



NEW CASE "40" — \$1090

INHERITED MERIT



The Sign of
Mechanical Excellence
the World Over

In the pioneer days of 1842, Jerome I. Case, as a youth, came "far" west. He started, then, a small workshop. From that modest beginning there has developed a great institution—known and respected the world over for the merit of its Products.

During these years buyers throughout the world have been made happy by the excellence of Case products—from the simplest to those which solve the more difficult problems of power. In this more than three score years grandfather has advised father and father has passed the word on to son, and now son passes it on to son, that this honored name is his guarantee of excellence in design, sincerity in manufacture and straightforwardness in sales.

Tomorrow's Car — Today

The new Case "40" is introduced to the world—Case cars are found in Europe, South America—yes, in South Africa—as a car with an unusual pedigree. This fact means a whole lot in these days of adjustment in motordom.

The new Case "40" we say is Tomorrow's Car. • You will be struck with its unusual lines—its blended, plastic modeling. You are bound to stop and admire it. You are bound to envy one's ownership.

Your first mile in this car will delight you with its unusual comfort. This is gained, not alone by the use of 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 or changing to another color, together with the unusual room both in the front compartment and in the tonneau, will excite further praise.

Then when you come to test those parts beneath the hood 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".

New Car — New Price

Such care in the planning of details is illustrated by the fact that all wiring is housed in waterproof, rustless, flexible conduits. The junction box between the body and the chassis also indicates the sincerity which you will find if you go through this car with a microscope. By the way, we urge you to study minutely every part. Of course Westinghouse ignition, lighting and starting equipment needs no further comment.

In announcing this car at the new 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, we give you proof of the progress which this Company has made in the automobile field. We have always stuck by those fundamentals instilled in the early workers of this Company by its founder.

In designing and building this car, we have thought of you who buy with an intelligent understanding of what makes value. Let us prove to you, if you will, what Case means by value. Preliminary data will be sent at your request. We welcome the opportunity of showing and explaining to you a car that we believe will appeal to your good judgment and good taste.

J. I. CASE T. M. COMPANY, Incorporated,
741 LIBERTY STREET RACINE, WIS.