



THE NAME BEHIND THE CAR

Seventy-Two Years To Build This Car

HERE is the newest "Case Forty." No man ever owned a machine more beautiful.

And it is complete in its every detail. Not one single feature that might lend *comfort* or *convenience* has been omitted. (Its equipment is listed below).

But *calculating* men, these days, go farther. They ask, *who made the car?* What experience has the builder had? Has he ample Capital? Has he a Plant sufficient in size to manufacture *economically*? And what does it cost him to *sell* and *distribute*? Is he in the business to *stay* or is he a mere fortune seeker?

These things one *must* know, if he would get the utmost for his money. For no car can ever exceed the experience and efficiency of the organization which builds it. That's certain.

Seventy-Two Years

Long before automobiles were known, this company was expert at machine making. The *grandfathers* of the present generation bought Case machinery; their *sons* did the same;

now the *grandsons* are buying Case Automobiles.

This *experience*, this *fidelity* to public trust, has made the Case Company one of the largest manufacturers on the American continent.

We did not organize this company to build automobiles. We built automobiles because we had the organization, because of our mature manufacturing experience.

Low Selling Cost

The Case Car is built in a factory which regards *waste* and *haste* as crimes.

But our economies do not stop when the car is completed.

We deliver from factory to consumer, at lower cost than any other concern we know.

We had 9,000 regular established dealers anxious and willing to handle Case Cars from the moment the first allotment was built.

And these men were eager to sell Case Automobiles on the same basis on which they were selling other Case products.

We had 65 branch houses and over 500 traveling representatives who immediately began selling Case Cars along with our other lines at practically no added selling expense to be charged to the purchaser.

Case Cars have never been taxed with heavy

selling expense. Thus have we reduced both *factory* and *selling costs* to their lowest.

The price one pays for a Case Car is nearer its factory cost than any other car we know.

We Give All We Can

Certainly no other maker was ever so well equipped to give value as we. And, rest assured, that in this day, when competition is so keen, we are sharing with you every possible benefit that we enjoy from our unique position in the automobile industry.

So you'll see *beauty*, *luxury* and *convenience* brought to its highest stage in every Case Car.

And each month you will be more and more pleased with its *performance* and *durability*. For the Case is noted for its *hidden values*.

You must take *somebody's* word when you buy your car for the things hidden beneath the surface. Do you know any other maker who can point to a seventy-two years' record like this?

Visit a Case Branch or Dealer

You may have our Catalog. It describes the Case Complete "40" at \$2300, the Case Complete "35" at \$1850 and the NEW Case Complete "25" at \$1250. Three sizes, three horsepower, three prices—all of Case Standard quality—all Case Complete Cars. All built by a maker capitalized at millions of dollars. But do not stop with the Catalog. Go to our nearest branch or the local Case dealer. See the cars themselves. *Then* judge. See the car that never disappoints.

What Other Maker Gives This Completeness?

Westinghouse Electric Starting and Lighting Equipment.

Bosch Magneto (2-Point, Dual System).

Warner Auto-Meter.

8-Day Clock—Rim Wind.

2-Tone Electric Vibrator Horn.

Firestone Universal Quick-De-

tachable Demountable Rims.

Extra Tire on Rim.

Two Extra Inner Tubes.

Tire Cover.

Goodyear No-Rim-Cut Tires (37 x 4 1/2).

Weed Tire Chains.

Timken Full-Floating Rear Axle.

Timken Front Axle.

Rayfield Carburetor, water and air

heated, Dash Adjustment.

Mayo Impulse Tire Pump.

Genuine Pantasote Top, and Dust

Hood. Side Curtains, folded in

top, easily adjusted from seats.

RainVision Ventilating Windshield.

Electric Head Lights.

Side Lights, Combination Oil and Electric.

Electric Tail Light.

Electric Dash Lamp.

Work Light on Long Wire.

Robe Rail, Foot Rest and the

usual tools, Tire Repair Kit,

Jack, etc.

T-Head Motor (4 1/2 x 5 1/4).

Forty Horsepower.

Wheel Base 124 inches.

Price, \$2300, f. o. b. Racine (includ-

ing all the above equipment).

See also the Case "25" at \$1250 and the "35" at \$1850, F. O. B. Racine.

J. I. CASE T. M. COMPANY

741-791 State St., INCORPORATED Racine, Wis., U. S. A.

CANADIAN BRANCHES, TORONTO, WINNIPEG, SASKATOON, REGINA & CALGARY

