REO CITY
Living in an Auto Community

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.”

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