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## A PRICE ANNOUNCEMENT



THE price of the LAFAYETTE must reapond to changes in underlying economic conditions. .- But the quality of the Li FAYETES is in ouf own keeping, and in is, vecurely, bixed by our purpope to build the yery finest car that we can.

Quieth; surely and upon its own merit, the Laf ayexts has taken its, place among the finge cars of the world. Unilike mos cars, it has neyer been on probation. In engineering, metallurgy and manu
facturing precision it incorporates and improves upon the best standard practice. Owners repeatedly tell us that it is "the car of the futare" in the fine car field, and this opinion seems to gain insistence with every new Lafayetts car on the streets. Not until you have driven a Lafayett thousands of miles will you realize the long usefulness and brilliant performance which it yields. . . . It has the economy of all good things

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