

# REO

The New  
**Reo the Fifth**  
"The Incomparable Four"



Duty Paid **\$1225** f.o.b. Lansing, Mich. U.S.A.

## On the Subject of—Commercial Integrity

**WE REO FOLK BELIEVE**—have always believed and from the first have based the Reo Policy on the belief—that ultimate supremacy in the automobile industry will redound to that concern that has the most scrupulously fulfilled its obligations to its customers.

**IT MATTERS NOT** whether those obligations are assumed in writing or merely implied in transactions as between man and man, the Reo Folk hold them as sacred.

**IF THERE IS ANY REASON**—aside from the inherent quality and value of Reo cars—for the splendid Reo success, it is to be found in the reputation Reo has for making good its guarantee.

**OF COURSE YOU KNOW**—all the world knows—that the Reo Motor Car Company is financially one of the strongest automobile companies in the world.

**AND YOU KNOW** that it is also one of the pioneers in the industry—so that financial strength is not due to lucky chance nor to a brief period of prosperity.

**REO STANDING**—financially and in the hearts of buyers—is the result of a policy firmly founded in the beginning and consistently carried out through a long period of years.

**BUT ALL THAT** would not matter if the heart of Reo were not sound.

**IT WOULD NOT MATTER** how much money there was back of the Reo guarantee if there were not also Reo Integrity and Reo Good Intent.

**NOR WOULD IT MATTER** how broad the experience, nor how great the skill of Reo engineers, if that skill were applied to designing for "selling" rather than for service.

**THAT IS WHY**, knowing the Reo Folk and their ideals, you'll feel more safe in selecting a Reo than any other car of similar size or price class.

**SPEAKING OF SIZE**—do you realize what a big, as well as beautiful car is that New Reo Six?

**IT'S A FULL 7-PASSENGER CAR**—126-inch wheelbase and on cantilever springs, giving the fullest passenger space and the utmost in luxurious qualities.

**DEMAND IS TREMENDOUS**—and output of this 7-passenger Six is limited. So if you'd have the most luxurious equipage and the sweetest running car the Reo Folk have ever turned out, your order should be in our hands at once. Today won't be a minute too soon.

REO MOTOR CAR COMPANY, LANSING, MICHIGAN, U. S. A.

(114-A)

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

The New **REO "SIX"**

