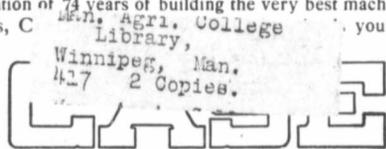


The demand for Case Gas tractors this year is far in excess of the supply. Why? Because cautious farmers want reliable machines built by a reliable concern, backed by experience, reputation and service. Our 24 years of gas tractor experience, our reputation of 74 years of building the very best machinery, our organization of 44 branch houses in all parts of United States, Canada, and Mexico, your guarantee of the very best money can buy.



WORK AND ENDURANCE NOT PRICE DETERMINE VALUE:

The design of the tractor, the materials of which it is built, and the company building it determine the work it will do, and how long it will last.

CASE HAS BUILT FOR THE FARMER SINCE 1842:

Next year we celebrate our Seventy-fifth Birthday. Three-quarters of a Century—Think of it! We have lived and prospered only because we have made machinery that has made good with its users.

CASE BUILDS 97% OF ALL PARTS USED IN CASE TRACTORS:

As a chain is no stronger than its weakest link, so a tractor is no stronger than its weakest part. With 97% Case made and the 3% subject to Case Laboratory tests, you can rely absolutely on



The Sign of Mechanical Excellence the World Over

the genuineness of every detail of a Case Tractor.

THE STANDING OF THE CONCERN WHOSE TRACTOR YOU BUY:

You cannot take your tractor down, piece by piece, and see every part. For most of it you have to take some one's word. Let the reputation of the company be your guide to those things which you cannot see.

WHICH TRACTORS WILL BECOME ORPHANS?

A leading agricultural paper one year ago said—"The good tractors can be counted on the fingers of one hand." There were then more than one hundred different makes. Now there are even more. With any Case machine you can always be sure of service. Remember our forty-four big branch houses throughout the country. Better be Safe than Sorry.