

# REO "SPEED WAGON" LOU

The manufacturers of the Reo car, for which the Acme Motor company of this city is agent, writes interestingly of the Reo "Speed Wagon" as follows:

As you have read Reo literature for a decade past, you know we are not given to extravagant use of superlative nor to affixing the Reo signature to exaggerated statements.

We do feel, however, that we are justified in reminding you that Reo was the pioneer in a development that has wrought a tremendous revolution in the motor truck business, in the design, construction and in the utilization of the motor vehicle in countless lines of industry and trade.

This was the development of the medium-size motor truck which we named the "Speed Wagon" because it was capable of speeds greater than those at which trucks were previously considered practical.

This greater speed was due to two departures from former practices: first a higher gear ratio, and second, mounting on pneumatic tires. Reo engineering is, at the same time, the most conservative and the most progressive.

To put it another way, we aim to be progressively conservative.

In this departure, however, it seemed as if we were radical.

All experience seemed to indicate that truck speeds should be reduced rather than increased in order to offset the deterioration of the chassis due to bumping over the hard roads on tires that were almost as hard.

Having built trucks for many years; having accumulated a wealth of experience at a time when others were just beginning; we conceived the idea that a truck capable of twice the speed would not only carry as great a load in two trips as one of twice the capacity, but that the life of such a truck, if mounted on pneumatic tires, would be nearly twice that of the one mounted on solid tires.

Of course the greater speed necessarily implied pneumatics.

The old time truck—and the great majority of those still built—is mounted on solid tires, and so is incapable of speeds greater than ten

## Value of Records For Motor Cars

"The question is frequently raised," says Wellington Templar, of the Acme Motor Co., "as to the value of establishing records for a motor car,—whether or not it pays to prove endurance and reliability, leadership on the speedway, or hill climbs and in cross country runs against time."

"Both Hudson and Essex motor cars have gained an unquestioned amount of public faith and confidence through records the cars have established. Records alone, of course, have not been responsible for the sales volume but they have contributed in a real measure."

"People may argue that an automobile is not bought because it can average better than 60 miles per hour on the speedway for over 50 hours. It is true no owner really expects his car to do that for him. He may not even care to know that an Essex crossed America, San Francisco to New York, 3347 miles, in four days, 14 hours, 43 minutes, or that the type of car he owns hold every local worth while record for hill climbs, inter-state runs, etc."

"All such accomplishments are made for one purpose only and that is to give the public or the prospective owner confidence in his car. Regardless of whether a man ever wants to exceed 20 miles per hour or not, he still takes pride in the fact that his automobile can do these things, that the same chassis and same power plant beneath the hood of the cars that made these new marks against time are identical with the automobile that he drives."

"The effect of a new transcontinental record such as the Essex made last August cannot be overestimated. Into those four days and 14 hours was put more strain, more severe tests and trials than any average owner's car is subjected to in its lifetime."

"Records do pay. They prove consistency of performance, endurance and reliability in a way that is extremely valuable. They are to the automobile owners what Babe Ruth's latest total is to the baseball fan."

And they'll all be there when the auto show comes around.

to 12 miles an hour without great deterioration.

That is not a mere statement—there is data galore to prove it.

## ARE YOU KNIGHT OR LADY OF THE HIGHWAY? READ THIS AND SEE

Keep to the right of the road. Slow down at crossings. Signal for a stop by holding out the left hand.

Apply brakes slowly. Change speed rates slowly. Drive carefully. Be prepared to help any motorist in trouble on roads distant from garages.

Stop car and engine when meeting drivers with sheep, swine or cattle on county roads.

Park only at side of roads, leaving fair way.

When buying produce, in the country, park alongside road, not on the road.

When parking at night, leave warning lights.

Have headlight dimmers and use them when meeting and passing other motorists at night.

When picnicking, carefully put out picnic fires.

When picnicking, clean up thoroughly, removing from sight all cans, papers and rubbish.

Give all vehicles, especially loaded trucks, a good half of the road.

Take hills on the right side of the roads. Go over the crest carefully. Avoid coasting or speeding around curves at foot of hills.

Be courteous to pedestrians. Do not drive your car at them full tilt and laugh when they jump. Do not splash water on them as they stand at crossings or near curbs, waiting for you to pass.

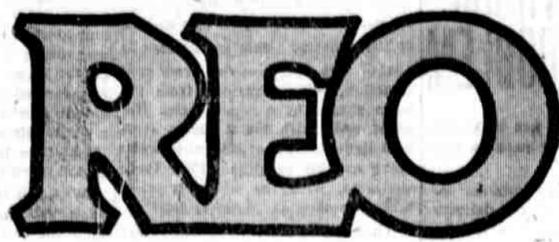
Avoid street cars carefully at stops.

Learn and follow the local traffic rules, speed limits, and driving ordinances. These are made for the common good of all drivers, including yourself, and of all pedestrians.

## CHICO LAYS PLANS FOR BIG AUTO SHOW

CHICO, Jan. 29.—Two dozen automobile dealers in Chico, Sacramento and San Francisco already have reserved space in the automobile show to open here January 25. This is the announcement of H. E. Ward, chairman of the general committee. The show may run a week. A program of dancing and general entertainment will be given nightly.

Licenses for 1921 are numerous here now, the secretary of state in Salem having prodded up his force in order to take care of the big demand.



# Speed Wagon

Just one case—an extreme one'tis true, but nevertheless a fair example. It will tax your credulity, but we have the proofs. They are available to you at any time.

A certain big arms manufacturer, making rifles for your Uncle Sam, has to transport parts from one factory to another, some 45 miles distant.

Now hauling rifles is like hauling pig iron or castings—they pack closely and are very heavy. Three or four tons of rifles can be loaded in a small space.

At the beginning, this concern believed that only three to five ton trucks could be capable of doing their work. They bought a lot of them, but they found the up-keep cost was great and that the ton-mile rate of transportation was excessive.

The Reo distributor at that point, a live wire and a Reo enthusiast, anxious to get his share of that business, one day made the proposition that he would donate a Reo "Speed Wagon"—rated at 3/4-Ton—and if it would not haul more than any five-ton truck, day in and day out, over that route, he would give them the truck and pay all expense of operating.

Of course any concern would accept such an offer, and this one did.

At the time the cost of operating the heavier trucks was computed, and it was estimated that if the Reo, because of the excessive overloading and excessive speeds, were to wear itself out in nine months, it would still be more economical than the other!

Well, not only that Reo, but a fleet of them, are doing that work day in and day out, and, while we do not countenance it, and would not advise a buyer to do so, it is a fact that these Reos habitually carry three or four thousand pounds at a load and travel at speeds twice that of the cumbersome, solid tread trucks. And they long since passed their allotted span of life, and are still going strong.

We have said this is an extreme case. To be perfectly fair, it is the most extreme case of which we know. It is one of those war-time conditions that are exceptions to all rules—but it did give a chance for this Reo "Speed Wagon" to show what it could do when put to the supreme test.

## Acme Motor Company

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of  
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