

# From Generation To Generation

Since 1842 Case manufacturing principles have followed the uncompromising standards of excellence outlined by the founder of this company, Jerome I. Case.

During these years buyers throughout the world have been made happy by the excellence of Case products—from the simplest to those which solve the more difficult problems of power.

## CASE



The Sign of  
Mechanical Excellence  
the World Over

From grandfather to father to son has passed the word that the honored name of Case is a guarantee of satisfaction, excellence in design, sincerity in manufacture and straightforwardness in sales, which have been the foundation of Case success.

The new Case 40 commands the strict attention of thinking buyers, who want thorough excellence at a moderate price. We are firmly convinced that we offer you unusual quality in the new Case 40. You cannot dupli-

cate this car at this price. Remember this car has 120-inch wheel base—7-passenger, all-steel body with removable upholstery—waterproof, flexible conduits for all electrical wiring, etc.

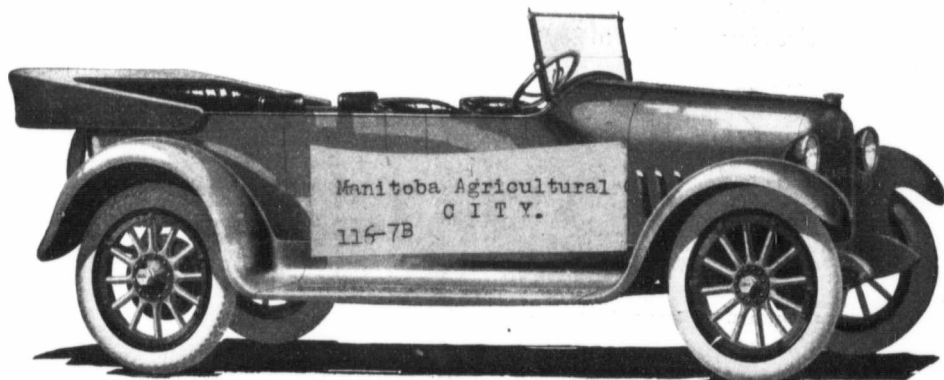
Before deciding on which car appeals to you most, it would be a good move on your part really to know the new Case 40, not merely by sight, but mechanically. May we show it to you in detail? Or do you prefer illustrated description by mail?



The Sign of  
Mechanical Excellence  
the World Over

**J. I. CASE T. M. Co. Inc.,** 748 Liberty St. **Racine, Wis.**

Canadian Branches: Regina, Winnipeg, Saskatoon, Toronto and Calgary.



The New Case 40—\$1090. F. O. B. Factory.