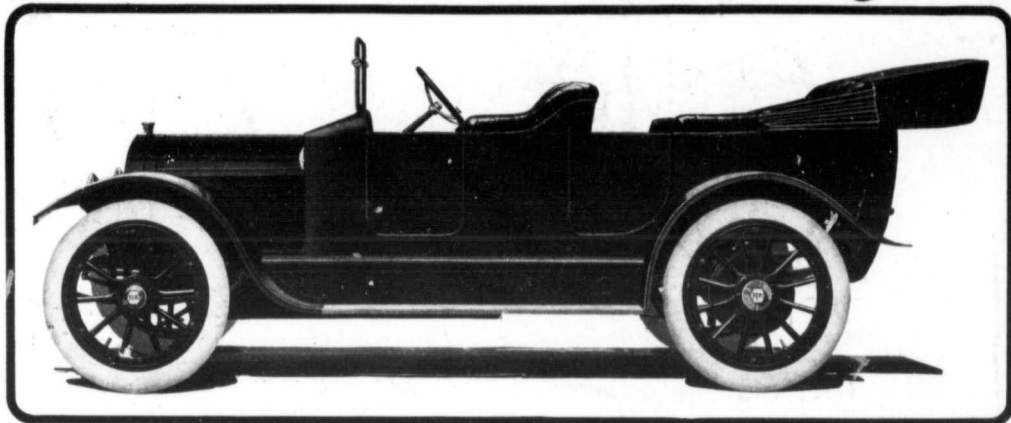




CASE

The Car With The Famous Engine



The CASE "25" - Standard Case Complete Equipment - Price \$1250. F.O.B. Factory

WHERE THOSE HIDDEN VALUES COUNT

Into every Case Car go values in materials and construction that few makers of even higher priced cars can afford to put into their products.

These are the values alone that determine **how long a car will last**—how long it will run with that smoothness, quietness and sureness for which you bought it originally, and how much you can get on re-sale should you ever want to dispose of it

Every man who buys a Motor Car must consider more than merely **appearance**, and first **demonstration**. Neither indicates real worth, though these elements are most essential. *And you want the most that your money will buy.*

HOW TO GET IT. *There is only one way to get it.*

Use your best judgment as far as you can. Then take the seller's reputation as a guarantee for what you cannot judge yourself. Take his word for the values that do not show on the surface. All buyers of motor cars must do that. For no car's real value shows at first.

WHERE IT DOES SHOW. It shows at the twenty, forty or sixty thousandth mile on roads that are not smooth boulevards. That's where the hidden values count, that's where real money's worth shows. Case cars never grow old.

We are building a car at \$1,250 with this long-time service in it. A 25 horse power, five passenger car, with everything anyone needs for touring included in the price. But you must buy this car on faith as you'd buy any other. So we ask you to see whose word you are taking for the values that make it good.

FOR SEVENTY YEARS. For 70 years this company has been selling farm machinery. Millions of dollars' worth of Case products are in use today. The fathers and grandfathers of hundreds of men who have bought Case Motor Cars bought Case machinery. No other concern in the world has a greater reputation. And it came from giving these **long-time values**, the same values exactly that, for four years, have been built into **Case Cars**.

SOME DETAILS OF THE "25" Westinghouse Electric Starting and Lighting Equipment. Bosch Magneto—Duplex System. Warner Auto-meter. 8 day Clock. Electric Vibrator Florn. Baker Six-Bolt Demountable Rims. Goodyear No-Rim-Cut Tires. 32x4 Extra Tire on Rim. Two Extra Inner Tubes. Tire Cover. Weed Tire Chains. Rayfield Carburetor, superheated, dash adjustment. Mohair Top. All lamps Electric. Left Hand Drive. Center Control. T-Head Motor 3 1/4 x 4 1/4. 25-Horse Power. Work Light on Long Wire. Electric Dash Lamp. Rain Vision Ventilating Wind Shield. Wheel base 110 inches.

HOW YOU SAVE ON CASE CARS.

There is this saving in building Case Cars—hence a better value. When we started making motor cars we added practically no selling expense. We had 9,000 dealers and 65 Branch houses before a car was built. We saved in overhead salaries and systems. We saved where most makers had to spend, so we spend where they had to save. That's why we can put into these cars at these prices the materials and construction used in more costly cars. No other maker equipped otherwise can possibly do it.

The result is the **handsomest, smoothest, sturdiest** motor car we know—a car that will save you repair money because it is built to last.

FIRST GET THE CATALOG. Write for it before you decide on a car. It goes into details in regard to three models that are destined to make great records this year. The Case "25" at \$1,250—full specifications printed below; the Case "35" at \$1,850, a little larger with more power, and the Case "40" at \$2,300, as large and as powerful a car as any man will ever want to drive. All these cars carry Case Standard Complete Equipment included in the price, ready to tour on delivery.

Don't buy a car till you've read this book and called on a Case dealer or Branch House.

ALL FOR \$1,250

Case Cars are sold through 65 Branch Houses and 9,000 dealers in United States, Canada, South America, Philippine Islands and Europe.

J. I. CASE T. M. COMPANY INCORPORATED

739-789 State St. Racine, Wis. U.S.A.

CANADIAN BRANCHES TORONTO, WINNIPEG, SASKATOON, REGINA & CALGARY