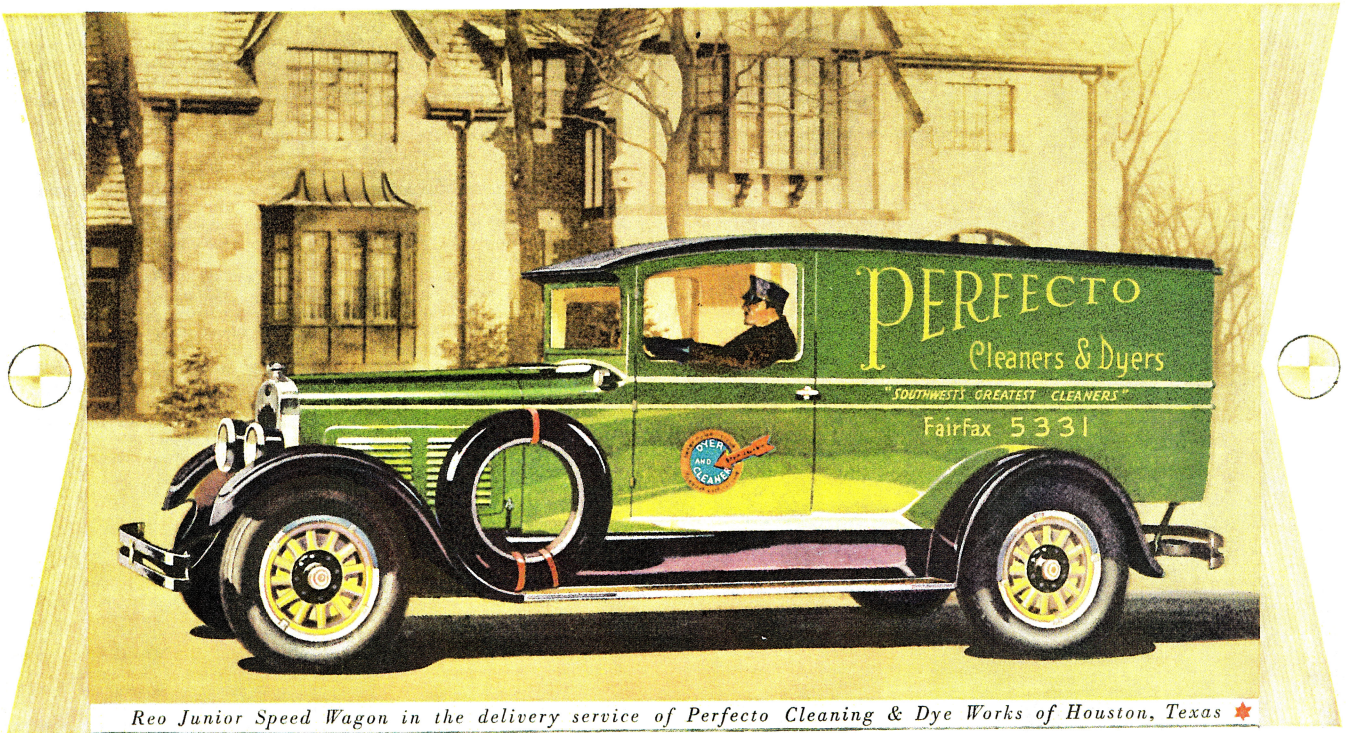


# Every Woman Likes to See Smart Delivery Service Stopping at Her Door

*Just remember this if you're in a business that caters to women*



*Reo Junior Speed Wagon in the delivery service of Perfecto Cleaning & Dye Works of Houston, Texas* ★

## High Class Delivery Means A High Class Store In The Public Mind; Second Class Delivery, A Second Class Store

**B**IG things often hinge on small things, as every successful retail merchant knows.

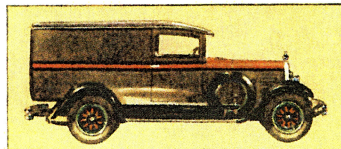
For instance, every woman likes to see *smart delivery service* coming to her door.

The great department stores learned this long ago. And acted upon it. The specialty shops soon followed. Now, *high class delivery* is judged a tremendous factor in advertising by stores throughout all of America.

Your delivery service is **ONE** thing about your business everybody in town knows, sees and judges you by.

High class delivery, in the Public Mind, means a High Class Institution behind it. Shoddy delivery bespeaks a second-class business.

Think it over.



**SPEED WAGON JUNIOR—½-Ton**  
Four-Wheel Hydraulic (2-shoe) Brakes, 6-cylinder, 7-Bearing Crankshaft Motor, Passenger Car Speed, Pickup and Parking—any Traffic. Chassis \$895.

**MODELS FOR EVERY NEED**  
Reo Speed Wagons are built in 13 Wheelbase sizes—and in tonnage capacities of ½ ton—1 ton—1½ tons—2 tons and 3 tons, in wide variety of body styles.



**SPEED**

### *High Speed, High Power Trucks That Pay For Themselves In Advertising*

Cognizant of the tremendous advertising importance of High Class Delivery Service—Service that *looks* high class and that *is* high class—Reo, world leader in high speed, high power and low upkeep commercial transportation, offers American Business a new era in the haulage field. An era combining *utility, flexibility* and almost unbelievable endurance with low upkeep and the great factor of *favorable publicity*.

Pick up your telephone book, and call the nearest Reo dealer or distributor—they are everywhere—and a Reo Transportation Engineer will call and discuss with you your transportation needs without obligation.

★ The Junior Speed Wagon is particularly adapted to service in the department and specialty store, meat markets, bakeries, food, florist, laundry, cleaning and dyeing, and general merchandise fields.

**WAGON**

*World Leader in High Speed, Low Upkeep Commercial Transportation*