

## CONSIDER THE MAKER WHEN YOU BUY YOUR CAR

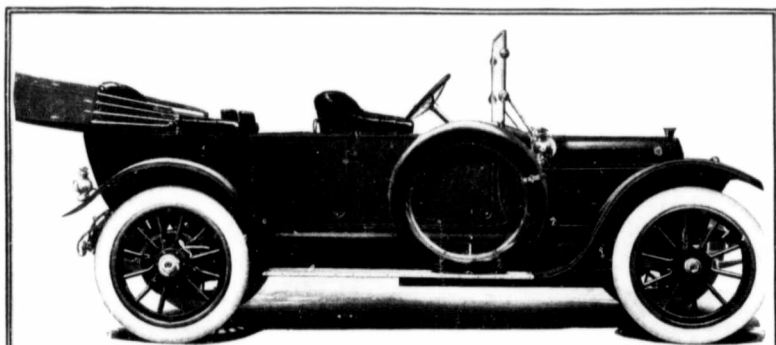
Every man who buys an Automobile is told that the Car he buys will stand up under Use. It would be a short-sighted Buyer that wouldn't exact that assurance from the maker.

And yet, many a man has bought a Car only to find that it did not "wear"—that he has paid out his money for Furnishings, Paint and Accessories that make a fine Appearance, things that cost the Maker less than Honest Worth in the Vital Parts of the Car.

The wise Automobile Buyer gives quite as much consideration to the "Name" and "Reputation" of the Manufacturer back of the Car as he does to the visible parts of the Car—because he knows that Durability in the Vital Parts—those things most important to his Enjoyment and Profit from his Investment—are hidden away where he can't see them. Time and laboratory tests only can prove their excellence.

It's worth a great deal to you to see the "Case" name and the Famous Case Trade-mark on the Car you buy. They stand for Seventy Years' Experience in building Honest, Reliable Machinery and a 70-Year Reputation for Fair Dealing. It's your Best and Safest Guarantee that you'll not be disappointed in those Vital Things for which you have to take the Maker's Word when you buy an Automobile.

The Case 1913 Models range in price from \$1500 for the Thirty Horse Power, Two-passenger Roadster and Five-passenger Touring, to \$2200 for the "Case Forty," Five-passenger; \$2400 The "Case Forty," Seven-passenger Touring—Electric Lighted with Electric Self-Starter and all of the Luxurious Appointments of Cars a great deal more expensive. All prices F. O. B. factory. All models fully described in our Automobile Catalog. Write for a copy.



### J. I. CASE T. M. COMPANY

INCORPORATED

741-791 STATE STREET RACINE, WISCONSIN, U.S.A.

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