



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.



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

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*12 cylinder engine?*



## LINCOLN-ZEPHYR V-12

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 any price!

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.



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