

# REO CITY

## Living in an Auto Community



How much hay can a Reo truck haul? Reo discontinued car production during the Great Depression but continued making trucks until 1975. Photo courtesy of Archives of Michigan.

### It's all in the neighborhood.

After leaving Oldsmobile in 1904, Ransom E. Olds formed a new company, using his initials to create the treasured “Reo” name. The company bought the Baker Farm and built a new factory. Workers and their families came from Michigan farms and from as far away as Germany. They relaxed at the Reo Clubhouse, read the *Reo Spirit* and patronized local stores and churches. The commercial and residential neighborhoods surrounding the plant became known as “Reo City.”



Many workers from all parts of the Reo Company, including Ransom Olds, lived within walking distance of the plant on South Washington. Photo courtesy of Archives of Michigan.



On May 8, 1917, the company-built Reo Clubhouse was formally turned over to the employees, “the Reo Family,” for their “social and recreational activities.” Photo courtesy of Archives of Michigan.

“The Reo Motor Car Company and its big family have... begun to call the south part of Lansing “Reo City.”

*Reo Spirit* magazine, February, 1916.

## YOU AUTO KNOW

Residents of Reo City remembered a time when everyone they knew worked at the factory and every truck in the neighborhood was a Reo.



Reo families were proud of products like this truck. It traveled 2,850 miles through thirteen states in the South and the Midwest as part of the 1911 tour sponsored by Glidden (the paint company) and the American Automobile Association. Photo courtesy of Archives of Michigan.



Even the Reo Motor Car Company test track was in the neighborhood. Photo courtesy of Helen J. Early Oldsmobile Collection, Archives of Michigan.