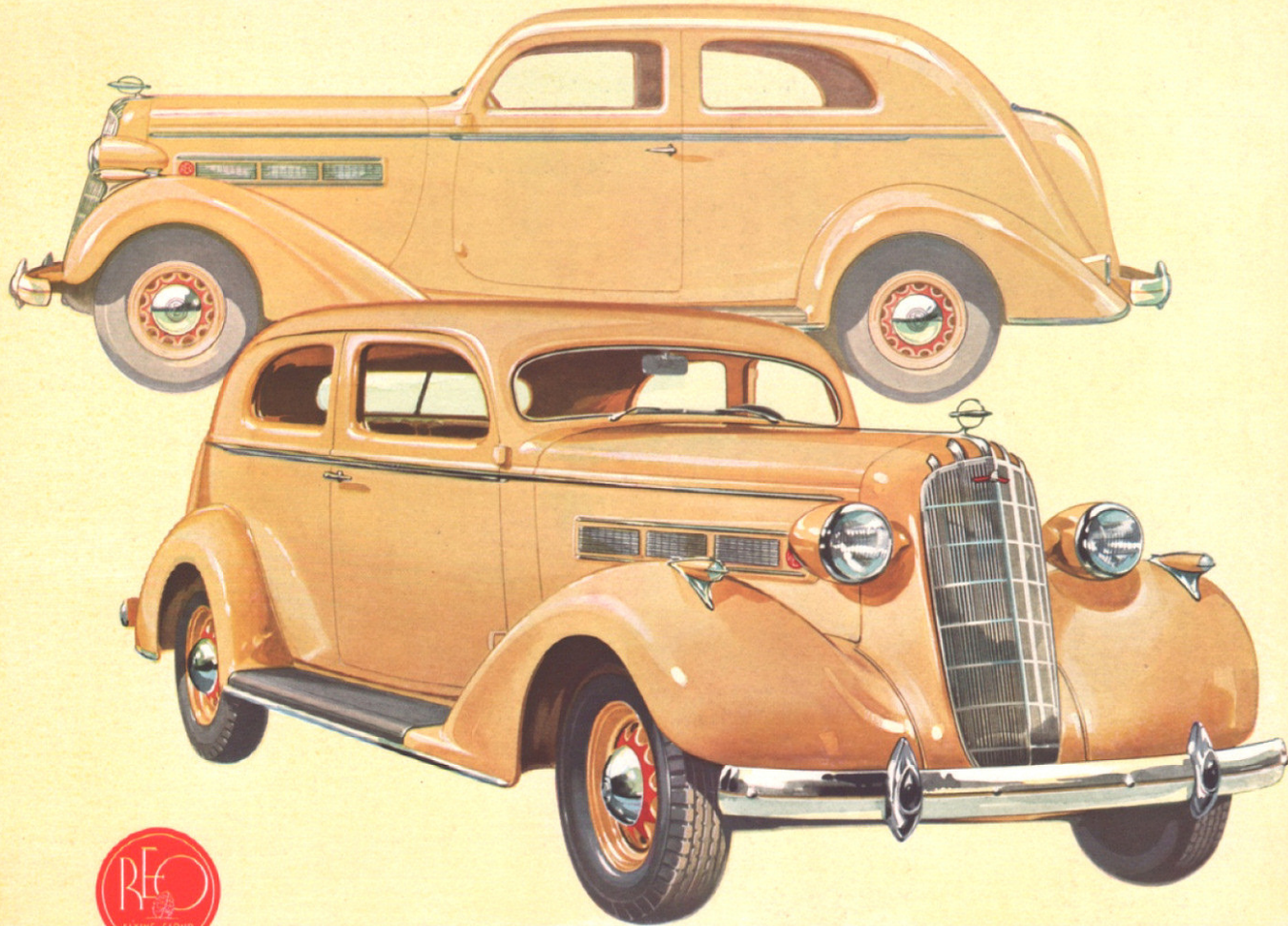




America's Finest Six



America's Finest Six

Two Door DeLuxe Brougham

America's Finest Six

"HAS EVERY CHARACTERISTIC OF THE FINEST CARS—

YET IT IS NEITHER COSTLY TO BUY OR TO OWN"

SPECIFICATIONS

AXLE, FRONT—Reverse Elliott, with taper roller bearings for wheels and ball bearing kingpin thrust.

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

BRAKES (Service)—Reo hydraulic—internal-expanding, completely enclosed, self-equalizing, with self-energizing master cylinder; centrifuge drums; parking brake, hand type on propeller shaft drum.

CARBURETION—Downdraft carburetor, with combined air cleaner and intake silencer; exhaust-jacketed intake manifold, with thermostatic heat control; pump fuel feed; 15-gallon tank (12.5 imperial gallons).

CHASSIS—Over-all length, 193 inches. Front tread, 59½ inches; rear tread, 61¼ inches. Chassis lubrication by high-pressure grease gun. Wheel base, 115 inches.

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

COOLING—Cellular, V front radiator with attractive 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 by-pass, quickly bringing water temperature up to operating temperature. Water capacity, 4½ gallons (3¾ imperial gallons).

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

ENGINE—Six cylinder, I head; 3¼-inch bore; 4¼-inch stroke; 223 cubic inch piston displacement; taxable horsepower, 27.3; maximum developed horsepower, 90 at 3100 r.p.m.; long life chrome-nickel iron block, aluminum cylinder head, alloy steel exhaust valve seat inserts of high-speed tool steel; "Lo-Ex" aluminum alloy pistons, T-slot, cam ground; seven-bearing counter-weighted crankshaft with vibration damper, precision interchangeable type bearings; silent chain camshaft drive; four-point balanced rubber "cushion" mounting of entire power plant.

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

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

SPRING SUSPENSION—Front springs, 39 x 1½ inches, 9 leaves; rear springs, 51 x 1½ inches, 9 leaves; all springs of silico-manganese steel; metal spring covers; threaded type spring shackles, self-comp mating, with antikick shackle at front end of left front spring; aeroplane type double-acting hydraulic shock absorbers.

STEERING GEAR—Cam-and-lever type; ball and roller bearings throughout, including stud; 17-inch three-spike steel core safety steering wheel.

TRANSMISSION—Standard, three speed, synchronized shift; all gears helical type, silent shifting.

UPHOLSTERY—Finest quality mohair or Treeback in de luxe models; Finstripe broadcloth in standard models.

WHEELS AND TIRES—Five demountable artillery type pressed steel wheels; spare wheel carried in rear compartment; 6.25 x 16 tires.

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

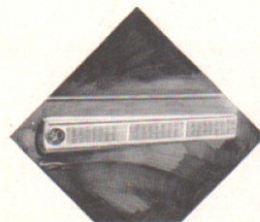
STANDARD EQUIPMENT—All cars: built-in rear compartment with ample space for spare wheel and luggage; horn under hood; safety glass in windshield; ventilating windows in all doors, and in rear quarter windows of de luxe brougham and standard two-door sedan or coach; rear view mirror; large glove or package compartment, with lock, in instrument panel; handitproof inside door locks on all doors; robe rail and footrest in sedan; assist cords; cigar lighter; three ash trays; two windshield wipers; two inside visors; two tail and stop lamps.

EQUIPMENT furnished at slight extra cost on all cars: front and rear bumpers; bumper guards; spare tire and tube; metal spring covers; also lacquered fenders and sheet metal on standard models.

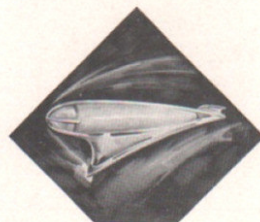
SPECIAL EQUIPMENT AVAILABLE AT EXTRA COST—Twin horns; built-in trunk; two-unit radio with overhead speaker unit and larger generator; chrome moldings on body, hood, and fenders; zeppelin type front fender lamps; chrome wheel discs; electric clock; safety glass throughout.



COMFORT AND CONVENIENCE



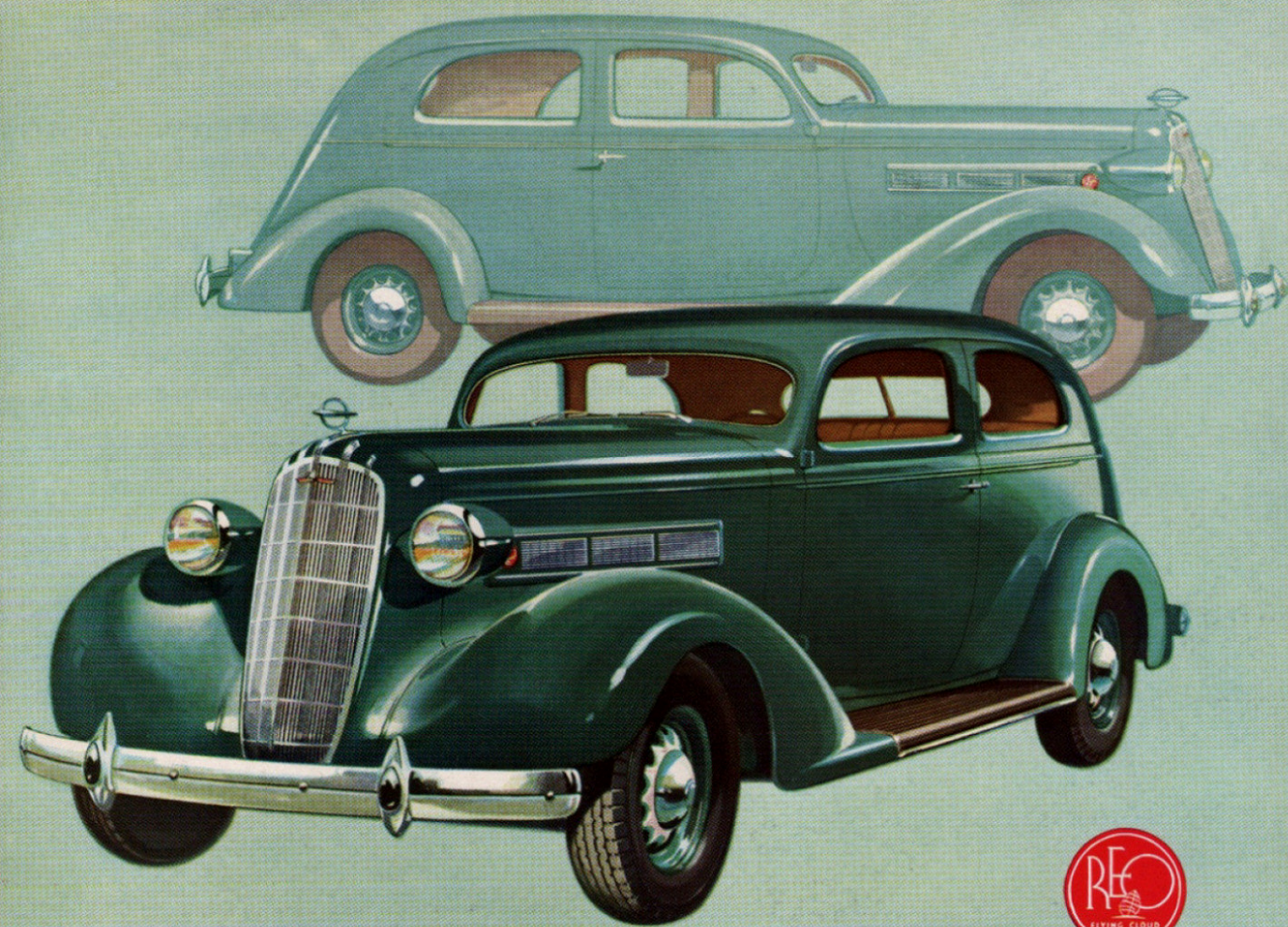
Distinctive chromium hood louvre



Zeppelin type fender light

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

REO MOTOR CAR COMPANY • LANSING, MICHIGAN



Two Door Coach

America's Finest Six

America's Finest Six

"A MASTERPIECE IN APPEARANCE, COMFORT, PERFORMANCE, SAFETY, AND LUXURIOUS DETAIL"

SPECIFICATIONS

AXLE, FRONT—Reverse Elliott, with taper roller bearings for wheels and ball bearing kingpin thrust.

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

BRAKES (Service)—Reo hydraulic—internal-expanding, completely enclosed, self-equalizing, with self-replenishing master cylinder; centrifuge drums; parking brake, hand type on propeller shaft drum.

CARBURETION—Downdraft carburetor, with combined air cleaner and intake silencer; exhaust-jacketed intake manifold, with thermostatic heat control; pump fuel feed; 15-gallon tank (12.5 imperial gallons).

CHASSIS—Over-all length, 193 inches. Front tread, 59½ inches; rear tread, 61½ inches. Chassis lubrication by high-pressure grease gun. Wheel base, 115 inches.

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

COOLING—Cellular, V front radiator with attractive 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 by-pass, quickly bringing water temperature up to operating temperature. Water capacity, 4½ gallons (3¾ imperial gallons).

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

ENGINE—Six cylinder, L head; 3½-inch bore; 4¼-inch stroke; 228 cubic inch piston displacement; taxable horsepower, 27.3; maximum developed horsepower, 90 at 3400 r.p.m.; long life chrome-nickel iron block, aluminum cylinder head, alloy steel exhaust valve seat; inserts of high-speed tool steel; "Lo-Ex" aluminum alloy pistons, T-slot, cam ground; seven-bearing counter-weighted crankshaft with vibration damper, precision interchangeable type bearings; silent chain camshaft drive; four-point balanced rubber "cushion" mounting of entire power plant.

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

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

SPRING SUSPENSION—Front springs, 39 x 1½ inches, 9 leaves; rear springs, 54 x 1½ inches, 9 leaves; all springs of silicon-manganese steel; metal spring covers; threaded type spring shackles, self-compensating, with antikick shackle at front end of left front spring; aeroplane type double-acting hydraulic shock absorbers.

STEERING GEAR—Cam-and-lever type; ball and roller bearings throughout, including stud; 17-inch three-spoke steel core safety steering wheel.

TRANSMISSION—Standard, three speed, synchronized shift; all gears helical type, silent shifting.

UPHOLSTERY—Finest quality mohair or Treehark in de luxe models; Pinetripe broadcloth in standard models.

WHEELS AND TIRES—Five demountable spoolers; type pressed steel wheels; spare wheel carried in rear compartment; 6.25 x 16 tires.

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

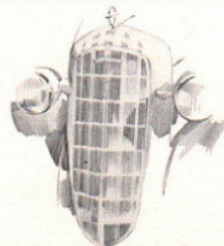
STANDARD EQUIPMENT—All cars: built-in rear compartment with ample space for spare wheels and luggage; horn under hood; safety glass in windshield; ventilating windows in all doors, and in rear quarter windows of de luxe brougham and standard two-door sedan or coach; rear view mirror; large glove or package compartment, with lock, in instrument panel; handproof inside door locks on all doors; robe rail and footrest in sedans; assist cords; cigar lighter; three ash trays; two windshield wipers; two inside visors; two tall and stop lamps.

EQUIPMENT furnished at slight extra cost on all cars: front and rear bumpers; bumper guards; spare tire and tube; metal spring covers; also lacquered fenders and sheet metal on standard models.

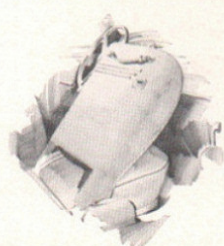
SPECIAL EQUIPMENT AVAILABLE AT EXTRA COST—Twin horns; built-in trunk; two-unit radio with overhead speaker unit and larger generator; chrome moldings on body, hood, and fenders; reptile type front fender lamp; chrome wheel discs; electric clock; safety glass throughout.



SPACIOUS SMARTLY TRIMMED INTERIORS



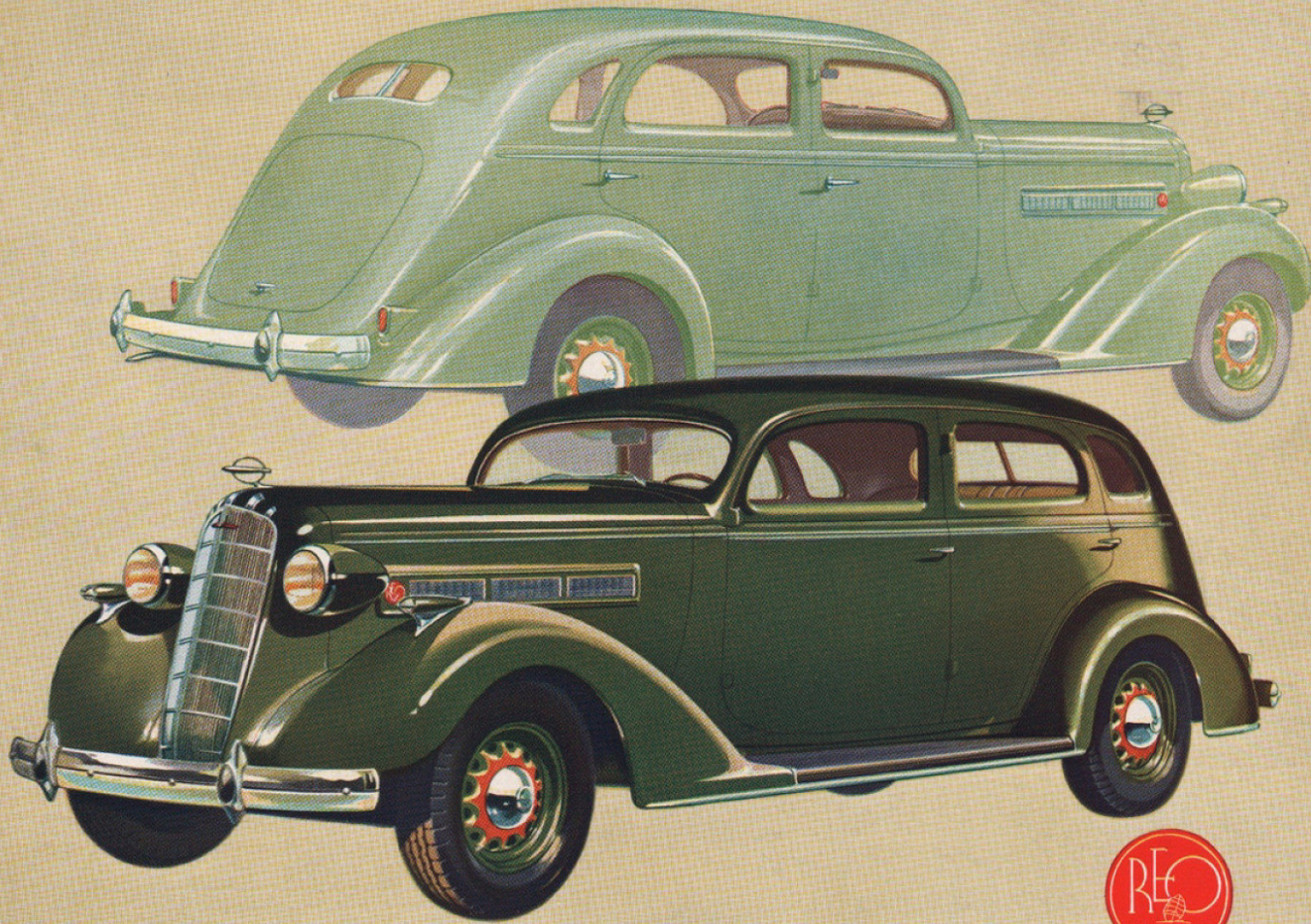
Beautiful chromium die-cast radiator grille



Smart new de luxe brougham seat for three

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

REO MOTOR CAR COMPANY • LANSING, MICHIGAN



Four Door DeLuxe Sedan

America's Finest Six

America's Finest Six

"SUCH A FINE CAR COULD NOT BE BUILT IN A DAY NOR COULD IT BE BUILT BY MAKERS WHO HAVE GROWN OLD IN THE PRACTICE OF BUILDING TO A PRICE"

SPECIFICATIONS

AXLE, FRONT—Reverse Elliott, with taper roller bearings for wheels and ball bearing Kingpin thrust.

AXLE, REAR—Semifloating spiral bevel rear type, with ball and roller bearings throughout; standard gear ratio, 4.3 to 1.

BRAKES (Service)—Reo hydraulic—internal-expanding, completely enclosed, self-equalizing, with self-replenishing master cylinder, centrifuge drums, parking brake, hand type on propeller shaft drum.

CARBURETION—Downdraft carburetor, with combined air cleaner and intake silencer; exhaust-jacketed intake manifold, with thermostatic heat control; pump fuel feed; 15-gallon tank (12.5 imperial gallons).

CHASSIS—Over-all length, 193 inches. Front tread, 59 $\frac{3}{4}$ inches; rear tread, 61 $\frac{3}{4}$ inches. Chassis lubrication by high-pressure grease gun. Wheel base, 115 inches.

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

COOLING—Cellular, V front radiator with attractive 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 by-pass, quickly bringing water temperature up to operating temperature. Water capacity, 4 $\frac{1}{2}$ gallons (3 $\frac{3}{4}$ imperial gallons).

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

ENGINE—Six cylinder, I head; 3 $\frac{3}{4}$ -inch bore; 4 $\frac{1}{4}$ -inch stroke; 228 cubic inch piston displacement; taxable horsepower, 27.3; maximum developed horsepower, 90 at 3100 r.p.m.; long life chrome-nickel iron block, aluminum cylinder head, alloy steel exhaust valve seat inserts of high-speed tool steel; "Lo-Ex" aluminum alloy pistons, T-slot, cam ground; seven-bearing counter-weighted crankshaft with vibration damper, precision interchangeable type bearings; silent chain camshaft drive; four-point balanced rubber "cushion" mounting of entire power plant.

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

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

SPRING SUSPENSION—Front springs, 39 x 1 $\frac{1}{2}$ inches, 9 leaves; rear springs, 54 x 1 $\frac{1}{2}$ inches, 9 leaves; all springs of silico-manganese steel; metal spring covers; threaded type spring shackles, self-compensating, with antikick shackle at front end of left front spring; aeroplane type double-acting hydraulic shock absorbers.

STEERING GEAR—Cam-and-lever type; ball and roller bearings throughout, including stud; 17-inch three-spoke steel core steering wheel.

TRANSMISSION—Standard, three speed, synchronized shift; all gears helical type, silent shifting.

UPHOLSTERY—Finest quality mohair or Treebark in de luxe models; Pinstripe broadcloth in standard models.

WHEELS AND TIRES—Five demountable artillery type pressed steel wheels; spare wheel carried in rear compartment; 6.25 x 16 tires.

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

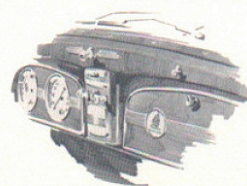
STANDARD EQUIPMENT—All cars: built-in rear compartment with ample space for spare wheel and luggage; horn under hood; safety glass in windshield; ventilating windows in all doors, and in rear quarter windows of de luxe brougham and standard two-door sedan or coach; rear view mirror; large glove or package compartment, with lock, in instrument panel; handproof inside door locks on all doors; robe rail and footrest in sedan; assist cords; cigar lighter; three ash trays; two windshield wipers; two inside visors; two tail and stop lamps.

EQUIPMENT furnished at slight extra cost on all cars: front and rear bumpers; bumper guards; spare tire and tube; metal spring covers; also lacquered fenders and sheet metal on standard models.

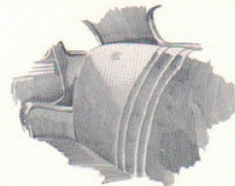
SPECIAL EQUIPMENT AVAILABLE AT EXTRA COST—Twin horns; built-in trunk; two-unit radio with overhead speaker unit and larger generator; chrome moldings on body, hood, and fenders; repella type front fender lamps; chrome wheel discs; electric clock; safety glass throughout.



LUXURY IN EVERY DETAIL



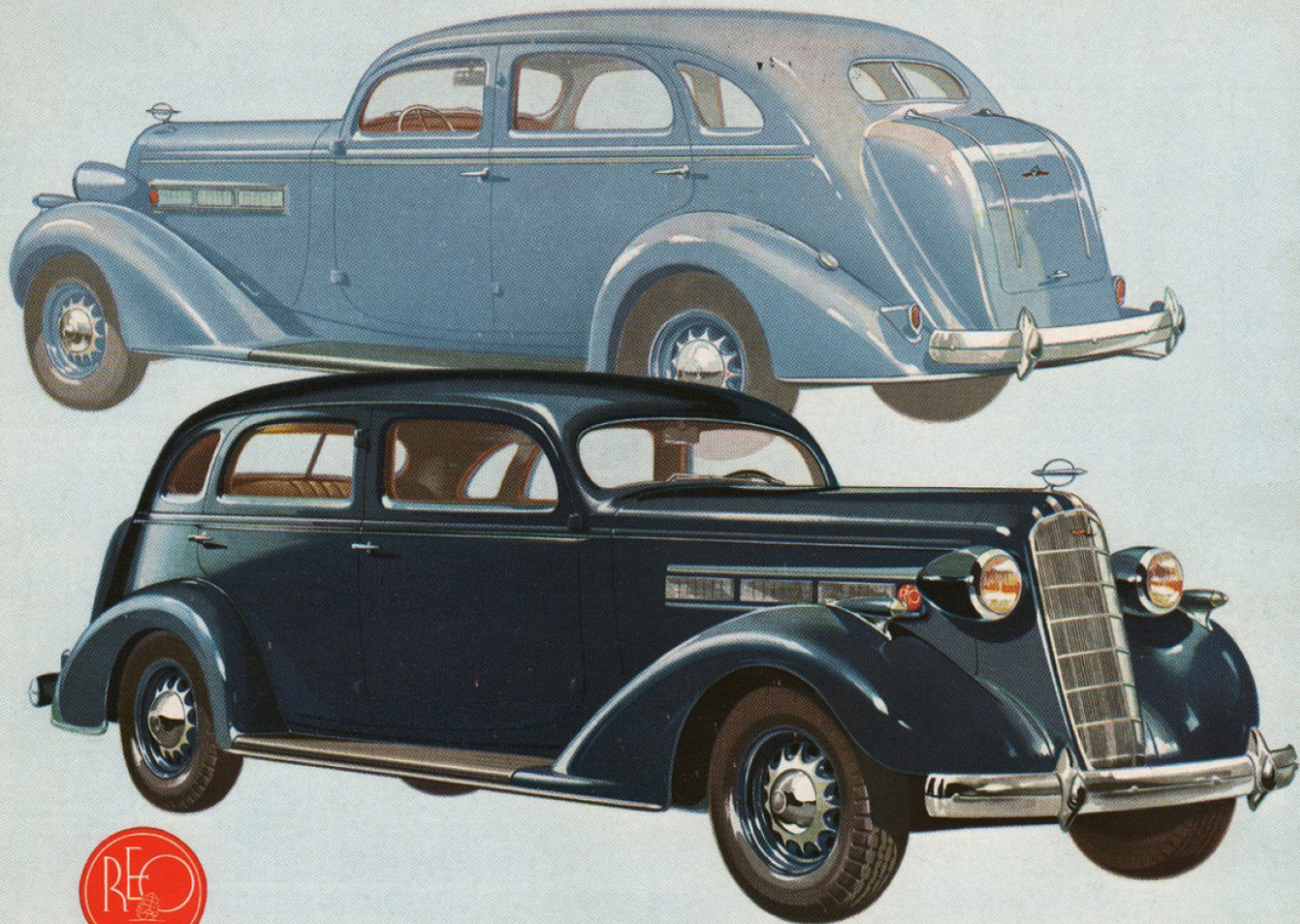
Beautiful dash with every convenience



Wide, deep-cushioned seats

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

REO MOTOR CAR COMPANY • LANSING, MICHIGAN



America's Finest Six

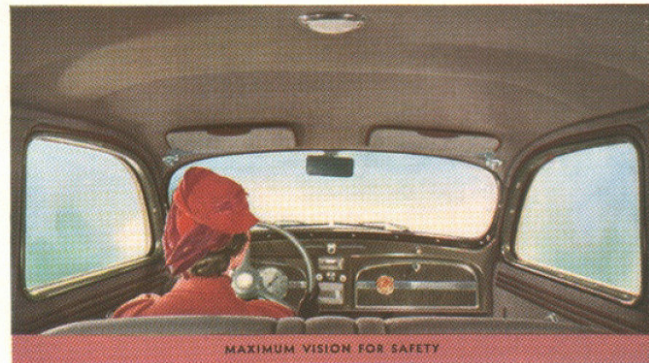
Four Door DeLuxe Sedan (with Trunk)

America's Finest Six

"THE CULMINATION OF THIRTY-ONE YEARS'

HONEST, CAREFUL MOTOR CAR CRAFTSMANSHIP"

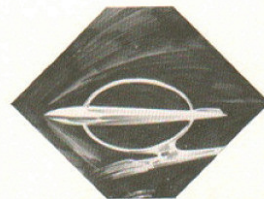
SPECIFICATIONS



MAXIMUM VISION FOR SAFETY



All passengers ride between the axles



Distinctive streamline radiator ornament



Spacious, aerodynamic built-in trunk

AXLE, FRONT—Reverse Elliott, with taper roller bearings for wheels and ball bearing kingpin thrust.

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

BRAKES (Service)—Reo hydraulic—internal-expanding, completely enclosed, self-equalizing, with self-replenishing master cylinder; centrifuge drums; parking brake, hand type on propeller shaft drum.

CARBURETION—Downdraft carburetor, with combined air cleaner and intake silencer; exhaust-jacketed intake manifold, with thermostatic heat control; pump fuel feed; 15-gallon tank (12.5 imperial gallons).

CHASSIS—Over-all length, 193 inches. Front tread, 59 $\frac{1}{2}$ inches; rear tread, 61 $\frac{1}{2}$ inches. Chassis lubrication by high-pressure grease gun. Wheel base, 115 inches.

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

COOLING—Cellular, V front radiator with attractive 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 by-pass, quickly bringing water temperature up to operating temperature. Water capacity, 4 $\frac{1}{2}$ gallons (3 $\frac{3}{4}$ imperial gallons).

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

ENGINE—Six cylinder, L head; 3 $\frac{1}{2}$ -inch bore; 4 $\frac{1}{2}$ -inch stroke; 228 cubic inch piston displacement; taxable horsepower, 27.3; maximum developed horsepower, 90 at 3100 r.p.m.; long life chrome-nickel iron block, aluminum cylinder head, alloy steel exhaust valve seat inserts of high-speed tool steel; "Lo-Ex" aluminum alloy pistons, T-sals, cam ground; seven-bearing counter-weighted crankshaft with vibration damper, precision interchangeable type bearings; silent chain camshaft drive; four-point balanced rubber "cushion" mounting of entire power plant.

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

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

SPRING SUSPENSION—Front springs, 39 x 1 $\frac{1}{2}$ inches, 9 leaves; rear springs, 54 x 1 $\frac{1}{2}$ inches, 9 leaves; all springs of silico-manganese steel; metal spring covers; threaded type spring shackles, self-compensating, with antikick shackle at front end of left front spring; aeroplane type double-acting hydraulic shock absorbers.

STEERING GEAR—Cam-and-lever type; ball and roller bearings throughout, including stud; 17-inch three-spoke steel core safety steering wheel.

TRANSMISSION—Standard, three speed, synchronized shift; all gears helical type, silent shifting.

UPHOLSTERY—Finest quality mohair or Treebark in deluxe models; Pinstripe broadcloth in standard models.

WHEELS AND TIRES—Five demountable artillery type pressed steel wheels; spare wheel carried in rear compartment; 6.25 x 16 tires.

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

STANDARD EQUIPMENT—All cars: built-in rear compartment with ample space for spare wheel and luggage; horn under hood; safety glass in windshield; ventilating windows in all doors, and in rear quarter windows of deluxe brougham and standard two-door sedan or coach; rear view mirror; large glove or package compartment, with lock, in instrument panel; handiproof inside door locks on all doors; robe rail and footrest in sedans; assist cords; cigar lighter; three ash trays; two windshield wipers; two inside visors; two tail and stop lamps.

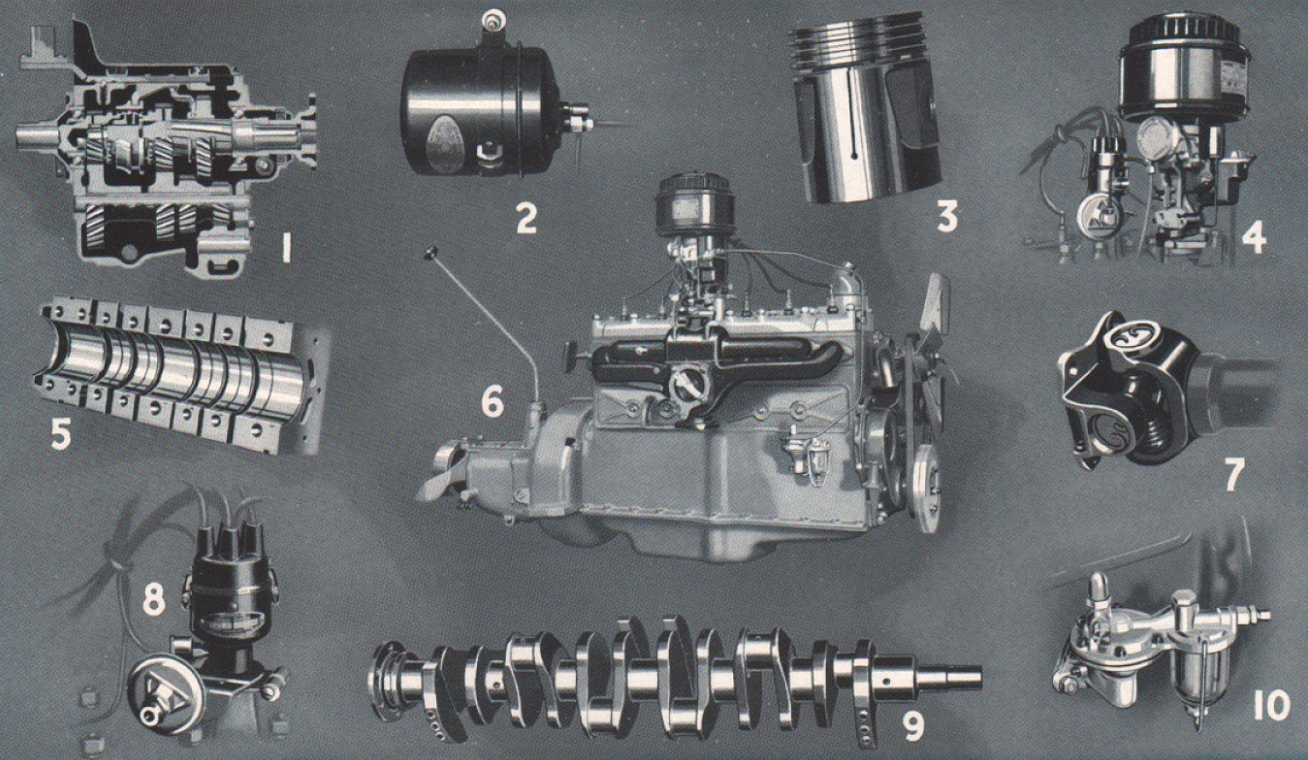
EQUIPMENT FURNISHED AT SLIGHT EXTRA COST ON ALL CARS: front and rear bumpers; bumper guards; spare tire and tube; metal spring covers; also lacquered fenders and sheet metal on standard models.

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

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

REO MOTOR CAR COMPANY • LANSING, MICHIGAN

IN EVERY DETAIL - AMERICA'S FINEST SIX



- 1 Silent synchronized shift transmission.** Remarkably easy to shift. Every speed is silent, including reverse. All gears are helical cut. Second and third speed shifts are synchronized. First and reverse also shift silently and without clashing, because of the helical gear construction. The gear shifting lever is moved well forward in the front compartment. The hand brake is at the left, providing real comfort for three passengers.
- 2 Oil filter.** Oil must be pure and clean to insure maximum efficiency. An oil filter is

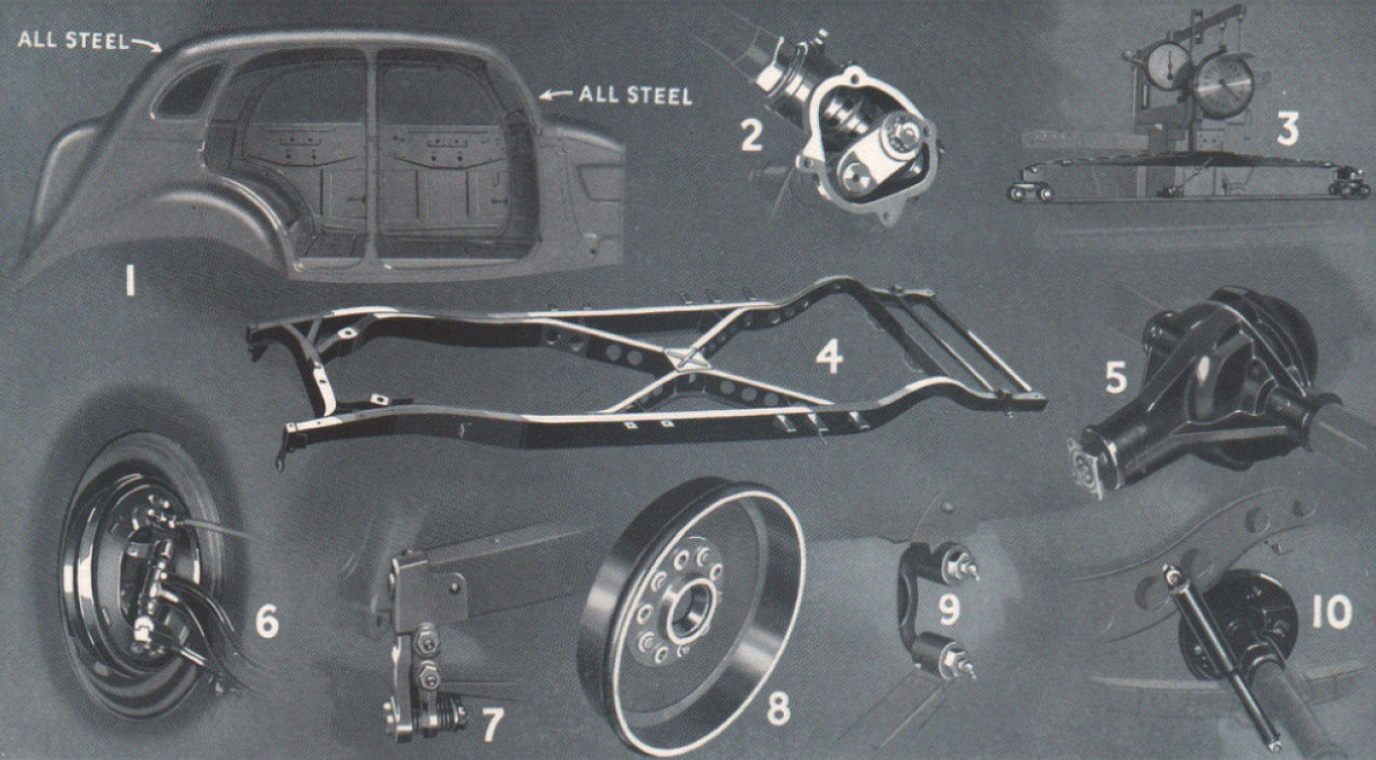
standard equipment on the new Reo Flying Cloud. It protects America's Finest Six from grit and dirt. Cartridges should be renewed every 10,000 miles for best operation.

- 3 Tough Lo-Ex aluminum pistons.** Reo pioneered the use of Lo-Ex cam ground T-slot pistons and chrome nickel cylinder blocks. They are more expensive to produce and provide much longer life than ordinary type pistons used in other cars. The durability of the Reo piston and block adds immeasurably to the long life and economy of Reo ownership.
- 4 Automatic chokes.** Instantaneous starting in all types of weather is a Reo feature. The combination of automatic choke with climatic control, and vacuum spark advance provides the right fuel mixture and spark action for all conditions.
- 5 Big main bearings.** Reo provides the finest set of main bearings money can buy. These seven precision-built main bearings form a foundation for America's Finest Six cylinder engine, which adds immeasurably to the performance and economy of the Reo Flying Cloud.

- 6 Reo-built six-cylinder 90-hp. engine.** This economical power plant floating in rubber provides prompt, effortless, smooth power. Easily started by depression of the safety type starter on the clutch. Automatic choke and vacuum spark advance make starting instantaneous, regardless of weather conditions.
- 7 Universal joints.** Two needle-bearing type universal joints eliminate drive line vibration. Sealed against dirt, moisture, and loss of lubricant, they require no attention or lubrication for thousands of miles.

- 8 Distributor.** The heart of the electrical system is the finest money can buy.
- 9 Big, sturdy seven-bearing crankshaft.** Expensive seven-bearing construction, with the crankshaft balanced statically and dynamically and counterbalanced, provides Reo's engine with the finest construction available in automotive engines. This super construction eliminates vibration and adds thousands of miles of life to the engine.
- 10 Fuel pump.** Positive action fuel pump provides regular flow of gasoline, regardless of atmospheric conditions.

IN EVERY DETAIL - AMERICA'S FINEST SIX



- 1 All-steel safety bodies.** Aerodynamic design, with trunk built integral with body, all steel roof. Reo bodies provide the latest and most advanced construction. The all-steel top is fully insulated and is wired for radio. The entire body is treated with insulating material, which eliminates body drumming. They are trimmed with quality materials and provide the finest in safety, comfort, and luxurious detail.
- 2 Cam-and-lever steering with roller bearing mounted stud.** Finger-touch steering with a safety type steel core wheel provides a new ease of handling and safety of operation. The

- 3 Long, flexible springs, with steel spring covers.** Reo springs, made of silico-manganese steel, provide easy, comfortable springing action. Spring covers protect them from road dirt and maintain lubrication, thus eliminating squeaking, rough riding, and spring breakage.
- 4 Rigid double strength X type frame.** Riveted and welded throughout to provide extra

- 5 Sturdy rear axle.** The Reo rear axle is of the stoutest construction—semifloating spiral bevel gear type, with ball and roller bearings throughout—standard gear ratio is 4.3 to 1. Reo rear axles provide silent operation and are built for thousands of miles of hard usage.

- 6 Super four-wheel internal-expanding hydraulic brakes.** Reo pioneered internal-expanding sealed hydraulic brakes. It is natural that Reo brakes should provide the utmost in safety with straight line, easy action. Practically every car built today has adopted hydraulic brakes. Reo buyers are assured the finest in hydraulic braking equipment. Their instantaneous two-shoe action is not affected by temperature, dirt, or moisture.
- 7 Antikick shackle.** Eliminates road shimmy and steering shock. Provides ride stability throughout the entire speed range on all types of roads.

- 8 Centrifuge brake drum.** Reo hydraulic brakes with centrifuge brake drums, insure long life and smooth, positive action.
- 9 Spring shackles.** Self-lubricating, threaded type, eliminates sideway.
- 10 Airplane type shock absorbers.** In combination with Reo's long, flexible springs, with metal spring covers, the double-action shock absorbers smooth out the ride over every type of road. They eliminate bouncing and jarring—provide a floating action that is extremely comfortable to all passengers.

