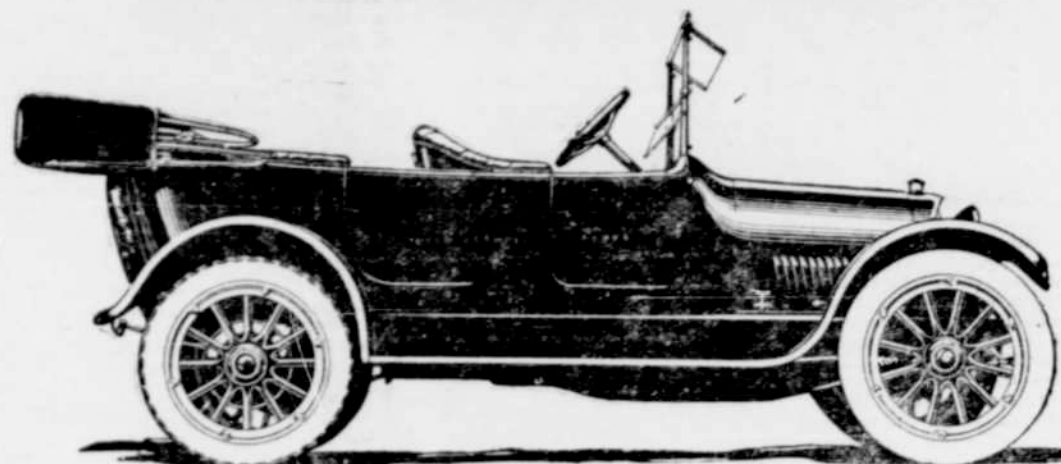


REO



The New Reo, The Fifth, The Incomparable Four, Price \$995

Your Guarantee is the Reo Standard of Excellence

IN THESE DAYS WHEN there's such an evident tendency to skimp values in order to meet price standards alone:

IN THESE DAYS WHEN not only quality of materials but size of the conveyance is being skimped by some makers to get within a price; when automobiles that will scarcely seat four medium size adults are called "five-passenger" cars:

IN OTHER WORDS, when two or three inches less width, a few inches less in length, half inch smaller tires, and other expedients besides the substitution of inferior materials are only too commonly resorted to in order to cut one hundred dollars off the price of the car so it will look like a bargain:

IN SUCH TIMES IT IS GOOD to remember that there is one concern whose policy has never been shaped to meet competitive conditions—nor bent even the slightest to meet mere price rivalry.

REO POLICY NOW AS EVER is based on Reo conditions alone. Reo has no real competitors—never has known any. Never since the day the first Reo went into the hands of its delighted owner has it been possible to make enough cars to supply all who wanted Reos.

AND THAT HAS BEEN BECAUSE Reo quality has been dictated always by the Reo standard of integrity—and made possible by Reo engineering skill and experience.

REO READY CASH has always enabled them to obtain materials when others had to wait—and Reo purchasing power, Reo ability to pay cash on the minute, gives Reo "right of way" both in the matter of deliveries and in the matter of quality of materials.

HERE IS A CONDITION you may ponder: The Reo folk tell us that, had they foreseen the shortage of all kinds of raw materials that now exist and the consequent sharp rises in prices that have recently occurred all along the line, the price of the new Reo the Fifth never would have been lowered; \$1,175—never would of, have been \$995 f. o. b. Hood River.

NEVERTHELESS, YOU CAN BE SURE that, despite the higher prices Reo now has to pay for the materials, the quality of Reo the Fifth will be maintained to the last detail. Has, in fact, been improved in many details over last season's.

IF IT BECOMES NECESSARY—as it may if advances in price continue—the price of Reo the Fifth will be increased as much as may be necessary to give the Reo folk the small margin of profit per car that is their due. **THAT WOULD BE CONSISTENT** with the well known policy of making a quality car and pricing it accordingly without regard to prices of any other makes of cars whose standard of work and materials are not like Reo. **BUT THE THOUGHT OF REDUCING** quality is one that never would occur to the Reo folk.

REO SUCCESS—and it has been one of the foremost in the industry—has been the result of adhering to that policy—at times too often when others felt it necessary to lower the standards just a little to meet a sensational price or some other strategic maneuver of other makers **BUT YOU KNOW THAT**, seems almost unnecessary to repeat it to you. It is very evident that you and thousands upon thousands of other buyers know and appreciate that Reo policy—our order books, full to overflowing, are ample evidence of that.

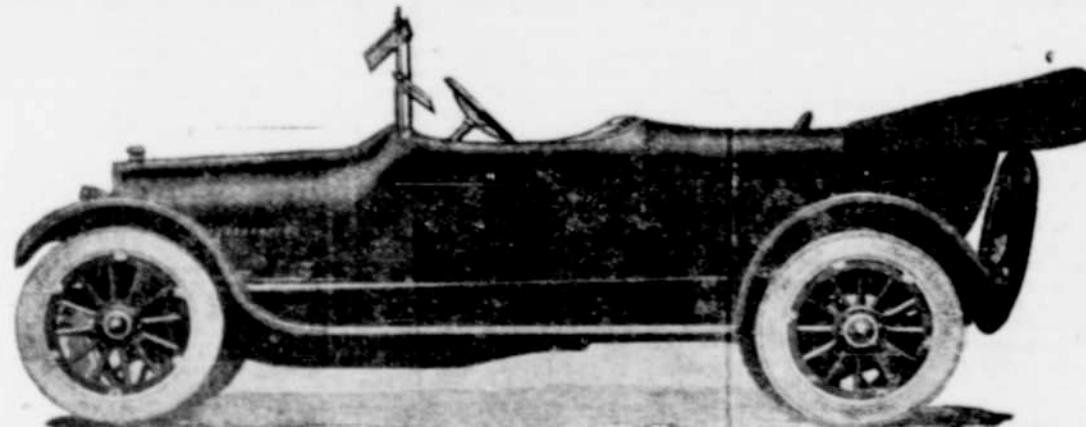
IN ALL THE YEARS since that great model Reo the Fifth was first made—and of course you know that it is today the oldest car on the market—the demand has never been so great, so insistent—so in excess of possible supply—as it is today.

AND REMEMBER TOO, that tho it is necessary to place your order for Reo the Fifth (or the new Reo Six) now in order to be certain of having it when you'll want it a few weeks hence, that condition is due to the fact that thousands and ten of thousands of others appreciate the wonderful, the matchless value that is represented in Reo the Fifth at \$995.

HOOD RIVER PEOPLE have never been offered better automobile value. The build of these cars and their quality are just right for local roads.

YOU WILL WANT TO SEE these new Reos. You will be astonished at the remarkable value you will find in them, and I take pride in announcing that I have secured the local agency.

D. McDonald, Distributor



The Reo "Six", Price \$1,375