

GREATER CASE 40

**Backed by a 70-Year-Old Reputation
and \$40,000,000 Capital**

This car we regard as the crowning achievement of a company which for seventy years has stood at the head of manufacturers of the highest type of machinery. It is a quality product from first to last and, by all standards of comparison, the greatest value in an automobile on the market today. The Greater Case is great in size and magnificent in appearance. It has all the elegance and style and luxurious comfort of cars that cost a fortune. But the dominant factor in its supremacy is hidden under the hood.

—IT'S THE CASE ENGINE!

The Case is known far and wide as the car with the

famous engine. This engine embodies advanced ideas found in no other make—ideas that have been worked out with consummate skill and infinite care and patience.

It took eighteen years to perfect the engine that makes the Case supreme.

These eighteen years, devoted to designing, experimenting, refining, improving and perfecting this wonderful engine, have brought forth what we believe to be the masterpiece of America.

An engine so simple, compact, silent, accessible and powerful that its equal does not exist.

"The Car With the Famous Engine"

Our Mighty Engine

These statements, coming as they do from one of the most conservative manufacturers in the world, are based on the actual performance of the engine. It is due to this extreme conservatism that we rate as a 40 horsepower, an engine that shows 52 horsepower on the brake test. This is the same type of engine that carried the Case "30" to victory and fame on race tracks, durability runs and hill-climbing contests galore.

The Handsomest Car at Any Price

The Greater Case is big and roomy, with a straight line body and sweeping lines that give symmetry and grace. It is richly finished and upholstered, handsomely trimmed, luxuriously appointed, and up-to-the-minute in style.

Wherever seen, in country touring or on the city boulevards, its splendid lines and stunning style command universal admiration. No modern car at any price surpasses it in appearance.

And its perfect balance and long, strong springs, make it by far the easiest riding car.

The Car for Service

Case Cars are always ready to go. The engine always runs.

The Case Car is built throughout of the finest materials available in automobile construction, by a highly-skilled factory organization, in a plant whose mechanical equipment is unexcelled.

70 Years of Making Good

Back of Case Cars stands the 70-year reputation of a company whose products have always made good.

J. I. Case machinery was famous for quality when your grandfather was a boy.

And for three generations that high standard of quality has steadily been maintained.

The Case Eagle On Your Car

This emblem on an automobile has the same significance as the STERLING MARK on silver. It stands for highest quality and a guarantee that protects. It places at the disposal of the owner of a Case Car our

Nation-Wide Case Service

We have 10,000 Case Agents and 65 big Branch Houses scattered throughout the United States and Canada. All of our vast army of agents are equipped to promptly take care of Case Cars.

Wherever you carry the Case Eagle you may be assured of a welcome, hospitable treatment and fair dealing at the hands of the Case local agent. He will furnish you with information on the best roads, hotels, etc. No other automobile concern in the world can duplicate Case Service.



You want a car that will last—not one that will be down-and-out in a year. We are not competing with the cheap, "one-year" cars with which the market is flooded.

We are building cars for those who demand the utmost limit of durability and service and are glad to pay an honest price for full measure of honest value.

The Greater Case is a high-grade car at a medium price. Fore-door ventilation—36x4-inch tires—120-inch wheel base—three-quarter elliptic springs—11-inch clearance—4½x5¼-inch cylinders—Rayfield carburetor—dual ignition—Brown-Lipe transmission—Timken full-floating axles—cellular-type radiator—regulation trim-

mings—demountable rims—English mohair top with side curtain and dust hood.

Self-Starting Motor

High-grade windshield—12-inch acetylene gas head lamps—special design combination electric and oil side and tail lamps—storage battery for the electric lighting side and tail lamps—Prest-O-Lite tank for head lamps—one extra demountable rim—complete set of tools—jack and tire-repair kit—pump. These are some of the special features that belong to the Greater Case.

The Safe Way

to buy a car is to deal with a concern in whom you have absolute confidence. You know this company. You know the J. I. Case 70-year reputation for fair dealing and honest values.

We want you to know the Greater Case. Send the coupon for the catalog. See the car at the nearest Case Agency. Compare our quality and prices with others.

Ride in it—at our expense—as fast and as far as you wish. At the rate the orders are coming in, we will not be able to meet the 1912 demand for GREATER CASE 40 cars. Better act at once. Send the coupon today. If you want a lighter, less powerful car, investigate the well-known Case 30.

J. I. Case Company, Inc., Dept. 86, Racine, Wis.

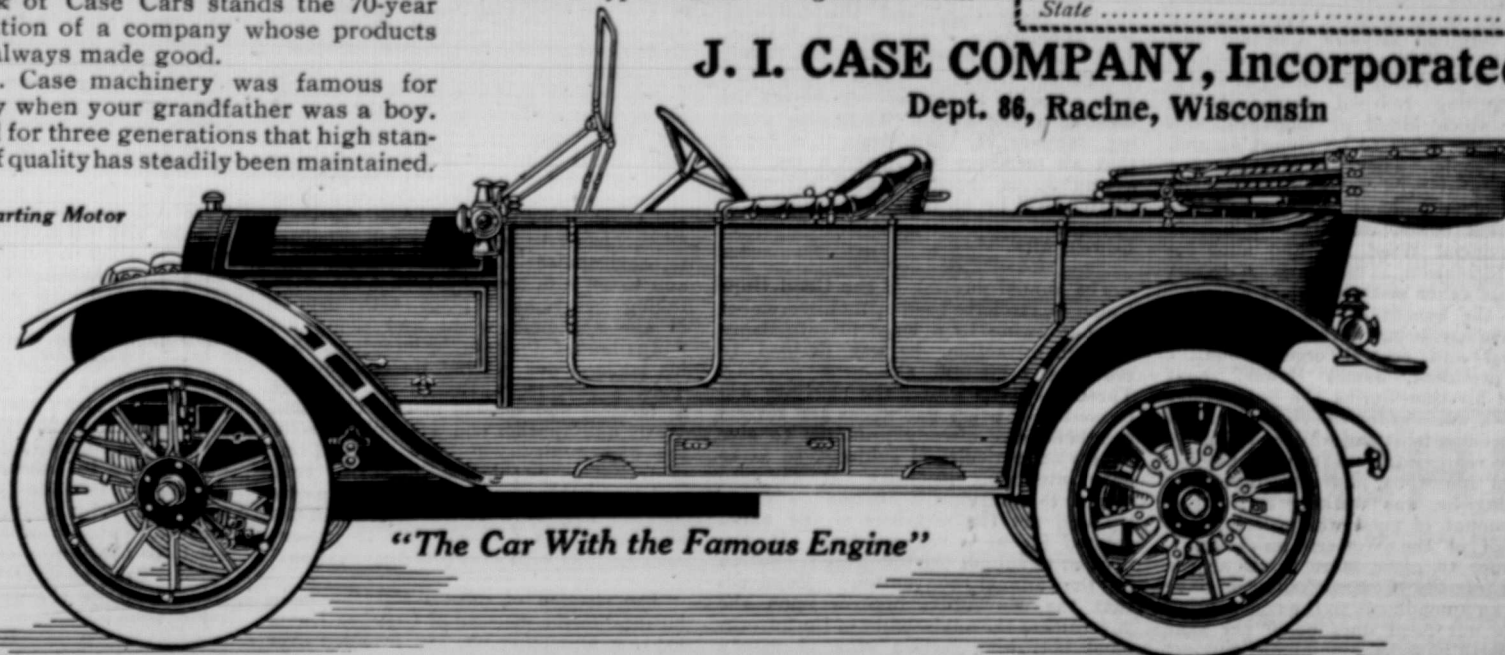
Please send me at once your latest catalog describing

**"The Car With the
Famous Engine"**

Name
Town
State

J. I. CASE COMPANY, Incorporated
Dept. 86, Racine, Wisconsin

Self-Starting Motor



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