See Them First--and Last!

- IF YOU ARE LIMITED as to time at the Automobile Show you can well afford to spend it all looking over the New Reo Models.
- THEY ARE THE MOST talked-of cars in all the shows this year.

- ON THE OTHER HAND, if you have plenty of time—why, then you can't spend it to better advantage than by just devoting it all to studying individually—critically—minutely the many points of superiority of these latest REOS.
- YOU CAN'T REALIZE how much value—how much quality—how much power—how much service and how much luxury it is possible to obtain for \$1050, until you have seen and ridden in the new (1915) REO the Fifth—"The Incomparable Four."
- NOR WILL YOU have seen the ripest result of Reo engineering and of scientific, economical production, until you have seen with your own
- AND AS YOU LOOK them over remember this: It's not so much the car values—the quality at the price as it appears superficially—but the fact that these are Reo cars with all that signifies in the way of "quality in the unseen places" which makes these—the "Four" and the "Six"—the world's greatest automobile value, each in its own class.
- NOT WHETHER IT IS "A FOUR"—but that it is a REO FOUR. Not that is is "a Six"—but that it is a REO SIX—and at the prices—that is the factor of greatest importance to you as a buyer.
- AND DON'T FORGET that in all the years since the Reo car has been made it has never been possible, even with the tremendous factory facilities—covering nearly 20 acres—to make enough cars to supply all who wanted Reos. This year, though the factory has been increased 50 per cent, the demand has doubled. It is unprecedentedly large even

