



REO ENTERS LOWEST-PRICE FIELD

with Brilliant New 1/2 and 3/4 Ton Truck!

\$555

SPEED DELIVERY — COMPLETE

F. O. B. Lansing, Michigan

Price includes all-steel top cab with safety glass and option of 4-cylinder or 6-cylinder Silver Crown truck engine. Panel units, on short or long wheelbases, at correspondingly low prices.

Reo Speed Wagons and Trucks range from 1/2 to 4-6 tons including Tractor Trailers and Buses. All models feature new streamlined styling with V-Type windshields. Prices start at \$555 f. o. b. Lansing, Michigan, plus tax. Special equipment extra.

★ 100% TRUCK CONSTRUCTION

*Built by Truck Engineers ** Powered with Sturdy Truck Engine **
Balanced Load Distribution ** Exceptional Economy and Flexibility*

NOW see the new Reo Speed Delivery — America's first quality truck in the lowest price class and Reo's ringing answer to "the challenge of a new day".

Brand new truck engineering makes scientific load distribution possible in this new low-priced Reo. Easier handling and greater operating economy result. New engine and axle locations permit the use of longer bodies. Bulkier loads can be carried than in conventional trucks of corresponding size.

Typically Reo in every detail — the new Speed Delivery is built by truck engineers to do a real truck job. Available in 1/2 or 3/4 ton models of 114 and 120 inch wheel-

base, it introduces a new conception of value in the low-price truck field.

Two Silver Crown Engines are optional—6 cylinders for fast highway transport and 4 cylinders for economical multi-stop work. Both handle capacity loads at high speed with remarkably low gas and oil consumption.

All-steel cabs of roomier construction provide greater driver comfort. V-type safety glass windshields assure unobstructed vision and better ventilation. These features are standard equipment on all cab models.

Check the new Reo Speed Delivery feature by feature. Compare it with other trucks at or near its low price. See for yourself that Reo's Speed Delivery is America's highest quality low-priced truck!

REO MOTOR CAR COMPANY, LANSING, MICH.

America's Toughest Truck!



REO SPEEDWAGONS
TRUCKS AND BUSES