

Duty
Paid **\$1700**
fab. Factory, Lansing, Mich. U.S.A.



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."

HAD YOU THOUGHT OF THAT—just in that way?

IF NOT, JUST CONSIDER for a moment the tremendous significance of that fact—for it is a fact that all motorists look upon Reo as the "Gold Standard."

YOU MAY DOUBT, you may question, claims made for other cars; but you accept as a fact firmly established, that a Reo is 24-karat fine from radiator cap to tire holder.

THAT BEING THE CASE, seems as if prudence dictates only one choice for your automobile—the one Six of which you can be absolutely sure—a Reo Six.

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 replacement or repairs;

IF IN FACT, IT FAILS to make good on any one of a hundred counts—then it falls short of the Reo standard—and you will be grievously disappointed.

SO THE ONLY WAY to be absolutely certain that the coming year's motoring will be as pleasurable as you can desire, is to take no chances—choose the "Gold Standard" for yours.

UNALLOYED PLEASURE of ownership is assured when you select this car that all the world considers the "Gold Standard" in value at its price and in enduring qualities with the lowest depreciation from year to year—a Reo Six.