

Presenting
America's Finest
Six



Comfort . . . Unusual Economy . . . Superb Performance



COMMANDING BEAUTY

The flawless beauty of the new Reo for 1936 is only the outward evidence of the refined character of this superlative motor car. In every detail of finish and appointments the Flying Cloud is outstanding. The powerful motor is unbelievably smooth and quiet, yet it is capable of astonishing speed and remarkable acceleration. Comfort, both in riding and driving, has been greatly emphasized in the new Flying Cloud. Deep, luxuriously upholstered cushions accentuate the restfulness of Reo's "cushioned ride"—each passenger sits well between the axles. There is ample elbow-room, leg-room and head-room. The brilliant new Flying Cloud reflects, in every detail, its proud heritage of thirty-one years of careful, honest, exact motor car craftsmanship. It is, indeed, a motor car which Reo is proud to sponsor, and which you will be proud to own!

THE SIX WITH ALL FINE CAR FEATURES—\$795—\$895

Price U. S. S. Limited, subject to change without notice.
Special equipment and tax extra.

Specifications

AXLE, FRONT—Revere Elliott, with taper roller bearings for wheels and ball bearing king pin front.

AXLE, REAR—Semi-floating spiral bevel gear type with ball and roller bearings throughout standard gear ratio, 4.3 to 1.

BRAKES (Service) Rco Hydraulic—Internal-expanding, completely enclosed, self-qualifying, with self-replenishing master cylinder; centrifugal drum parking brake, band type on propeller shaft drum.

CARBURETION—Down draft carburetor with combined air cleaner and intake silencer; exhaust (exposed intake manifold with thermostatic heat control; pump fuel feed; 15-gal. tank (12.5 lbs. gal.).

CHASSIS—Overall length, 178 inches; front tread, 59½ inches; rear tread, 61¼ inches; chassis lubricated by high-pressure grease spouts; wheelbase 118 inches.

CLUTCH—10-inch single plate, fully ventilated, driven disc with woven asbestos facing; torque cushioned by special coil springs; self-compensating type.

COLORS—Choice of six beautiful colors on all body types; fenders and sheet metal lacquered in same color as body (see color sample cards).

COOLING—Cellular V-frost radiator with attractive die-cast, rust-proof grille; Vee-belt driven fan and water pump mounted on front of cylinder block. Cylinders and valves completely surrounded by large water passages—water flow controlled by thermostat bypass, quickly bringing water temperature up to operating temperature. Water capacity 9½ gallons (35 lbs. gallon).

ELECTRICAL—Automatic advance distributor; metric spark plugs; safety starting motor control operated by clutch pedal; 102 amp-hour battery.

ENGINE—6-cylinder, L-head, 3½ inch bore, 4¼ inch stroke; 278 cubic inch piston displacement; taxable horsepower, 27.3; maximum developed horsepower, 60 at 3400 R. P. M.; long-life, chrom-nickel iron block, aluminum cylinder head, alloy steel exhaust valve and inserts of high speed tool steel; "Lo-Ex" aluminum alloy pistons, Teflon cam ground; 7 bearing counter-weighted crankshaft with vibration damper, precision interchangeable type bearings; silent chain camshaft drive; four-point balanced rubber "cushion" mounting of entire powerplant.

EQUIPMENT furnished at slight extra cost on all cars—Front and rear bumpers; bumper guards; spare tire and tubular metal spring covers; plus lacquered fenders and sheet metal on standard models.

FRAME—Pressed steel double-drop type with heavy central X brace, extended to form box (boxed main members throughout length of powerplant section. All members welded.

LUBRICATION—Full pressure through drilled passages to all main, connecting rod and crankshaft bearings; oil filter cleanses and cools oil and prevents carbon or impurities getting into bearings. Timing chain lubricated by direct oil leads; oil capacity 8 qts.; pressure gauges on dash.

SPECIAL EQUIPMENT AVAILABLE AT EXTRA COST—Twin horns; built-in trunk two-way radio with overhead speaker unit and larger generator; chrome moldings on body, hood and fenders; supecoln type front fender lamps; chrome wheel discs; electric clock; safety glass throughout.

SPRING SUSPENSION—Front springs, 29 x 13½ inches, 9 leaves; rear springs, 54 x 13½ inches, 7 leaves; all springs of alloy-manganese steel; metal spring covers; threaded type spring shackles, self-compensating, with anti-tilt shackle at front end of left front spring; constant type double-acting hydraulic shock absorbers.

STANDARD EQUIPMENT—All cars—Bull-tie rear compartment with ample space for spare wheel and luggage; front under hood; safety glass in windshield; ventilating windows in all doors, and in rear quarter windows of de luxe trim; and standard 2-door wheel or track; rear view mirror; large glove or package compartment, with lock; in instrument panel; hand-operated inside door locks on all doors; radio call and foot rest in seats; assist handle cigar lighter; three ash trays; two windshield wipers; two inside mirrors; two toll and stop lamps.

STEERING GEAR—Cone and lever type; ball and roller bearings throughout, including stub; 17" 3-spoke steel cone safety steering wheel.

TRANSMISSION—Standard, three-speed synchronized shift, all gears bevel type, silent shifting.

UPHOLSTERY—Finest quality Mohair or Treebark in de luxe models; Plastine Broadcloth in standard models.

WHEELS AND TIRES—Five demountable wiretype pressed steel wheels; spare wheel carried in rear compartment; 6.25 x 15 tires.

In our constant effort to improve Rco products, we reserve the right to make changes in specifications or prices without notice or obligation.

REO MOTOR CAR COMPANY

LANSING, MICHIGAN