

**Reo Motor Car Company
Reo Motors, Inc.
Diamond Reo, Inc.
Chronology of Events**

<u>Date</u>	<u>Description of Event</u>
01/05/1904	R. E. Olds departs Oldsmobile
08/16/1904	<ul style="list-style-type: none"> • R. E. Olds incorporates the R. E. Olds Company as a Michigan corporation. • Name later changed to Reo Motor Car Company.
Fall 1904	<ul style="list-style-type: none"> • Two proto-type Reo automobiles built and tested. • Reo factory under construction on South Washington Avenue, Lansing, Michigan.
Jan. 1905	Full-scale construction of Reo autos. First shown at the January 14-21, 1905 Madison Square Garden Auto Show.
1907	Production of 3,967 autos. Third in US industry.
1909	Reo agrees to pay royalties under the Shelden Patent (Patent defeated by Ford in 1911)
1910	First production of 4-cylinder, shaft-drive Reo. F head engine. Left-hand drive.
10/08/1910	Reo Motor Truck Company incorporated in Michigan, a subsidiary of the Reo Motor Car Company. North Grand Avenue Plant acquired to build trucks.
1911	First large-scale Reo production of commercial vehicles, the Model H and Model J trucks. (A Reo Wagonette was produced in small volumes as early as October 1905.)
1912	Reo the Fifth introduced. R. E. Olds' "Finest Car" and his "Farewell Car."
Late 1913	Reo's first big truck, the 2-ton, 4-cylinder Model J truck introduced.
1915	<ul style="list-style-type: none"> • Auto production of 14,694 (Ford 43,946) • 6-cylinder auto introduced
Fall 1915	Reo Model F truck introduced, ¾ ton. Named the Speed Wagon, designated a "Quick Delivery" truck where "speed is absolutely essential." By 1930s, the name was changed to the single word, "Speedwagon."
09/28/1916	Reo Motor Truck Company consolidated into the Reo Motor Car Company.
1918	Auto production: 13,321
1919	<ul style="list-style-type: none"> • Auto production: 7,307 • Trucks: 19,185

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1920	<ul style="list-style-type: none"> • Truck production: 19,300 • New 6-cylinder F head engine developed by Reo engineers • Introduction of the T-6 model auto
Dec. 1923	<ul style="list-style-type: none"> • R. E. Olds resigns Presidency • Richard Scott President
1927	<ul style="list-style-type: none"> • Reo offers the Speedwagon Junior powered by a Continental engine. • Reo car production exceeded truck production for the first time since 1919. • All-time high Reo production: 40,470 autos and trucks produced
Jan. 1927	Flying Cloud introduced
May 1927	Reo Wolverine introduced
1929	Car sales: 16,100
01/03/1929	Reo stock price is \$31.87 per share.
10/30/1929	Reo stock price is \$11.50 per share.
1930	Car sales: 12,563
Sept. 1930	The 1931 Royale introduced. Body designed perhaps by Alexis de Sakhnoffsky but more probably by Amos Northup, with Fabio Sergardi, both of Murray Corp.
1931	Car sales: 6,007
1932	Car sales: 3,908
05/12/1933	Introduction of self-shifter, available in 1933, 1934, 1935 models
1934	R. E. Olds, age 70, returns to Presidency of Reo
04/16/1934	<ul style="list-style-type: none"> • Richard Scott resigns as President and member of Board of Directors. • Donald Bates assumes office of President.
End of 1934	R. E. Olds retires from active management.
1936	<ul style="list-style-type: none"> • Car production: 2,950 • Truck production: 11,662 • Passenger car production ceases • Mack Jr. trucks built by Reo in Lansing (discontinued in 1938)
June 1938	<ul style="list-style-type: none"> • Donald Bates resigns as President. • Col. Fred Glover (formerly Chief of Motor Transport, U. S. Army, WWI), named President.

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July 1938	<ul style="list-style-type: none"> • Col. Glover resigns. • Roland Campbell President
12/14/38	<ul style="list-style-type: none"> • Roland Campbell resigns as President • Thomas Rowland President
12/16/38	Howard Flograus removed as chief engineer
12/17/38	<ul style="list-style-type: none"> • Reo Motor Car Company declares bankruptcy and asks for appointment of a trustee. • Truck production halted
Jan. 1940	Col. Glover back as President
05/17/1940	Reo truck production resumes.
Aug. 1940	<ul style="list-style-type: none"> • Reo emerges from bankruptcy • Henry Hund President
12/31/1940	\$1,765,000 draw on Reconstruction Finance Corp. loan to build military trucks
1946	<ul style="list-style-type: none"> • Civilian truck production resumes • Reo begins manufacturing lawnmowers
1948	Joseph S. Shere, Jr. President
1949	Production of only 3,516 trucks
Fall 1949	<ul style="list-style-type: none"> • Introduction of Reo's Gold Comet 331 cu in OHV engine • U. S. Government Order of 5,000 2½-ton M34 military trucks, the Reo designed "Eager Beaver"
08/26/1950	R. E. Olds dies, Lansing, Michigan. Buried in family mausoleum, Mount Hope Cemetery.
1951	Lawnmower sales peak at \$11.3 million. Reo had 12% of the national market.
1953	Calamity Jane Civil Defense truck production begins
June 1954	Eager Beaver production ends at Reo. Reo's design continues production at GMC.
1954	<ul style="list-style-type: none"> • Reo introduces its Gold Comet V-8 engine • Bohn Aluminum & Brass Company purchases Reo
12/31/1954	John Tooker President
05/25/1957	White Motor Company purchases Reo from Bohn Aluminum & Brass Corp.

<u>Date</u>	<u>Description of Event</u>
03/28/1958	White Motor Company purchases Diamond T Truck of Chicago
1960	Diamond T Truck plant in Chicago closed, and all production moved to Reo plant in Lansing, Michigan
1967	<ul style="list-style-type: none"> • White combines Diamond T and Reo divisions into Diamond Reo • J. L. Adams President
08/16/1971	White sells its Diamond Reo division to F. L. Cappaert
Dec. 1974	Diamond Reo files for bankruptcy, plant closes, 1,300 employees laid off
09/19/75	The last two military trucks finished
1975-1976	Assets of Diamond Reo liquidated

(Send corrections, noteworthy additions and comments to Jim Neal.)