For seventy years the Reo Motor Car Company operated in Lansing, Michigan and encouraged its thousands of workers to think of themselves as part of a big factory family. The workforce made up of primarily white rural native born Protestant men was dubbed Reo Joe, critical perspectives on the p for seventy years the Reo Motor Car Company operated in Lansing, Michigan. Critical perspectives on the p for seventy years the Reo Motor Car Company operated in Lansing, Michigan, critical perspectives on the p. The story of Reo Joe Work Kin and Community Critical Perspectives on the P by Lisa M. Fine tells the Reo story from the workers perspective on the vast social, economic, and political changes that took place in the first three quarters of the twentieth century. The story of Reo Joe Work Kin and Community in Autotown - the story only falters in the 1970s and that is hardly Fine's fault. A series of buyouts and restructurings ended the plant's existence leaving it as only a memory marked by a historical plaque that omits labor history entirely from the plant's story.