

# REO MOTOR CAR COMPANY

MANUFACTURERS

CABLE ADDRESS:  
"REOLDS"

MOTOR CARS  SPEED WAGONS

WESTERN UNION CODE  
A.B.C. 57th EDITION

ADDRESS ALL COMMUNICATIONS TO THE COMPANY, NOT TO INDIVIDUALS.

LANSING, MICH., U.S.A.

December 16, 1924.

Mr. David F. Thomas,  
Proctorville, Ohio.

Dear Sir:-

The fact that you have been kind enough to write us regarding our Radio Station and its program leads us to believe that you are either an ardent Radio fan or that you have a certain interest in REO which prompted you to drop us a line.

Regardless of the motive, we surely appreciate your kindness and we trust that you will have no objection to our sending you WREO's program from time to time and we also hope that you will be good enough to permit us to place you on our mailing list to receive material which we may send out now and then.

Realizing that without your encouragement and support, it would be impossible for us to continue the maintenance of high-class Radio programs, we are taking this means of expressing our appreciation for your recent communication.

Like every other American institution, the Radio Broadcasting Station is a product of public opinion--a reflection of popular desire. A Broadcasting Station, if it is to perform a service to humanity, must supply what its unseen audience desires--not what its sponsors believe proper. The only barometer of public opinion is the Station mail, and it is with a deep feeling of gratitude that we watch the volume of that mail increase.

Yours very truly,

WREO - REO MOTOR CAR COMPANY



DeH:B

Advertising Manager.