



## The New Phaeton Reo \$1645

*At Lansing, Add Federal Tax*

**T**HROUGH chassis goodness and body completeness, the New Phaeton Reo puts a heaping measure of comfort into local and long distance motor travel.

Attractively graceful is its appearance, with a long, low and lean contour; integral sidewings and windshield, smartly nickeled; stylish headlights with nickeled bails; steel disc wheels with demountable rims and cord tires; and triple-bar nickeled bumpers front and rear.

Roomy cushions, upholstered in genuine leather with the smart gray dualtone finish, are direct invitations to restful riding. As further complements to 100% comfort are a vanity case, cigar lighter, electric clock and other fitments that spell open car completeness.

The rugged Reo six-cylinder 50 h. p.

engine is eagerly responsive to driving conditions of city traffic, desert trails, paved ways or mountain grades. With its 4-bearing crankshaft, (balanced dynamically and statically), intake valves in head, large ports, aluminum alloy pistons and ground cylinders, it truly typifies Reo reliability.

Cradled in an inner-frame, and more nearly on a plane with the rear axle, major power units drive with remarkable smoothness. A 13-plate clutch, separately-mounted transmission with large-faced gears, and a sturdy, quietly operating rear axle are further examples of chassis dependability.

*Send for Booklet  
"Reasons for Reo"*

REO MOTOR CAR COMPANY *Lansing, Michigan*

**REO**

*The Gold Standard of Values*