

BALLOON TIRES REO STANDARD

Every Reo Passenger Model
to Have 'em

After a period of six months during which genuine balloon tires have been selective equipment on Reo passenger cars at an additional cost, the Reo Motor Car company has now announced that the balloons will be standard equipment on passenger cars in its line at no extra charge. List prices on all models remain unchanged.

"Before we offered genuine balloons as selective equipment," says H. T. Thomas, vice president and chief engineer of the Reo Motor Car company, "tests on factory-owned cars and in our laboratories had convinced us that these tires, as applied to Reo, were right from standpoints of economy, safety and comfort.

"We did not wish to press the public into accepting this equipment until it was generally known—not just among men in the industry—that balloon tires were the next logical step in automobile progress, however, and for this reason we left the choice between high-pressure and low pressure tires to the buyers. Throughout the six months we have strongly urged the use of balloons, and we are now convinced that motorists are solidly for them. From now on every Reo passenger model coming off the line will wear balloon tires.

"It might be well to explain why Reo has enjoyed seemingly phenomenal success in the use of low-pressure tires, while other manufacturers have been on the fence, recognizing the worth of the tires but unable to use them satisfactorily on their cars without many and costly changes in design.

"In the first place, Reo cooperated with tire manufacturers by adopting a standard size as proposed by one of the leading manufacturers. This size, 6.20 tires on 20-inch wheels, is standard, not in the sense that it is one of the 'twenty-

three standards' which have been the nightmare of the industry during the winter and spring, but in that it is one of the five sizes recommended by the engineers who perfected genuine balloon tires for motor car use.

"The size to be selected from these five actual standards is determined by the weight of the car, 6.20 being the one adapted to Reo models, both open and closed.

"More important is the fact that through some good fortune, Reo design is admirably suited to the use of low-pressure tires. Chassis features that have been used by Reo for a number of years served to give that complete balance that is most desirable in cars fitted with genuine balloon tires.

"A low center of gravity and nearly straight-line drive resulting from Reo's famous double frame construction are responsible for the ideal manner in which genuine balloon tires adapt themselves to Reo models.

"The Reo steering mechanism is exactly fitted to function correctly with genuine balloon tires and this together with our spring suspension gives us still another mechanical feature which makes balloon tire equipment readily adaptable to Reo design.

"Reo success with genuine balloon tires plus public demand for this equip-

ment have prompted us to drop everything but low-pressure tires for our passenger cars. This we believe to be one of the most important steps in our twenty years of motor car building.

"Upon checking over our sales records we find that the demand for genuine balloon tire equipment on our passenger car models has been so overwhelming and so far above the demand for the regular pneumatics, that the adoption of balloons is the only logical step for us to take."

CLAIMS NEW CADILLAC'S AHEAD OF THE TIMES

"More and more, motorists who have driven the new V-63 Cadillac for the first time tell us that, until they took the wheel themselves, they never realized just what a wonderful automobile the new car is," declared L. B. Southerland, general manager of the Cadillac Chicago branch, in a recent statement. "Using the words of Lynn McNaughton, general sales manager of the Cadillac Motor Car company.—'One who has not driven the V-63 does not know Cadillac,

would express the opinion of these motorists.'

"The truth of this statement has further been brought home by many automobile engineers not connected with Cadillac. These men, educated to know motor car values and merits, could see from the exterior no very radical change in Cadillac construction when the V-63 was announced. Of course the refinements in the body lines and greater beauty of the contours were at once recognized, but the car as a unit looked much the same as preceding Cadillacs.

But when they took their first ride and drove the car themselves, even the most critical expressed unreserved

enthusiasm of the wonderful smoothness of performance and the astonishing ease of control.

"As one of these engineers said at the conclusion of his initial trip, 'The new Cadillac is ten years ahead of the times.'"

If your car has stood idle for any length of time, the cylinder walls have probably become dry, therefore causing the wearing surfaces to danger. Before starting motor inject a few teaspoonfuls of cylinder oil in the pet cock of each cylinder which will prevent scoring and aids in obtaining compression.

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