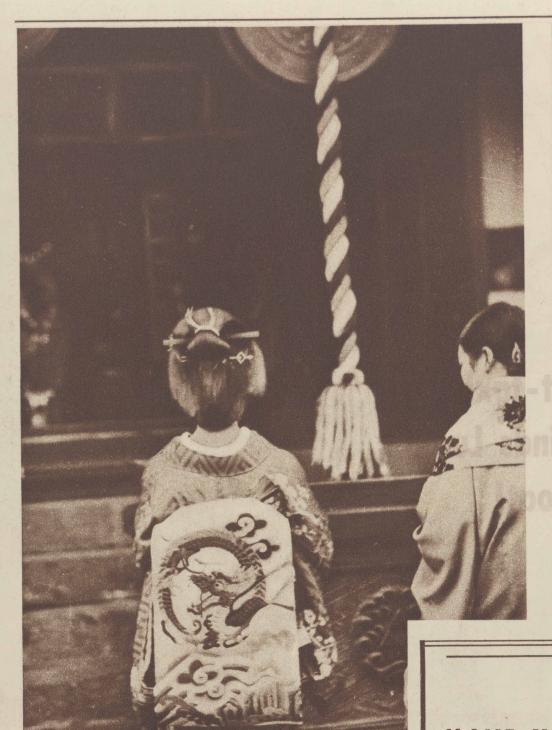
EVER DRIVEN A



IN UNLUCKY 1938, Year of the Tiger, a Japanese girl prays for good fortune. As "a tiger returns to its home from a thousand miles," so 1938 brides of Japan are considered likely to return home.



## A home of their own

and money to spare

Thanks to their Fidelity Income Plan nobody has to "take care" of them

speed as the forties draw near ... particularly for husbands and acquire any substantial cash re- dollars.

old age, find it a simple matter to relax and rest, long before they otherwise could, simply because they have been putting aside small sums each month in a Fidelity Income Plan.

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THE years fly by with lightning Behind you stand the experience and integrity of an organization over a quarter century old with wives who have never been able to assets in excess of 34 millions of

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Photos from Kimpei Sheba, Chicago Tribune Press Service

## MAID IN JAPAN

WITH HER LEGS OVER A CHARCOAL BURNER, and a quilt over her legs, the Japanese girl keeps warm in traditional manner while she plays solitaire.

## FOR ITCHING SKIN

Are you suffering from an itching, burning, irritated skin? There's no need to. For 30 years Zemo has brought welcome relief to millions of sufferers. Because of its rare ingredients, Zemo usually cools, soothes and relieves the itching of Eczema, Simple Rashes, Pimples, Ringworm and similar annoying which invitations promptly. skin irritations promptly. Buy Zemo today—All drug-



## LINCOLN-ZEPHYR

People who have never driven a twelve-cylinder car may think of it, primarily, as capable of high speed. The Lincoln-Zephyr is that, most certainly, but the joy of driving it comes in many other ways. Always the Lincoln-Zephyr has power in reserve. At any speed, in traffic, or on the open road, it goes evenly, smoothly, gently.

Every move of this powerful car inspires confidence and encourages better driving. New owners discover that familiar trips are made more quickly — but, that they drive less fast than before. Having picked an even pace, they maintain it - without pressure, without fatigue.

And many people who have never driven a twelve-cylinder car think of it as inherently expensive to operate. Lincoln-Zephyr performance is both efficient and economical.

Owners report from 14 to 18 miles to the gallon, under a wide variety of traffic, road and weather conditions.

And some people jump to the conclusion that the Lincoln-Zephyr must be an expensive car to buy. It is medium in price. Wholly new in beauty, in balance, in riding ease, and safety, this modern "twelve" is the only car of its kind at

Choose from six handsome body types, including the two new convertibles, Sedan and Coupe. Lincoln Motor Company, builders of Lincoln and Lincoln-Zephyr V-12s.

 Prices begin at \$1295, delivered at Detroit factory. State and federal taxes extra. The Sedan (illustrated above) is \$1395, delivered at Detroit factory; this price includes white side-wall tires.