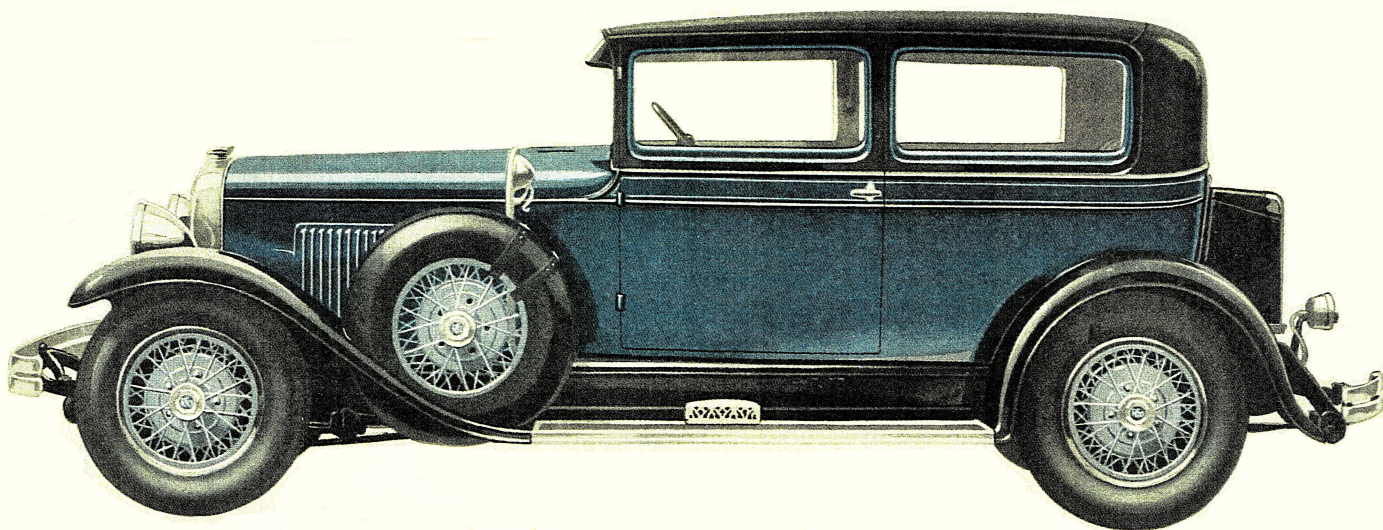




Makers of History - Intolerant of Tradition



THE Reo Flying Cloud has made motoring history. It proved that a car could be beautiful, enduring, swift, powerful, economical and comfortable. It made possible the purchase of all the desirable qualities of motoring in one car. It lived up to the idea behind it, "A Reo must do all things well."

The Reo Flying Cloud has made history because back of it stands a group of men intolerant of tradition, unhampered by the inheritance of mechanical features that must be preserved, given free rein to develop or to acquire whatever might be essential to making an ideal automobile for America.

From road to roof, from stem to stern, the

Reo Flying Cloud is a skillful blending of all that is best in modern engineering practice and modern design.

For brakes, it has the best the world affords for motor cars. Its engine retains no obsolete practices. Its steering ease and safety are unsurpassed. So on throughout its construction in every part.

To the Flying Cloud's far-in-the-lead design, to the finer materials of which it is built, are added a carefulness and precision of workmanship usually considered unnecessary in its price class.

There is a Reo Flying Cloud near you. Try it out. Learn the pleasure of driving a car which does all things well.

REO MOTOR CAR COMPANY, *Lansing, Michigan*

FLYING CLOUD **REO** **WOLVERINE**

Sport Brougham, illustrated above	\$1745	Sport Victoria	\$1895
Brougham	\$1645	Coupe	\$1625
Sport Sedan	\$1995	Sport Coupe	\$1725
Sedan	\$1845	Victoria	\$1795
		<i>f. o. b. Lansing</i>	

Brougham	\$1195
Sedan	\$1295

f. o. b. Lansing