



**REO**

*The Gold Standard of Values*

R E O    2 0 t h    A N N I V E R S A R Y    S E D A N

\$ 1595

AT LANSING, PLUS TAX

The price—history-making in itself—assumes tremendous significance when three important facts are completely realized:

Traditional Reo reliability and balanced goodness are preserved intact.

The chassis is exactly identical with that used in all other Reo models, with no attempt to manufacture down to a price.

The body represents a genuine sedan, with steel paneling over a rugged hardwood framework, dimensioned to provide more spaciousness for five passengers than any other car of similar wheelbase.

Considering the reputation—mechanical correctness—dependability—body quality—and the price,

It is *true* that "Never Before in Automobile History Has \$1595 Bought So Much Motor Car."

—120-inch standard Reo double-frame chassis.

—Time proved Reo 6-cylinder, 50 h. p. engine.

—Four-door roominess and convenience.

—Full-size balloon tires.

—Good looking and long-wearing upholstery.

—Reo safety control.

—Smart lines, fine finish.

R E O    M O T O R    C A R    C O M P A N Y ,    L a n s i n g ,    M i c h i g a n