THE BEE: OMAHA, THURSDAY, MARCH 16, 1922

## The Omaha Bee



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What Is
The Life of a Reo?



First Reo left the then modest, but now immense,
Lansing factory in 1904 .
Output was small then, but quality from the first,
as now, was "The Gold Standard of Values," and as now, was "The Gold Standard of Values," and
so we know of several Reos of that early vintage
that are still running. that are still running.
Recently a Reo Branch Manager saw a 1904
Model Reo passing, caught the license number and
wrote the owner to come in.
wrote the owner to come in.
Talk about used car values!
Talk about used car values!-why, it required
much negotiation and real money to buy that
seventeen-year-old Reo.
-And it is now the best "Demonstrator" the Reo
saers who knew how to design, and a factory that
ne knew how to put such quality into a motor vehicle
seventeen years ago, must know how to mike the
best automobiles and Speed Wagons today

Reo value must be exceptional, because Reo used
cars command such $\boldsymbol{a}$ ready sale, and at such cars command such a ready sale, and at such a
high percentage of their original price.
That's because quality is built into the very fiber
of this product.
All Reo Models on Display at the Auto Show
A. H. Jones Co. Jones-Opper Co.
OASTINGS, NEB.
OMAHA, NEb.

EUROPE

ONE CLASS SHIPS
 service at democratic fares. And the delightful voyage 2 days down
the picturesque St . Lawrence and only 4 days open sea.

## 1 $\frac{30}{\text { P. M. Chicago }}$ Limited <br> LOUNGE CAR TRAIN <br> Well Equipped-Well Operated ARRIVES CHICAGO 8:0S A. M. <br>  <br> ticket, tourast and travel bureau <br> 

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