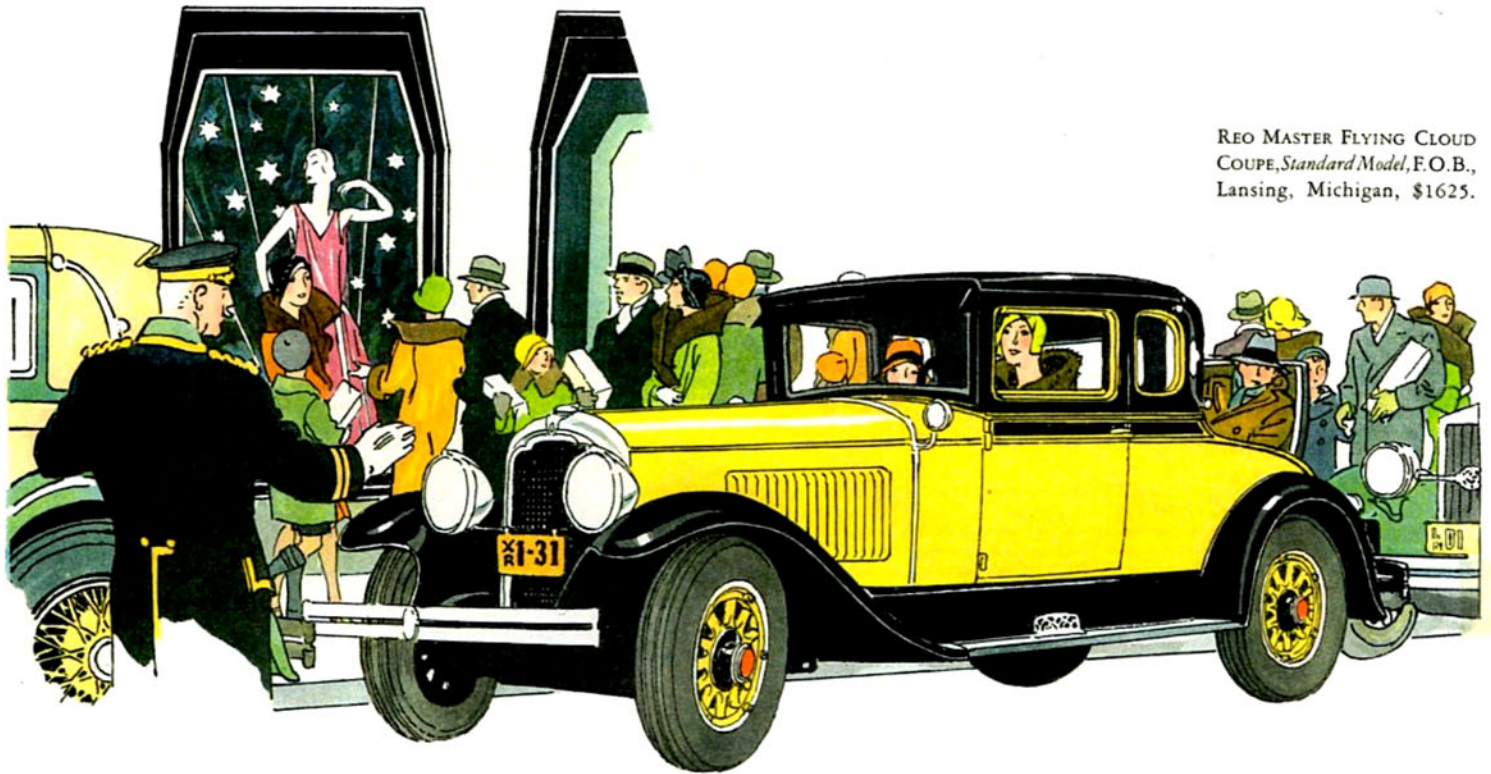


THIS NEW INVENTION MAKES REO THE EASIEST CAR IN THE WORLD TO DRIVE



REO MASTER FLYING CLOUD
COUPE, Standard Model, F.O.B.,
Lansing, Michigan, \$1625.



AT LAST, you can say good-bye to the most unpleasant part of driving — to all the nuisance associated with shifting gears.

For Reo has developed a new transmission — the Reo Silent-Second

Transmission—that is the greatest contribution to easy driving since the self-starter.

With this new Reo Silent-Second Transmission you never have to coax the lever along. You simply *cannot* make these gears clash or grind.

You can shift from second to high at any speed. You can shift from high back to second at 40 miles an hour. You can go

TAKE IT THROUGH TRAFFIC!

You can drive through the heaviest traffic without *shifting gears once*.

And only the position of the gear-shift lever will tell you you're in second!

There will be none of the transmission whirr you are used to. For this marvelous Reo *Silent-Second* has all the smoothness, silence, and speed you have found before only in high gear! That's hard to believe. But drive the Reo—there's the proof!

You'll find the Reo not only easier to drive, but easier to *stop!* Reo brakes are so sure, so decisive, that at any speed they will stop the car in *half the distance* required in the strictest police regulations! They are the kind of brakes you'll bless the rest of your days if ever a life depends upon stopping the car instantly.

REO IS A BEAUTIFUL CAR

Reo has the smart, conservative lines you usually find only in the most expensive cars — the kind of beauty that does not demand radical yearly body changes.

Go to your Reo dealer. Drive a Reo Master Flying Cloud. Let the new Reo Silent-Second Transmission perform its miracles for you. Drive a Reo, even though you have no intention of buying any car now. There will be no obligation.

REO FLYING CLOUD GOOD for 100,000 miles

If you now own a Reo Master Flying Cloud, your dealer can install the new Reo Silent-Second Transmission in it at a very nominal cost—as soon as production makes one available. He will give you full details.

REO MOTOR CAR COMPANY, Lansing, Mich.