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She has sailed into the hearts of women who are tired of the commonplace, for she is a pleasure car—a pleasure to see, to ride in, to drive, to own. *We invite you to try one out.*

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\$1195 and \$1295
at Lansing, plus tax

REO MOTOR CAR COMPANY, *Lansing, Michigan*
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\$1625 to \$1995
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NO OTHER AMERICAN CAR LASTS AS LONG AS REO ~ NOT ONE