

'Cross Canada in a Reo

TRAIL BLAZED FOR NATIONAL "ALL-RED" HIGHWAY



TRANSCONTINENTAL AUTOMOBILE RUNS are now of not unusual occurrence in the United States. Because road difficulties have been charted—the determining factor there is speed.

The first transcontinental run across Canada was essentially one of **ENDURANCE**. More so when it is known that a boy of 23 was at the wheel, who did not even know the geography of the country—without a chart, or directions—who had to meet all the great difficulties of the trip, far surpassing those of any other part of the world, blindly, and overcome them at their worst by sheer sturdiness of this ordinary stock car alone.

What does this run mean to YOU—who desire a car for everyday use?

It means—that in a Reo—there is the positive assurance of mechanical and structural reliability—minimum upkeep—adaptability to all—no matter how unusual—road conditions. If an ordinary stock Reo car stood a Canadian transcontinental trip it would surely meet any test that you can put it to

What does it mean to the man who has already bought a car?

It again means—that the

Reo is the Car of Experience

Send your name and address for the Illustrated Book that tells of the trip. Read how the sturdy little REO ploughed the treacherous muskeg and pertinacious gumbo. How bridges were improvised, how chasms were block and tackled, and how triumphantly she dipped her wheels in the Pacific, 4,200 miles to the good—with mechanism perfect and running as smooth as the "purr of a contented kitten."

The edition is limited, so send early.

REO records are records of "reliability," and if you sum up every quality desired in a car, they are expressed in that word "reliability." \$1,750 f.o.b. St. Catharines, Ontario.

REO MOTOR CAR CO.

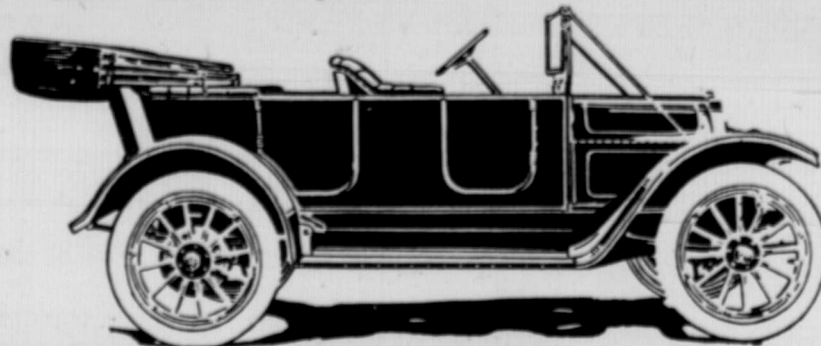
LIMITED

ST. CATHARINES, ONT.

Reo 1913 Touring Car

"Is the last word"—in automobile construction. Rational—reason why—left side drive—no irksome, awkward levers—all controls in the centre of the car—the handle like a cane, right at driver's hand, where a movement of only three inches each of four ways shifts every gear. The famous Gray & Davis Electric Starter, lamps and dynamo are installed.

Here is the car of the "automobile man." The car—if not bought first—is surely bought after a man has paid for his so-called "automobile experience."



Reo 1913 Touring Car

REO SALES CO.

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