



REO MOTOR TRUCKS

REO MOTOR TRUCKS

"AS RELIABLE AS A CHRONOMETER"

TWO-TON (MODEL J)

REO MOTOR TRUCK COMPANY, LANSING, MICHIGAN, U. S. A.

CANADIAN FACTORY: REO MOTOR CAR COMPANY OF CANADA, LIMITED, ST. CATHERINES, ONTARIO

This Reo 2 Ton Truck carries sixty to sixty-three 10 gallon cans of milk, (more than three and one quarter tons) over a 90 mile route every day, winter and summer, Michigan road and weather conditions. Name and address of owner on application. He says no other 2 Ton Truck made can duplicate this service



Why Motor Trucks—Why Reo?

IT IS no longer a question of "Horses or Motor Trucks?" That question has been settled definitely—permanently. Only question now is— which Motor Truck?

Progressive men in all lines of business have proven to their own satisfaction that the modern transportation method is not only incomparably faster and therefore, in our time, necessary on that account alone, but that it is also vastly more reliable and more economical.

So far as the less progressive are concerned—why they will be compelled, by the pressure of competition, to learn, even if reluctantly, these important lessons.

In fact the greatest impetus has been given the motor truck during the last three years by this element, competition.

Formerly the more conservative looked upon the self-propelled truck with suspicion—or with doubt to say the least.

Nor could one quarrel with them for that attitude—least of all one who knew the limitations and the shortcomings and the uncertainties of the earlier efforts at motor truck making.

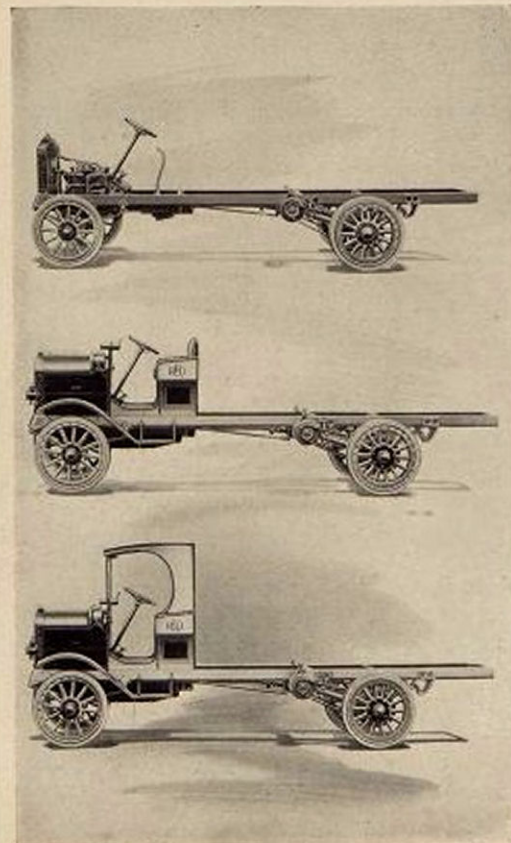
The business man knew the horse and, knowing only too well, the shortcomings of that means of transportation, still he would, in the words of Shakespeare "rather bear those ills he had than fly to others he knew not of."

He knew—none better—how far from ideal—how inefficient was the horse in service that called for celerity, for precision, for reliability. He knew the shoeing bill was only a part of the shoeing bill—the layoff and delay were even more costly.

He knew that the veterinary bills told only a fraction of the story—the necessity for keeping extra horses to fill the places of those on the sick list, or lame; or those that, without a moment's warning died of colic or were maimed beyond help by street cars or—or motor trucks if we must make the admission!—constituted an item of vastly greater consequence in the annual maintenance account.

He knew in a vague way—for this was more difficult to arrive at in definite form—the cost of delays in dissatisfied customers, and loss of business, when an article had been promised or expected—and failed to arrive on time.

He knew the cost of stabling—the great amount of room to house; of time and labor to keep the horses in condition. And of course he knew the cost of feeding—this latter being the one item most users of horses do know accurately.



HE recognized too, that liability of the horse to fail you just when you most need him—in times of bad storms and of bad street conditions just following storms. And he had wished, almost hoped, for a more reliable medium—something that would approximate for example the reliability of a railroad train that, regardless of all conditions, keeps pretty accurately to schedule. Wonderfully accurate when you think of it. Marvelously exact is the railroad train when compared to the slower—but not surer—horse.

He knew all these things. That is to say, most concerns who had large equipments and who kept fairly accurate accounts of the cost, knew them.

In the case of smaller concerns using one to half a dozen teams of draft horses, it is a remarkable fact that most of them knew very little as to the actual cost of maintaining and replacing the various units of the equipment.

When the automobile had gradually emerged from an idea to an actuality and had become a necessity in our every day life; when the car, with which we used to start out in fear and trembling—uncertain as to how far we would get but certain that we would not reach our destination if it was more than one hundred miles—when that contraption had been developed into a machine and the most reliable of all means of transportation, as it is today—then business men began to hope that a similar vehicle would some day be perfected to a point where it would supplant the horse with his many shortcomings, in business uses.

But, like the "touring cars" of ten years ago—cars in which it was safe to "tour" only on city pavements and within easy call of a garage—the earlier efforts at motor trucks were crude in construction and uncertain in performance.

Truck makers had a long, long way to go.

None knew the actual conditions the motor vehicle had to meet to prove more efficient than the horse.

It was not necessary that the motor driven pleasure vehicle supplant the horse in the matter of first cost or even in cost of maintenance. It was sufficient that it was faster, more comfortable, broadened the horizon of the owner. It appealed to the sense of adventure, of romance—the love for speed which is the one universal desire of the time in which we live.

The motor truck had to meet vastly more exacting conditions. Being a purely business proposition it was subjected to a different set of tests—and it had to qualify under those terms.

EFFICIENCY was the first consideration. But efficiency alone would not suffice if that efficiency was obtained at greater cost. And, though you showed the buyer that the maintenance cost of motor trucks was sufficiently less to offset the difference in first cost of the horse equipment, that still was not sufficient.

The buyer demanded—before he would for a moment consider the substitution of the newer for the old—he be assured that an equal or a lesser amount spent in the purchase of truck equipment would supplant and surpass in service the amount he had invested in horses, wagons, harness, etc. And finally; he had to be convinced beyond doubt of the greater reliability of the new over the old.

Only advantage the truck maker had was the admission on the part of all that the horse, with all his virtues, was inefficient, uncertain and expensive.

The motor truck business was necessarily of slow growth. Not that the superiority of the motor vehicle—when once perfected—was unrecognized. On the contrary every automobile maker realized from the first that this would eventually become the most important branch of the motor industry. But the problems were so many and the conditions to be met so exacting, the more prominent makers hesitated to engage in it—and none did until reasonably sure they had the right thing.

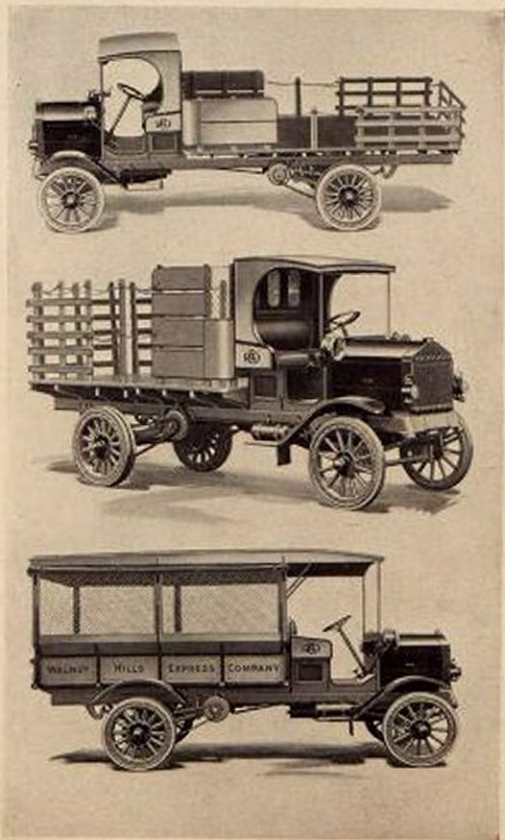
As in every other line of business the inexperienced rushed in where the better informed hesitated. Concerns with money to lose and reputations to be jeopardized, were chary about offering for sale trucks of which they could not yet be sure.

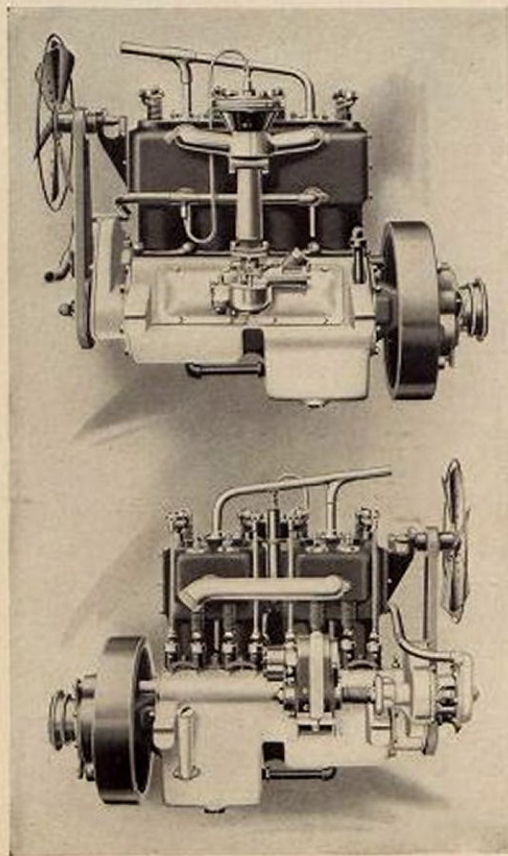
On the other hand, the demand was an irresistible temptation to the more adventurous, the inventive and the inexperienced; and so it happened that within a short time there were more than three hundred so-called truck manufacturers (ninety per cent. of them merely assemblers of parts procured hither and yon) in the field.

The mortality has been great—and will be greater. The cost to users of buying such trucks backed by such guarantees (?) cannot be computed. The best that can be said of them is that, with all their faults and failings they were still better than the old horse system.

REO ENTERS MOTOR TRUCK FIELD

Reo being one of the most prominent and successful makers of automobiles was one of those to watch, to experiment, but to hold aloof. We could not afford to compete with such a product or with such methods as those with little money, and no reputation at stake, were practicing.





ON the other hand we felt that we were peculiarly well equipped to make trucks—in fact to take the lead in that branch of the industry (once it had assumed the dignity of an industry) and the product had been developed to the point where it was a dependable machine.

Reo factory facilities; Reo engineering experience; and especially the big broadspread Reo sales and service organization gave us advantages over all others.

Reo factory facilities enable us to manufacture a better car for less. This is a prime requisite for, being a strictly business proposition—compelled to work against the ledger and earn not only its cost but its keep—there is no room for extravagant margins in the price of trucks.

So the Reo manufacturing facilities gave us an important advantage over newer concerns in that important regard—low cost, and consequent low price.

Reo engineering is at the same time the best guarantee of stability and the best advertising for Reo trucks.

If you were asked what quality you have always considered first in Reo automobiles you would say—dependability. Reo cars have always been reliable cars. Beginning away back in the dark ages of the industry Reo cars covered themselves with glory in Reliability runs. The transcontinental record is still held by a Reo—never has any car made a greater record than that of the great old two-cylinder Reo. To say Reo is to say reliability.

And that quality above all others, you must have in a motor truck. It must hold the schedule. True the horse doesn't—but we are replacing the horse on that ground as well as on the ground of greater efficiency, greater speed and economy. So reliability is the first requisite.

It is a saying, everywhere, "If it is a Reo it is reliable."

Sales organization:—Perhaps you had not considered this as one of the most important factors in the truck business—from your standpoint.

Service is only an incident in the sale of any first class article and we Reo Folk talk it less than others. "Road Service Built in at the Factory" is our boast.

Nevertheless service is a mighty important matter when, on occasion, you may need it. To have to wait even a day for a replacement or a repair part—no matter how small just so it puts the truck out of commission till remedied—is serious in any part of your business equipment.

WHEN we tell you that the three hundred and more so-called Truck makers have an average of less than five dealers each and that more than fifteen hundred dealers, located at fifteen hundred different points in the United States and Canada, handle Reo trucks—for all Reo dealers also handle Reo trucks and find it an increasingly important branch of their business—you will readily appreciate the tremendous advantage of that service to you.

Then too, one of the biggest items of cost in trucks made by small concerns who make trucks only, is this cost of selling.

Overhead is another big item—for the big item of administration as well as sales and advertising must be loaded onto a very small volume of business.

Reo trucks are made by a subsidiary of the big Reo automobile company—financially second strongest in the world.

It might almost be said that there is no overhead on Reo trucks. The same engineers design; the same factory superintendent oversees the production; the same general manager controls; the same sales force markets—and every time we publish a Reo ad or a pleased owner mentions his car, Reo trucks automatically receive the benefit of the advertising.

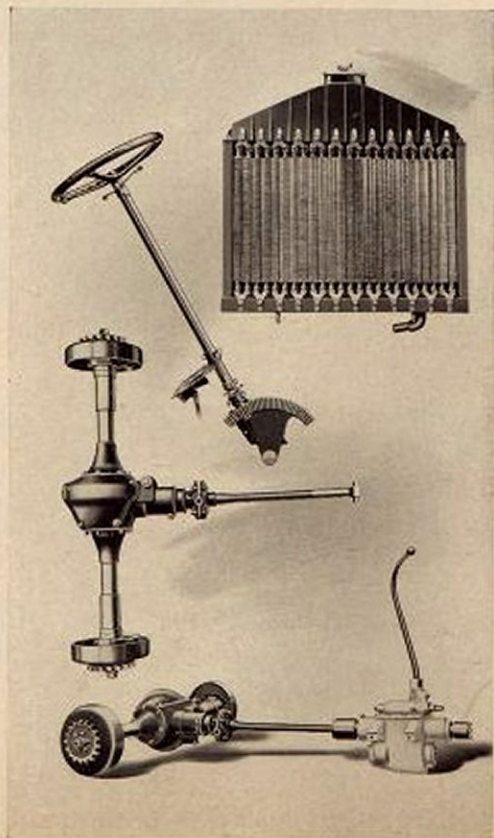
And finally, the same splendid dealer organization sell and give service on them.

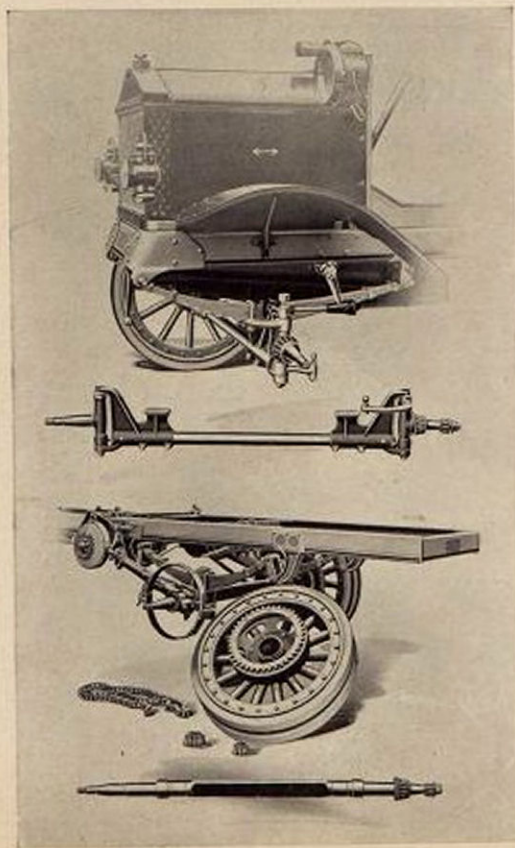
AFTER TWENTY-FOUR YEARS

Three years ago, after twenty-four years of experimenting and experience on trucks as well as pleasure cars, we felt the time was ripe to enter the motor truck field. We had thoroughly tested the product in our own work in Lansing and elsewhere and we knew we had the most dependable two-ton truck made. That being the size and type and capacity most needed and best calculated to supplant the usual horse equipment of two big draft horses (and this truck will do the work of three to five such teams according to the conditions and the management) we felt we had the most solid foundation for the business.

Reo-like, however, we went at it conservatively, feeling our way with the utmost care and caution.

Our first consideration was to see that no man bought a Reo truck unless we were first convinced it was the ideal equipment for his work.





ONE of the factors that more than any other has discredited the motor truck in the past, was the missapplication of them. Selling a man a one-ton truck and telling him he could over-load it one hundred per cent; he proceeded to over-load it two hundred per cent, and the inevitable happened. Recommending a truck of a type or a capacity wholly unsuited to the special needs of the buyers—these short-sighted practices worked incalculable harm to the motor truck business in general in the early days.

On the other hand it is wasteful to try to use a two-ton truck for one-ton work.

We felt we knew and could give valuable advice along that line and every Reo salesman was cautioned against letting a Reo truck be misapplied.

You see we did not need the immediate dollar. Reo policy has always looked a few years farther than most. We see permanency ahead—and that is the one consideration with us.

As a result of that policy, you do not know a single case where a farmer, a dairyman, a trucking concern or a business house has bought a Reo truck as a starter or to experiment with and who has changed to any other make when it came to installing his full equipment.

MORE THAN ONE HUNDRED LINES

Reo trucks are in service—holding the schedule with the accuracy of a chronometer—in more than one hundred lines of business, yours among them. And so consistent are they in performance it is a favorite saying of Reo owners "you can set your watch by them as they touch the various points on the route."

Reo motor truck equipment runs all the way from a single truck doing the work of three to four teams in connection with commercial dairies and business houses, to fleets of ten, fifteen and more in general trucking work. Twenty-four of the Reo two-ton chassis are daily carrying hundreds of visitors over the Panama Pacific Fair grounds—body accommodates eighteen to twenty at a time and schedule is exact to the minute day in and day out.

Operators of "Jitney Bus Lines"—that most recent development in transportation methods have found the two-ton Reo chassis ideal for this exacting service—especially where a large passenger capacity is desirable. We have photographs of several body designs now in service as "Jitneys" any or all of which we will be glad to send any who may contemplate embarking in that lucrative business.

REO MOTOR TRUCK COMPANY — LANSING, MICHIGAN, U.S.A.

AMONG those who have found the motor truck most profitable—and this Reo two-ton truck most applicable—in their business are owners of commercial dairies. Here was a business in which we had not anticipated a big demand for motor trucks—considering that horses must be kept anyway and assuming that under such conditions the old method would prove the most economical. Yet the demand is tremendous for Reo trucks from dairy farms. We ship carloads into small towns in Wisconsin, Michigan, Iowa, Illinois, Indiana, Pennsylvania and other dairying states.

Time is the essence in the dairy business as in no other line—and so it has proven that the slow, uncertain horses waste, and the motor truck conserves the most precious of all commodities—time. And the motor truck saves time in the countless ways that only the practical modern dairyman knows and appreciates.

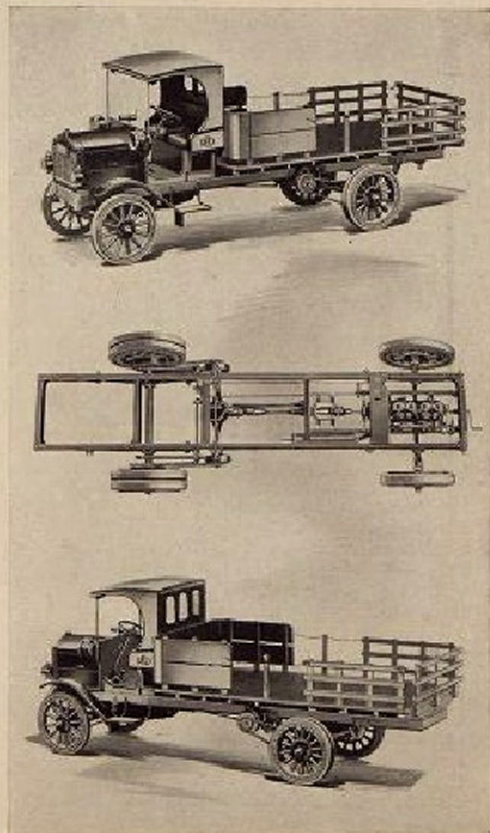
Contractors tell us they can handle three to four times as many jobs with a Reo truck and a runabout. The runabout had long since proven its profitability but more recently the profit of the truck has been established. To bring mill work, hardware and other articles that have been overlooked or delayed in the making to the "job" quickly, means that every man on the job is working efficiently all the time, instead of loafing or killing time while waiting for some small but all important article.

It would take a volume to enumerate all the lines of business in which this two-ton model alone is, in our day, indispensable. In fact it would be impossible to do so. We tried at one time to think of all the lines of business to which motor trucks were applicable and after we had made a list that astonished ourselves, the reports of sales began to come in. Strange to say only a few of the lines we had thought of were among those early users—while many of which we had never dreamed—because we knew not they were in existence—has bought and were using Reos to advantage.

All of which merely goes to show that after all you do know more about your own particular business than we can hope to know. On the other hand we do know trucks, their uses, economies, and their limitations. And as we have vastly more at stake than you can have when it comes to putting a Reo truck in service, we can tell you whether or not the Reo is the truck you want for your service.

And we think you will believe the statement when we say that we would not, for the sale of one or of one hundred trucks, permit a Reo to go where it could not perform better service than any other, and with greater profit to the buyer.

page nine



REO MOTOR TRUCK COMPANY—LANSING, MICHIGAN, U. S. A.



REO
TRUCKS

REPRESENT
RIPE ENGINEER-
ING EXPERIENCE.

If you are interested in mechanical details or technical specifications, you will find them farther on, but let us suggest that these really indicate very little in themselves. ¶ It took us a great many years and cost a world of money to decide as to the best type of motor—of clutch—transmission—axles, etc.; the best hook-up, the dimensions of various bearings and parts. And there is no royal road to that information. ¶ That's the hazard one takes in buying an assembled car. It may look fine from the outside. It may appeal strongly to the mind of the inexperienced or the inventor—the amateur mechanic. But it will show up entirely different in actual service. ¶ Not on the basis of dimensions or specifications do we say

the Reo truck is the best for the service—but solely on a basis of actual tests in service. ¶ The Reo truck is not a rebuilt touring car. ¶ That was the first fallacy exploded in the truck business. On the other hand, it's just as easy and vastly more practicable from your standpoint, as well as from ours, to make the cylinder dimensions of the motor the same—although the motor be not the same—as in the touring car. This makes it possible to manufacture such parts as connecting rods, piston rings, etc., in quantities; and still more important, it enables every Reo dealer to carry in stock and furnish replacements on the instant.

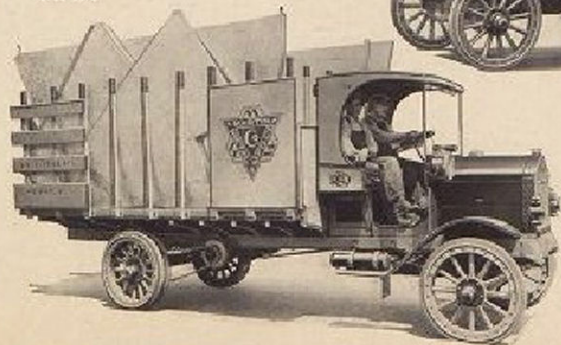
The Reo transmission was designed originally, not alone with the idea of putting it in the touring car but for truck service.

That is why we have always been able to say
"fifty



REO MOTOR TRUCK COMPANY—LANSING, MICHIGAN, U.S.A.

per cent extra strength." Here again you, as a buyer, have the advantage of interchangeable parts and you also get the advantage of the first price of the car—because that is one of the reasons why we can sell Two-Ton Reo Truck for less than others have to ask for trucks of less capacity. ¶ At this point, the similarity between Reo trucks and Reo touring cars ceases. Greater radiation and radiator capable of standing the hard kind of service which is encountered in heavy traffic in trucking is necessary and therefore, in this two-ton truck there is no similarity between the radiation of the truck and the Reo touring car. ¶ One of the earliest, and today, one of the most valuable Reo patents is that covering the Reo sectional radiator. So constructed that each tube is a separate unit and these units so attached to the frame that



any one can be removed in a moment and without affecting the operation of the radiator and minimizing its effect only by a negligible fraction—this Reo radiator is ideal for truck service. ¶ More vexatious and costly delays are caused by injuries to radiators, sustained by collisions in congested traffic, than by any other thing. A puncture, however small, in a radiator, means a leak that can't be closed—and that soon results in an empty radiator, a hot engine and a helpless truck.

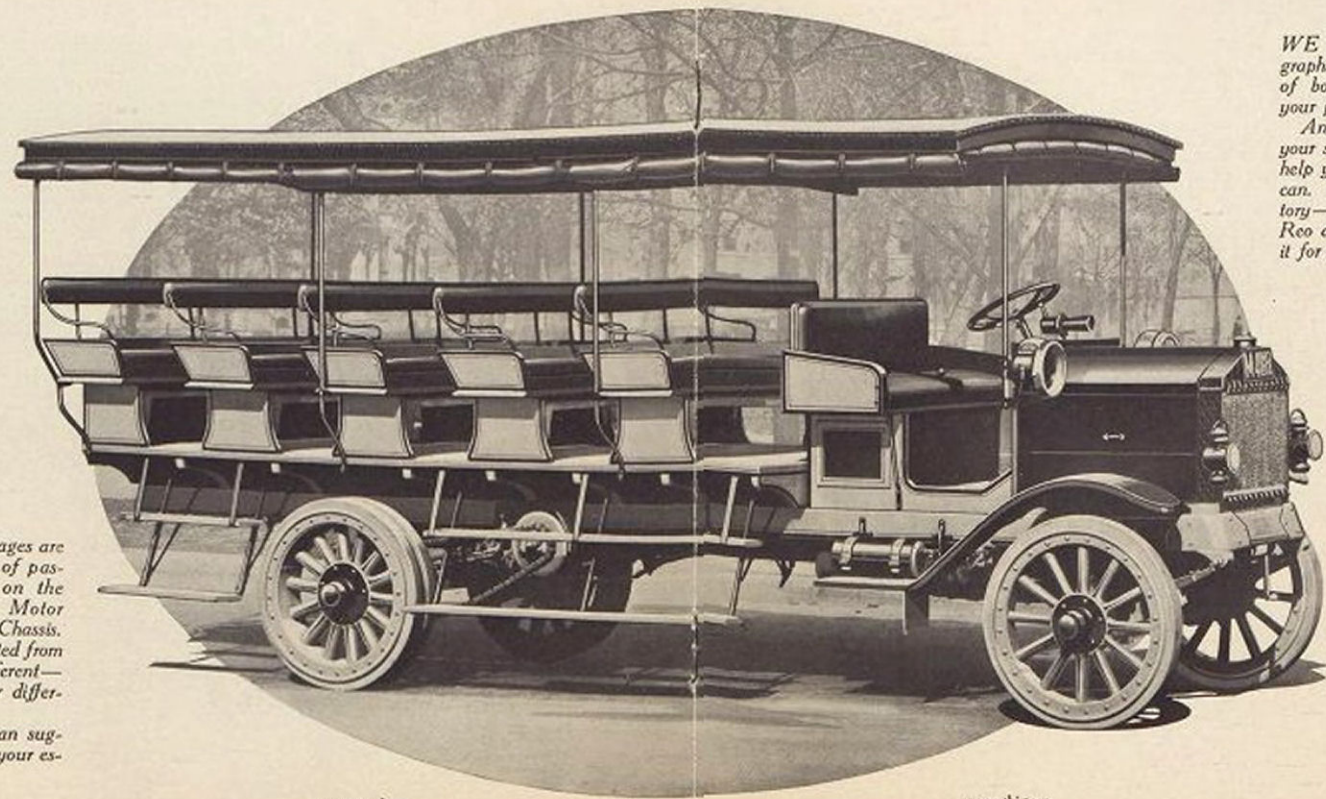
THE INVULNERABLE REO RADIATOR

The patented Reo radiator obviates all this. An accident that injures one or more tubes can result at most in only a momentary halt. The injured tubes are detached in a jiffy, the holes plugged with



ON these two pages are shown five types of passenger bodies on the standard Reo Motor Two-Ton Truck Chassis. These were selected from scores—all different—and designed for different conditions.

Perhaps we can suggest a body for your especial needs.



page twelve

page thirteen

WE may have photographs of just the kind of body you need for your particular work.

Anyway, we are at your service and glad to help you in any way we can. Just write the factory—or see your local Reo dealer who will do it for you.



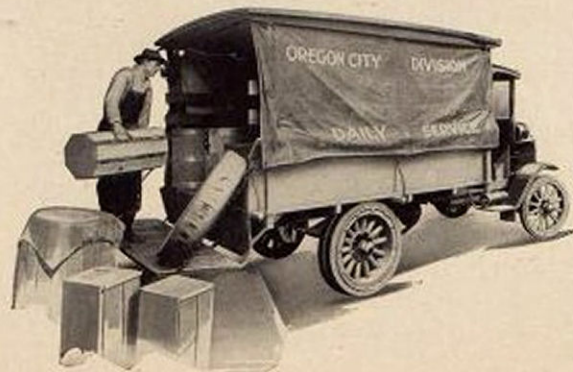
REO MOTOR TRUCK COMPANY—LANSING, MICHIGAN, U.S.A.



a common bottle cork or roll of paper or anything that will stop a water leak in the end of a pipe—and the truck is on its way. A large factor of safety in radiation capacity takes care of the matter for several days if necessary or until it is convenient to repair



or replace the injured members. Cost is slight—and delay no item at all. Any Reo dealer can furnish the interchangeable sections. Add to this the fact that the front of the Reo chassis is heavily armored—for in truck operation "might is right-of-way"—you

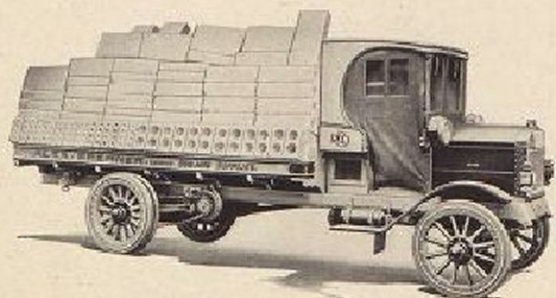


REO MOTOR TRUCK COMPANY—LANSING, MICHIGAN, U.S.A.



have in the Reo Two-Ton Motor Truck a vehicle that carries its own accident insurance and is calculated to hold its own anywhere. This protection against injury and delay will prove in long service to be worth almost the price of the truck itself.

If we felt that it was just to all the features of the Reo Motor Truck to emphasize any one, we would say that distinction is due the control mechanism—the same simple direct control that has made Reo automobiles world-famous in that regard.

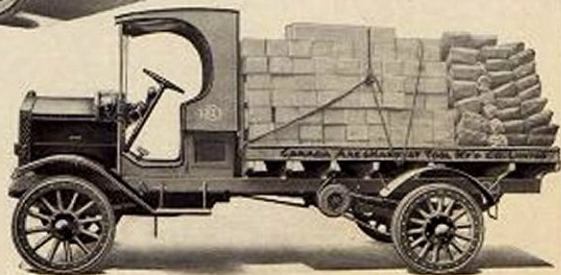


REO MOTOR TRUCK COMPANY—LANSING, MICHIGAN, U.S.A.



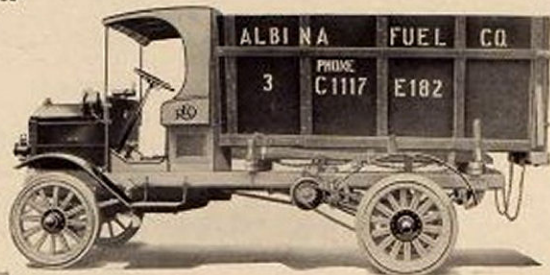
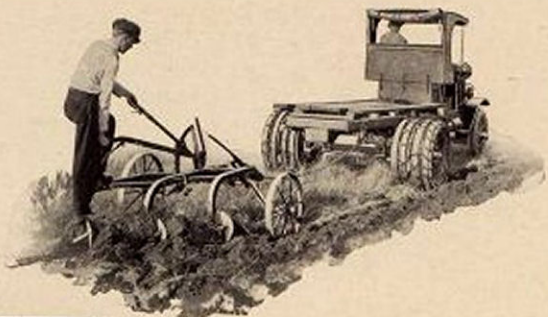
The driver is the one big problem in the motor truck. Brains are scarce and not easily hired. Simplicity must be the incentive, we think, to workmen who take excellent care of their own property, but otherwise are prone to misuse that of the employer. ¶ To make a truck that would be well-nigh fool proof and vandal-proof, was therefore, the Reo aim. Reo one-rod control is famous as the simplest and at the same time, most certain control. It has proven ideal for truck service. With the multiple disc (dry plate) clutch, which lets go instantly and fully, it is almost impossible to injure the gears, even if one tries. And so smoothly does the clutch take hold, there is a total freedom from the wicked jerks and strains that play

havoc with all operating parts in trucks where that excellence of design and nicety of proportion are lacking. ¶ Another feature that is worth special emphasis is that Reo patented device for adjusting the main motor crank-shaft bearings without disturbing the motor. This feature is peculiar to Reo cars of all types — for the reason that it is a Reo invention and is broadly covered by letters patent. By simply removing the dust pan access is given to the bearing adjustment bolts which are accessible from the exterior of the crank-case. Removing any part of the motor is unnecessary and unwise. Anyone with the slightest degree of mechanical knowledge can make a better bearing adjustment in a Reo motor than the most expert mechanic can make in any other



REO MOTOR TRUCK COMPANY—LANSING, MICHIGAN, U.S.A.

even when the motor is lying upside-down on the stand before him. Reo owners tell us this one feature is of inestimable value to owners of Reo automobiles and Reo Motor Trucks. ¶ Ask any Reo dealer what he considers the best feature in Reo cars and he will tell you of this method of adjusting the main crank-shaft bearings. ¶ Ask any dealer to show it to you—show you how it is done—and he will do so with enthusiasm. In fact all Reo dealers use it as one of their strongest sales arguments. "Two hours to adjust crank-shaft bearings in a Reo motor—two days in any other," is a favorite saying among Reo salesmen. ¶ The steering gear is another feature to which we would direct special attention. ¶ Same principle—same device but of larger proportions

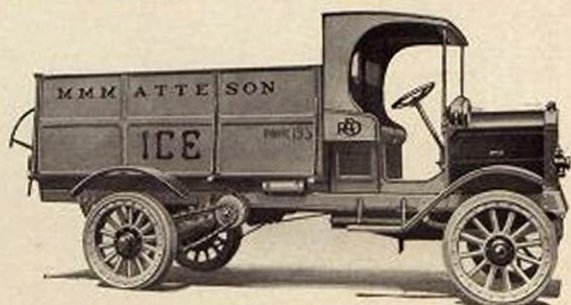


of course —as that we have always used in Reo automobiles. Gear and sector — positive and absolutely reliable. Adjusts automatically to compensate for wear and possesses none of the vices of other types. ¶ Next to a dependable motor, axles that will withstand the heaviest loads and the severest of shocks and strains, a reliable steering mechanism is the most important in a motor truck. It must act instantly and prove equal to holding her true on the ruttiest, muddiest, sandiest roads as well as to withstand hub collisions in congested traffic. The Reo steering gear is built for that kind of service. ¶ In the chain drive from jack-shaft to rear wheels, we have adhered to that system that,

REO MOTOR TRUCK COMPANY—LANSING, MICHIGAN, U.S.A.



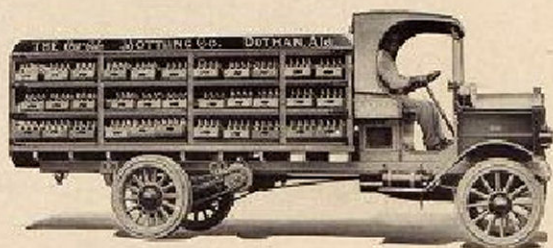
through all the years and in competition with all other forms—gear, worm, internal gear, etc.—has proven best. ¶ There never has been any difference of opinion among engineers as to which form of drive was the most efficient—that honor is granted to the



chain without argument. ¶ Nor can there be any question as to which form is cheapest in maintenance and replacement cost. There again the chain stands alone. No newer form has been able to equal the chain in either of those two important features.



REO MOTOR TRUCK COMPANY—LANSING, MICHIGAN, U.S.A.



And when you have said efficiency and economy of up-keep — you have told the whole story. No, not the whole story. Accessibility is almost as important. The ability to repair or replace a link in the chain in a few minutes and drive on — compare that

with the task of repairing or adjusting a part that is concealed within a gear-box — a feat that can be performed only in a shop with proper appliances after towing the truck in and removing the load. The possibility of varying the reduction ratios between

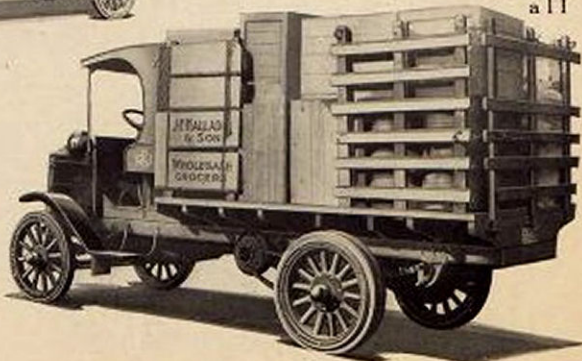


REO MOTOR TRUCK COMPANY—LANSING, MICHIGAN, U.S.A.



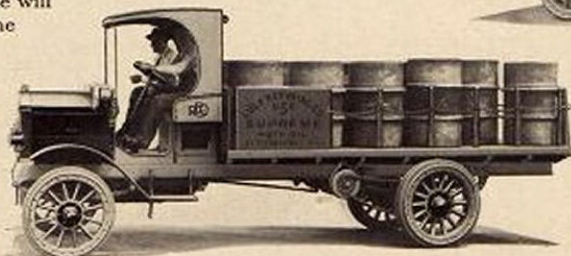
in truck quality have they been used. Reo engineers, have in mind always low up-keep cost and quick replacement possibilities. ¶ The Reo Motor Truck, "Model J," is made in one standard chassis, the wheel base of which is 146 inches and loading platform 144 inches in length. ¶ Users have so many ideas and needs we have found it impracticable to handle body making other than the standard forms shown on page 5, without serious interference with the manufacturing and involving greater expense than that for which you can have such special bodies made right in your own city — by those who have heretofore furnished them for your horse equipment. This plan has proven to be most satisfactory all

motor and rear wheels is perhaps a manufacturing problem—but it is worked out entirely in the interest of the owner and to make the truck adaptable to the greatest variety of road and load and speed conditions. The chain drive with interchangeable sprockets makes this possible to a degree unattainable in bevel gear, worm or any other system. Accessible—of course, being Reo designed and Reo made. ¶ This quality of accessibility which has become synonymous with the name Reo, is noticeable everywhere in Reo trucks as in Reo automobiles. Suffice it to say, the truck has been made for truck service exclusively and only where parts interchangeable with similar parts in Reo automobiles could be used without the slightest sacrifice



REO MOTOR TRUCK COMPANY—LANSING, MICHIGAN, U.S.A.

around. Our aim has been to design Reo chassis to meet as many different conditions and to permit of as many different types of bodies as possible and the mere fact that this standard chassis is today in service in more than one hundred different lines of business is the best indication that we have achieved that result. ¶ On the various pages of this book are shown photographs of this model Reo truck in service in various lines of business, doubtless yours among them. If you don't find any there, adaptable to your special work, you might write us and we will probably be able to send you some as we have a large number and are accumulating them every day. ¶ Also, we would be only too glad to furnish you the names of users in your own lines of



business
to whom
you can write
for more intimate
information as to the
performance of this particular
truck in their service.

¶ We are never so confident of anything as we are of the attitude of Reo owners toward Reo product and Reo service. ¶ Ask Reo Motor Truck owners—and ask the driver for he knows and is more critical—about this truck in service. Ask about the loads carried; ask about the roads traversed; ask about the schedule and learn how accurately Reo holds to the time card; and above all, ask about accessibility and maintenance cost. The answers will astonish you—make you more than ever enthusiastic over Reo Motor Trucks.

On All Counts—A Reo

IN conclusion we feel we must emphasize again the fact that you cannot be too careful in the selection, not alone of the truck, but of the maker from whom you buy your truck equipment. To err in this regard is to jeopardize many times the value of the truck or trucks you may purchase.

In replacing your horse equipment with motor trucks you have in view greater celerity, greater certainty and economy. Only by securing a truck that possesses these qualities to the last degree can you hope to achieve your aim.

Not merely thousands, but millions of dollars have been mis-spent by concerns that ought to know better, by buying trucks from inexperienced or unreliable, or financially unsound concerns—assemblers in most cases.

We think we know the insides of the motor truck business—we ought to. We have bought and paid for the knowledge.

If we were buying a motor truck for use in our own business, our first thought would be to look to the financial standing of each who offered to sell us trucks. Nor would we accept the mere statement of the salesman for it—we'd ask Bradstreets for a special report on each concern.

Next, we would investigate thoroughly the history of the engineer who designed each truck. If he had proven in the past that he was a success, we'd feel there was a real guarantee of performance. If, however, we learned that he was an inventor—one of those who are always going to but never have, revolutionized engineering science—we would avoid his effort as we would a plague.

Here's a word of advice that may not be palatable, but which you will find in the end is as pearls dropped from the lips of a philosopher.

If you are one of those who have a natural bent for mechanics and who are, therefore, prone to be carried off your feet by some clever mechanical device or trick or method, don't, we warn you, buy so expensive a play-toy as a motor truck just because it possesses some such feature.

In a word, trust to the experience of engineers who know—who have bought their experience at greater cost than you ever intend to invest in motor trucks. Don't try to design a motor truck yourself—or, which is the same thing, buy one made by inexperienced inventors just because it tickles your mechanical fancy.

If that advice were taken by all truck buyers millions more that will be squandered, would be saved.

We Reo Folk feel a vital interest in every truck that is sold. We feel that each will play its part either to further or to impede the progress of motor trucks generally. So if you, in the purchase of your equipment—and especially in the selection of your first "tryout" truck, will eschew the radical—the product of invention rather than of experience—and select a motor truck made by a concern you know and designed by engineers with a successful past, we will feel a benefit has been bestowed on the truck industry even if your selection does not fall upon a Reo.

The other pitfall against which we feel constrained to warn you is—buying an assembled motor truck.

Of course you know what we mean by "assembled"—one made up of parts which have been designed by different engineers, made in different shops—different states in most cases—and which have no real relation to each other save that they connect up in a kind of a way.

REO MOTOR TRUCK COMPANY—LANSING, MICHIGAN, U.S.A.

If there is anything in the nice relation of strengths of the various units; if there is any virtue in heat-treatment of steels and uniformity of quality; if, in a word, experience has taught us how to make a motor vehicle of uniform excellence by making every part and every unit in our own plants and after our own designs—then it stands to reason these qualities may not be had in a truck that has been designed, as we say in the trade, "by the purchasing agent."

And finally, look to the quality and the resources back of the maker's guarantee.

All makers give the same "standard warranty" with their cars. Similarly, the law is the same for all people and in all courts.

Difference is in the interpretation of the laws by different judges—and in the fulfilment of guarantees by different makers.

Nothing that can be said by any maker can strengthen his guarantee. There is no copyright on adjectives—no limitations to the language any may use. So there is only one way to determine which maker's guarantee is worth most—and that is to investigate and find out how each maker has interpreted his own guarantee in the past.

Reo reputation for "taking care of the customer" is famous. We need not tell you that—you know it. Any Reo owner will attest to the liberality, the promptness and the courtesy with which every complaint, however small, is treated.

Here's a remarkable fact. We just learned it the other day—and it surprised us as much almost as it will you.

The head of one of the leading automobile concerns in this country stated that eighty men were employed in his "complaint and adjustment" department. In that same department at the Reo plant there is—one!

And it speaks volumes for the quality of the Reo product that, though every complaint, every request for replacement part is replied to—and in a way that satisfies the customer—on the same day, yet that one employe thinks he has the "softest snap" in the whole Reo organization.

Service—Road Service Built in at the Factory first; and second, quick, courteous, service backed by a liberal interpretation, not of the letter merely, but of the spirit of the Reo guarantee—these make the Reo reputation and constitute the strongest possible reason why you should select a Reo Motor Truck for your work.

PRICE OF REO MODEL J TWO-TON TRUCK CHASSIS WITH DRIVER'S SEAT AND CAB \$1650

When equipped with low stake body . . .	\$1800
When equipped with high stake body . . .	\$1825
When equipped with standard express body . . .	\$1810
Full length canopy top for standard express body . . .	\$ 150 extra
Wire mesh screen sides for standard express body . . .	\$ 75 extra

SPECIFICATIONS—MODEL "J" TRUCK

Capacity—Normal capacity, 4,000 pounds. Maximum capacity, including body 5,000 pounds.

Speeds—(Controlled by governor) Three forward speeds and one reverse speed; 15.3, 8.49 and 4.17 miles per hour on forward, and 3.07 miles per hour on reverse at 1250 R. P. M. of motor.

Wheel Base—146 inches.

Tread—Front 60 inches; rear 64 inches.

Wheels—Timken bearings, front and rear. Artillery type, second growth grade A hickory. Front, 12 spokes 2x1 3/4 inches; rear, 12 spokes 2 1/2 x 2 inches.

Tires—Front, 36x4 inches, solid. Rear, 36x3 1/2 inches dual, solid.

Chassis—Length over all, 225 inches. Width over all, 76 inches. Total height over all (top of cab) 97 inches. Dash to front of seat, 21 1/2 inches. Dash to rear of seat, 41 inches. Rear of seat to rear of frame, 146 1/2 inches. Width of frame 35 inches. Special pressed channel, with gussets of boiler steel forming the most rigid type of frame possible.

Front Springs—Semi-elliptic, 2 1/2 inches wide and 44 1/2 inches long, ten leaves with total thickness of 3 inches.

Rear Springs—Semi-elliptic, 2 1/2 inches wide and 42 inches long, eleven leaves with total thickness of 3 1/2 inches.

Motor—Horse power 27.2 S. A. E. rating. Four cylinder, cast in pairs with heads integral, 4 1/2 inches bore x 4 1/2 inch stroke. Plunger oil pump to main bearing and timing gears; constant level splash to cylinder. Valve, poppet type 1 1/4 inches clear diameter. Connecting rods are heat treated drop forgings 9 1/2 inches long with 1 1/2 x 2 1/4 inch bearing of high pressure babbit. Piston of uniform grain cast-iron. Crank shaft is drop forging of manganese steel, heat treated and ground. The main bearings are of nickel babbit of 1 1/2 inch diameter x 2 3/4 inches long, front and center, rear 4 inches long, adjustable from exterior of crank case. One-piece cam shaft, running in die cast bearing. Helical timing gears. Four point suspension on cushioned sub-frame. Motor under hood, forward of driver's seat, protected underneath by metal pan.

Ignition—Dual system; National low tension magneto and battery of dry cells.

Carburetor—Holley, float feed type, water jacketed. Air intake connected with stove on exhaust and dash air control.

Cooling System—Positive water circulation by gear driven centrifugal pump. Flat vertical tube radiator. Individual radiator sections, facilitating repair.

Air circulation by fan, belt driven.

Clutch—Enclosed dry multiple disc.

Transmission—Sliding selective type. Three speeds forward and one reverse. Case hardened gears 3/8 inch face. Hyatt roller bearings throughout. Center control, located amidship on sub frame.

Drive—Shaft drive with two universal joints from gear case to jack shaft. From jack shaft the power is transmitted by side chains, roller type. 1 1/4 inch pitch. Radius rod adjustable. Standard sprockets, 17 teeth front, 40 rear. Standard gear reductions from engine to rear wheel high speed, 8.8 to 1, second speed 15.8 to 1, low speed 32.1 to 1 and reverse 43.5 to 1. Four pinion differential with forged live shafts of chrome nickel steel.

Brakes—Two service brakes, drums 12 inches diameter, 2 inches face, flexible bands, Raybestos lined, located on jack shaft. Two emergency brakes on rear hub. Drums 17-inch diameter, 2-inch face, flexible bands, Raybestos lined.

Front Axle—Solid round section 2 1/4 inch diameter. Timken roller bearing.

Rear Axle—Solid rectangular section 2 1/4 x 3 inches. Timken roller bearings.

Steering Gear—Left side drive, adjustable bevel pinion and sector type, controlling front wheel by forged levers, connecting rod on left side and transverse rod at rear of front axle. Diameter of steering wheel 18 inches. Spark and throttle lever control under steering wheel.

Turning Radius—26 1/2 feet.

Tank Capacity—Gasoline 19 1/2 gallons. Lubricating oil 3 quarts. Water 2 1/2 gallons.

Standard Stake Body—Inside length back of seat 146 inches, width inside 6 feet. Height of high stakes 52 inches. Height of low stakes 28 inches. Height of platform from ground, light 44 inches, loaded to capacity 39 inches.

Standard Express Body—Inside length back of seat 149 inches, width inside 48 inches. Height of sides 14 inches. Height of platform from ground, light 44 inches, loaded to capacity 39 inches. Loading height under canopy top 63 inches.

Driver's Seat—Width 48 inches. Depth 18 inches.

WE WARRANT each new motor vehicle manufactured by us, whether passenger car or commercial vehicle, to be free from defects in material and workmanship under normal use and service, our obligation under this warranty being limited to making good at our factory, any part or parts thereof, which shall, within ninety (90) days after delivery of such vehicle to the original purchaser, be returned to us with transportation charges prepaid, and which our examination shall disclose to our satisfaction to have been thus defective. This warranty being expressly in lieu of all other warranties expressed or implied and of all other obligations or liabilities on our part, and we neither assume nor authorize any other person to assume for us any other liability in connection with the sale

STANDARD WARRANTY

of our vehicles. This warranty shall not apply to any vehicle which shall have been repaired or altered outside of our factory, in any way so as, in our judgment, to affect its stability or reliability, nor which has been subject to misuse, negligence or accident, nor to any commercial vehicle made by us which shall have been operated at a speed exceeding the factory rated speed, or loaded beyond the factory rated load capacity. We make no warranty, whatever, in respect to tires, rims, ignition apparatus, horns or other signaling devices, starting devices, generators, batteries, speedometers, or other trade accessories, inasmuch as they are usually warranted separately by their respective manufacturers.

REO MOTOR TRUCK COMPANY, LANSING, MICHIGAN, U. S. A.

