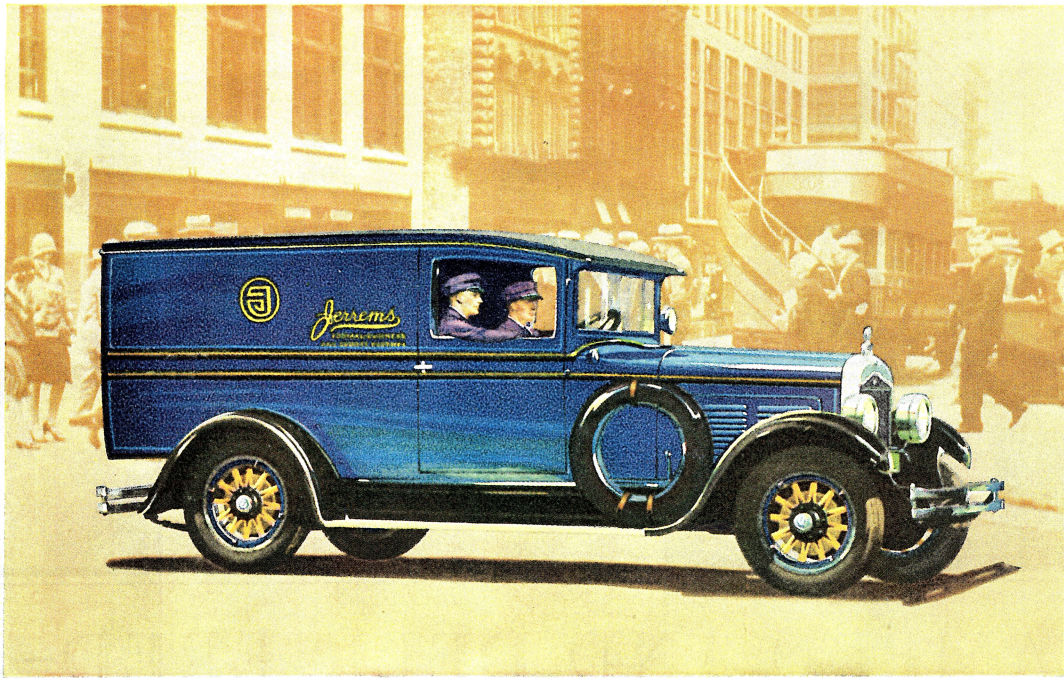


# One Thing About Your Business the Whole Town Knows...

... and judges you by



Reo Junior Speed Wagon in the delivery service of Jerrens, Inc., leading Chicago and New York tailors ★

**For Every 2 People Who Come Into Your Place of Business, One to Two THOUSAND See Your Trucks on the Street Every Day. Think It Over!**

**I**T isn't so much what a business is, but what the PUBLIC THINKS it is that counts.

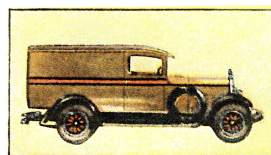
High-Class Delivery, in the Public Mind, is the outward sign of a High-Class Business.

Shoddy Delivery, in the Public Mind, is the outward sign of a Second-Class Business.

Remember, where one person comes into your place of business, one thousand or more SEE your trucks on the street; the OUTSIDE SYMBOL of the character, stability and prosperity of your business.

Delivery service today, according to foremost merchants, must do more than DELIVER goods efficiently and economically. It must act as a series of MOVABLE BILLBOARDS in delivering SALES AND PROFITS and creating the RIGHT Public Impression.

Thousands of thinking men in all lines of business throughout all of America, are finding this out more and more every day.



**SPEED WAGON  
JUNIOR**  
½ Ton  
Four-Wheel Hydraulic Brakes, 6-Cylinder, 7-Bearing Crank Shaft 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.

Your trucks are the ONE part of your business the WHOLE TOWN knows, sees and judges you by. Few businesses, in this competitive day, are strong enough to risk the hazard of second-class delivery.

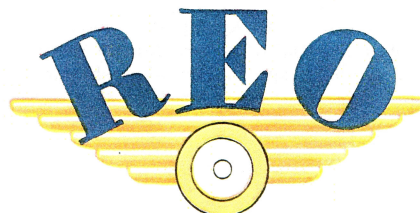
Think it over.

#### 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 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.

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

**SPEED**



**WAGON**

World Leader in High-Speed, Low Upkeep Commercial Transportation