

"JAY - EYE - SEE"

Many years ago there was a famous race horse, known from ocean to ocean. Its name was "Jay Eye See"—which were the initials of J. I. Case, the founder of the J. I. Case T. M. Company.

The owner of this famous horse was known as a man who loved thoroughbreds—a man who admired perfection. He was recognized as a master-builder of machinery. He established his factory in 1842, and around it gathered a world-known community of able workmen.

A Thoroughbred

Like the noted "Jay Eye See"—known to you surely by reputation—the new Case "40" is a thing of rare beauty. Its long and sweeping lines are distinctive. All corners have disappeared. This unmistakable beauty makes men spot this car and admire it. You will enjoy driving such a "different" car—one that stands out from others.

Tomorrow's Car Today

Your first mile in this car will delight you with its unusual comfort. This is gained, not alone by the use of the cantilever springs, but by the Case way of suspending these springs from the rear axle so that they do only spring duty.

The divided front seats—the upholstery in real grain leather, which, by the way is removable as a unit for cleaning—together with the unusual room, both in the front compartment and in the tonneau, will excite further praise.

Tests of Value

Then when you come to test those parts beneath the hood, whether in a hard pull or up a steep incline, or on the car's 100,000th mile, you will find the Case motor well deserving of the characterization—"the motor that makes extra cylinders unnecessary".

Here are More Details

The fact that all wiring is housed in waterproof, rustless, flexible conduits, illustrates the care in planning of details. The junction box between the body and the chassis, also indicates the attention which you will find as you go through the car with a microscope. We urge you to study every part. These just given are but a few of the many things which make this car a rare value. Of course Westinghouse ignition, lighting and starting equipment needs no further comment.

New Car - New Price

We offer you this car at the price of \$1090, F. O. B. Racine, Wis., with the statement that it contains all of the merit of our earlier "40", which sold for \$2300. You know what Case means by value. Let us send you our fine new catalog, which shows you the car in colors and pictures its many superlatives.

J. I. CASE T. M. COMPANY, Incorporated,

742 LIBERTY STREET

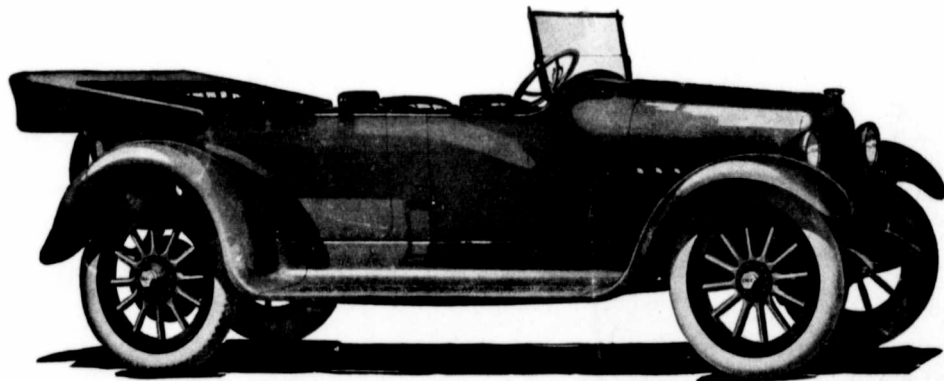
RACINE, WIS.



The Sign of
Mechanical Excellence
the World Over



The Sign of
Mechanical Excellence
the World Over



NEW CASE "40" — \$1090