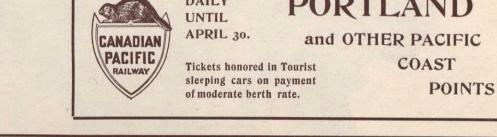
CANADIAN COURIER



TORONTO ELECTRIC LIGHT CO., Ltd. 12 ADELAIDE STREET EAST



The Thing that Counts Most in a Car is "Get-There-and-Back Ability"

¶ You hear men say, "If I could only get a car that I can always be sure of, to take me wherever I want to go and back again, at from thirty to forty miles an hour, over any kind of road—and which won't cost "all get out" to buy and run—*That would be my car.*" ¶ The REO is exactly that kind of car.

The 1909 **REO** Touring Car Price \$1250.00

A High Grade Car at a Reasonable Price

The car illustrated here is the same—except for 1909 enlargements and improvements—that won a "perfect score" in the 1908 Glidden Endurance Run of 1700 miles. I Beginning with a powerful, long-stroke motor, machined to the highest and smoothest possible finish, and lubricated at every point exactly in proportion to speed, it delivers through the simple and direct transmission, a splendid reserve of power that easily and smoothly takes five people wherever they want to go—and back again.

The Reo Motor Car Company of Canada, Limited @ St. Catharines, Ontario