

# Guide to the Wanger REO Collection

## Summary Information:

### Repository:

Capital Area District Library/Forest Parke Library & Archives  
401 South Capitol Avenue  
Lansing, MI 48933

**Creator:** Eugene G. Wanger

**Title:** Wanger REO Collection

**Collection No:** 20801

**Extent:** 14 boxes, 6.5 cubic feet

**Abstract:** The collection contains papers, photographs, and objects that cover the history of the REO auto company and its products. There are also materials that are reproduced from older historical documents.

## Administrative Information

### Access Restrictions:

This collection is open for research. However, due to the fragile condition of specific items, access may be restricted. Advance notice is requested.

### Acquisition Information:

Donated by Eugene G. Wanger.

### Usage Restrictions:

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### Preferred Citation:

[Item], The Wanger REO Collection, Forest Parke Library & Archives, Capital Area District Library.

### Processing Information:

Processed by: Jill Crane

Finding Aid created by: Jill Crane

Completed in 2008

## Biographical Note

A member of the Michigan and Federal Bars, Eugene G. Wanger attended the Lansing public schools and graduated from Amherst College and the University of Michigan Law School. He was a Delegate to the Michigan Constitutional Convention of 1961 and Chairman of the Ingham County Board of Commissioners in 1972.

Mr. Wanger is one of the three original incorporators, past president and life member of the RE Olds Transportation Museum in Lansing, Michigan; and was

awarded a Certificate of Recognition by the Historical Society of Michigan in connection with these activities. In 1984 he organized and chaired the first general purpose antique truck show held in Michigan and organized the Michigan Chapter of the American Truck Historical Society. He served as the Chapter's President, and for many years was a member of the national board of the American Truck Historical Society. He is a longtime member of the REO Club of America and has owned two antique REO motor vehicles.

In addition to REO Motor Car Company history, Mr. Wanger maintains important collections on Ingham County History, Michigan Constitutional History, the Toledo War, Capital Punishment and Parliamentary Law and Procedure. He has written extensively on several of these subjects.

## **Collection Scope and Content Note**

This collection includes materials that reflect the history and products of the REO Motor Car Company. The materials are divided into sixteen categories: catalogs; manuals; promotional brochures; car advertisements; truck advertisements; pictures; letters; articles & periodicals; badges, pins, fobs & emblems; company stock; model "H" truck items; bus items; mower items; boat items; "WREO" items; and miscellaneous. The collections cover the years of 1904 to 2004, with most of the materials dated from 1910 to 1960. Most of the collection consists of ephemera, with the addition on some artifacts.

The bibliography provided by the donor list the collection by categories and provides detailed descriptions of each item.

## **Arrangement**

Materials are arranged as closely as possible to the order listed in the bibliography provided the Mr. Wanger. The items are divided into sixteen categories: catalogs; manuals; promotional brochures; car advertisements; truck advertisements; pictures; letters; articles & periodicals; badges, pins, fobs & emblems; company stock; model "H" truck items; bus items; mower items; boat items; "WREO" items; and miscellaneous. Some of the items in the bibliography are listed under two or more categories; in those cases the item was housed with the first category under which it was listed.

## **Controlled Access Terms (LC)**

### **Subjects:**

Olds, Ransom Eli, 1864-1950  
REO Motor Car Company  
Oldsmobile automobile  
REO trucks  
Lansing (Mich.)  
Automobiles.  
Advertising

## **Contents List**

### **Box # 1**

Catalogs and manuals

### **Box # 2**

Promotional brochures

### **Box # 3**

Car advertisements - A

### **Box # 4**

Car advertisements - B

### **Box # 5**

Truck advertisements - A

### **Box # 6**

Truck advertisements - B

### **Box # 7**

Pictures and letters

### **Box # 8**

Articles & periodicals - A

### **Box # 9**

Articles & periodicals - B

### **Box # 10**

Badges, pins, fobs & emblems

### **Box # 11**

Company stock, model "H" truck items, bus items, mower items, boat items, "WREO" items and miscellaneous

### **Box # 12**

Miscellaneous artifacts

### **Box # 13**

Oversized items

### **Box # 14**

SteREOScope and ashtray

## Item List

Box #	Category	Cat #	Year	Description	Coll #
1	Catalog	1	1905	Car catalog "The REO" (2004 reprint)	582
1	Catalog	2	1905	Car catalog "REO", 8 p.	360
1	Catalog	3	1907	car catalog, "REO", 24 p.	450
1	Catalog	4	1910	car catalog, "The MIGHTY REO", 32 p.	363
1	Catalog	5	1911	car catalog, "REO", 32 p.	362
1	Catalog	6	1911?	truck promo, "REO commercial cars," 1 p.	364
1	Catalog	7	1912?	Car & truck catalog, "REO THE FIFTH," 24 p.	358
1	Catalog	8	1912	truck catalog, "REO LIGHT MOTOR TRUCKS," 16 p.	361
1	Catalog	9	1913?	Catalog, REO MOTOR TRUCKS," 32 p.	355
1	Catalog	10	1915?	Catalog "REO ¾ TON SPEED WAGON," 14 p.	357
1	Catalog	11	1916?	Truck catalog, "REO MOTOR TRUCKS," 24 p.	365
1	Catalog	12	1916	car catalog, "THE NEW REO SIX," 24 p.	392
1	Catalog	13	1918	car catalog, "REO 'SPEED -WAGON'," 10 p.	353
1	Catalog	14	1919	truck catalog, "THE REO SPEED WAGON," 32 p.	354
1	Catalog	15	1926	REO "BUSSES, 6 cylinder..." 12 p.	457
1	Catalog	16	1926	letter from bus sales mgr Parker	458
1	Catalog	17	1933	catalog "The REO-ROYALE Eight," 16 p.	444
1	Catalog	18	1993	"DIAMOND REO TRUCKS 1967-1997, THE FIRST TWENTY-FIVE YEARS," 81 p.	506
1	Manuals	1	1911	truck manual, "INSTRUCTION BOOK AND PARTS PRICE LIST, 1911, MODEL 'H' LIGHT TRUCK," 24 p.	367
1	Manuals	2	1911	"INSTRUCTION BOOK AND PARTS PRICE LIST,"	430
1	Manuals	3	1912	Car & truck (?) "Parts Price List REO," 70 p.	396
1	Manuals	4	1913	Instruction Book and Parts Price List," 67 p.	440
1	Manuals	5	1915	"1915 Instruction Book, REO Model 'F'," 100 p.	439
1	Manuals	6	1916	"Instruction Book and Parts Price List," 73 p.	441
1	Manuals	7	1920?	"Manual De Instrucciones, Edition 'E' REO. Modelo 'F' Speed Wagon." 45 p.	435
1	Manuals	8	1922?	"Sixth Edition Instruction Book," 52 p.	442
1	Manuals	9	1924?	Manual "Instruction for Care and Operation of REO SPEED WAGONS," 44 p.	437
1	Manuals	10	1924?	Manual "Edition VII, Instruction Book..." 61 p.	438
1	Manuals	11	1924?	"Instruction Book Third Edition", 63 p.	443
1	Manuals	12	1929	Manual "Instruction Book REO SPEED WAGONS 'F' Model..." 54 p.	436
2	Promo	1	1910	Car promo "The Farmer and His Motor Car", 8 p.	394

2	Promo	3	1912	truck promo, "DELIVERING THE GOODS", 16 p.	451
2	Promo	4	1913	truck promo "Some Truck", 16 p.	356
2	Promo	5	1919?	Truck promo "BRIDGING THE LAST GAP BETWEEN FARM AND MARKET", 16 p.	404
2	Promo	6	1921?	Promo "RR RAILROAD REO", 20 p.	429
2	Promo	7	1922	truck promo "SPECIAL BODIES ON THE SPEED WAGON CHASSIS", 23 p.	366
2	Promo	8	1922?	Car promo "REO The Incomparable Six"	391
2	Promo	9	1922?	Bus promo "People of All Six Continents Ride in SPEED WAGON Busses", 4 p.	399
2	Promo	10	1923	truck promo "Reasons for the Speed Wagon", 16 p.	368
2	Promo	11	1923	car and truck promo "Reasons for REO", 63 p.	393
2	Promo	12	1925	promo "Compliments of STATION WREO", 48 p.	517
2	Promo	13	1925?	Promo "STANDARDIZED AUTOMOTIVE TRANSPORTATION...", 4 p.	518
2	Promo	14	1925?	Promo "STANDARDIZED AUTOMOTIVE TRANSPORTATION...", 4 p.	519
2	Promo	15	1930?	Bus promo "REO 12-15 PASSENGER BUS"	390
2	Promo	16	1930?	truck promo "REO Cuts TRUCK PRICES"	408
2	Promo	17	1931	promo "REO SPEED WAGON Super-Tonner", 4 p.	522
2	Promo	18	1931	promo "REO TON AND A HALF SPEED WAGON", 6 p.	523
2	Promo	19	1931	"REO TWO TON SPEED WAGON", 4 p.	524
2	Promo	20	1932?	"THE NEW REO MIGHTY 4 TONNER..."	407
2	Promo	21	1933?	"REO Big 4tonner"	405
2	Promo	22	1933?	Truck promo "YOU'LL BE RIGHT IF YOU BUY A REO"	406
2	Promo	23	1934	truck promo "REO SEMI-TRAILERS Coordinated Units"	386
2	Promo	24	1934	car promo "Today's driving conditions..."	388
2	Promo	25	1934?	Cut-outs of various model REO cars	422
2	Promo	26	1935	bus promo "REO Bus News", 4 p.	376
2	Promo	27	1935?	Promo "REO ENTERS LOWEST PRICE TRUCK FIELD WITH New 1 ½ TON ..."	382
2	Promo	28	1935?	Truck promo "-REO-NOW IN THE..."	384
2	Promo	29	1935	truck promo "See! NEW REO 1 ½ TON..."	385
2	Promo	30	1946	truck & bus promo "REO Offers you a brief history from 1904 to 1946", 8 p.	389
2	Promo	31	1948?	Bus promo "REO SAFETY SCHOOL BUS"	387
2	Promo	32	1953	promo "REO", 27 p.	383
2	Promo	33	1956?	Promo "QUALITY IS OUR TRADEMARK", 20 p.	455

2	Promo	34	1974?	Several truck promotional folders, etc.	410
3	Car ads	1	1905	"The Man Mr. RE Olds, who built..."	217
3	Car ads	2	1905	"REO A Goer and A Stayer"	231
3	Car ads	3	1905	"The REO Runabout 8 H.P., 900 lbs,"	259
3	Car ads	4	1905	"REO The 'Fittest' Car"	298
3	Car ads	5	1906	"REO The Car that Did is the Car that Will"	204
3	Car ads	6	1906	"REO 1907 Touring-car, \$1,250"	297
3	Car ads	7	1906	"REO The Car that Did...", Review of Reviews	299
3	Car ads	8	1906	"REO Honest Power Honest Price"	339
3	Car ads	9	1906	"REO \$1,250...The Finger of Fact"	340
3	Car ads	10	1907	"REO Put that in your pipe and smoke it"	205
3	Car ads	11	1907	"REO \$1,250 'Try it out'"	218
3	Car ads	12	1907	"REO 1907 TOURING-CAR, \$1250" Cosmo	230
3	Car ads	13	1907	"REO \$1,250 'Try it out'" Cosmopolitan Mag.	295
3	Car ads	14	1907	"A Mountain of evidence"	296
3	Car ads	15	1907	"REO 4-Seat Runabout \$675" (REPRINT)	337
3	Car ads	16	1907	"REO \$1,250 Put that in your pipe..."	346
3	Car ads	17	1908	"\$1,000 The new REO 'The sportiest..."	206
3	Car ads	18	1908	"1908 REO The Car that shows why"	300
3	Car ads	19	1908	"\$1,240 5-passenger Touring..."	341
3	Car ads	20	1909	"Get the Real Thing! Whatever you pay..."	258
3	Car ads	21	1909	"'You can do it with a REO' REO \$1000"	292
3	Car ads	22	1910?	"REO the Comfortable"	201
3	Car ads	23	1910?	"REO \$1,250 Touring - car"	202
3	Car ads	24	1910	"1910 REO \$1,250 Four-Cylinder 30 Horse..."	207
3	Car ads	25	1910?	REO Touring Car 16 horse-power..."	294
3	Car ads	26	1910?	"The driver's seat and control are on the left..."	301
3	Car ads	27	1910	"Top and Mezger Automatic Windshield..."	303
3	Car ads	28	1910	"REO \$1250 Mezger Automatic Windshield..."	344
3	Car ads	29	1910	"The driver's seat...Four cylinder REO \$1250"	347
3	Car ads	30	1911	"REO Proof Every REO every year..."	203
3	Car ads	31	1911	"You Can do it with a REO..."	293
3	Car ads	32	1911	"REO Records answer every question"	302
3	Car ads	33	1911	"REO The Car that went from New York to..."	320
3	Car ads	34	1911	"REO The car that went..." American Magazine	345
3	Car ads	35	1911	"REO Records answer..." American Magazine	234
3	Car ads	36	1911	"REO \$1000 A New Era in the..."	305
3	Car ads	38	1912	"The Car That Marks My Limit by RE Olds,..."	233
3	Car ads	39	1912	"The Car that Marks..." Cosmopolitan Magazine	342
3	Car ads	40	1912	"REO the Fifth-\$1,055 It Took 25 Years to..."	310
3	Car ads	41	1912	"My Greatest Success By RE Olds..."	359
3	Car ads	42	1912	"10,000 Cars at \$1,055"	307
3	Car ads	43	1912	"10,000 Cars at \$1,055 To Introduce REO..."	309
3	Car ads	44	1912	"My Greatest Success By RE Olds, Designer"	232
3	Car ads	45	1912	"Our Limit is 50 Cars a Day"	308

3	Car ads	46	1912	"What Will 5 Years Do?"	228
3	Car ads	47	1913	"Demand the Best"	304
3	Car ads	48	1913	"The Rough-Road Car by RE Olds, Designer"	316
3	Car ads	49	1913	"What Shows Don't Show by RE Olds..."	319
3	Car ads	50	1913	"Each a Lucky Car by RE Olds, Designer"	306
3	Car ads	51	1913	"\$2,000 Buried by RE Olds, Designer"	317
3	Car ads	52	1913	"Our Modest Output by RE Olds, Designer"	314
3	Car ads	53	1913	"Wanted—10,000 Friends by RE Olds..."	315
3	Car ads	54	1913	"What Mr. Olds Won't Tell"	227
3	Car ads	55	1913	"Are These Things There? By RE Olds..."	318
3	Car ads	56	1913	"Are These Things There?..." Christian Herald	313
3	Car ads	57	1913	"The Car You Won't Regret"	312
3	Car ads	58	1913	"Always Up-to-Date" by RE Olds, Designer"	311
3	Car ads	59	1913	"Always Up-to-Date..." Suburban Life	213
3	Car ads	60	1914	"REO the Fifth 1914 Model \$1,175..."	322
3	Car ads	62	1914	"REO the Fifth... Car or Super-Car"	321
3	Car ads	63	1914	"The 1914 Model... A Handsome Super-Car"	324
3	Car ads	64	1914	"REO the Fifth A Super-Car \$1,175"	270
3	Car ads	65	1914	"REO the Fifth A Super..." Sat. Eve. Post	323
3	Car ads	66	1914	"The REO SIX The Six of Sixty Superiorities"	325
3	Car ads	68	1915	"The New REO the Fifth the Incomparable Four"	326
3	Car ads	69	1916	"The New REO the Fifth the Incomparable Four"	229
3	Car ads	70	1916	"REO Does Exclusive Representation Pay?"	196
3	Car ads	71	1916	"REO Announcing the REO Models and Prices"	195
3	Car ads	72	1916	"The 'Best Thing' About REO Cars"	189
3	Car ads	73	1917	Dealer's pamphlet showing REO advertising 12 p.	377
3	Car ads	74	1917	"The New REO Six roadster \$1,250"	222
3	Car ads	75	1917	"REO The Gold Standard of Values REO..."	192
3	Car ads	76	1917	"REO Ten REO Models—One REO Quality"	197
3	Car ads	77	1917	"REO THE FIFTH Touring Car With..."	329
3	Car ads	78	1917	"REO the Fifth 5 Pass. Touring Car \$875"	283
3	Car ads	79	1917	"REO the Fifth Touring Car \$875"	240
3	Car ads	80	1918	"REO Looks Like Camouflage But It Is Just..."	282
3	Car ads	81	1919	"REO All You Can Ask in a Motor Car"	333
3	Car ads	82	1919	"REO Announcing a New REO Model..."	242
4	Car ads	83	1919	"REO Unanimous Approval—on Sight"	334
4	Car ads	84	1920	"REO There Is No Time to Lose"	335
4	Car ads	85	1921	"REO Standardize on REOs"	198
4	Car ads	86	1921	"REO For Seventeen Years These Seven..."	191
4	Car ads	87	1922	"REO Stanadardize on REOs"	190
4	Car ads	88	1922	"REO Both Are Leaders—And Both are REOs"	193
4	Car ads	89	1922	"REO Standardize on REOs Every..."	199

4	Car ads	90	1922	"REO There is now a REO for Every Motoring..."	194
4	Car ads	91	1922	"REO Beauty Unexcelled-Quality Unsurpassed"	200
4	Car ads	94	1923	"REO The Gold Standard of Values New..."	268
4	Car ads	95	1923	"REO The Gold..."	238
4	Car ads	96	1923	"NEW HIGH-POWERED REO SIXES..."	285
4	Car ads	97	1923	"REO The Gold Standard of Values NEW ..."	269
4	Car ads	98	1924	"NEW HIGH-POWERED REO SIXES"	266
4	Car ads	99	1924	"High-Powered REO Sixes"	281
4	Car ads	100	1924	"REO The Gold Standard of Values Safer..."	287
4	Car ads	101	1924	"REO SEDAN \$1595 TWENTIETH..."	280
4	Car ads	102	1924	"REO The Gold Standard of Values 20 <sup>th</sup> Ann..."	279
4	Car ads	103	1925	"REO 29 <sup>th</sup> ANNIVERSARY SEDAN \$1595..."	245
4	Car ads	104	1925	"REO The Gold Standard of Values..."	289
4	Car ads	105	1925	"REO The Gold Standard of Values..."	244
4	Car ads	106	1925	"REO The Gold...REO Series G SEDAN \$1645"	288
4	Car ads	107	1925	"REO SERIES G SEDAN \$1645 at Lansing"	286
4	Car ads	108	1925	"REO Series G Sedan"	277
4	Car ads	109	1925	"REO Series G SEDAN"	267
4	Car ads	110	1926	"REO Long life at moderate cost is the..."	278
4	Car ads	111	1926	"NEW REO SEDAN \$1565 at Lansing..."	276
4	Car ads	112	1926	"Created for 90% of all motor car buyers..."	243
4	Car ads	113	1927	"NO OTHER AMERICAN CAR LASTS AS..."	220
4	Car ads	114	1927	"The FLYING CLOUD REO FLYING CLOUD..."	275
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4	Car ads	116	1927	"Deep in the wilderness the wolverine..."	216
4	Car ads	117	1928	"Sailing into the Morning of Another Glorious..."	223
4	Car ads	118	1928	"The REO FLYING CLOUD She has sailed..."	247
4	Car ads	119	1928	"That women may go in style—and go, and..."	215
4	Car ads	120	1928	"Why only REO Can Build a REO"	211
4	Car ads	121	1928	"Are you one of the treat majority who won't..."	239
4	Car ads	122	1928	"When you can't tell whether it's up or level"	249
4	Car ads	123	1929	"Long Hills?...they're made for a Flying Cloud"	252
4	Car ads	124	1929	"It is not easy to build so fine a car..."	255
4	Car ads	125	1929	"There will be only ONE car like this in your..."	221
4	Car ads	126	1929	"A new REO Flying Clout the Mate"	250
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4	Car ads	128	1929	"Would you like to be the ONE woman in..."	224
4	Car ads	129	1929	"REO FLYING CLOUD OF THE MONTH"	235
4	Car ads	130	1929	"When you whisper 'Let's be going' to a..."	261
4	Car ads	131	1929	"It costs no more to run a REO than..."	246
4	Car ads	132	1929	"a gear shift"	257
4	Car ads	133	1929	"...to do ALL THINGS WELL—as a pencil..."	254
4	Car ads	134	1929	"THIS NEW INVENTION MAKES THE REO..."	256

4	Car ads	135	1929	"Maker of History-Intolerant of Tradition"	253
4	Car ads	136	1930	"TRY to wear out a REO...and you've tackled.."	248
4	Car ads	137	1930	"Announcing TWO NEW REO FLYING..."	265
4	Car ads	138	1930	½ of a 2 p. color adv. in Sat. Evening Post	272
4	Car ads	139	1930	"The REO-Royale EIGHT"	290
4	Car ads	140	1930	"This Young Couple is about to make an..."	219
4	Car ads	141	1930	"TRY to wear out a REO"	284
4	Car ads	142	1931	"REO-Royale EIGHT"	226
4	Car ads	143	1931	"The finest REO FLYING CLOUDS ever..."	264
4	Car ads	144	1931	"REO FLYING CLOUDS An Eight and a Six"	291
4	Car ads	145	1931	"The REO-Royale EIGHT"	262
4	Car ads	146	1931	"The REO-Royale EIGHT"	336
4	Car ads	147	1931	"A new REO-Royale AT A LOWER PRICE"	260
4	Car ads	148	1931	"ANNOUNCING The REO-Royale..."	331
4	Car ads	149	1931	"Two New REO FLYING CLOUDS"	263
4	Car ads	150	1932	"A year and a half ahead"	225
4	Car ads	151	1932	"Announcing the new REO FLYING CLOUDS"	236
4	Car ads	152	1934	"See the Brilliant New 1934 REO..."	214
4	Car ads	153	1934?	"NO GEARS TO SHIFT! in the Amazing New..."	241
4	Car ads	154	1934	"See the...with NO GEARSHIFT LEVER"	210
4	Car ads	155	1935	"IT CAN'T BE LUCK—ALWAYS"	209
4	Car ads	156	1935	"IT CAN'T BE LUCK—ALWAYS"	328
4	Car ads	157	1935	"CLOSE YOUR EYES—AND DRAW ONE"	208
4	Car ads	158	1935	"IF YOU COULD HAVE YOUR WISH!"	273
4	Car ads	159	1935	"LET'S GET DOWN TO BRASS TACKS!"	327
4	Car ads	160	1935	"REO Presents America's Finest Six"	237
4	Car ads	161	1936	"America's Finest Six"	212
4	Car ads	162	1938	"Why only REO Can Build a REO"	332
5	Truck ads	1	1910?	"REO Truck...Only \$750"	395
5	Truck ads	2	1911	"REO Built for Business...The motor delivery..."	7
5	Truck ads	3	1911	"REO Built for Business...The handy delivery..."	8
5	Truck ads	4	1911	"For Only \$750"	10
5	Truck ads	5	1912	"Only \$750" (3 copies)	9
5	Truck ads	6	1914	"Getting Ahead of Competition"	343
5	Truck ads	7	1914?	"MOVE YOUR FARM CLOSER TO THE CITY"	352
5	Truck ads	8	1915	"The 2-Ton REO Motor Truck, " "Model J"	5
5	Truck ads	10	1915	"The 2-Ton REO MOTOR TRUCK...Never"	348
5	Truck ads	11	1915	"The 1-Ton REO MOTOR TRUCK...Never"	351
5	Truck ads	12	1915	"Here's the New 3/4 -Ton REO Speed Wagon"	122
5	Truck ads	13	1915	"Here are Two REO Trucks"	161
5	Truck ads	14	1916	"REO 2-Ton 'Heavy Duty' Trucks..."	4
5	Truck ads	18	1916	"REO Quality in REO Trucks"	121
5	Truck ads	20	1916	"Right Now You Feel the Need of..."	1
5	Truck ads	25	1918	"REO The Test of Time Is The Only True Test"	120
5	Truck ads	26	1919	"REO With Electric Starter and Lights..."	13

5	Truck ads	27	1919	"REO Speed is Economy"	74
5	Truck ads	28	1919	"REO Basically Right in Design"	119
5	Truck ads	29	1920?	Photo negative of Speedwagon advertisement	538
5	Truck ads	30	1920	"REO Unchallenged Leadership"	173
5	Truck ads	31	1920	"REO 'Speed-Wagons' are Remy Equipped"	73
5	Truck ads	32	1920	"REO SPEED WAGON Speed Wagons..."	162
5	Truck ads	33	1920	"REO"	18
5	Truck ads	34	1920	"REO Speed Wagon" "I Owe REO \$280"	19
5	Truck ads	35	1921	"Fits Every business"	72
5	Truck ads	36	1921	"Standardize on REOS"	75
5	Truck ads	37	1921	"Fits Every Business" American Magazine	174
5	Truck ads	38	1921	"This REO Speed Wagon Fits Every Business"	69
5	Truck ads	39	1921	"REO Standardize on REOs"	71
5	Truck ads	42	1922	"REO SPEED WAGON Canopy Express \$1435"	12
5	Truck ads	47	1922	"REO SPEED WAGON Why This Amazing..."	70
5	Truck ads	48	1922	"REO SPEED WAGON A Truck That Will..."	177
5	Truck ads	49	1923	"SPEED WAGON"	11
5	Truck ads	50	1924?	"SPEED WAGON Considered Strictly on a ..."	183
5	Truck ads	51	1924	"Dominant in Every Haulage Field"	171
5	Truck ads	52	1925	"SPEED WAGON First!"	77
5	Truck ads	53	1925	"SPEED WAGON First! Sat. Eve. Post	172
5	Truck ads	54	1925	"SPEED WAGON Road Mastery"	175
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5	Truck ads	56	1925	"Dominates in Rural Haulage"	15
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