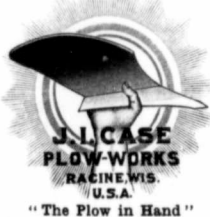


THE SIGN
OF
PLOW
EXCELLENCE
THE
WORLD OVER



CASE

The Original and Genuine is

The Standard by which Others
are Judged

TRACTOR GANG PLOWS

September is here—and with it comes the big problem of fall plowing. You want to break up as much of your land as possible within the next few weeks, for you learned long ago that every acre plowed in the fall retains the moisture from the winter snows, and thereby greatly benefits your early crops. In short, fall plowing increases your yield—makes more profits.

The big question, then, for you to decide is: "What style and make of plow shall I buy?"

Of course, you want to plow just as much of your land as possible, and for that reason the progressive farmers in your state have long ago given up the slow, inefficient ox-team methods and have adopted the modern twentieth-century idea of plowing by power. It has been proven time and time again that a

J. I. CASE TRACTOR GANG PLOW

on your farm will replace many horses and men—will save an immense amount of expense—will cover the ground in a fraction of the time when compared to horse-drawn plows—will work at a greater depth, and will increase the yield of your crops.

And this is to be the biggest power farming year in the history of this country, for the warring powers of the Old World will have to look to the United States for their food supply. Europe will need over five hundred million bushels of wheat—two hundred million bushels of corn—two hundred million bushels of oats, and other grains in proportion. There is going to be a market for foodstuffs never before equalled.

Another reason why power farming is rapidly becoming a necessity is, on account of the increased cost of horse flesh, largely due to the present conflict across the waters. The scarcity of farm labor is also becoming a vital problem.

This, then, is a real money-making year for you, provided you buy EFFICIENT equipment that will enable you to make the most of this opportunity. There are big profits to be made if you but go about it in a big way—the power farming way.

Here are some of the features of every J. I. Case Power Lift Engine Gang Plow:

1. They bear our trade mark—"The Plow in Hand"—which is your guarantee of the original and genuine Case plow. They're quality plows to do quality work.
2. Wide Range for Hitch—makes it possible to draw the plow from the middle of the engine, minimizing draft and equally distributing the load on the engine. When one of the bottoms strikes an obstruction that it cannot ride over, the break pin gives way, allowing the bottom to pivot or swing upward, thus preventing breakage of share or bending of beam.
3. Control of bottoms—by power has been secured by very simple device in the J. I. Case Power Lift Engine Gang Plow. Simply pull a rope, and any pair of bottoms is raised almost instantly while the plow is still in motion.
4. Depth never varies. A gauge wheel for each bottom insures uniform depth at all times; without these, the bottoms would go too deep over raised places and too shallow over depressions. Penetration is easily regulated by lengthening or shortening the adjusting rod. Uniform width of furrows is maintained by an ingenious combination of bumpers, line up rod and rear furrow wheel.
5. Extra Brace. An extra brace from heel of landside to heel of share and moldboard is an important feature of all J. I. Case Plow Works breaker and stubble bottoms for engine gangs. This extra brace, together with the regular moldboard brace, makes a very strong support.

6. CAUTION. The stamp of an eagle and the name "Case" on a plow does not make it an original and genuine Case Plow any more than a crow on a dollar will make a genuine dollar. You do not want counterfeit money, neither do you want anything but an original and genuine "Case Plow" if you want "Case" at all.

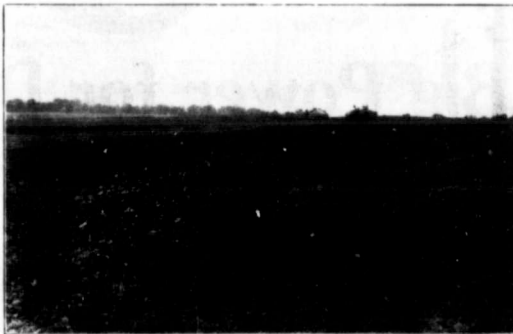
WARNING. When buying your implements be sure that the "Plow in Hand" trade mark shown above, appears on the tool you buy. The "eagle" may be all right on some things but what he does not know about plows would fill a volume. He has never been taught the plow business. Further, in a recent advertisement referring to Tractor Gang Plows, the statement was made that the Case Eagle trade mark would be your guarantee of the genuineness of the machine. The poor bird doesn't know that the plow he is on is not an original and genuine "Case plow"—and what is more, that the plow is not even made in Racine. Do you want the genuine or the counterfeit?

J. I. CASE PLOW WORKS

501-577 Mead St., RACINE, WIS., U.S.A.



Scene Showing Power Lift Control referred to in "3"



Wallis "Cub" 24 H.P. Gas Tractor and J. I. Case Power Lift Engine Gang



Plowing Outfit, Florence, S.D.