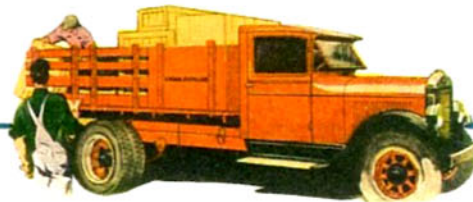
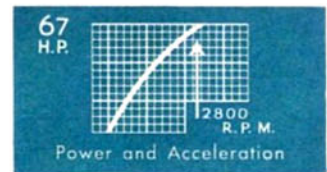
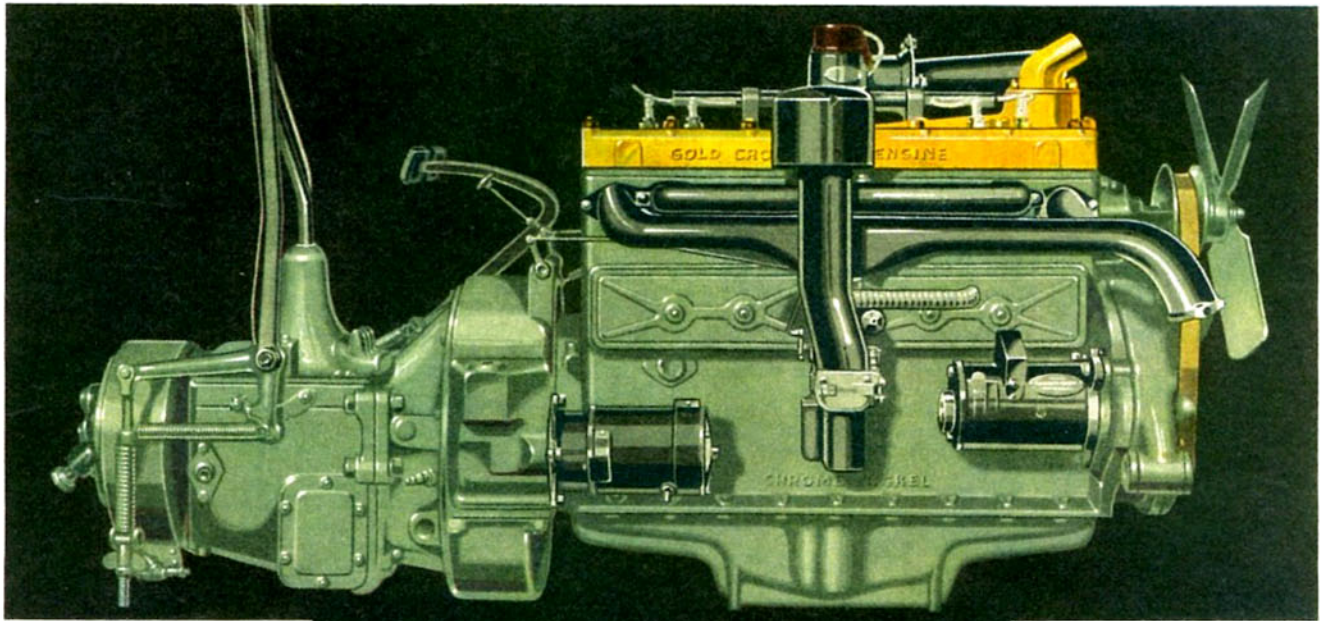


THE **REO** GOLD CROWN ENGINE

The Mighty *Truck* Engine That Experts Say Establishes a New High Mark In Speed Wagons' Outstanding Long Life Record!



HIGHWAY transportation was never so low-priced as it is today with these long-lived Speed Wagons!

Practically every engineering and manufacturing advancement in the building of commercial vehicles has been pioneered by Reo Speed Wagons—balanced light weight; pleasure car performance, speed and economy; electric starting and lighting; pneumatic tires; 4-wheel, 2-shoe, internal expanding hydraulic brakes—all were pioneered in the hauling field by Speed Wagons.

This far-sighted engineering and manufacturing policy resulted in Speed Wagons' amazing record for long-lived, continuous service—a record we believe to be without parallel in the industry.

With this background of experience Reo engineers set about to make still more outstanding Speed Wagons' record for long life. The mighty Reo Gold Crown Engine was the result. A *truck* engine—not a passenger car engine—such as industry has never known before, say qualified transportation authorities.

Reo Gold Crown Engine

These new Reo Speed Wagons are powered by the Reo Gold

Crown Engine to meet the requirements of today's rapidly changing traffic conditions—an engine that accelerates and holds the pace in traffic set by the newest passenger cars. *Chrome nickel alloy cylinder block*—the longest wearing cylinder material known today—7 times the wear resisting quality of conventional grey iron. *New type low expansion, longest lasting aluminum alloy pistons* that retain full compression and offer almost unbelievably longer life—should outlast 3 ordinary pistons. 6 cylinders. 7-bearing crankshaft. Full pressure lubrication—and equally important, the oil is kept at proper temperature by cooling fins in the oil pan! And an oil cleaner protects bearings from dirt and grit in oil. Water, too, is kept at most efficient coolness by a thermostatic control—and an ingenious device

maintains all cylinders within 4 degrees of even temperature. Many other engineering features throughout the chassis as well, have been added, that result not only in amazing power, flexibility and economy, but have *markedly defeated friction and vibration*, the two greatest foes of economy and long life. 4-wheel, 2-shoe, internal expanding hydraulic brakes. Myers built-in magazine chassis lubrication. Air cushioned seats. And full equipment.

A variety of wheelbase sizes with a range of tonnage capacities that meets 93% of any and all hauling or delivering requirements. All popularly priced to reduce your investment in long life hauling equipment.

Reo Speed Wagons for General Utility Medium Duty Service

The same remarkable flexibility, speed, economy of operation, long life and value that distinguish the new Speed Wagons for the medium duty field are also built into the General Utility Medium Duty Speed Wagons. Models ranging to 138-inch wheelbase. Chassis prices f. o. b. factory, \$1,075 and less.

REO MOTOR CAR COMPANY, Lansing, Michigan

SPEED **REO** **WAGON**
LONG LIFE

GOOD FOR . . . 100,000 MILES