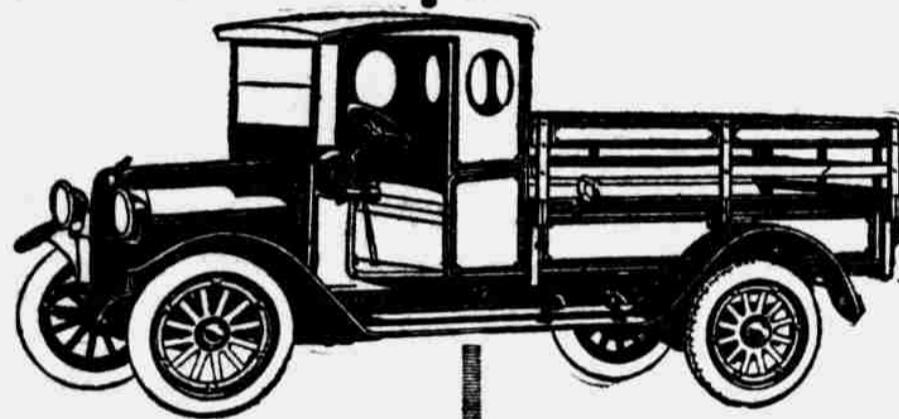


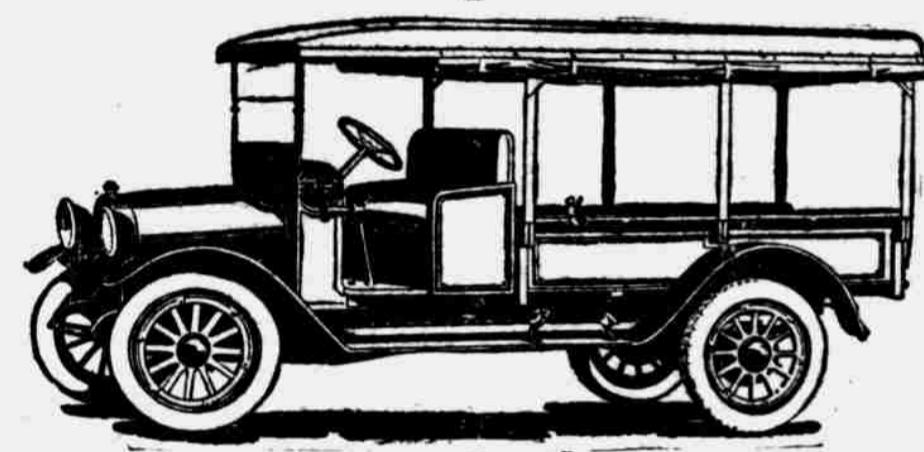
REO

"The Gold Standard of Values"

Another Triumph for Reo Engineers



There has existed a great need for a more adaptable motor truck. The need was not for a chassis, for the Reo "Speed Wagon" had proven in several years of use, that this chassis is ideal for every class of city, suburban and farm service. But there was great demand for a body that would enable you to carry a maximum load of any commodity regardless of its density.

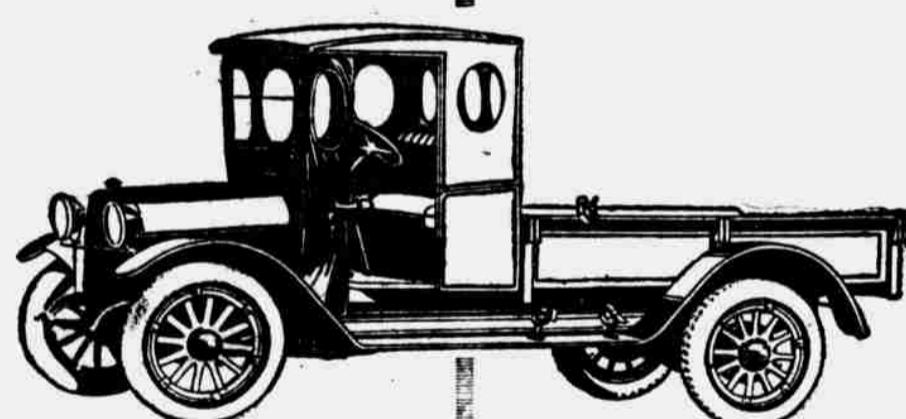


And now the Reo engineers have solved the problem in the simple, direct, substantial Reo way. And they did it, not by making a convertible body that would fold first into one form and then another, but by a set of sectional units with one basic body as a foundation. This basic body itself performs fully fifty per cent of all delivery service. No user will need all the extra sections. Each user will, however, need one or several of them.

You buy the Reo chassis equipped with the basic—low express. Then, to fit your special service, you select such other attachments or sections as you find most applicable to your work. This Reo body in its several forms meets every requirement of speedy, economical hauling. There are seven forms in all.

Still other attachments—an endless variety of them, in fact—can be made to fit on to the basic Reo body.

The lower cut shows that popular standby—the Reo canopy-covered delivery wagon—permanent body, not convertible.



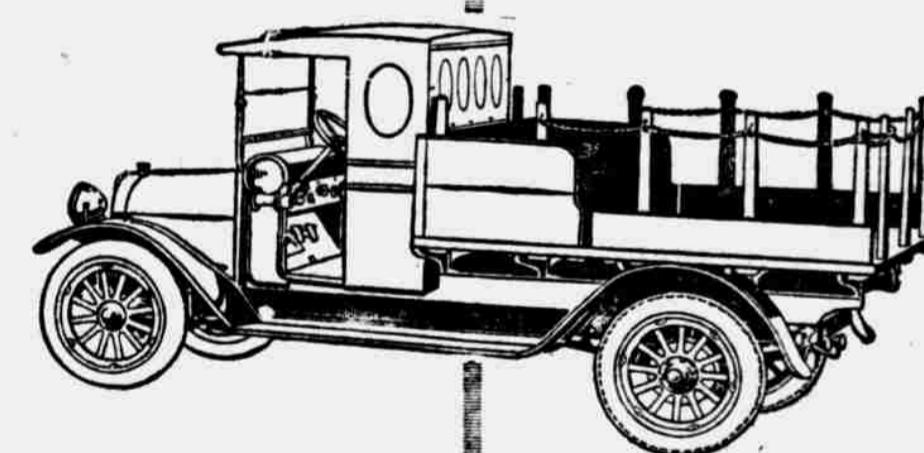
Only way to be at all certain of getting a Reo "Speed Wagon" for early delivery is to place your order at once. Today won't be a minute too soon.

Need we add that the chassis on which these body types are mounted has been longer in service and has been more conclusively proven than any other? It is, in fact, the pioneer of its class—the first motor truck to be mounted on pneumatic tires.

Also, lest you forget: Reo was the first to see the need for and to equip a motor truck with electric starter and lights. This Reo proved the superiority and the greater economy of the pneumatic-tired truck. In operation and upkeep cost this Reo easily surpasses all others. And so it should—for it represents the ripest experience and the soundest engineering known to the industry.

Let us show you this versatile Reo "Speed Wagon" with the seven styles of bodies and quote you price on such as you may select as best suited to your own requirements.

Demand is tremendous. Always is for Reos, but this season more so than ever before.



Prices Absolutely Guaranteed

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