

NOTE: Even after its experience of nearly a century, Case is not content to publish advertisements unless based on the very latest authoritative information. This is one of a series of messages to farmers, prepared after visiting tractor demonstrations, talking to hundreds of farmers and carrying on a national investigation through our sales organization and by mail to find the gas tractor needs of the farmers.

Every State a Case State



• Branch Houses
• Sub Branch Houses
• Dealers

Every farmer who is studying the tractor situation wants to know something about the different companies, particularly the leaders. Case tractors, because they are commanding the spotlight, are of special interest. Farmers want to know about the international organization of the J. I. Case Threshing Machine Company, particularly in the United States and Canada. The reason for this interest is that service is a big feature to the buyer.

In the United States and Canada the Case Company has 9000 dealers and 44 branch houses. This means that whenever a tractor needs attention, service and parts are near. Thinking farmers know that any tractor—barring none—might have a slight mishap during the rush season, when even a day's delay is costly. Sending to a far-away factory would mean delay. *But not so with a Case.* Help is

always near, measured by minutes and hours instead of days. But not all tractors have such a service back of them. Of course the Case is most free from troubles because of its experienced design and workmanship.

No Orphan Tractors in the Case Family

If you travel around your state and the neighboring ones, you will find many farmers who are handicapped by lack of nearby tractor service. They will surely buy their next tractor from a well-organized concern like the Case Company, which has had 74 years' experience in the agricultural field. You will also find farmers owning Case tractors who do not worry. As you talk and compare, your business judgment will make you think of price and performance, but also of reputation and experience behind the tractor. Price isn't all, nor quality. Yet Case leads in these two features, just as it leads in service. Most farmers appreciate the work done by us in their interest since we started in 1842. But sentiment alone is not making men choose Case tractors. They are coming to Case because of the combination of good points—low price, performance, reliability and service.

The Coming of the Case

As more and more men see and use the Case, they become dissatisfied with lesser quality. It is the old story of our long experience surpassing experimental engineering. Our chief engineer in the gas tractor department says: "To design a successful tractor one has to know, from actual experience and experiment, the work in the field that the machine is to be called upon to do. Yet many disregard this primary principle of everyday service. Access should be possible to every part of the motor without having to dismantle it. By inaccessibility you lose time, lose profits, and become dissatisfied. I would advise the prospective tractor purchaser to



The Sign of Mechanical Excellence the World Over

choose a tractor with an accessible motor." If you have attended the tractor demonstrations you appreciate the importance of what he says.

Where Case Triumphs

The Case 10-20 will replace more than five horses and handle three plows with ease, under ordinary conditions. It is adapted to all kinds of farm work. Besides field work, it drives an 18-inch Case separator, operates a silo filler, hauls, etc. Then remember, above all things, that the motor is a special Case design, made entirely by Case for tractor work, not assembled. You know our experience and success with other machinery. Our tractor is designed to be equally famous. All parts of the motor are easily accessible, so no dismantling is necessary for any adjustment. When, for instance, you have to take up main bearings or crank-pin bearings, *you do not have to remove the magneto or the camshaft or the oil pump.* Access is obtained by removing a simple cover to

which nothing is attached. Remember, too, that all working parts are enclosed and fully protected.

Consider weight, and do not forget that the Case 10-20 weighs less than any other tractor of equal capacity.

Reckon the value of the drive wheel traveling on unplowed land instead of down in the furrow, where it would pack the soil.

Then, when you hear of some farmer who has had trouble getting over soft spots or extra hard pulls, remember that the idler wheel on *this Case* tractor can be locked in from the operator's seat and used as a driver in such emergencies.

Consider all these things, make comparisons, and you are bound to decide that the Case 10-20 at \$800, f. o. b. Racine, is cheaper than those costing less. Especially when you remember the reputation of the company, our 44 branch houses and 9000 dealers. Write today for more information about the Case 10-20 as well as our 12-25, 20-40 and 30-60.



From an actual photograph of a Case 10-20

Leaders in Other Lines of Agricultural Machinery

Case steam engines, Case threshing machines, Case road machinery, Case automobiles—each Case product is a dominant factor in its own field. Write today for our complete Case Catalog. It is an album of information that should be under the reading lamp in every farm sitting room. It is beautifully printed, with many interesting scenes and reproductions in color. No farmer should miss having it. Especially when it costs you only one penny for a postal card to get it. Merely write, "Send me your general machinery catalog"

SEND TO DAY
For the
CASE Catalog
Your Name on a
Postal Will Do

J. I. CASE THRESHING MACHINE COMPANY, Inc. 729 Erie St. RACINE, WIS.

Founded 1842

CANADIAN BRANCHES:

Alberta—Calgary, 10th Avenue and 4th Street

Manitoba—Winnipeg, Princess and James Streets

Ontario—Toronto, 345-349 Dufferin Street

Saskatchewan—Regina, Broad Street and 8th Avenue. Saskatoon, Queen Street and 2nd Avenue