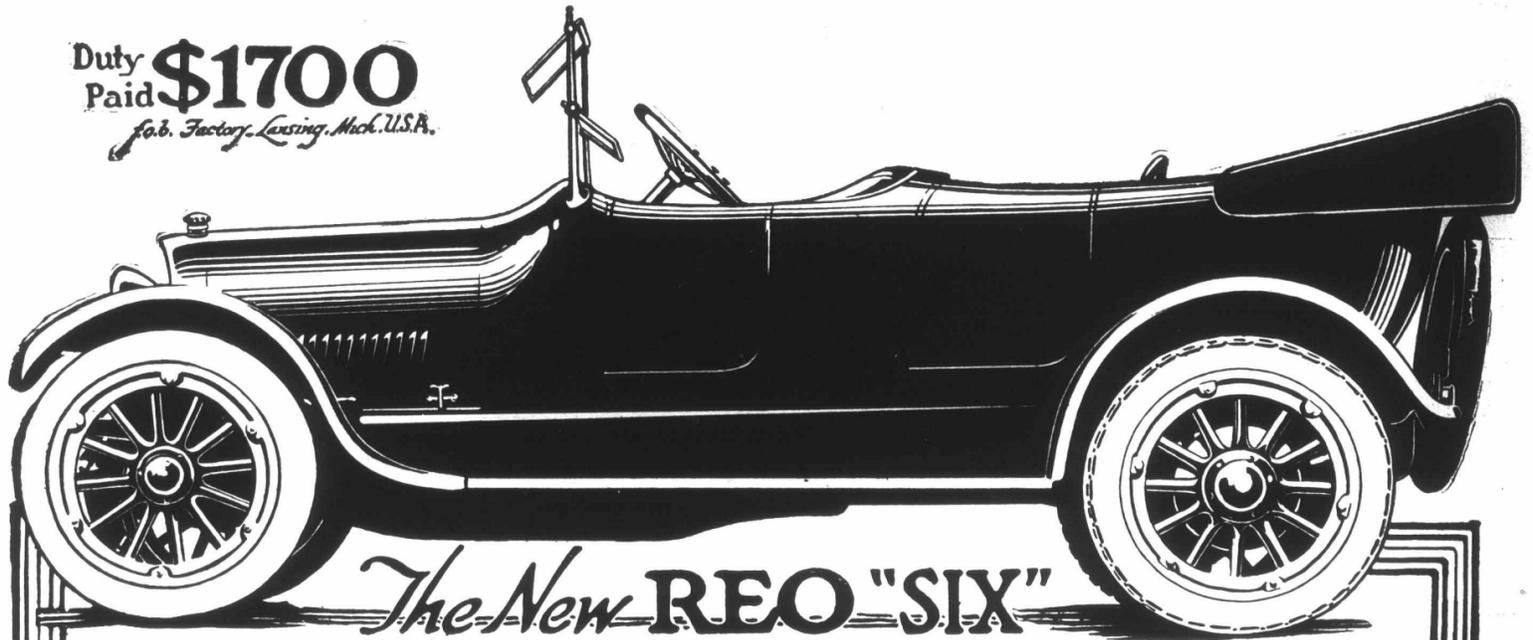


Duty Paid **\$1700**  
*f.o.b. Factory, Lansing, Mich., U.S.A.*



*The New* **REO "SIX"**

## The "Gold Standard" of Sixes

RECENTLY A GROUP OF GENTLEMEN were discussing motor cars—as men so often do, since there's no other peaceful topic that is of such general and such vital interest.

THEY WERE TALKING SIXES, pro and con, and "wondering whether" such and such Sixes were really good cars this year—in view of their past unsatisfactory records.

ONE SAID, "of all the Sixes made, there's just one you can tie to with certainty that it will live up to all expectations—because of its own and its makers' past record.

"THAT'S THE REO SIX—the handsomest as well as the sturdiest Six made.

"IT'S THE GOLD STANDARD of Sixes."

"WE ARE ALL AGREED ON THAT, I guess," exclaimed another "there never can be any doubt as to the quality of a Reo.

"REO CARS HAVE BEEN the 'Gold Standard' of automobile values since there were automobiles."

HAVE YOU THOUGHT OF THAT—just in that way?

IF NOT, JUST CONSIDER the tremendous significance of that fact—that the "Gold Standard" of automobile values is a Reo.

YOU MAY DOUBT it, but it's a fact that for other makes of cars, the "Gold Standard" of automobile values is a Reo.

THAT'S WHY, when you buy a Reo, you are buying the "Gold Standard" of automobile values.

YOU CAN'T AFFORD—no matter what your income—you can't afford to experiment in so important a matter.

FOR IT ISN'T THE PRICE—goodness knows that is lower than anyone ever dreamed a first-class six-cylinder car could ever be bought for. It isn't the price that counts.

IT'S THE UPKEEP—cost of operation and maintenance; and the still more important fact that if the Six you buy fails to live up to the glowing praises of its makers your pleasure will be marred on every trip you take and as long as you own it. And the longer, the more unsatisfactory.

THAT'S WHAT COUNTS. If it proves to be a racing car—and therefore a "gasoline hog"; or so light it will soon show its flimsiness by squeaking and creaking and groaning over the least inequality of the road:

IF IT'S ONE OF THOSE "2 in 1" affairs that looks simple from the outside but proves as inaccessible as a burglar-proof safe when you try to make some adjustment or repair or repairs;

IF IN FACT, it will not make good on any one of a list of conditions when it falls short of the Reo standard, you will be grievously disappointed.

SO THEN, when you buy a Reo, you are absolutely certain that you will be as pleasurable as you can be—no chances—choose a Reo.

THE OWNERSHIP OF A REO is assured all the world considers it at its price and in its lowest depreciation.