

The New G-Cylinder Touring At Lansing \$1335 Add Tax

DEVELOPED by nineteen years' experience, the 1924 line of Reo highpowered six-cylinder passenger cars more forcefully expresses the significance of Reo as "The Gold Standard of Values."

The rugged, powerful chassis is hung lower to the road for easier riding, greater safety and improved appearance. The double-frame mounting of power units,—long a distinctive Reo feature,—is maintained. So is the simple dual foot control.

Super strength marks the new rear axle, which combines the advantages of both the semi-floating and full floating types. Greatly improved and oversized brakes with 15-inch drums and 2¹/₂-inch faces provide positive control; a simple, sure and safe design of time-tried goodness is assurance of continued efficiency. V

Powered with the wonderful Reo 6-cylinder engine; nothing experimental nor untried. With intake valves in head and exhaust valves at side, positive lubrication and cooling systems and unusual accessibility, it provides dependable power for every driving condition.

Safety-reliability-comfort-economy -roadability-appearance,-on whatever factor motor car satisfaction is based, Reo dominates.

The Gold Standard of Values

1545 4 Pass. \$ **1875** 5 Pass. \$ **1985** 4 Door \$ 2235 All prices are f. o. b. Lansing, plus federal tax

Reo Motor Car Company, Lansing, Michigan

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