



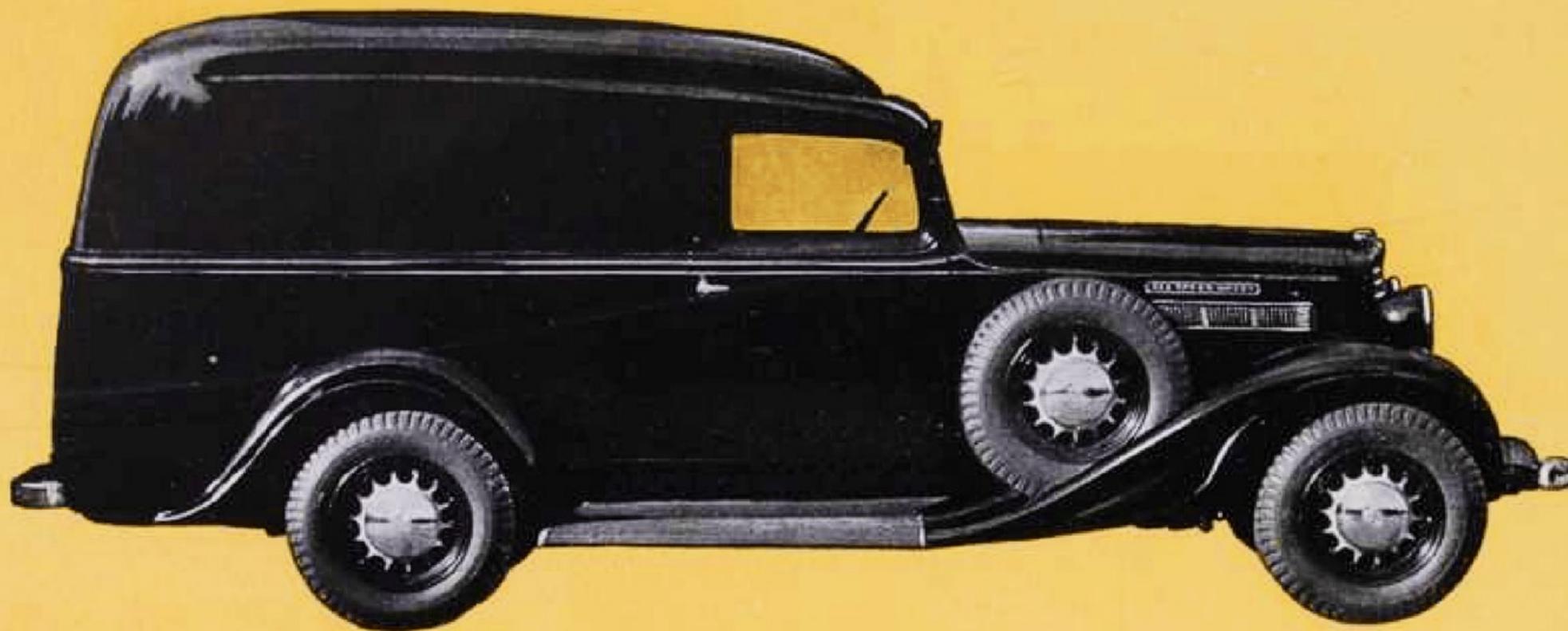
REO

\$445 A NEW LOW PRICE \$445

A new half-ton commercial Speed Wagon! An answer to industry's demand for Reo dependability in the field of light, fast delivery. Engine, rear axle and other major units are Reo-built. There is traditional Reo quality throughout—YET PRICED WITH THE LOWEST. This new Reo offers distinctive streamline appearance . . . it pays for itself in advertising value as well as performance. It is a sound investment in modern, economical business transportation.

Price chassis F. O. B. Lansing, plus tax. Special equipment extra.

**1/2-TON
SPEED
WAGON**



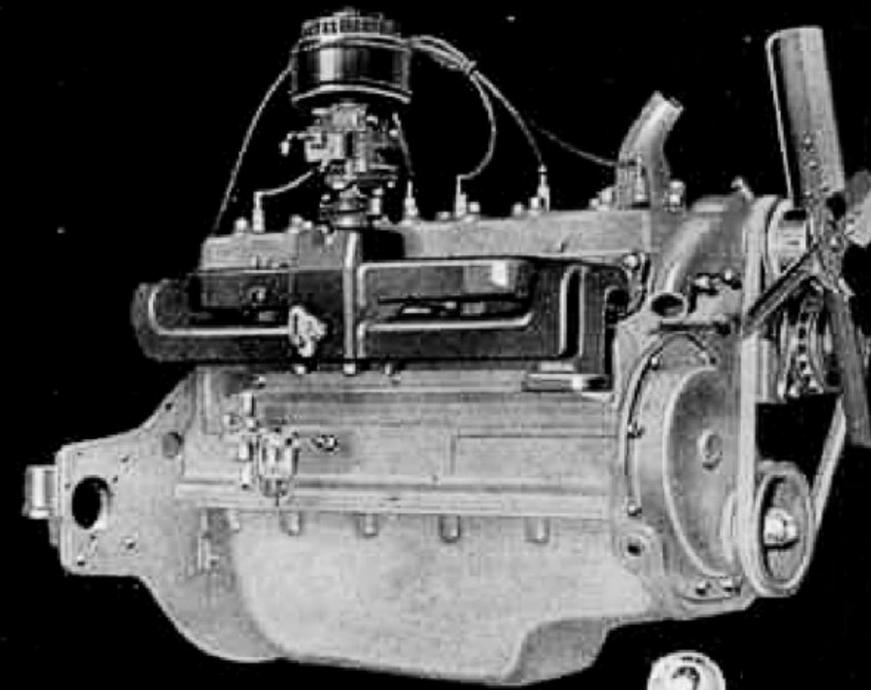
New DE LUXE COMMERCIAL PANEL

1000-Lb. Pay-Load Capacity

Smart appearance combines with practical utility in Reo's streamlined DeLuxe half-ton commercial panel. The 118-inch wheelbase accommodates a 6-ft. body WITH PROPER WEIGHT DISTRIBUTION. Unusual loading space is thus provided. The roof extension, besides affording extra height for loading, adds distinctive beauty. The Reo-built 72 horsepower engine provides speed; acceleration; power; dependable, economical performance and long-life. Four-wheel sealed hydraulic brakes are one of Reo's fine "control" features. Long, flexible springs, with aeroplane type double-acting hydraulic shock absorbers, assure easy riding for driver and cargo. Frame is pressed steel double-drop type with heavy X-brace. Typical Reo quality is evidenced throughout.



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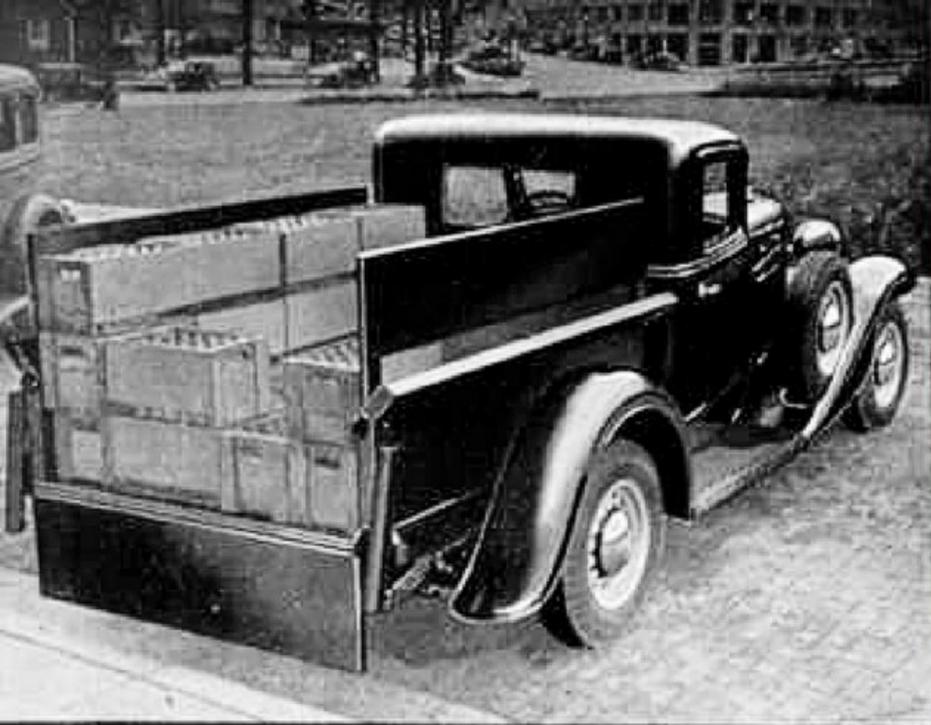


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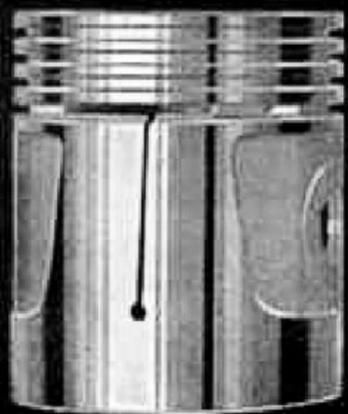
1. Loading space:

Length	74 ³ / ₈ "
Maximum Width	57 ¹ / ₄ "
Height	50 ⁵ / ₈ "

2. The Reo-built 72 horsepower engine assures dependable, economical power.
3. Extension sides on the Pick-up body materially increase loading space.

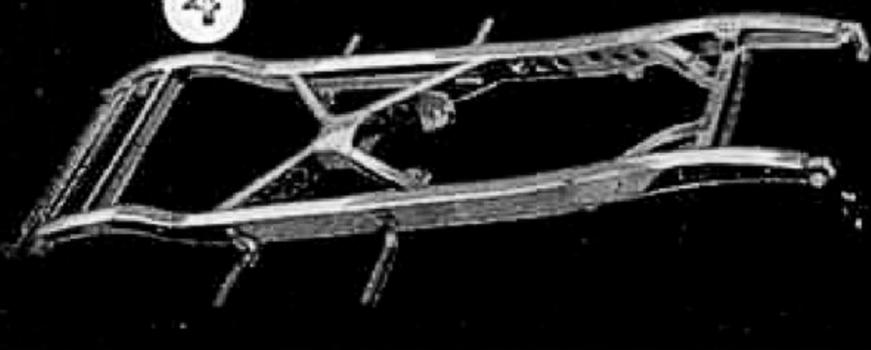


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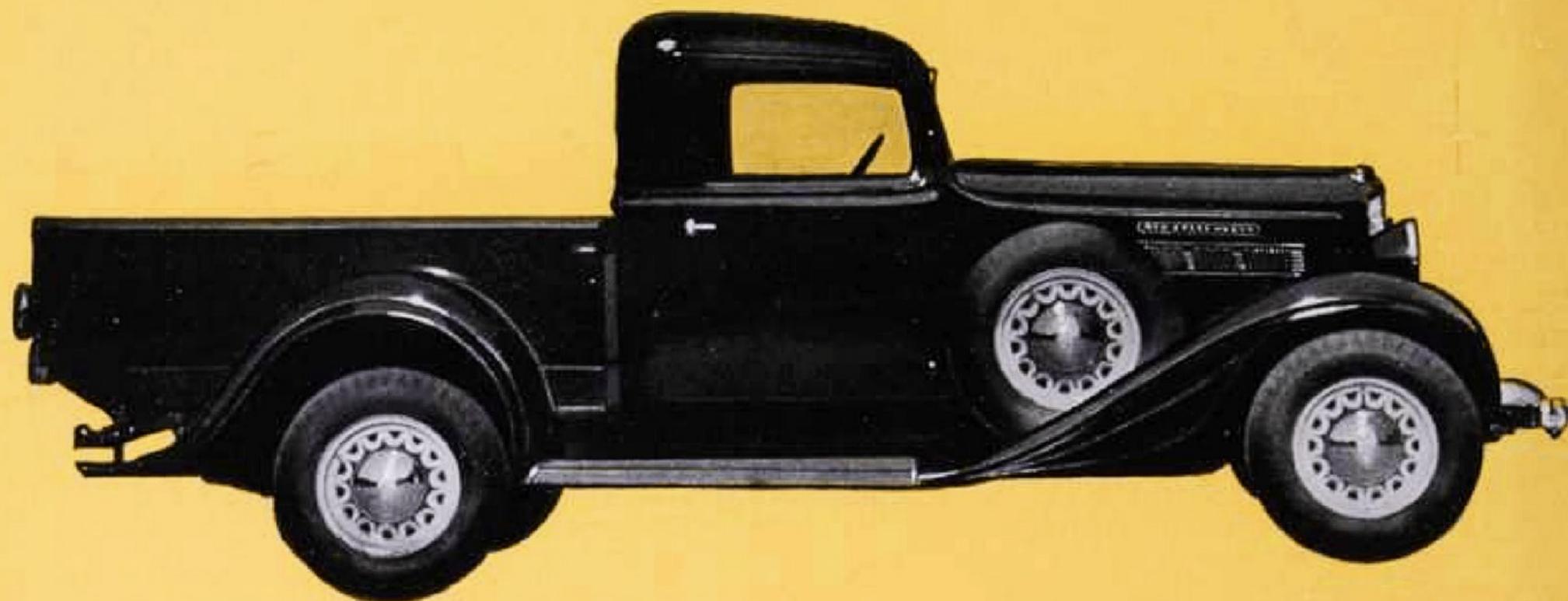
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4. The double-drop type chassis frame has heavy X brace extended to form box-shaped main members throughout the length of power-plant section.

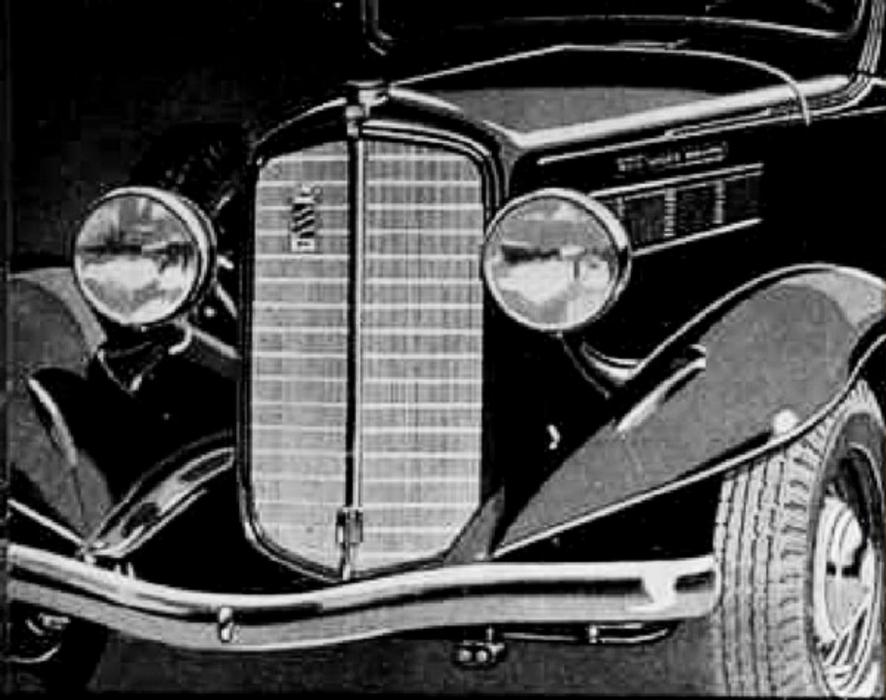
5. Lo-Ex aluminum alloy pistons are "tough" and close-fitting. They promote good engine performance.



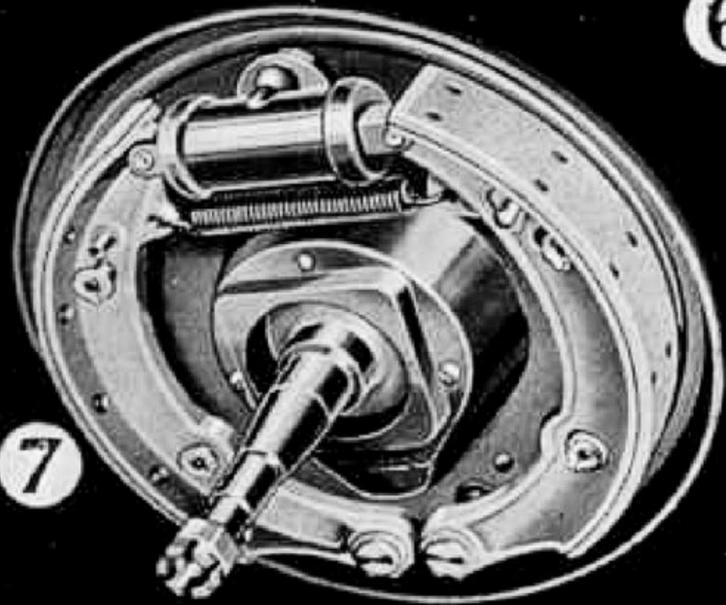
HALF-TON PICK-UP

Light, Fast - Economical

The half-ton Reo, with all-steel pick-up body, is adapted to many types of loads. Stake pockets are provided for extension sides, considerably increasing their height for handling light cartons of merchandise, bundles of newspapers and similar cargoes. This vehicle is powered by the Reo-built 209-cubic inch engine. Reo's 4-wheel hydraulic brakes are powerful and reliable, with 170 square inches of effective braking area. The 10-inch single-plate clutch is built for hard service. Chassis frame is extra strong, with X-member. This vehicle is built in every way for capable, low-cost performance.



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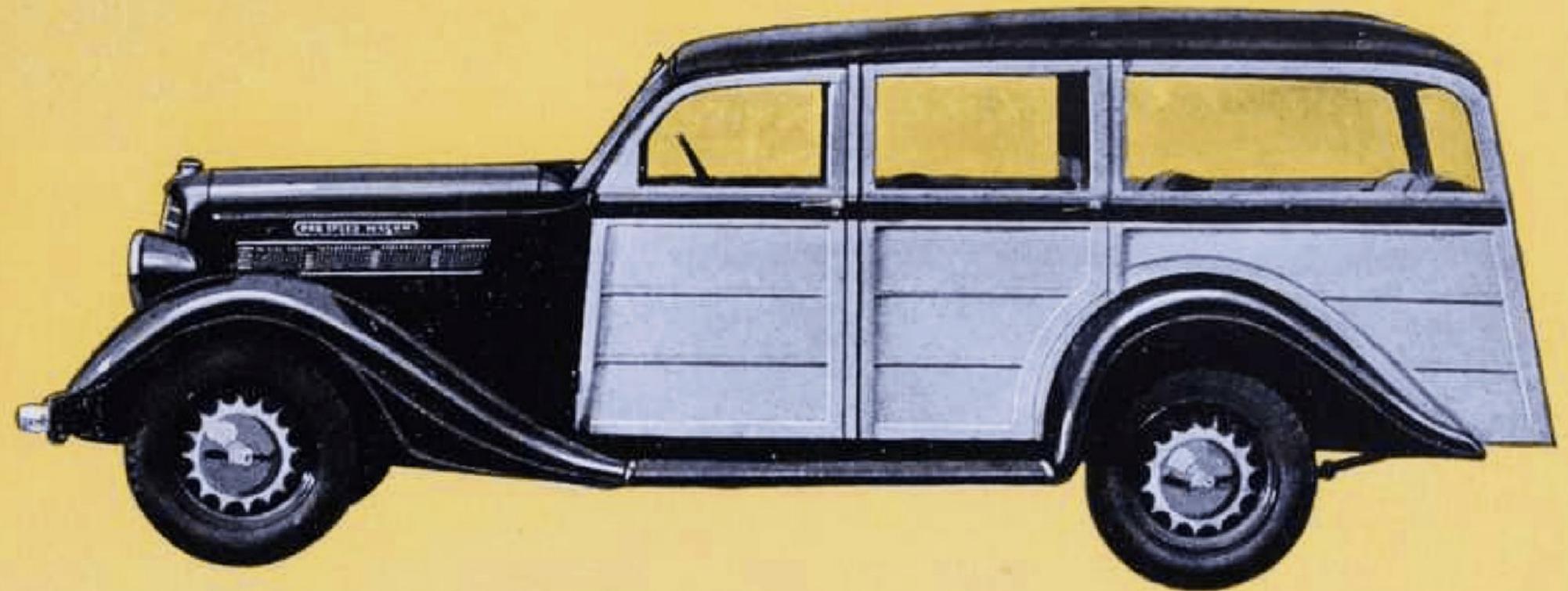
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The front-end is a distinctive design. Built to reduce wind resistance as well as for fine appearance.

Automatically equalized, four-wheel, sealed hydraulic brakes assure quick and positive stopping. Rear Axle is spiral bevel gear type. Roller bearings are used throughout.

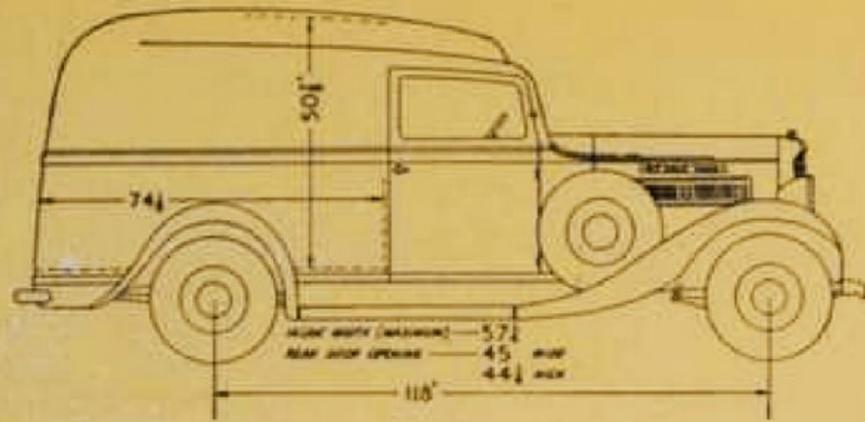


SUBURBAN SEMI-SEDAN

A Comfortable 7-Passenger Station Wagon

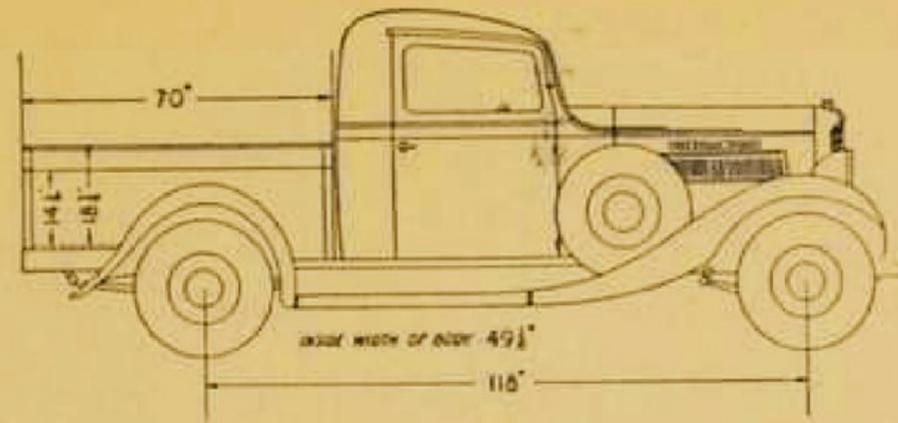
Reo's Suburban Semi-Sedan is adapted to the service of Golf Clubs, Hotels, Country Estates, Suburban Schools, Transfer Lines—and is ideal for Camping Trips. Smart appearance is achieved by sedan roof construction and graceful stream-line back. The body is natural wood finish. Seats are sedan type, handsomely trimmed and very comfortable. Extra wide full-length doors are swung on piano hinges. Body by Westchester—Chassis by Reo—a combination that assures fine appearance and reliable, long-lived service. This equipment is light, easy riding, easy handling—AND SAFE. It fully meets every requirement of the service for which it is designed.

BODY DIMENSIONS (In Inches)



Half-Ton Commercial Panel:

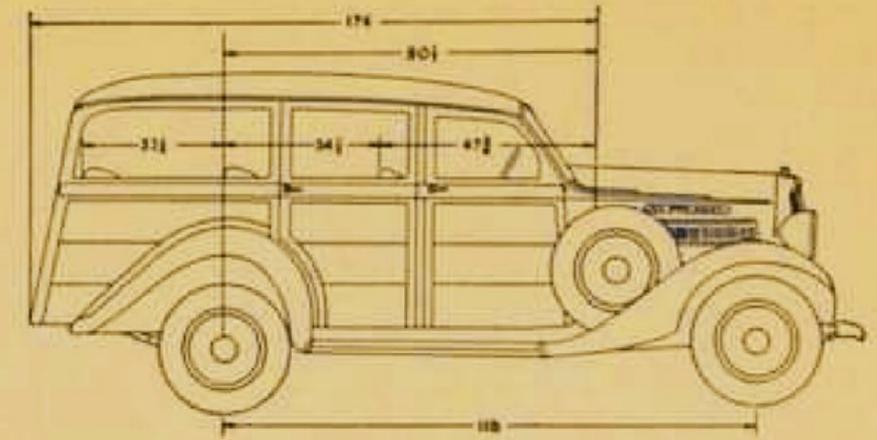
Nominal length	6'
Inside length back of driver's seat:	
At floor line	74 3/8"
At top of seat back	66 1/2"
Maximum width	57 1/4"
Width between wheel housings	46 3/8"
Width of rear door opening:	
Bottom	45"
Top	45"
Inside height	50 3/4"
Height of door opening	44 1/4"
Height of wheel housing	10 5/8"
Overall length of body from dash	126"
Overall width of body	62 1/4"



Inside Measurements - - All-Steel Pick-up Body:

Length	70"
Width below flareboards	49 1/2"
Height of sides to flareboards	14 1/4"
Height to top of flareboards	18 3/4"

Width of center seat	36"
Leaving 8" aisle on R.H. side of body.	
Width of rear seat cushion	46"
Width of front seat cushion	42"
Height of front seats, cushion to floor	10"
Head room from rear seat cushion to roof	35 1/2"
Height rear seat backs	22 1/2"
Height of front seat back	27"
Height from floor of body to ground	25"
Size of tail-gate	27" high, 48" long



Suburban Semi-Sedan:

Inside loading space from back of front seat to tail-gate at floor line	75"
Inside width	50"
Inside height, floor to center of roof slats	47"
Width between wheel housings	44 1/2"
Width of front doors, top 24", bottom	32"
Width of rear doors	30"

S P E C I F I C A T I O N S

WHEELBASE 118 in.

6-CYLINDER ENGINE—Special Alloy Iron Cylinder Block; 3 3/16" bore, 4 3/8" stroke, 209 cu. in. piston displacement. Taxable horsepower 29.38. Maximum brake horsepower 72 at 3200 R.P.M. 4 main bearings, 42 square inches total bearing area. Full pressure lubrication to all main, connecting rod and camshaft bearings. Lo-Ex aluminum alloy pistons, cam ground, T-slot design. Down-draft carburetor with air cleaner.

CLUTCH—10" single plate.

TRANSMISSION—3 speeds forward and reverse. Low 2.81-1, second 1.60-1, high 1.0-1, reverse 3.38-1.

DRIVE—2 needle bearing universal joints and balanced tubular propeller shaft. Hotchkiss drive.

REAR AXLE—Semi-floating; spiral bevel drive gears; straddle mounted pinion; ball and roller bearing throughout. Gear ratio 4.27 to 1.

STEERING GEAR—Cam and lever type.

BRAKES—Four-wheel internal hydraulic, 170 square inch effective area. Parking brake, band type mounted on transmission.

WHEELS—Pressed steel, Spoke type.

TIRES—6.00/16 front and rear.

SPRINGS—Front 36 3/4 x 1 3/4"; rear 55 1/2 x 2".

FRAME—Pressed steel double drop type with heavy central X brace extended to form box-shaped main members throughout length of power-plant section. Channel 6" deep, 2 1/2" flange, 1/8" stock thickness.

In our constant effort to improve REO products, we reserve the right to make changes in specifications or prices without notice or obligation.

REO MOTOR CAR COMPANY



LANSING, MICHIGAN