

REO

OFFERS

8
CAPACITY
RANGES

23
WHEELBASES

5
REO
GOLD CROWN
TRUCK
ENGINES

REO
BUILT BODIES
DESIGNED TO FIT
THE CHASSIS

COMPLETE
TRANSPORTATION
SERVICE

20
YEARS
OF FINE TRUCK
BUILDING

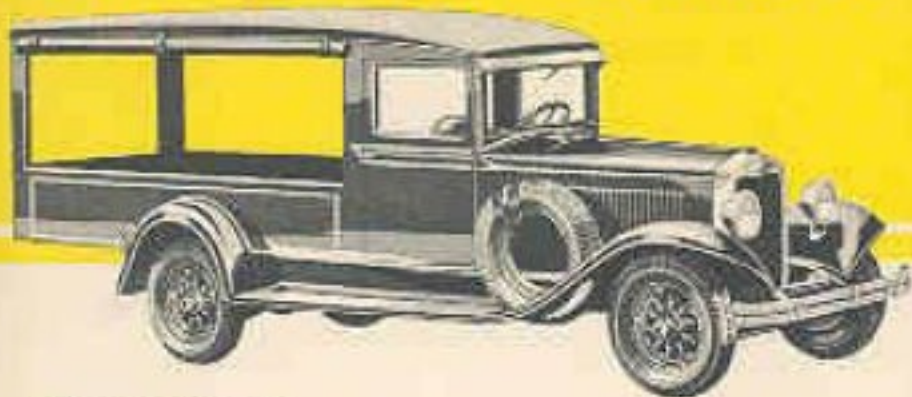
REO
ABILITY
RATING

REO BUILT
THROUGHOUT—
NOT "ASSEMBLED"
TRUCKS



The Gold Standard of truck values

the NEW LIGHT DELIVERY EXPRESS



CANOPY EXPRESS

Also available with screen or panel sides.

10 OUTSTANDING FEATURES OF THE NEW REO LIGHT DELIVERY SPECIAL

- 1• Six-cylinder Gold Crown engine.
- 2• Safe, 4-wheel hydraulic brakes.
- 3• Big tires.
- 4• Extra-large loading space.
- 5• 1500 lb. pay-load capacity.
- 6• All truck construction.
- 7• Three-in-one body feature. Panel—Express—Canopy types.
- 8• REO quality.
- 9• REO Long Life—Economy.
- 10• Low delivered price for complete unit.

the NEW DE LUXE PANEL



Passenger car flexibility and economy, driver comfort and Reo reliability are outstanding attributes of this NEW DE-LUXE DELIVERY UNIT

For every person who comes into your place of business, one to three THOUSAND see your delivery equipment on the streets. They judge the Standing and Prosperity of your business by the appearance of your trucks and delivery cars. • What the public THINKS about your business is just as important—if not more important—than what the business really is. • Profitable Delivery Service today must not only Deliver Goods efficiently and economically—it should also attract More Business, Increase Your Sales and Profits, and Advertise your Business all the time and everywhere it goes. • Does your Delivery Equipment measure up to this standard?

1500 lb
PAYLOAD
CAPACITY

IN ADDITION TO THE BODY TYPES
ILLUSTRATED ON THE VARIOUS
MODELS IN THIS FOLDER, MANY
OTHER STANDARD AND SPECIAL
BODIES ARE AVAILABLE.

1500 lb
PAYLOAD
CAPACITY

LOWEST PRICED • QUALITY BUILT

REO FROM STEM TO STERN

1½-2½ TON

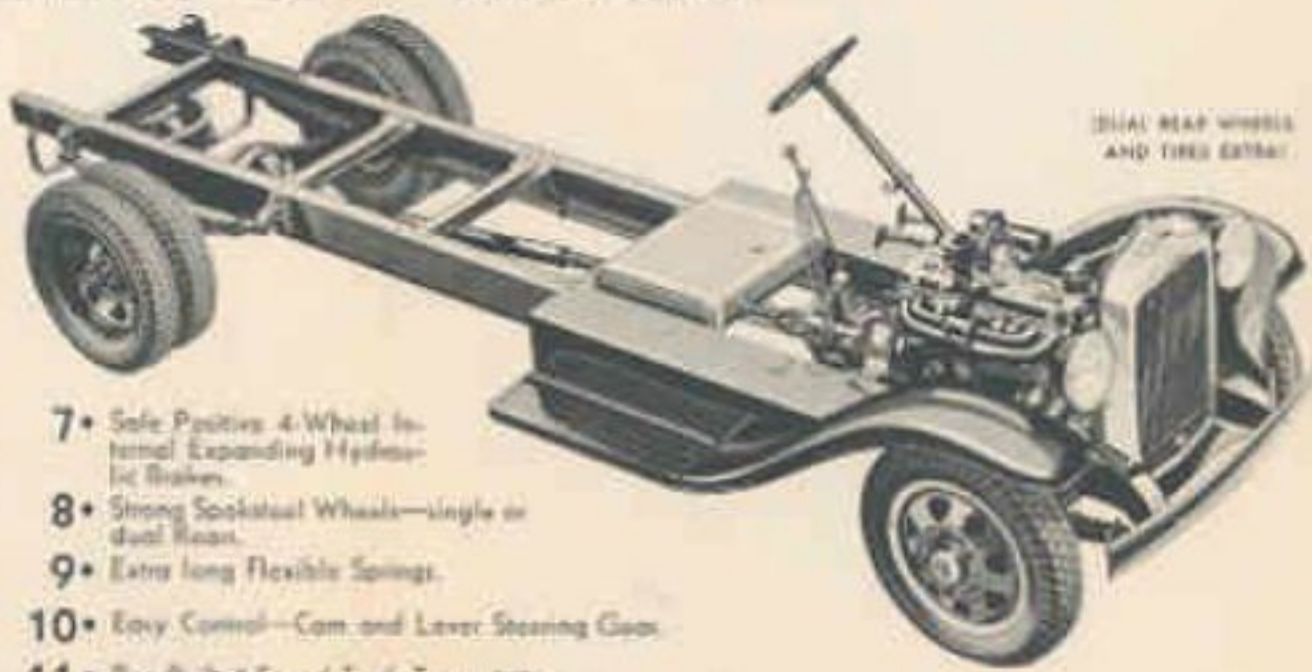


Incorporating every important Reo Engineering development of 20 years fine truck building—extra strength throughout—superpowered by the famous Gold Crown 6-cylinder engine—safe 4-wheel Internal Expanding Hydraulic Brakes—Cam and Lever Steering—built to the highest Reo quality standards throughout—by actual comparison the greatest truck value in the Low Priced Field! Reo controls quality by building all important units in its own plant. Famous Gold Crown engine, heavy 4-speed truck transmission, sturdy front axle, full floating rear axle, wide range of bodies all are Reo built to Reo standards of quality. Standardized bodies are suitable for over 90%

of all commercial body requirements in the 1½-2½-ton field. Special bodies are designed where necessary and correctly match the Reo chassis. Only the best of materials are used in Reo body construction, insuring quality to match the famous Reo chassis. Ability Rating is 10,500 lbs. Gross, 1½ grade, 45 M.P.H.

FEATURES •

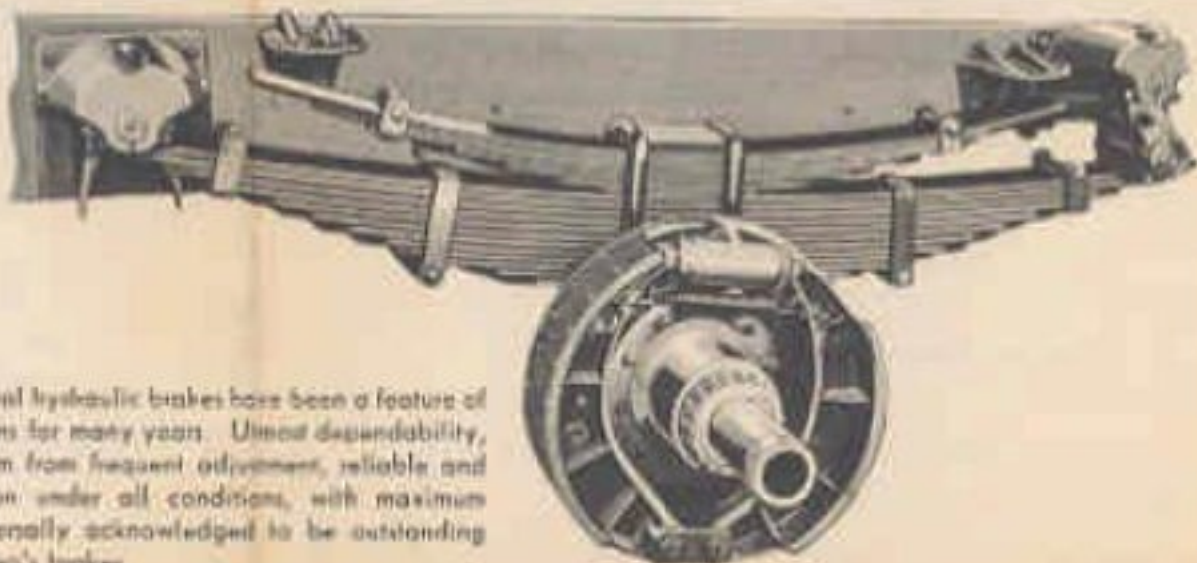
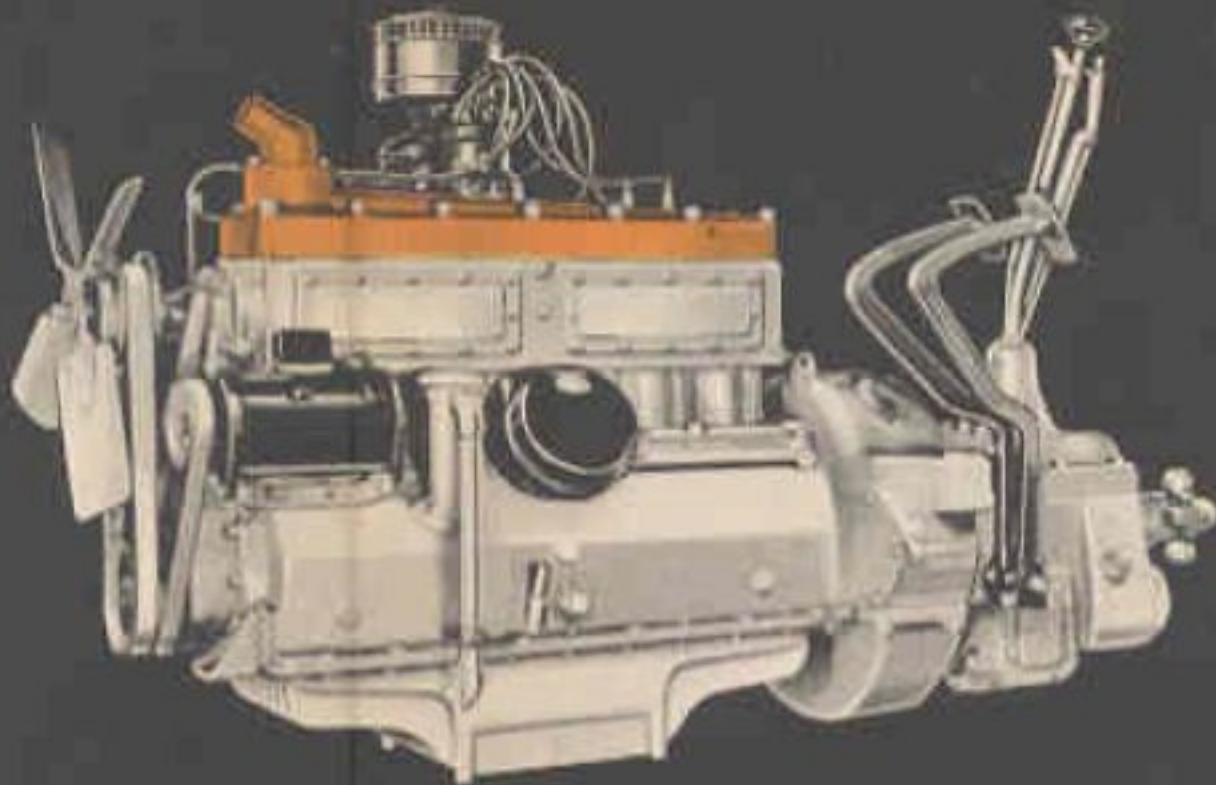
- 1 • The Famous Reo Gold Crown 6-Cylinder Engine—230 cu. in. Displacement—Reo Designed, Reo Built.
- 2 • Long wearing Chrome Nickel Alloy Cylinder Block—Lo-Ex Aluminum Alloy Pistons, Cam Ground, T-Slot Design.
- 3 • Large T-bearing Crankshaft—extra large bearing Area.
- 4 • Deep 7 in. Frame.
- 5 • Extra Long Loading space back of Cab.
- 6 • Steady Reo Built Full Floating Rear Axle with saddle mounted Pinion.
- 7 • Safe Positive 4-Wheel Internal Expanding Hydraulic Brakes.
- 8 • Strong Spokesteel Wheels—single or dual Reos.
- 9 • Extra long flexible Springs.
- 10 • Easy Control—Cam and Lever Steering Gear.
- 11 • Reo-Built 4-Speed Truck Transmission.



DUAL REAR WHEELS AND TIRES EXTRA!

POWERED BY REO-BUILT GOLD CROWN ENGINES

FOUR 6's AND A MIGHTY 8
ARE THE LONGEST LIVED TRUCK ENGINES EVER BUILT



Four-wheel internal hydraulic brakes have been a feature of Reo Speedwagons for many years. Ultimate dependability, long life, freedom from frequent adjustment, reliable and uniform operation under all conditions, with maximum safety, are universally acknowledged to be outstanding advantages of Reo's brakes.

2-4 TON

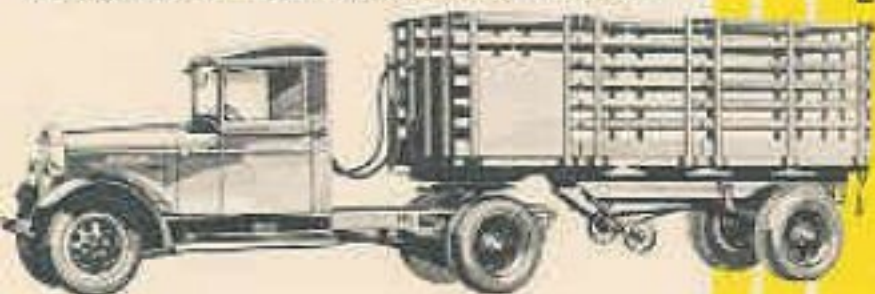


Built for extra heavy duty work. Powered by a 268 cu. in. displacement, 6-cylinder Gold Crown engine with special oil cooling fins, double drive fan and accessory belts, a heavy flywheel and other heavy-duty truck engine features. A massive, heavy-duty type of radiator and a perfected chassis make this unit outstanding in sturdy



appearance and ability to handle a heavy-duty job. Three wheelbases are standard: 142", 166" and 184" (with lengthened frame). Dual wheels and tires. Helper springs are standard equipment. Ability Rating is 15,000 lbs. gross, 2 $\frac{3}{4}$ % grade, 48 M.P.H. As a tractor, 22,000 lbs. gross, 2% grade, 42 M.P.H.

PRODUCT OF
20 YEARS
FINE TRUCK
BUILDING
EXPERIENCE



FEATURES

- 1 • The Famous Reo Gold Crown 6-cylinder Engine—268 cu. in. Displacement, Reo Designed, Reo Built, Heavy Duty Type.
- 2 • Long Life Chrome-Nickel Alloy Cylinder Block—Lo-Ex Aluminum Alloy Pistons, Cam Ground, T-Slot Type.
- 3 • Alloy Steel Exhaust Valve seat inserts.
- 4 • Heavy 7-bearing Crankshaft—Extra Large Bearing Area.
- 5 • Reo Built 4-Speed Truck Type Transmission.
- 6 • Deep, Heavy Duty Type Frame.

- 7 • Extra Long Loading Space Back of Cab.
- 8 • Sturdy Reo Built Full Floating Rear Axle with Straddle Mounted Pinion.
- 9 • Large, Safe, Positive 4-Wheel Internal Expanding Hydraulic Brakes.
- 10 • Strong Spoked Wheels—Dual Equipment Standard.
- 11 • Extra Long Flexible Springs—Helper Springs.
- 12 • Easy Action Steering—Cam and Lever.

POWERED BY REO-BUILT GOLD CROWN ENGINES

4-6 TON



This is the finest truck of its class ever produced by anyone. We only ask you to examine it, study its specifications, drive it . . . and draw your own conclusions. When you see the mighty 8-cylinder Gold Crown engine, simply remember that its performance is fully as im-

pressive as its appearance. It is powerful and **ECONOMICAL**. Its Ability Rating as a truck is 20,000 lbs. gross, 3 1/2% grade, 43 M.P.H. Standard wheelbases are 150", 170", 190" and 205" (lengthened frame).

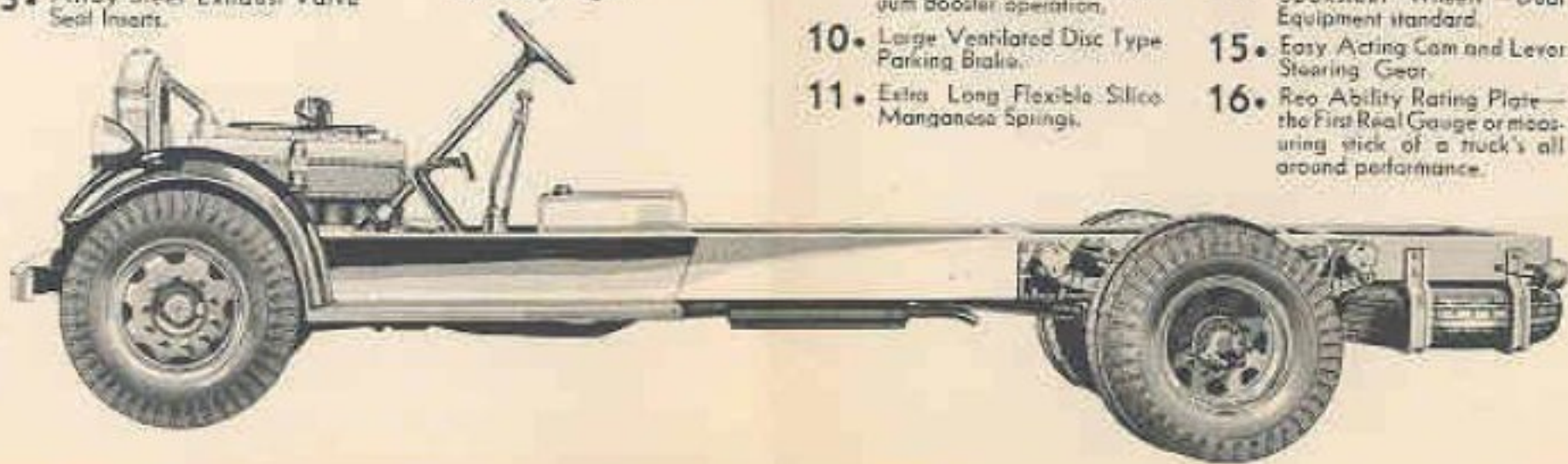
FEATURES •

1. The mighty Reo Gold Crown 8-cylinder Engine, 358 cu. in. Displacement, Reo Designed, Reo Built.
2. Long Life Chrome Nickel Iron Block—Lo-Ex Aluminum Alloy Pistons, Cam Ground, T-Slot.
3. Alloy Steel Exhaust Valve Seal Inserts.

4. Massive 9-Bearing Counter-weighted Crankshaft—Extra Large Bearing Area.
5. Deep 10 inch Heavy Duty Type Frame.
6. Correct Loading space to give perfect load distribution, and adequate support with standard body lengths.

7. Reo Built Heavy Duty Truck 4-Speed Transmission.
8. Sturdy Reo Built Full Floating Rear Axle with Straddle Mounted Pinion.
9. Large, Safe, Positive 4-Wheel Internal Expanding Hydraulic Brakes with Vacuum Booster operation.
10. Large Ventilated Disc Type Parking Brake.
11. Extra Long Flexible Silico-Manganese Springs.

12. Helper Springs with Rounded Contacts—Effective Length and Stiffness Graduated according to Load.
13. Magazine Type Lubrication at all Important Chassis Points.
14. Strong, Perfectly Aligned Spoke Steel Wheels—Dual Equipment standard.
15. Easy Acting Cam and Lever Steering Gear.
16. Reo Ability Rating Plate—the First Real Gauge or measuring stick of a truck's all around performance.



POWERED BY REO-BUILT GOLD CROWN ENGINES