fifth.

Reo the Fifth has proven to be the most economical car to handle and to operate that has ever been made—more than 700,000 users attest to that fact.

The reasons for the low maintenance cost of this car are first, extreme accessibility, which makes it possible to quickly and easily get at any part to adjust or replace or repair; and, second, the absolute interchangeability of parts of Reo cars.

A third factor enters in too—that is Reo ready service. No matter where you are, there is a Reo dealer near, and whenever there is a Reo dealer there is instantaneous and courteous service.

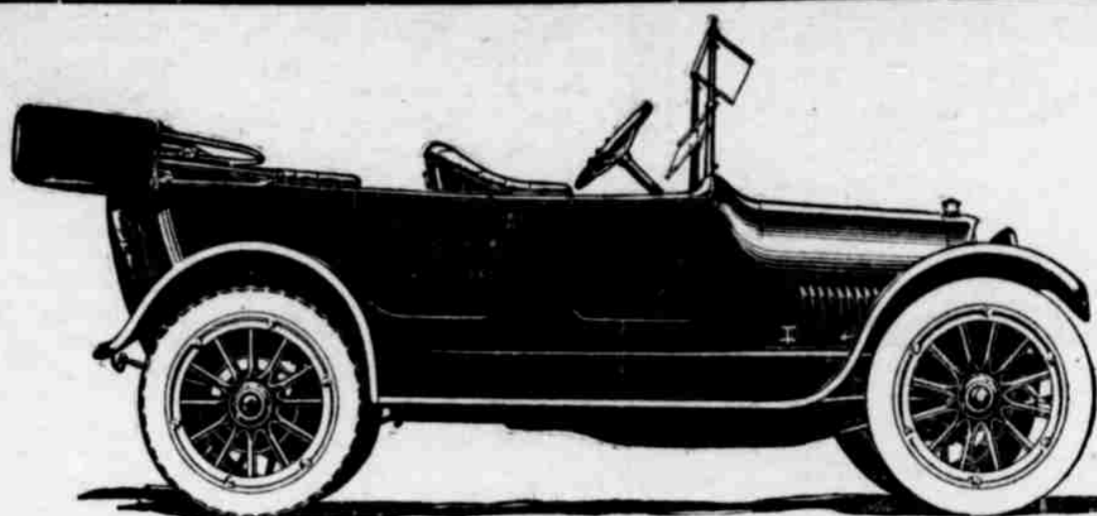
For the sake of saving a few dollars we would not take the chance of putting into this wonderful chassis some new feature that might by any possibility be experimental or questionable. So the same axle as well as the same motor, transmission and all other important units remain as they have been.

The most notable change is in the "hook-up" of the starting device. The former famous Reo worm drive was ideal for this purpose from every standpoint. A worm does, however, require frequent lubrication and this called for attention at intervals. We found that owner-drivers were prone to neglect such matters and of course in such cases the worm got noisy. The chain drive which we have adopted is "neglect-proof" at the same time that it is a trifle more efficient.

By placing the spark and throttle control levers and electric light switches on the steering post we have added the last degree to easy, pleasurable driving.

Flush curtain fasteners; the ball joint attachment of top to storm shield; the new door fasteners; the black radiator—in place of the former gray front. These and several other slight details you will notice and will approve.

The basis for that prediction is the wonderful—the incomparable values we are able to offer in this car—the Famous REO the Fifth at \$995.

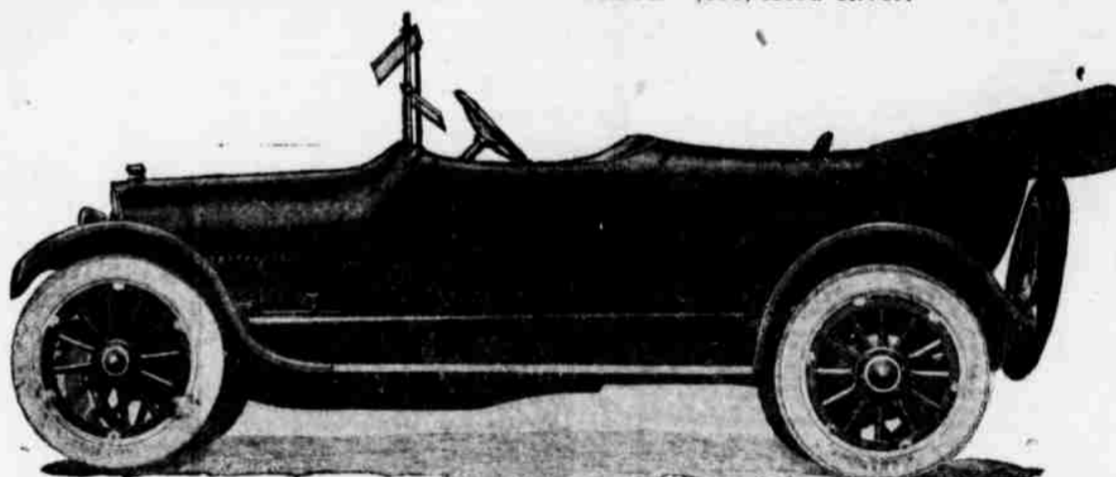


The New Reo, The Fifth, The Incomparable Four, Price \$995

SPECIFICATIONS

WHEELBASE—115 inches.
 SPRINGS—Front—semi-elliptic—38 inches by 2 inches with 7 leaves. Rear—three-quarter elliptic. Lower section—44½ inches by 2 inches with 6 leaves. Upper section 22½ inches by 2 inches with 6 leaves.
 FRONT AXLE—1-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—torque taken by separate torque arms—ratio 4 to 1.
 TIRES—34 inches by 4 inches front and rear. Non-skid 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—4½ x 4½ inches.
 HORSEPOWER—35.
 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; 100 ampere hour storage battery.
 STARTER—Electric, separate unit, six volts, 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 inch diameter drums—service brake interconnected with clutch pedal.
 STEERING—Gear and sector with 18 inch 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. Tank in rear of body with Stewart Vacuum System supply. Gasoline gauge beside filler.
 BODY—Five-passenger—steam line roadster type with extra "U" doors. Concealed hinges. Genuine leather upholstery. Deep cushions and high back. Large luggage space.
 FINISH—Body, golden olive; running gear, black with brown wheels; equipment, nickel trimmed.
 EQUIPMENT—Fully electric lighted throughout; improved five-bow, one man, mohair top with full side curtains, mohair slip cover self operating door curtains attached to doors with quick detachable supports; clear vision rain vision, ventilating windshield, foot rail speedometer, electric horn, extra rim with improved tire brackets, pump, jack and complete tool and tire outfit.
 PRICE—\$995, Hood River.



The Reo "Six", Price \$1,375

SPECIFICATIONS

WHEELBASE—126 inches.
 SPRINGS—Front—Semi-elliptic, 38 inches by 2 inches with 8 leaves. Rear—Cantilever, 50½x24 inches with 8 leaves.
 FRONT AXLE—1-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—torque taken by separate torque arms—gear ratio 4-1
 WHEELS—Wood, artillery type, 34x4½ inches demountable rims.
 TIRES—34x4½ inches front and rear. Non-skid on rear.
 MOTOR—Vertical, six-cylinder, cast in threes 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 aluminum crank case with three crank shaft bearings. Dimensions of end bearings 1½ in., of center bearing 2 inches. Helical timing gears running in oil. Hardened and ground cam shaft with cams integral.
 CYLINDER DIMENSIONS—3½x5½ inches.
 HORSEPOWER—45.
 COOLING SYSTEM—Water jackets and tubular radiator, cellular pattern. Water circulating 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—Remy electric, separator unit, 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 in. diameter drums—service brake interconnected with clutch pedal.
 STEERING—Gear and sector with 18 inch 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. Gasoline gauge beside filler.
 BODY—Seven-passenger "Sheerline" touring car type with extra wide "U" doors front and rear. Genuine hand-buffed bright enamel finish leather upholstery. Deep cushions and backs. Divided front seats.
 FINISH—Body, golden olive—running gear, black with brown wheels—equipment, nickel trimmed.
 EQUIPMENT—Fully electric lighted throughout; improved five-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; power tire pump; jack; complete tool and tire outfit; foot rest.
 PRICE—\$1,375, Hood River.

D. McDONALD, Distributor