

# Is there a TORQUE CONVERTER in your future?

Like anything new, torque converters in farm tractors have been the subject of both praise and misinformation. Progressive farmers who bought the first Case-o-matic tractors soon found that this combination of a torque converter and standard multiple-gear transmission answered their need for more efficient power. But, even though torque converters have for years proved themselves invaluable in big military vehicles, giant earth-moving machinery, cranes, and other heavy-duty machines, some misguided observers have insisted that torque converters just weren't "so hot" for farm work.

After three years of hard on-the-farm use, what have owners themselves learned about Case-o-matic Drive advantages?

## TORQUE CONVERTERS VERSUS MECHANICAL TORQUE-BOOSTERS

Unless your draft loads are constant or you use implements well under the tractor's full capacity, your tractor needs *some* form of pull-power "booster" to handle the tough spots without wearisome, time-wasting down-shifting.

Should it be a mechanical or hydraulic torque booster? Consider this—*mechanical* torque boosters deliver a *single fixed* pull-power increase—with a single speed reduction, regardless of the *actual* load demand. This can waste both time and fuel. The Case-o-matic torque converter, on the other hand, *automatically* supplies the *precise* amount of pull-power increase necessary. If the load demands only 10% more pull power, you get 10%... not an arbitrary 30% or 45% increase with corresponding reduction in ground speed and work-capacity. Case-o-matic increases pull-power up to 100%, just as you need it... automatically... without clutching, shifting or stalling.

## SIMPLICITY AND LOW MAINTENANCE

The Case hydraulic torque converter is simplicity itself with only 2 moving parts... no complicated gear assemblies... no metal-to-metal contact. Compare this to the mechanical work-boosters available, which contain as many as 4 sets of gears, three clutches and three brake bands.

In the Case-o-matic torque converter, there's virtually nothing to wear out or adjust... maintenance costs are minimized because harmful engine lugging is eliminated, and shock-loads to both engine and transmission are cushioned in oil.

## TORQUE CONVERTER OR DIRECT DRIVE... AT THE FLICK OF YOUR FINGER

Some folks think that Case-o-matic tractors deliver power through the hydraulic torque converter whether the load demands it or not. But actually, Case-o-matic is *2 drives in 1*—torque converter drive and direct drive. With a finger-tip lever (without pause or jerk), you select the most efficient drive for each job. When you use direct drive, the torque converter is completely "locked-out"... and the engine is connected directly with the transmission, the same as any conventional tractor.

## FOR MAXIMUM WORK OUTPUT AND FUEL EFFICIENCY

With Case-o-matic Drive you *never let tough spots dictate a slower gear—and you don't waste time down-shifting!* Your engine always operates at peak fuel efficiency because it is never lugging.

For heavy field work where draft loads are fairly constant, you use direct drive. If an overload begins to pull down engine rpm, you simply flip to torque converter until the tough going has passed.

Case-o-matic drive will also give you greater work-capacity, more precise control, unequalled ease of operation for all close maneuvering... for starting heavy loads rolling in high road gears... for extremely delicate cultivating... when turning at headlands... in loading operations.

## PTO HAS POWER PRIORITY

Since the power take-off is directly connected to the engine, PTO speed remains steady regardless of travel speed variations due to drawbar loads. This means you can keep PTO machines going full power on grades or in soft fields—without down-shifting or slipping the clutch.

## HOW MUCH IS YOUR TIME (AND COMFORT) WORTH?

Your cost of tractor operation is made up of time, fuel, and maintenance—with *time by far the biggest expenditure.* Case-o-matic Drive has *proved* its ability to make time more productive... to deliver more work-capacity per hour... to substantially reduce operator fatigue and increase efficiency.

How much is this worth to you? Find out for yourself on your farm. Ask your Case dealer for a proof demonstration—today!

TRY A *Case-o-matic* TRACTOR

... the PROVED combination of torque converter and direct drive that gives you more work output per hour... per dollar



# J. I. CASE

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1st in Quality for Over 100 Years



DOGIE JOHNSON maintains that it's not just the profits from a cattle feed-in' operation that count. It's the money you save by stayin' home to take care of the cattle.

The Village Sage remarks that an atheist is a football fan who doesn't care who wins the Notre Dame-Southern Methodist game.

That City Farmer down-the-road has invented a new type exterminator that he figures will make a fortune for him—as soon as he gets the bugs out of it.

Our veteran state legislator insists that the first thing a politician has to learn is how to make every defeat appear to be a personal triumph. When it comes to masterin' that technique, Mr. K might be a good example. Every time he gets knocked down on the seat of his pants in the international arena, he gets up with an air of confidence and a verbal barrage that makes it seem as if it was some other guy who just got socked.

Alfalfa Ike says his nephew is a real human dynamo—he charges everything.

Now that the research scientists have found a way to tenderize an old dairy bull by givin' him an enzyme injection, perhaps they can turn their attention to developin' some kind of chemical which, when injected into a political candidate, will actually make him the kind of a statesman he professes to be.

Some of the colleges are discouragin' underclassmen from drivin' their automobiles until they demonstrate they can make the scholastic grade. College courses are tough enough for some of the boys without tryin' to dilute the midnight oil with gasoline.

Most U. S. Senators are ex-representatives who got tired of runnin' for office every two years.

That cousin of mine whose farm is west of Lewistown, says it's the unexpected that usually happens. For years he's been tryin' to figure out a way to get a good all-weather road out to his place. And now all of a sudden, an ICBM does the job for him.

A psychiatrist is a dignified lookin' fellow who is ready to tell you, for a fat fee, what your wife has told you a thousand times for nothin'.

After visitin' our grandchildren for a couple of weeks, Martha has concluded that they are a lot smarter than she was at their age. She says that they can quietly take "no" for an answer without lettin' it change their plans in the least.

Summerfallow Sam insists that the fact there are far more men than women in mental hospitals, just goes to prove who's drivin' who crazy.

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