

REO

Have You Ridden in the New Reo Six?

IF YOU HAVEN'T we think it is not too much to say you have yet to taste the real joys of motoring.

AND WHEN YOU HAVE ridden in this big luxurious equipage—the latest and in some respects, greatest product of Reo experience—you will understand why this car enjoys such a vogue—is so tremendously popular this season.

REO SIX WAS PROCLAIMED the "fashion plate for 1916" by designers generally from the moment its graceful lines were seen.

AND DOUBTLESS YOU'VE OBSERVED the influence this Sheer Line Reo has exerted on the design of seven passenger cars generally.

BUT YOU MUST SEE IT—must ride in and finally drive it yourself to fully appreciate what a magnificent car and what wonderful value it is at its price.

AND THE CLOSER YOU STUDY the details—the more carefully you enquire into every point of design, of construction, of quality of materials, of equipment and finish—the greater will be your admiration and the deeper your wonderment that it is possible to produce such a car for such a price.

FOR YOU MUST KNOW that this Reo Six is made as only the Reo Folk can make automobiles.

IT IS REAL INSIDE AND OUT—the Reo Folk do not use substitutes. Real leather in the upholstery and real hair.

BUT THAT STATEMENT is scarcely necessary. For you know the Reo Folk and you know Reo ideals. You know that Reo reputation is built on the most solid of foundations—a good product honestly made and honestly sold and honestly backed up afterward.

AND THERE'S "QUANTITY" TOO, if you like to put it that way. This is a big, full-size seven passenger car. Seats seven full grown adults comfortably—luxuriously.

WHEELBASE IS 126 INCHES. But that is increased—or rather the riding qualities are—to much more than it would otherwise amount by the Reo cantilever springs. They enhance the riding qualities of a car immeasurably—especially a big car like this New Reo Six.

IF YOU APPRECIATE the shortage there is going to be. If you want a Reo. And if you get us your order now—tomorrow—you will be one of the "lucky ones."

BUT DON'T DELAY—there won't be enough—never have been enough—Reos to go 'round.

Duty
Paid **\$1700**
John S. Reo, Lansing, Mich., U.S.A.



(136-A)

REO MOTOR CAR COMPANY Lansing, Mich.