

## TheNew REO p the Fiffth The Incompandide <br> HERE ARE THE NEW REO MODELS AND THE NEW REO PRICES

 For without that explanation you could not understand, could not accept these values as genuine. t's an interesting stors. It explains why, when it was impossible for the maker to materially reduce the prices of Reos without
reducing the wuality. Reo dealers found the solution, and by dividing their profit with the buyer, placed
these remarkable values within your reach. It gives you a glimpse into the inner workings of Reo-when you've read it you'll understand and the
better appreciate the policy that has made the Reo suceess the mont substantial and in many ways the greatest success in this feel as if you were talking with the Reo Folk-and when you've finished you'll And, finally, when you learn the facts that, Reo Dealers having learned, made it possible for them to


## REO MOTOR CAR COMPAN̄Y, Lansing, Mich., U. S. A. The New 1 REO"SIX"

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