

AN INVITATION Is Extended to the Public to Visit The New Home of the

REO

The
Gold Standard
of Value

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of Value

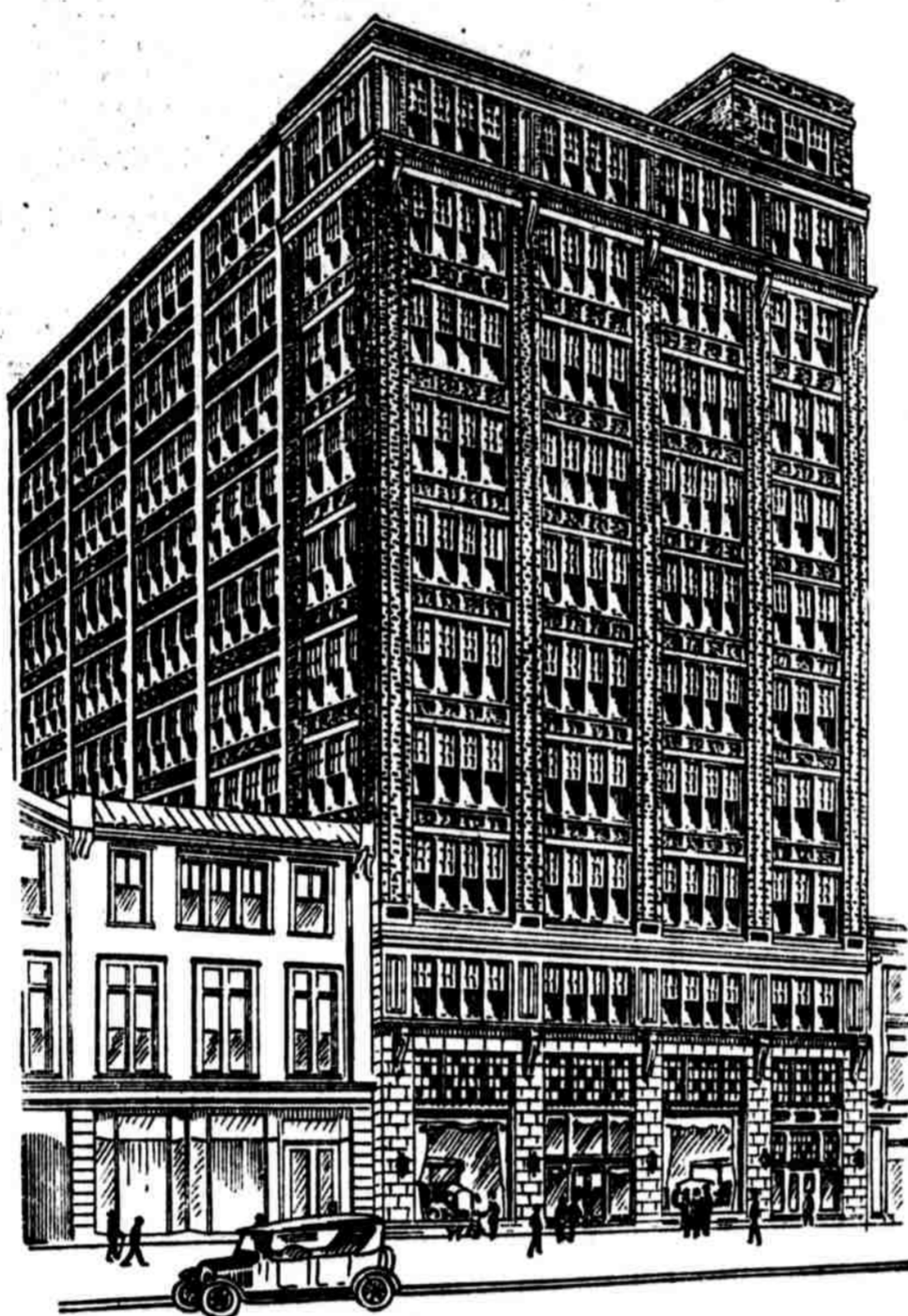
Open From 9 A. M. to 10 P. M. Throughout This Week

REO CARS

REO has represented dependable motor transportation since 1904. A

line complete in itself, it offers a type of vehicle individually suited to every phase of business and social usage. In the passenger car list are five body types, all mounted on the incomparable Six chassis and priced within the reach of the average motorist. Reo cars have always been moderate in price—even in war times, because they have been standardized for years, and have only adopted such changes as were found to add to service and comfort. Experimental costs have thus been eliminated, permitting a gradual improvement in the cars without greatly increased cost. Reo Speed Wagons, made for the past seven years, have taken a leading place in business transportation. There are today more than 60,000 Reo Speed Wagons throughout the world, engaged in over 500 varied lines of business. Reo was the pioneer to equip commercial cars with pneumatic tires, saving the truck, merchandise and the road, and doubling hauling speed. Today—"Fits Any Business" is a slogan synonymous with "Reo Speed Wagon." Twelve standard bodies are mounted on the sturdy world-famed Reo chassis, in addition to numerous types of special bodies.

Whether it is a Speed Wagon or a passenger car, if it's Reo, it represents "The Gold Standard of Value."



THE NEW TEN-STORY FLINT BUILDING.

219-25 North Broad Street, the new home of Reo Cars and one of the finest structures in Philadelphia's automobile district. The upper floors will be rented for general office purposes. The building was erected by Wm. Steele & Sons Co., Architects, Engineers and Constructors.

REO SERVICE

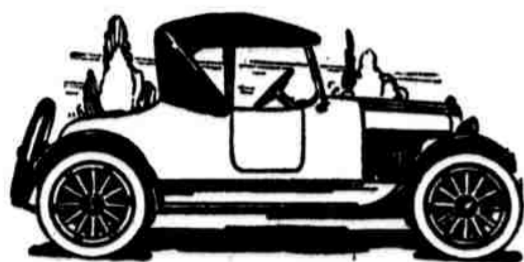
TO ADEQUATELY provide a home and a service befitting a car of Reo's

standing and reputation, we have erected the new ten-story Flint Building, for the inspection of which we extend a cordial invitation to the public. In this structure is afforded not only a beautiful setting for the car which we have been privileged to represent in this territory for the past four years, but provision is made for the comfort and convenience of our patrons and of our own organization.

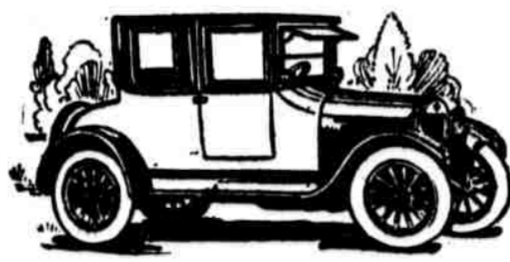
The building, we feel, is a testimonial to the worth of the product we handle and to the policies for which Reo manufacturers and their local representatives stand. It lends dignity to the automotive business consistent with the high standing of Reo. In the word "Service" we include not only physical attention to cars, but the courtesy and consideration from our employes due every one who enters our establishment.

For our Service Department we maintain a separate building at Twenty-third and Chestnut streets, with complete shop equipment to meet any demand, and in charge of thoroughly competent and courteous workmen. Whether in Reo cars or Reo Service we insist always on "The Gold Standard of Value."

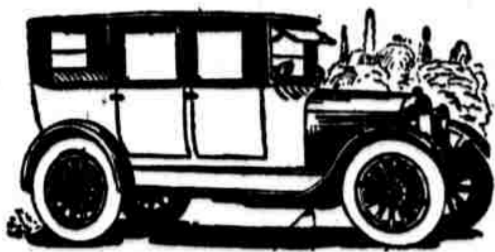
Reo Passenger Cars



Roadster, \$1595



Coupe, \$2355



Sedan, \$2435

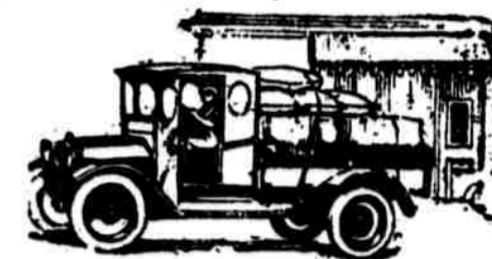


Touring, \$1595

Reo Speed Wagons



Carry-All, \$1460



Cab and Express, \$1435



Double-Deck, \$1460



Canopy Express, \$1435

All Prices F. O. B. Lansing, Mich.

HURLEY MOTOR COMPANY

Salesroom and Offices
219-225 North Broad Street

Telephone
Locust 4000

Parts Dept. and Repair Station
23d and Chestnut Streets

REO MOTOR CAR COMPANY, LANSING, MICH.