



# CASE



## "Always at Your Service, Sir!"

The CASE Car is built to do honor to a name known throughout the world for over 70 years as a guide to excellent machinery. What other car has such a pedigree?

For a trip 'round the block or across the continent—in fair weather or foul—the CASE Car is ever a willing, eager companion. All roads are smooth roads in a CASE—with its deep upholstery and its long cantilever springs.

The CASE is a car of "Hidden Values." Beneath its surface are *unseen* merits. Time proves that we put into the CASE materials and workmanship not found in other cars at this price. And we can prove many features in this car found only in cars costing *much more*.

## Ready for the Road

The CASE Car comes completely equipped. No "extras" to buy. Its regular equipment includes added features—absolutely necessary but found in no other car. They are *Extra Tire and Tube on Rim with Tire Cover, Weed Non-Skid Tire Chains and 8-Day Clock*.

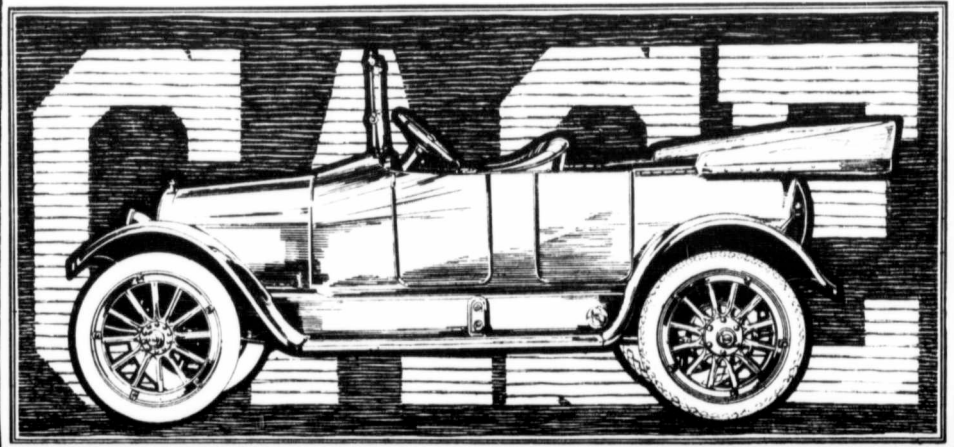
With this extra equipment and its five per cent discount for cash, the CASE car, we believe, is by far the best buy on the market. But

purchase price must be considered only with life-cost. When you really understand all these values you will certainly appreciate the logic of the CASE Car and the Company behind it. As a sound business proposition it is without competition.

Our new illustrated book tells how we are able to build this super-car and sell it at such a low price. May we send you a copy.

J. J. CASE T. M. CO., Inc., 741-791 State Street, Racine, Wis., U. S. A.

—ADAPTED FROM THE "LIFE" MAGAZINE, JANUARY 1934, BY W. L. GARDNER



The Name Behind the CAR