

# GANGWAY FOR A REAL TRUCK

## THE NEW 1936 REO

GIMME A REO  
TRUCK WHEN THE  
GOING'S TOUGH!



Reo Speedwagons and Trucks range from 1/4 to 4-6 tons. Prices from \$445 up, chassis f.o.b. Lansing, plus tax. \* 1/2-Ton Chassis f.o.b. Lansing, plus tax.

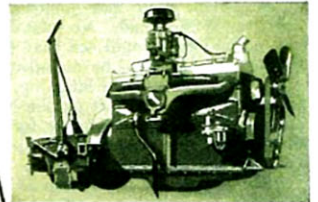
GET a truck with a tough motor. Get one that's designed to stand up under merciless pounding, day-in-and-day-out. Get a 1936 Reo with one of the toughest, most capable truck engines ever built.

Drivers prefer the new Reo Gold Crown and Silver Crown truck engines. They know that these sturdy, responsive motors will "take it" without grumbling. And owners like them because they stay in service, with typical Reo dependability.

All the heavy duty models of the new Reo have husky, 7-bearing crankshafts—in many, 2-Speed rear axles, 5-Speed transmissions and double-reduction axles are now available. See the new Reo Trucks for 1936 before you make any truck investment. Your nearest Reo dealer will show you how a Reo can save you plenty of money. Make it a point to call him today!



Climbing grades up to 45%! Two Reo trucks, loaded to full rated capacity, climb Stone Mountain over rocks and boulders.



All Reo Speedwagons and Trucks are powered with rugged, economical, Reo-built Gold Crown or Silver Crown truck engines. For 1936, these famous motors have been made even more efficient.

*America's Toughest Truck!*



\$445\*  
AND UP



In repeated tests, a 1936 Reo 2-3 Ton Truck, equipped with the Reo Gold Crown Engine, pulled an 80-ton load without laboring! Notice the snow. A tough job that only a tough truck can perform!

**REO** SPEEDWAGONS  
AND TRUCKS