



CASE "25"

Complete \$1350—5% Discount if Cash

F. O. B. FACTORY

If We Equipped and Priced as Others Do

\$1239⁷⁵

Of the popular-priced cars, we maintain that the CASE "25" costs the purchaser the least when value is considered, as its price is subject to 5% discount if cash.

Further, it is the only car in this class that comes *completely* equipped with Extra Tire Casing and Extra Inner Tube On Rim with Cover, Weed Non-Skid Tire Chains, and Eight-Day Clock.

On any other car, men have to pay extra for all these necessary features. And these things are necessary, as you know.

These features, with the 5% discount if cash, amount to precisely \$110.25. Add this to the price of any other car in this class, then compare its price and value with those of the CASE "25," complete at \$1350.

Or deduct it from \$1350, the price of the CASE, and this car costs you but \$1239.75, on the basis of price and standard equipment of the average car.

Hidden Values

CASE buyers count this low cost an extreme advantage. Yet these cars have never been sold on price.

They are winning men everywhere because of their *organic* superiority.

These are the "unseen values" in the *vitals* of a car. And you must rely upon a maker's *ability* to build them right. Also his *reputation* for *embodying* them.

CASE cars are endowed, besides, with a ready-organized selling force. All over America, and beyond, it handles this car in connection with our other products. Hence we *save thousands* where other makers *must spend*—in selling. And so we spend in many ways for better materials and workmanship. *These are ways where others must save.*

Our new illustrated catalog reveals them. Write for it today or get a copy from any nearby CASE dealer. Before you buy a car, learn the facts that we alone disclose.

Your Safeguard

In both of these respects CASE stands, as you surely know, without a peer.

We have won, through more than 70 years, acknowledged leadership as makers of motive power machinery.

So—when it comes to you, as it must, to rely on the name behind some car—

Remember that CASE means utmost *security*.

Weight
Only
2735 lbs.

CASE

The Car With the Famous Engine

J. I. Case T. M.
Company, Inc.
(Founded 1842)

741-791 State Street
RACINE, WIS., U. S. A.

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

