



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 comfortable.
Full-size door openings.

Actual five-passenger capacity. Foot and robe rails. Protective covering on back of front seat.

One-Man mohair top with quick-adjustable side curtains, folded in top. Top cover enclosing bows.

Windshield, rain vision, ventilating.
15-gallon cow/gasoline tank, with gauge; tank easily removed without disturbing body.

CHASSIS:

Motor—Built in our own shops; T-head, 3½ inch x 4¼ inch.

Starting and Lighting—Westinghouse six-volt system.

Ignition—Westinghouse high tension, separate unit. Automatic spark control.
Carburetor—Stromberg; dash control.

Spark plugs located in centers of high compression cylinders.

Highest grade Wasson piston rings.

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

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

Valves—Solid 3½ per cent nickel steel.

Lubrication—Splash system, constant level maintained by positive driven plunger pump in connection with non-leaking circulation indicator on dash.

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

Clutch—Multiple disc, best high-friction non-laminate facings on steel.

Spicer Universal Joint.

Transmission—Gears and shafts of special alloy steel. Timken bearings throughout.

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 heads 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—115½ inches.

Drive—Left-hand, center control.

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

Headlights, double bulb; tail light, number lighting, with Chicago switch; dash light; work light on 10-foot cord. All single wire system.

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

Color—Dark Brewster green.

EQUIPMENT:

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.

CASE "25" \$1350 — CASE "35" \$1600 — CASE "40" \$1800. 5% Discount if Cash. F. O. B. Factory.

May we send you our catalog describing CASE cars?

J. I. CASE T. M. COMPANY, Inc. (Founded 1842) 741-791 State St., Racine, Wis., U. S. A.

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



The Sign of
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CASE

The Car With the Famous Engine

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