



## REO Publications Collection 00182

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Describing Archives: A Content Standard

Michigan State University Archives and Historical Collections

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## Summary Information

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<b>Repository:</b>	Michigan State University Archives and Historical Collections
<b>Source:</b>	Michigan. Department of State
<b>Creator:</b>	Reo Motor Car Company
<b>Title:</b>	REO publications collection
<b>ID:</b>	00182
<b>Date [inclusive]:</b>	1905-2010, 2012-2013
<b>Physical Description:</b>	1 Cubic Feet
<b>Language of the Material:</b>	English .

### Preferred Citation

Researchers wishing to cite this collection should include the following information: "Item title, Collection title, Collection Identifier, Michigan State University Archives & Historical Collections, East Lansing, Michigan."

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## Historical Note

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The REO Echo started in January 1906 as a "natural outgrowth of thriving conditions in the REO organization." The newsletter was issued by the sales department. In the publication are letters from customers, accounts of trips, information on car shows and jokes. The publications are in one bound volume with volume one, number one dated January 1906. The last issue, number 16, is dated June 1911. (The binding of the volume is stamped December 1905-June 2011.)

The REO Spirit began publication in 1914, although holdings in this collection do not begin until 1928. According to the REO Spirit, it was "published because the Reo family wants it published." It contains information about workers, articles about REO, humor and some regular columns including "For Women Only," "Noon Hour Gossip," "The Sales Department," and "Reo Sportographs."

REO-Items was a magazine for REO Motors employees which kept people informed of present and future activities of the company. The magazine also highlighted employees of the company.

The REO EchO was a newsletter published for members of the REO Club of America. Also in the collection is a "Miscellaneous" folder which contains Oldsmobile and REO Festival pamphlets, correspondence with the REO Club of America, REO model operations manuals, meeting minutes from the REO Company, copies of advertisements for REO automobiles, and REO Club of America directories for the years 1975, 1979, and 1980.

The Reo Spirit (2002-2013) is a newsletter published in East Lansing, Michigan which began printing in 2002. Jim Neal, who in 2000 created the R. E. Olds Transportation Chapter of the REO Club of America, publishes the newsletter. According to the front page, "The Reo Spirit is in recognition of the REO Company newsletter that succeeded the Reo Echo in 1914."

After the centennial celebration, the REO Transportation Museum began publishing The Quarterly Report (date unknown) to its friends and visitors. In spring of 2006, this was changed to The Spirit.

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## Scope and Contents

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The REO publications collection contains several different publications relating to REO Motor Company. The publications in the collection are Reo Spirit (1928-1933), REO EchO (1906-1911), Reo-Items (1952-1953); REO EchO (1974-2012), Reo Spirit (2002-2004) and *The Spirit* (2009-2013).

Also included are a few folders containing REO Club of America directories and records, REO festival programs, and specifications for REO vehicles.

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## Arrangement

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Arranged chronologically.

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## Administrative Information

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### Publication Statement

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### Conditions Governing Access

Collection is open for research.

### Conditions Governing Use

Permission to publish material from this collection must be obtained from University Archives & Historical Collections, Michigan State University.

### Conditions Governing Access

**Legal Status:** Property Rights: Michigan State University.

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## Controlled Access Headings

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- Publications
- Automobile industry and trade -- Michigan
- Directories
- Minutes (Records)
- Newsletters -- Newsletters
- Reo Motor Car Company
- Michigan. Department of State

## Collection Inventory

Title/Description	Instances	
Miscellaneous REO Club of America Records, 1977-1979, 1986	box 1	folder 1
Oldsmobile and REO Festival Programs, 1974, 1979	box 1	folder 2
REO Club of America Directories, 1975, 1979-1980	box 1	folder 3
Specifications, meeting minutes, clipping, advertisements, 1935, 1936-1937, 1963, undated	box 1	folder 4
<i>REO Echo</i> , Volume 1, No. 1-16, 1905-1911	box 1	folder 5
<i>REO Spirit</i> , No. 83, 141, 149, 154, 163, 174, 181, 193, 207, 213, 1922, 1927-1933	box 1	folder 6
<i>REO-ITEMS</i>		
Volume 1, No. 1-3, 5, 1952	box 1	folder 7
Volume 1, No. 6-9, 1953	box 1	folder 8
Volume 2, No. 1-3, 1953	box 1	folder 9
<i>REO Echo</i>		
Volume 2, No. 1, 2, 3, 4, 7, 9, 11, 12, 1974	box 1	folder 10
Volume 3, No. 1-12, 1975	box 1	folder 11
Volume 4, No. 1-12; REO Club of America Roster of Members, 1976	box 1	folder 12
Volume 5, No. 1-12; REO Club of America Roster of Members, 1977	box 1	folder 13
Volume 6, No. 1-12, 1978	box 1	folder 14
Volume 7, No. 1-3, 6-11, 1979	box 1	folder 15
Volume 8, No. 1-11, 1980	box 1	folder 16
Volume 9, No. 1-2, 1981	box 1	folder 17
Volume 14, No. 1-11, 1986	box 1	folder 18
Volume 15, No. 1-6, 1987	box 1	folder 19
Volume 16, No. 1, 1988	box 1	folder 20
Volume 36, No. 5, 2008	box 1	folder 21
Volume 37, No. 5, 2009	box 1	folder 21
Volume 38, No. 1, 2010	box 1	folder 22
Volume 40, No. 1, 2012		

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	box 1	folder 26
Volume 40, No. 5, 2012	box 1	folder 26
<i>REO Spirit</i> , Volume 1, No. 1-4, 2002-2003	box 1	folder 23
<i>REO Spirit</i> , Vol. 2, No. 1; Special REO Centennial registration issue, 2003, 2004	box 1	folder 24
The Spirit, 2009-2013	box 1	folder 25