

Over A Quarter Million Dollars Worth of



Offered You In Lincoln

DURING

Lincoln Used Car Exchange Week March 23-30

Why It Pays to OWN A Good Used Car

1. A GOOD used car is SAFE to drive . . . for you and for others.
2. It is economical to operate, its upkeep cost being no greater than that of a new car of the same make.
3. It offers satisfying comfort and luxury . . . ease of driving and simplicity of operation.
4. Its modern beauty renews your pride of ownership . . . adds a new driving thrill.
5. A clean, sparkling car of recent model makes a favorable social impression.

What You Get—

Members of the Lincoln New Car Dealers Association offer you **greater selection of used cars at lowest prices.** In their show rooms you will find all kinds of used cars. A vast selection as to year, model, and make of car.

No place in the state offers you such attractive prices and selection as here in Lincoln. Whatever year, model or make you want, you will find it in their show rooms.

Act at once—Here is your opportunity to get that Used Car you've wanted at a bargain price. **NEVER BEFORE . . . NEVER AGAIN** such bargain prices.

Lincoln New Car Dealers Association