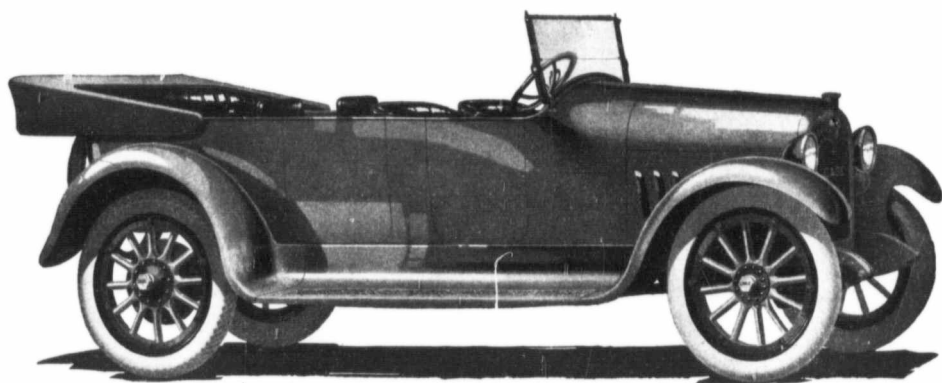


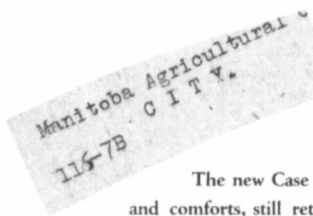
The New Case 40—\$1090. F. O. B. Factory.



*“—the motor that makes
extra cylinders unnecessary”*

So said an automobile expert after he had examined the Case 40, both in the shop and out on the highway.

You will say the same thing when you drive it on a heavy country road or up a steep hill, or *on the car's 100,000th mile*. We have built this car to earn the title of the 100,000 Mile Car.



CASE

The new Case 40, advanced in design and comforts, still retains all the basic engineering features which gave the earlier Case 40 such a splendid reputation.

What other car has such a pedigree as this new Case 40? Where can you duplicate this certainty of satisfaction? Made by Case-trained workmen in the Case plants (you know what this means to you), the Case 40 has behind it a reputation of nearly four-score years. One generation after another

has found in Case products genuine satisfaction. The new Case 40 is bound to add to Case fame everywhere. You will admire its beauty. As you ride in it you will admire its comfort and performance.

Once you *own* a Case, you will be satisfied. There is no time like the present to learn about this new car, with 120-inch wheelbase, cantilever springs, room for seven and many other features, all for \$1090. Better write for catalog today.



The Sign of
Mechanical Excellence
the World Over

J. I. CASE T. M. CO. Inc., 747 Liberty St. Racine, Wis.

Canadian Branches: Regina, Winnipeg, Saskatoon, Toronto and Calgary



The Sign of
Mechanical Excellence
the World Over