



—but it wouldn't be a Reo!

Are you one of those who, just because you can't get a Reo on the minute, are thinking of accepting as a substitute a car that is your "second choice"?

Or are you one of those who think perhaps you can get as good value in some automobile of lesser reputation?

If you are in doubt on any point, let us just say this:

Take a Reo, and have it made in any other factory—and it wouldn't be a Reo.

It isn't design alone—there are no radical features of design in Reo cars.

Nor is it factory equipment—all automobile factories have about the same machines. Reo, being a leader, is always a few months ahead of most—but machine tools are practically standard.

Nor could one say that Reo mechanics are all more skilled—others can hire good mechanics too.

That's why we say that if you took Reo design and Reo specifications and had the car made up in some other plant, still it would not be a Reo.

It's the Reo spirit—that indefinable but still tangible thing that pervades the whole Reo organization from General Manager down to the Last Man in the Shops, that gives to this product the quality that has come to be known as Reo.

We like to call it good intent—for after all that is the determining factor.

It is the desire of the Reo Folk to make the best automobiles it is possible to make.

Not the most, but the best. Not quantity, but quality, is the Reo goal.

And every Reo man—from the Chief Engineer to the Final Inspector—is imbued with that spirit, is actuated by that desire to make good, dependable automobiles. Better than others.

Visit the Reo plant. You will be welcome—the doors are always open. Reo Folk, proud of their work, are glad to show you through. Note the atmosphere of the place. Watch the workers—listen to the remarks you'll hear.

No one asks—"How many did we make yesterday?" as you hear in so many factories nowadays.

For that isn't the thought uppermost in the minds of Reo workmen.

It's how many parts were discarded, turned back by the inspectors—because of some error so slight it would "pass" in most plants.

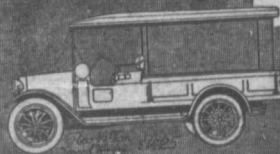
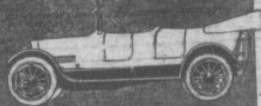
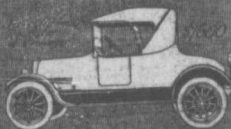
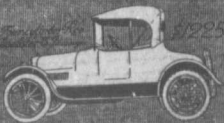
There's no secret—no necromancy—about Reo quality or how it gets into the product.

It's the result of that fervent desire of the Reo Folk to make Reo cars excel—and the eternal vigilance that results from that desire—that is responsible for Reo quality, Reo stability, Reo low cost of upkeep, and finally, Reo preference—Reo demand.

Is it any wonder that Reo cars are known as "The Gold Standard of Values"?

Reo Motor Car Company
Lansing, Michigan, U. S. A.

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"THE
GOLD STANDARD
OF VALUES"

All Prices and Delivery Made for Lansing, Michigan