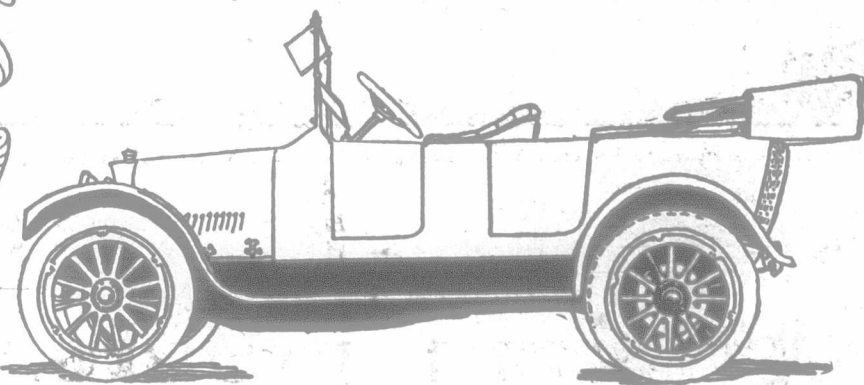




The New Reo the Fifth, "The Incomparable Fear," \$1225, duty paid, f. o. b. Lansing, Mich.

Here's the Secret of Reo Reliability

DOUBTLESS YOU'VE WONDERED—knowing as you do, how absolutely dependable are Reo cars—how free from troubles, and how low in upkeep cost; **YOU'VE WONDERED** wherein lay the secret of that reliability that is Reo.

WELL, WE'LL TELL YOU. And then you'll wonder at its ridiculous simplicity.

YOU READ, IN THE ADS, how this engineer or that inventor has revolutionized the science of engineering and produced a wonder-working car.

YOU READ THAT every year—only this year it's another engineer. That revolutionary stunt of last year has been forgotten.

IT WAS AS IM'OTENT as a South American revolution—it didn't!

SO THE SECRET ISN'T to be found in any such feat or invention.

REO PERFORMANCE—reliability, dependability, uniformity of performance of all Reos, of whatever model or price—is the result of the taking of infinite pains in the designing, the making and the inspection of the Reo product.

IT'S THE LITTLE THINGS that count—not the big ones.

ANYONE—A BOY EVEN—can make a motor that will be "different." Or an axle, a transmission or a set of springs that might impress the tyro as new and wonderful.

BUT TO MAKE ANY of these vital units better—that is the task—that should be the aim. It has always been the Reo aim.

INFINITE CARE in the fabrication and then in the inspection, and finally in the testing of the assembled whole—that is the secret of Reo success in making, not the most but the best, automobiles.

IF THERE ARE 2000 PARTS in a motor car; and if there's an average of four machining operations on a part—that's 8000 chances for something to go wrong!

AND ONE DEFECTIVE PART—one, however small or seemingly insignificant—that does not fit absolutely, and you'd have a car that would be less than a Reo in performance—more than a Reo in cost of upkeep.

INFINITE PAINS, WE SAID: Perhaps that's too big a term. But if you could know how great is the task—how unremitting the care—to guard against even one little error creeping into any one of these 8000 places—you'd grant us the word "infinite."

"THOSE PESKY LITTLE TROUBLES that are always happening with other cars, are unknown to the Reo owner," says one Reo dealer, "and that's why the demand for Reos is so great."

WHEN YOU STOP TO THINK about it, the troubles you've had with other cars were not big troubles. Your motor didn't drop out of your car or your transmission strip or your frame break in two.

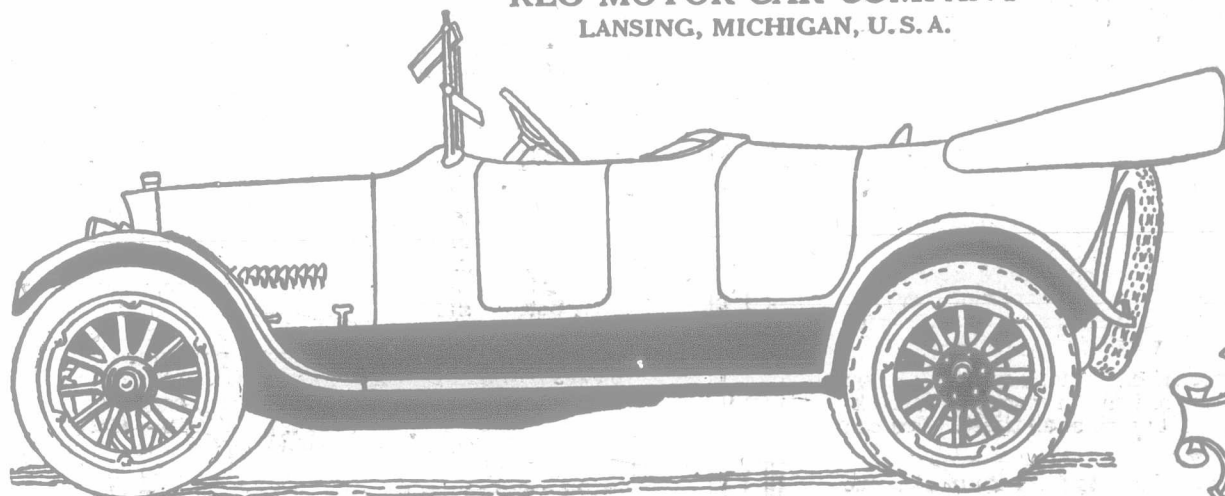
IT WAS THE LITTLE THINGS that pestered your motoring life—parts shaking loose or getting out of adjustment. Dust in bearings—oil leaks—everywhere. Squeaks and creaks and rattles. Always the dread when starting out that you might not return. Always the fear when in a hurry that some pesky little trouble resulting from some pesky little defect, of which you were cognizant, might delay you. Wasn't there?

WELL THEREIN LIES the big difference between Reos and other cars—the big difference is in attention to the little things.

IT IS NOT UNCOMMON—in fact—it is the rule—for a new Reo owner to drive his car thousands of miles—a year, two years—without even seeing the inside of a garage or lifting the bonnet to make an adjustment or repair.

HONOUR AND FAITH and a Good Intent—these and the attention to little things they dictate—result in Reo Reliability as it is known the world over, "The Gold Standard of Values" in automobiles and motor trucks.

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



The New 7-passenger Reo Six Touring Car, \$1600, duty paid, f. o. b. Lansing, Michigan.

