



The NAME BEHIND the CAR

And What it Means to the Man Who Reasons

Ability and Responsibility

The known ability of the maker comes before everything else. Because, in your car, the "hidden values" rest solely upon his *ability* to put them there. Then upon his *reputation* for putting them there. That is what the "The Name Behind the Car" means to the man who reasons.

Sound business reasoning guides the men who are buying CASE cars. They discriminate between popularity that is *meteoric* and success that is *merited*—won through the experience of 72 years of manufacturing and of selling throughout the markets of the world.

These cautious buyers know that CASE behind the car stands for Supreme Achievement in the car.

Values Seen and Unseen

Note the CASE Specifications—their *character*—their *completeness*—the splendid features of which the costliest cars for next year boast, as you know. These values all can see.

But by *unseen values* the Case Company means, for example, the hair-line exactness of machined parts; laboratory determination of the limits of alloy steels.

In such, lie the *vitals* of your car that determine the wisdom of your investment.

This company safeguards your interest in these particulars by habit, born of proven service and a reputation for products of highest excellence.

Price Fairly Judged

The intelligent way to judge the price of a car is to divide that price by the number of years of service of that car. On this basis the cost to you of a CASE car is astoundingly low.

This is largely due to the unique advantage of this company which enables us to make a substantial saving after CASE cars are built!

For we have 79 branches, 600 travelers and 9000 dealers in United States, Canada, South America, Europe, Asia, Africa and the Philippine Islands, handling our other products. Therefore, the prices of the CASE cars do not include the usual heavy sales expense borne by other cars.

Thus we *save* where others must *spend*. And so we *spend* where others must *save*. Result: Better materials, better workmanship, better equipment, better price.

CASE "25" \$1350

5% Discount if Cash

BODY:

Distinctive Streamline, with concealed hardware. Automatic spark control.

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 cowl gasoline tank, with gauge; tank easily removed without disturbing body.

CHASSIS:

Motor—Built in our own shops; T-head, 3 $\frac{3}{4}$ inch x 4 $\frac{1}{2}$ inch.

Starting and Lighting—Westinghouse six-volt system.

Ignition—Westinghouse high tension, separate unit. Automatic spark control. Carburetion—Hot air device; 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 babbit.

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

Valves—Solid 3 $\frac{1}{2}$ 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-burnable 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 $\frac{1}{2}$ -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—115 $\frac{1}{2}$ 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.

Choice Openings for Aggressive Dealers

We have decided to extend agencies in certain territories for the new Case car to large and small dealers who have heretofore had no connection with our wide-spread sales organization. This presents a rare opportunity to men alive to the growing demand for this real VALUE CAR. All applications and inquiries are handled in the order of arrival. The priority of a day may be vital to you. Write or wire us before it is too late.



CASE

The Car With the Famous Engine

CASE "25" . . . \$1350
CASE "35" . . . \$1600
CASE "40" . . . \$1800

5% Discount if Cash. F.O.B. Factory
CASE cars?

J. I. Case T. M. Company, Inc.

741-791 State St., RACINE, WIS.

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

