

Why We Can Give More Value

THE ONLY fair and intelligent way to judge the price of a car is to divide its price by the number of years it serves you. On this basis the cost of a CASE car is astoundingly low.

Why can we give such extraordinary value? Because of our unique advantage of being able to make a substantial saving after CASE cars are built.

The maker whose output consists only of automobiles must add to the cost of his product his entire sales expense. This company is not burdened with a large selling cost in marketing its cars, because automobiles are but a part of the extensive line handled by our 79 branches, 600 travelers and 9000 dealers in the United States, Canada, South America, Europe, Asia, Africa and the Philippine Islands. For this reason our cars do not bear the heavy selling costs borne by other cars.

Thus we save where others must spend. What we so save we put back into CASE cars in better materials, better workmanship and better equipment, as you will see from the specifications below. Note particularly their character, their completeness—the splendid features of which the costliest cars for this year boast.

CASE "25" \$1350 5% Discount if Cash

BODY:

Distinctive Streamline, with concealed hardware. Upholstering — Genuine leather, high-grade curled hair.

Cushion Springs-Strong, deep and com-

fortable. Full-size door openings.

Actual five-passenger capacity. Foot and be rails - Protective covering on back of

Actuation of the second second

15-gallon cowl gasoline tank, with gauge tank easily removed without disturbing body.

CHASSIS:

Motor—Built in our own shops; T-head, 3³/₄ inch x 4³/₄ inch. Starting and Lighting—Westinghouse six-volt system.

Ignition -- Westinghouse high tension parate unit. Automatic spark control Carburetor-Stromberg; dash control.

Spark plugs located in centers of high ompression cylinders. Highest grade Wasson piston rings.

Crank shaft and connecting rod bearings, bronze backed, lined with very highest grade babbitt.

Crank shafts, connecting rods and cam hafts of Case special formula steels forged nd heat treated in our own shops.

Valves—Solid 31½ per cent nickel steel. Lubrication — Splash system, constant evel maintained by positive driven plunger ump in connection with non-leaking cir-ulation indicator on dash.

Radiator-New design core construction, unusual efficiency and strength. of

Clutch—Multiple disc, best high-friction non-burnable facings on steei.

Spicer Universal Joint.

Transmission—Gears and shafts of spe-al alloy steel, Timken bearings through-

Axles—Front, I-beam section, steering knuckles and arms all forged and heat-treated in Case shops from chrome nickel steels, Timken bearings.

Rear-Advanced design, floating; pressed steel housing; large bearings and driving gears; distinctive Case hubs and caps. Brakes - Unusually large, 14-inch drum, 2-inch face.

Frame-Very strong construction, with large factor of safety. Clean running boards of pressed steel, linoleum covered, aluminum bound.

Spring Suspension — Long, easy riding, floating cantilever type, phosphor bronze bushings, all main plates special analysis alloy steel.

Pressed Steel Crown Fenders.

Wheelbase-11516 inches Drive-Left-hand, center control.

Large 18-inch corrugated steering wheel; horn button in center.

Headlights, double hulb; tail light, num-ber lighting, with Chicago switch; dash light; work light on 10-foot cord. All sin-gle wire system.

Tires—34-inch x 4-inch, non-skid on rear wheels; demountable rims.

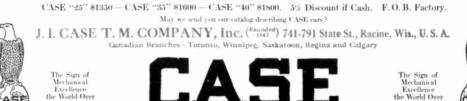
Color-Dark Brewster green EOUIPMENT:

Extra Casing and Tube on Rim, with Cover. Weed Tire Chains.

Eight-day Clock.

Speedometer. Electric Horn

Jack, Tire Pump, Repair Kit and Usual Tools.



The Sign of Mechanical Excellence the World Over



The Car With the Famous Engine