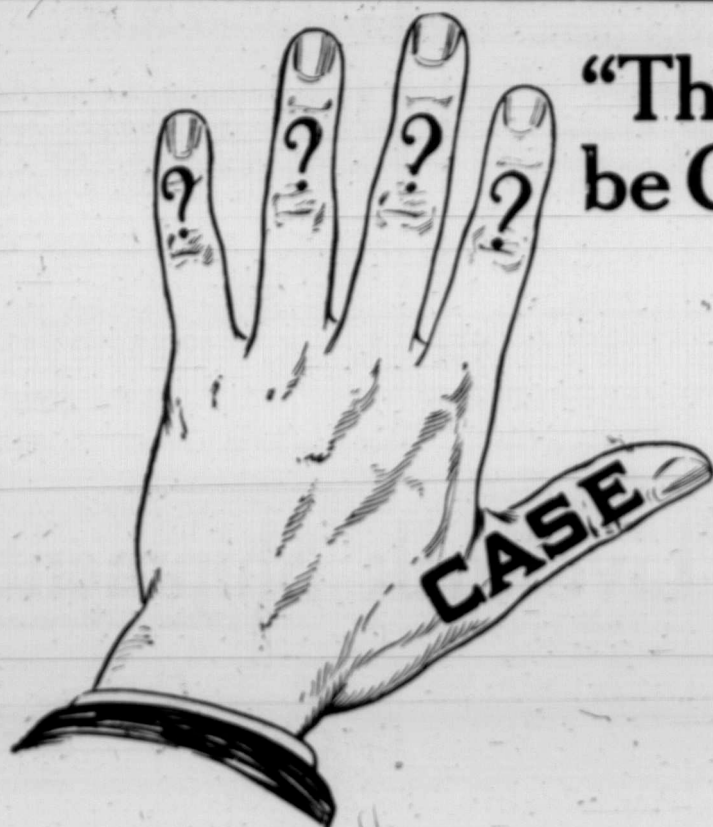


NOTE: Even after its experience of nearly a century, Case is not content to publish advertisements unless based on the very latest authoritative information. This is one of a series of messages to farmers prepared after visiting tractor demonstrations, talking to hundreds of farmers and carrying on a national investigation through our sales organization and by mail to find the gas tractor needs of the farmers.



## "The Good Tractors Can be Counted on One Hand"

So says a well-known agricultural authority in *The Country Gentleman*. (There are 152 tractors on the market.) Then he goes on to say: "Emphatically, the light tractor has been made practical, but not *all* the light tractors on the market are practical. There is special danger in the tractor made by a concern that lacks experience in either this or the farm implement field."

The makers of Case tractors believe in spreading such sound advice as this. We think it is the kind of information being sought by knowing farmers. It is keeping our faith with thousands of customers.

Farmers want to know who leads in the tractor world. Many make comparison with automobile history. Many realize the large number of automobile companies who have fallen by the wayside. Most farmers do not want to be caught with an orphan tractor on their hands. This is why so many lean towards Case.

### Quality Comes First with Most Farmers

Over 9,000 dealers tell us farmers are commencing to rebel at mere cheapness. "Quality is the most important thing for the farmer to consider," says *The Farmers' Mail and Breeze*. "This is especially true with the smaller tractors, for the greatly increasing interest in the smaller engines has encouraged many companies to produce engines that are not up to the quality of the big machines. It is extremely important to consider the reputation behind the tractor. Is the company of which you are buying the machine well established? Has it been successful in making tractors?"

"In other words, care should be taken to guard against tractors built on half-baked ideas. When you buy a tractor from the standard companies you are certain of getting an engine that has received thought and study by specialists who know the problem of farm engineers."

### Your Grandfather Knew Case

When you come to reason it out, it is natural that a concern like the Case Company, founded in 1842, should take first rank. For back of each Case tractor lies tradition, history and valued reputation—worth millions. Each tractor is made to add to this world-wide reputation. We built our first tractor 24 years ago and have since spent hundreds of thousands in perfecting it. We do all the experimenting before placing our tractors on the market. We could not afford to put forth an experimental machine.



From an actual photograph of a Case 10-20

### How You Benefit

The very foundation of our continued success depends on good tractors. The honor of the Case name has been built on the reliability of Case products—and accepted the world over as the standard by which others are judged. We are determined to stand by the faith that has given us this name. We may appear selfish in doing so. But if making wholly-worth products is essential to our preservation, if it is necessary to thus jealously guard our reputation—you benefit, too. You profit in our selfishness.

### Ten Construction Details in the Case 10-20

1. Larger shafts—all high carbon steel, heat treated. Also larger bearings.
2. Steel channel frame specially braced and stayed to prevent deflection.
3. Ample cooling for motor by same type radiator as used on heavy-duty trucks.
4. Transmission gearing completely housed; runs in an oil bath.
5. Bull pinion of steel, case hardened.
6. Next to bull pinion is a high-duty Hyatt Roller Bearing.
7. Rear axle carried in cannon bearing provided with 3 Hyatt Roller Bearings, 1 of them being on each side of drive wheel.
8. Extra bearings provided and located next to the belt pulley and clutch, which takes the strain due to pull of belt away from engine bearing.
9. Only one clutch is used for both operating in the belt or for traction.
10. Hitch is so arranged as to do away with all side draft.

Each Case tractor in its class has its own special features.



The Sign of Mechanical Excellence the World Over



From an actual photograph of a Case 10-20

### Case Commands International Admiration

Case has always stood for quality. For 74 years men and their children and their children's children have placed their confidence in Case—an unviolated trust. Its reputation for honesty is indeed enviable. It is a standard company, making standard products, nothing freaky or experimental. It has an unmatched corps of tractor engineers and experts, backed by unlimited resources in factory and field laboratories. So evidently it is the one concern which is destined to lead the tractor world. Case gas tractors come in four sizes: 10-20, 12-25, 20-40 and 30-60.

### Leaders in Other Lines of Agricultural Machinery

Case steam engines, Case threshing machines, Case road machinery, Case automobiles, and each Case product is a dominant factor in its own field. Write today for our complete Case Catalog. It is an album of information that should be under the reading lamp in every farm sitting room. It is beautifully printed, with many interesting scenes and reproductions in color. No farmer should miss having it. Especially when it costs you only one penny for a postal card to get it. Merely write, "Send me your general machinery catalog."

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