



**REO 3/4-Ton Speed Wagon**  
**\$1075**

**REO 2-Ton Heavy Duty Truck**  
**\$1650 (Chassis)**

## For Business Acceleration--- The 3/4-Ton "Speed Wagon"

WE REO FOLK ARE ALMOST inordinately proud of our achievement in producing this newest Reo delivery wagon. It is the result of many years of work, of experimenting and testing.

IT PERFORMS A SERVICE that is seemingly less, but actually more, severe than any other class of trucking, because it is called upon to meet two severe conditions at the same time; namely, speed and load.

LOAD IS A PROBLEM, but that was long since solved in the 2-ton Reo. Speed is another; but that also was overcome in the touring car. But speed plus load—there was a puzzle over which the greatest engineers in the industry pored for many years.

THAT THE SEVERITY of this service was not appreciated by most merchants is shown by the fact that many of them tried the expedient of putting an express body on a touring car chassis. Pretty expensive experiment it proved, too! The fact that the chassis used was generally an old one also added greatly to the upkeep cost.

IN ONE THING THEY WERE RIGHT, however—pneumatic tires is the only answer to this kind of service. They make speeds up to anything you want, with loads of less than a ton, practical and economical.

THE LATE HOLIDAY EXPERIENCE proved as never before the tremendous advantages and the universal need for a motor truck of this type.

YOU SAW MERCHANTS BIDDING for Christmas business by featuring the fact in their ads that deliveries would be made surely, promptly and quickly by Reo Speed Wagons.

SOME ADVERTISED that they would make two to four deliveries per day to districts where in former years, with the old slow, uncertain horse equipment, they could only promise one. And not always could they fulfill that promise.

AND YOU PATRONIZED those stores. You wanted to know that your purchases would be delivered before—not after, or on, Christmas day. And when a merchant advertised Reo truck service you knew it would be done. The words "Reo" and "reliability" are synonymous.

DO YOU REALIZE that the holiday trade this year was the heaviest it has ever been? And do you realize that, but for the fleets of motor trucks, it never could have been handled?

DO YOU REALIZE what fast, reliable motor trucks have meant to the express and the parcel post this year? And to you as a patron of both?

WELL, THAT IS WHAT THIS REO Speed Wagon will mean to your business and to your customers.

IT WILL MEAN THE ACCELERATION of your business all along the line; increase of territory—for of course you can reach, and with two or more deliveries a day, sections that you cannot touch at all with horses.

IT WILL MEAN MORE AND BETTER satisfied customers, for you can actually deliver goods on the hour you promise, and many a "hurry-up" order will come in that otherwise would go to the little store around the corner, or to your rival.

AND FINALLY; THE MAINTENANCE COST of your delivery system will be cut in half. The efficiency quadrupled.

THIS 1500-POUND REO HAS PROVED UP in the severest and most diversified kinds of service. We now know its capabilities, its reliability and its economy of upkeep almost as accurately as we know that of the great 2-ton Reo. And we say without hesitation, that this light Reo is, in its class, as far ahead of others as Reos of all models always have been.

IT WILL BE ON THE JOB ALL THE TIME—twenty-four hours per day if you choose. Why, we hear every day, from owners of fleets of these Reos, to the effect that not a minute has been lost in many months of service.

## For Your Heavy Hauling--- This Powerful Two-Ton Reo

FOR HEAVY DUTY, whether on city pavements or the worst class of country roads—mud, clay, sand, hills—this truck will stand up, mile for mile, ton for ton, with any other two-ton truck made—regardless of the price at which the other is sold.

WE FULLY APPRECIATE the scope of that statement, and we would not make it here did we not know, from actual observation of this truck in competition with other makes, that it is one hundred per cent true.

YOU NEED PAY NO MORE—you need go no farther—to find a motor truck that will perform your heavy-duty hauling if that work comes within the scope of a 2-ton truck.

THIS REO TRUCK HAS PROVEN, in several years of service, to withstand more severe overloading, more wicked usage—to require less care and to cost less, year in and year out, for upkeep and maintenance than any other truck with which it has come in direct competition.

JUST TAKE THIS CASE as an example.

IRA WILSON, DAIRYMAN, of Redford, Michigan, has a 2-ton Reo Truck that he has used now for four years; he habitually hauls sixty-three 10-gallon cans of milk from his farm to the Detroit Creamery; then the truck goes to Plymouth, Michigan, for another load, brings that to Detroit, and returns to the farm for the night.

THAT'S NINETY MILES, half of which the Reo makes with a load of more than three and one-half tons (on a truck rated at two tons, mind you), and the other forty-five miles with a load of empty cans that aggregates about 1,600 pounds.

HE MAKES THAT TRIP EVERY DAY, winter and summer. And Mr. Wilson says he has never missed a trip or been an hour late on the schedule—such is the sturdiness and dependability of this great Reo Truck.

HE HAS TRIED OTHER TRUCKS—but he soon disposed of them. And recently he purchased three more Reos. Says all he hopes is that the new ones will stand up as well as that first wonderful Reo has!

WE USE THIS EXAMPLE in preference to many we might use of Reo motor trucks in city service handling the wares of big manufacturing and wholesale houses, because the service this truck is called upon to perform includes everything the city users could need and others vastly more severe. From the city limits he encounters all the other traffic—and from there out some of the worst roads in Michigan.

IF YOU COULD JUST DRIVE YOUR AUTOMOBILE over that route, you would appreciate as never before the conditions that a Reo Motor Truck is made to meet and to surmount. Talk to Wilson and you'll marvel the more.

"50 PER CENT OVERSIZE IN ALL VITAL PARTS"—motor parts, driving shafts, gears, axles, springs, frame, wheels and tires—this Reo Factor of Safety is the reason for Reo sturdiness and Reo reliability.

IT PROVES UP not only in the ability of Reo trucks to withstand the most unreasonable overloading and the hardest of road conditions, but, above all and after all, in the extremely low maintenance cost of Reos.

IF YOU HAVE FELT that, to have a motor truck of the utmost dependability you must pay twice the price of this 2-ton Reo, we respectfully suggest that you dismiss that notion from your mind once and for all.

WE REO FOLK GUARANTEE THIS REO to the fullest extent—in the spirit as well as the letter thereof. We know it will do your work. We know of no other at its price that will do it as well. And we know of none at any price that will do it better or more economically.

YOU SEE, OUR CONFIDENCE IS UNBOUNDED—it is the result of years of experience and of observation of this 2-ton Reo in all kinds of service everywhere, under almost every conceivable kind of condition.

JUST A WORD ABOUT DELIVERIES. The demand for these trucks is increasing by leaps and bounds, and our orders are always ahead of the factory output. Besides, the spring rush is almost upon us. If your order is in our hands at once, we can promise you early delivery. If you delay it will be more difficult to get Reos. And in a motor truck of all things, you can't afford to buy a "second best."

Reo Motor Truck Company, Lansing, Mich.  
**HARRISBURG AUTO COMPANY**  
 DISTRIBUTORS

Third and Hamilton Streets

Harrisburg, Penna.