



Here's Your Guarantee on the Things You Can Not See

It's the things you can't see that are Most Important in buying an Automobile!

Furnishings, Paint and Accessories cost less than Careful Building and Good Materials—and they make a fine outward appearance that catches the buyer's eye. But what good are they if the Vital Parts of the Car fail to stand up under Service?

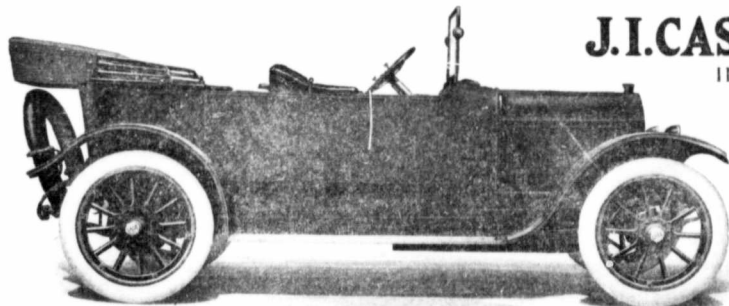
Those are the things that determine whether you will derive the Enjoyment and Profit from your Investment that you expect—or whether you will be disappointed.

And those are the Things you must take somebody's Word for. That's why, if you're wise, you'll give a great deal of consideration to whose "**Name**" is on the Car you buy—and what's back of that name. Because the

"Name" must be your Guarantee on those Vital Things you can't see.

It's worth a great deal to you to have the "Case" Name and the Famous Case Trade-mark on your car. They stand for 70 Years Experience in building Honest, Reliable Machinery and a 70-Year Reputation for Fair Dealing. It's your Safest Guarantee that you'll not be disappointed in those Vital Things for which you have to take the Maker's Word when you buy an Automobile.

The Case 1913 Models range in price from \$1500 for the Thirty Horse Power, Two-passenger Roadster and Five-passenger Touring, to \$2200 for the "Case Forty," Five-passenger; \$2400 The "Case Forty," Seven-passenger Touring—Electric Lighted with Electric Self-Starter and all of the Luxurious Appointments of Cars a great deal more expensive. All prices F. O. B. factory. All models fully described in our Automobile Catalog. Write for a copy.



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