



The NAME BEHIND the CAR

## FIGURES WORTH REMEMBERING

MANY BUYERS compare cars by prices. It's a good place to start, but before you get through you will compare them by values—materials—workmanship—reputation. But if you want to start at price comparison, beat this if you can:

**CASE Complete "25" \$1350 - 5% Discount if Cash**  
(F. O. B. Factory)

Note the underscoring.

Here are the figures:

It means **\$110.25** to you.



5% discount on \$1350 - - - - - \$ 67.50

Necessary equipment not furnished by others:

Extra Casing, Extra Tube,	} - - -	42.75
Tire Cover, Tire Chains, Clock		
		<u>\$110.25</u>



**If we priced and equipped as others - \$1239.75**

And remember that these cars are backed by the Case reputation, which is your guarantee of excellence. May we send you our catalog describing in detail how we can give this extraordinary value? This is a very logical proposition, we believe.

**J. I. CASE T. M.  
COMPANY, Inc.**

(Founded 1842)

**CASE**  
The Car With the Famous Engine

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

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