

J.I. Case Company booklet

Section 1, Pages 1 - 30

This historical summary booklet from 1986 presents a brief history of J.I. Case Company, manufacturer of agricultural power equipment. History timeline runs from 1842 to 1986 detailing how the company established themselves as a driving force in the progressive development of farm equipment. This publication funded by the National Historical Publications and Records Commission through the Kansas State Historical Records Advisory Board.

Creator: J.I. Case Company

Date: 1986

Callnumber: Hesston Public Library

KSHS Identifier: DaRT ID: 448846

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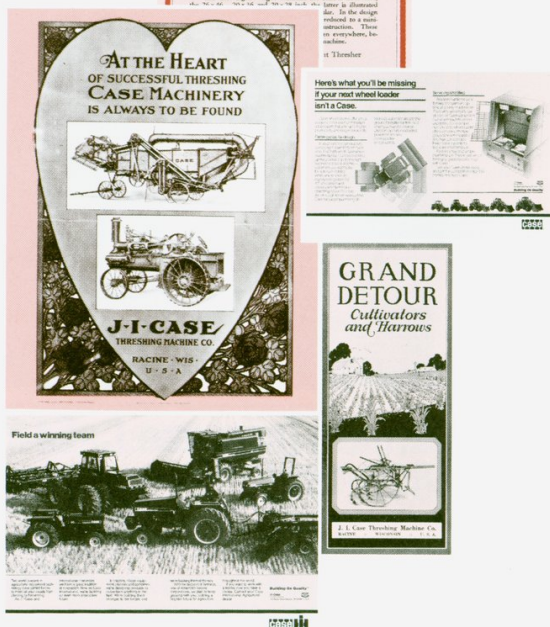
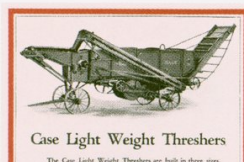
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About This Summary

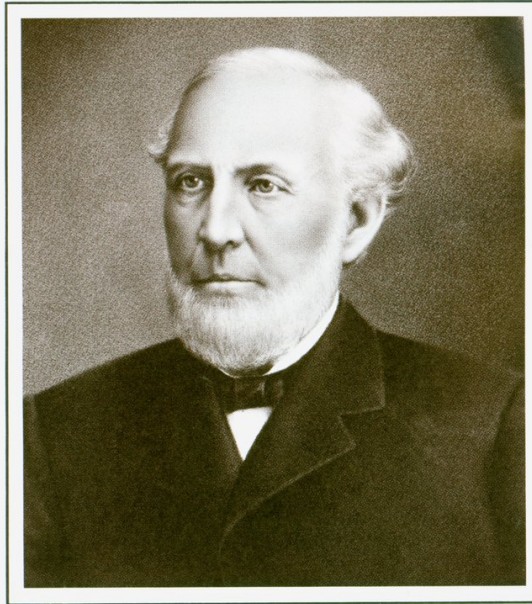


This summary presents a brief history of one of the leading manufacturers of agricultural power equipment for the farm. This historical review shows how the company established itself as a driving force in the progressive development of farm equipment.

This same company was instrumental in the early development of construction and earthmoving equipment. Today it offers the most extensive line of digging, trenching and excavating equipment and is one of the world's leading producers of construction equipment.

The company ... J I Case.

Dedication



Jerome Increase Case 1819-1891

Jerome Increase Case founded the J I Case Company in 1842 and soon gained recognition as the first builder of a steam engine for agricultural use. During his tenure as president of the company, Case manufactured more threshing machines and steam engines than any other company in history.

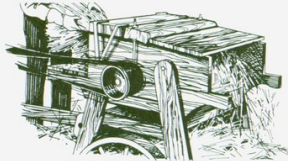
In addition to his innate talents as an inventor and manufacturer, Case also took an interest in politics and finance. He was mayor of Racine, Wisconsin, for three terms and was state senator from the Racine area for two terms. He was the incorporator and president of the Manufacturer's National Bank of Racine and founder of the First National Bank of Burlington (Wisconsin). Case also founded the Wisconsin Academy of Science, Arts and Letters, was president of the Racine County Agricultural Society and president of the Wisconsin Agricultural Society.

Known in manufacturing circles as the "Threshing Machine King," Case received more popular recognition as the owner of "Jay-Eye-See," a black gelding racehorse acknowledged as the world's all-time champion trotter-pacer.

The Early Years

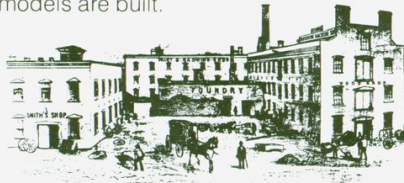
1842

Jerome Increase Case (1819-1891) takes a crude "ground hog" threshing machine with him from Williamstown, New York, to Rochester, Wisconsin. There he improves the thresher and establishes his company.



1844

Jerome Case relocates to Racine, Wisconsin, on the shore of Lake Michigan because of the availability of water power. He builds a factory to manufacture crude threshers, making improvements as new models are built.



1847

Case builds a three-story shop in Racine, which becomes the hub of his farm equipment manufacturing business.

1848

Jerome Case's business becomes Racine's leading industry and largest employer, a position it still retains. A Case threshing machine, complete with horsepower unit (literally using horse power), costs between \$290 and \$325.

1852

Jerome Case takes a personal interest in demonstrating his thresher to midwestern farmers. After one demonstration he wrote to his wife, "All united in saying that if the machine could thrash 200 bushels in a day, it could not be equaled by any in the country." That afternoon he hitched the horses to the machine, set up the rig and in only *half* a day, "thrashed and cleaned nicely 177 bushels of wheat."



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1862 A much-improved sweep power, called the Mounted Woodbury, is added to the Case thresher. Horses are harnessed singly or in pairs to long levers resembling spokes on a horizontal wheel. A driver stands on a center platform, whip in hand, as the horses circle. Power is carried through a set of gears to long tumbling rods which in turn power another set of gears.

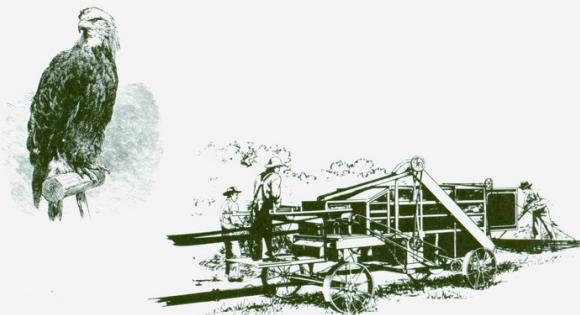
The Sweepstakes Thresher, first of the named threshers, is driven by the Mounted Woodbury and is capable of threshing 200 to 300 bushels daily.

1863 Jerome Case takes on three partners to form J. I. Case and Company. The men, who soon become known as the Big Four, are (shown clockwise, from top): Jerome Case, Massena Erskine, Robert Baker and Stephen Bull.



1865 The famous eagle trademark is adopted, patterned after Old Abe, a magnificent bald eagle that was the Civil War mascot for Company C in the 8th Wisconsin Regiment.

Also, the Eclipse thresher is introduced to provide a cleaner separation of grain and straw with increased capacity.



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Steam Power Advances

1869

The first Case steam engine is produced, to be followed by 36,000 more over the years. Old No. 1 (now on display in the Smithsonian Institution) is wheel-mounted but still drawn by horses and used only for belt power. It took 15 years before demand for more farm power brought on the steam engine boom.



1876

A steam-powered traction engine is developed, earning a gold medal for excellence at the Centennial Exposition in Philadelphia.

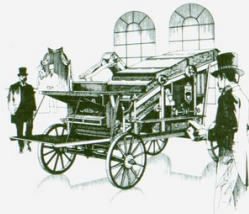
The sale of 75 steam engines during 1876 brings the total in use on American farms to 500.

1877

Steam engine sales increase to 109 units this year.

1878

Steam engine sales double to 220 units.



Case ships its first thresher overseas, winning first prize at the Paris Exposition, before being put to work on a French farm.

1880

The J. I. Case and Company partnership is dissolved and the J. I. Case Threshing Machine Company is incorporated.

The Agitator thresher becomes popular due to its increased efficiency and capacity.

The Dingee Sweep horsepower, also greatly improved, is introduced with the Agitator.



1882

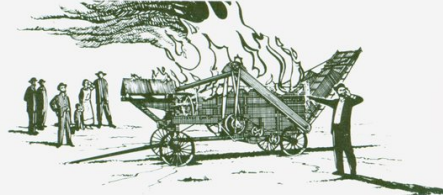
Case begins supplying steam power for sawmills.

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1884 Jerome Case deals with a thresher problem in a way that exemplifies the company's determination to build high-quality products.

After a dealer and a plant mechanic fail to repair a Case thresher on a Minnesota farm, Jerome Case makes a personal visit to the farm to repair the machine bearing his name. Before an amazed crowd, impressed that he would travel such a distance for one machine, Case attempts to repair the thresher.

Unable to make the repairs and disgusted that such a product left his factory, he douses it with kerosene and sets it ablaze. The next day, the farmer receives a new, perfectly operating Case thresher.



1885 The company expands its activities to South America, appointing W.R. Grace and Company distributor for the West Coast of that continent.

1886 By now Case is the largest worldwide manufacturer of steam engines.

1890 South American business grows to the point where a Case branch office is opened in Buenos Aires, the first branch of a U.S. company in this industry ever established in Argentina. Later, two more branches are opened there.

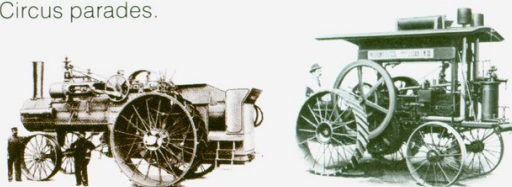
1891 Jerome Case dies. Stephen Bull, his brother-in-law, becomes president of Case.

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Of Gasoline, Steel and New Leadership

1892 The first Case gasoline tractor is developed. Unfortunately, it is not commercially successful due to lack of proper ignition and carburetion equipment.

Meanwhile, a huge Case steam engine, dubbed Hercules, is a star performer in Ringling Brothers Circus parades.



1894 The eagle trademark assumes the design which would remain for 75 years: Old Abe perched on a globe.



1895 Ignition and carburetion equipment for gasoline tractors is improved and Case begins producing and selling several sizes of two-cylinder models.

1899 A distributor is appointed in Odessa, Russia, to meet the needs of Russian farmers.

1900 A Melbourne, Australia, firm signs a distributorship agreement, thereby further strengthening Case Company's worldwide commitment.

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1901 Frank K. Bull, son of Stephen Bull, becomes president of the company.

Case now ships threshing machines to market via special trains consisting of red, white and blue flatcars with the accompaniment of a calliope. These shipments become almost as popular as The Greatest Show on Earth, The Barnum and Bailey Circus.



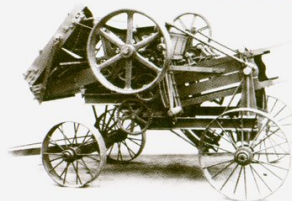
1903 A factory fire destroys 110 threshing machines, accelerating the development of an all-steel thresher.

1904 Case introduces the first all-steel thresher. Although ridiculed by many, it is soon copied by other manufacturers.

Case now produces more farm steam engines and threshing machines than any other company.

1905 Case experiments with an automatic baler to work closely with current threshing equipment.

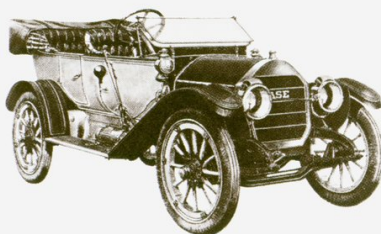
1908 Case establishes a branch in Odessa, Russia, and a sub-branch in St. Petersburg, Russia.



Meanwhile, a Paris branch is established to direct company activities in Europe, North Africa and the Middle East.

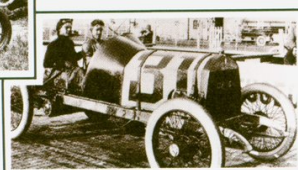
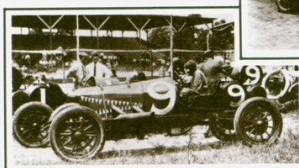
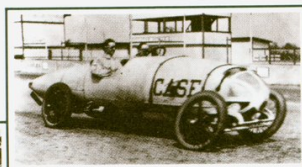
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1910 The small Pierce Motor Company of Racine (no connection with Pierce-Arrow) is purchased and Case begins building quality luxury automobiles.



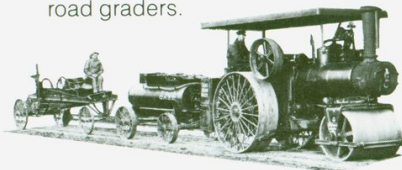
1911 The 30-60 gas traction engine takes the gold medal in the Winnipeg Plowing Contest.

Three Case racing cars enter the first Indianapolis 500-mile race, occupying the pole position and two second-row spots.

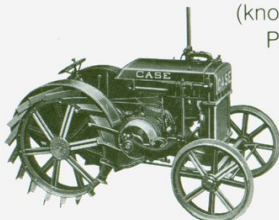


1912 Case establishes a branch in Uruguay.

The company is now established as a producer of road-building equipment such as steam rollers and road graders.



1913 The Case Tractor Works, near Racine (known for a long time as the Clausen Plant), is built to manufacture several sizes of four-cylinder engine gas tractors, including models with cross-mounted engines.



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Tractors begin taking on the general appearance recognized today. The trend in design is toward smaller, faster machines.

1916 Warren J. Davis is elected president.

1919 Case purchases the Grand Detour Plow Company of Grand Detour, Illinois, thus adding a line of plows and tillage tools. This is the first step toward becoming a full-line farm equipment manufacturer.

A branch is established in Porto Alegre, Brazil.



1923 The 100,000th thresher comes off the assembly line.

Production of large grain combines begins, rapidly making threshers obsolete in the Great Plains. Nevertheless, Case continued building threshers for another 30 years to serve farmers who preferred them to the "new-fangled" combines.



1924 Leon R. Clausen becomes president of Case, a company which now employs 3,000 people.

Production of automobiles and steam engines is discontinued.

Case Diversifies and Expands

1928 The company name is changed to J. I. Case Company.

Case purchases the Emerson-Brantingham line of tillage, haying and harvesting equipment, manufactured at Rockford, Illinois.

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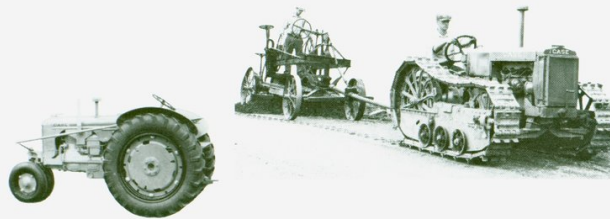
1929 Case introduces the Model L tractor with a unit-type frame construction, followed by Models C and CC, the CC a cultivating-type tractor.

1932 Case introduces a one-man combine with power-take-off drive and a two-row corn picker.

1937 Case purchases the Rock Island (Illinois) Plow Company factory and a factory at Burlington, Iowa, for manufacture of small combines.

Case introduces a straight-in-line, six-foot combine.

1939 Flambeau Red becomes the identifying color for Case equipment with the introduction of a new fleet of tractors, including the D Series.



1940 The S and V Series of tractors are introduced. The Eagle hitch and hydraulic controls are added later.

1941 Case becomes involved in wartime military manufacturing, delivering the first of hundreds of thousands of 155mm shells used by U.S. and Allied forces around the world. Other wartime products include 500-pound bombs, 40mm anti-aircraft gun carriages, B-26 bomber wings and aftercoolers for Rolls-Royce aircraft engines.

1942 Case now offers eight combines in three styles.

1944 Employment exceeds 8,400 people.

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1947 Case purchases a small plant at Stockton, California, for manufacturing West Coast machines; a large plant at Bettendorf, Iowa, for manufacturing large combines, corn harvesting equipment and balers; and a plant at Anniston, Alabama, to produce machinery for the Southeast.

1948 Case celebrates its centennial year six years late. Original 1942 festivities were postponed because of World War II.

Theodore Johnson becomes president of Case.

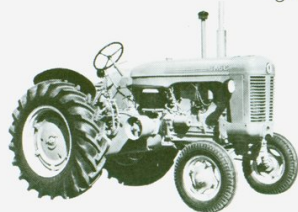
1953 Case markets the Model 500 diesel tractor, acclaimed the finest diesel available.

Long overshadowed by combines, thresher production comes to an end.

Case sells a pilot run of completely new corn harvesters.

John T. Brown becomes president of Case.

1955 The 400 Series tractors are introduced in gasoline, diesel and LP-gas models.



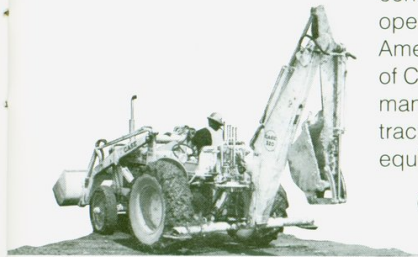
1956 Case introduces the 300 Series tractors, designed for smaller farms.

The Anniston, Alabama, plant is sold.

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Case Pioneers the Loader/backhoe

1957 Case takes a significant step in expanding its construction equipment operations by acquiring the American Tractor Corporation of Churubusco, Indiana, a manufacturer of crawler tractors and earth-moving equipment.



Case introduces the Model 320, the first complete loader

backhoe available under one warranty, from a single manufacturer, thus beginning the company's worldwide loader/backhoe industry leadership.

The Burlington plant converts from combine manufacturing to building utility wheel and crawler tractors, further strengthening the Industrial Division.

On the agricultural front, a new series of tractors featuring Case-O-Matic Drive is introduced to dealers.

1958 Foreign operations are expanded. J. I. Case (Australia) Pty. Ltd. becomes the first subsidiary company, followed closely thereafter by J. I. Case do Brazil and J. I. Case Company Ltd. in England.

Societe Francaise de Materiel Agricole et Industriel, later known as Case France, is purchased, resulting in the Case acquisition of a manufacturing facility at Vierzon, France.

Marc Rojzman becomes president.

1959 Models 800 and 1000 self-propelled combines are introduced.

Various models of construction equipment are introduced, including several sizes of loader/backhoes and four-wheel-drive loaders.

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1960 Argentine properties are sold to a new licensee that manufactures Case tractors and equipment.

The new Model 200 baler is introduced.

William Grede becomes president.

1961 The Burlington plant picks up production from the Churubusco plant, which closes by year end.

Consolidated operations result in the most efficient tractor assembly plant in the industry.

Rock Island plant tractor production is consolidated into the Racine Clausen Works.

1962 New management, headed by President Merritt D. Hill, starts upsurge in Case engineering, production, sales and employment.

The Model 600 self-propelled combine draws rave reviews for its harvesting capacity, which equals much larger units.

"King of the six-plow tractors," the Model 930 Comfort King, also is introduced.



1963 Case dominance continues in the loader backhoe field with the introduction of the Model 530 Construction King, packed with new features.

Case is now represented throughout the world by 125 distributorships; subsidiaries in England, France, South Africa, Brazil and Australia; and 15 licensees in other countries. Twenty percent of U.S. production volume is now shipped overseas.

The new Model 1010 self-propelled combine duplicates the popularity of Model 600 in its class, while the new Model 700 fills the gap between other sizes.

A launcher attachment for the Model 200 baler is introduced.

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1964 Controlling interest in Case is acquired by Kern County Land Company of San Francisco, California, resulting in a refinancing plan which builds a solid foundation for future operations.

One of the most modern research and test centers in the industry is dedicated in Racine.

Case acquires the Macarr concrete pump and begins manufacture of the new Case-Macarr concrete placer at Stockton, California.

Case gets into the 10- to 12-hp small garden tractor field by acquiring Colt Manufacturing Company of Winneconne, Wisconsin, which becomes a wholly owned subsidiary.

The Model 900 self-propelled combine brings large capacity to the medium price range.

The large 451 cubic-inch turbocharged diesel four-wheel-drive 1200 Traction King tractor is introduced for high acreage agricultural operations.

1965 The Rock Island plant, operated as a division of the Clausen Works since 1961, returns to full plant status.



The Industrial Division is reorganized and renamed the Construction Equipment Division. New products include a new Model 450 crawler and Model 1150 crawler, replacing the famous Model 1000.

The Model 220 baler with bale launcher leads a lineup of new agricultural products.

1966 Merritt D. Hill becomes chairman of the board and Charles A. Anderson becomes president.

A 600,000 square-foot manufacturing plant is purchased in Terre Haute, Indiana, and construction begins on a 386,000 square-foot transmission plant in Racine. More than 300,000 square feet of additions are made to the foundry and the Clausen plant.

Case establishes the industry's first construction equipment rental system.

New Construction Equipment Division products include Models 480, 580, and 680 Construction King loader/backhoes, replacing 430 and 530 Construction Kings.

New agricultural equipment includes the 1030 Comfort King tractor and the OT-250 chisel-planter, a one-pass planting system.

Case Joins Tenneco Family

1967 Kern County Land Company is acquired by Tenneco Inc. of Houston, Texas, the world's largest distributor of natural gas, with additional interests in oil, chemicals, packaging and related investments.

Case reorganizes to establish separate Agricultural, Construction and Components divisions.

The Racine Transmission plant begins full production.

The largest combine in the Case line, the Model 1660, is introduced.

New W26 wheel loader, 850 crawler and P-50 concrete placer models are introduced.

Nelson W. Freeman, Tenneco president, is elected Case board chairman. James L. Ketelsen is named Case president.

1968 Tenneco acquires two new divisions, Drott Manufacturing of Wausau, Wisconsin, and Davis Manufacturing of Wichita, Kansas, assigning both to Case. Drott manufactures hydraulic excavators, cranes and straddle carriers. Davis manufactures crawler and rubber-tired trenchers, boring equipment, line-laying equipment and tilt-bed trailers.

Factory magazine cites the Racine Transmission plant as one of the top factories built in the U.S. this year.

Case achieves equal balance of sales between agricultural and construction equipment products.

New products include: four new Case compact tractors, Model 1255 windrower with single-lever operation and simple hydrostatic drive, and Model 1665, the largest combine in the Case line.

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1969 Tenneco acquires additional Case common stock to increase holdings to 91 percent.

Net sales increase by a record 20 percent to \$430.8 million.

The Old Abe eagle trademark is replaced by a new, more contemporary logo to reflect the company's increased worldwide emphasis on agricultural tractors and construction equipment.



Case introduces the Agri-King line of tractors, with fully enclosed cabs, including the Model 1470 four-wheel-drive. This is the largest agricultural tractor ever made by Case.

Work begins on a \$1 million water pollution control facility at the Clausen Tractor Plant and Foundry complex, later known as Case South.

The Uni-Loader® compact skid steer loader is acquired from an Iowa firm.

New products include: hydrostatic Rice Special combine, W24 wheel loader, 300 Skid-King forestry vehicle and the 3-in-1 hydraulic-controlled 850 crawler dozer.

1970 Shareholders approve consolidation, making Case a wholly owned Tenneco subsidiary.

Tenneco acquires majority share of Losenhausen Maschinenbau AG, Düsseldorf, West Germany, makers of roller- and plate-type vibrating compactors (Vibromax), and assigns it to Case.

A 280,000 square-foot automated Service Parts Supply warehouse opens near Racine to efficiently supply dealers and customers with parts.

A family of four- and six-cylinder in-line, open-chamber diesel engines with 67 to 180 PTO horsepower is developed for construction, forestry and agricultural equipment. At the same time, Case offers engines and hydraulic components for sale to original equipment manufacturers.

The Rockford, Illinois, plant is closed and production consolidated at other locations.

New products include: 1665 Rice and Soybean Special combine; 1275 hydrostatic drive windrower; TB-50 concrete pump and boom and CB-80 Boom Carrier; and the 400 Series C Skid King log skidder.

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1971 Case opens a construction equipment production plant in Sao Paulo, Brazil.



New products include: the largest entry in the loader/backhoe line, the 780CK; 480B and 580B loader/backhoes; W26

LF sanitary landfill loader; W18 and W20 wheel loaders; 1700 Series Uni-Loader® models; 580B Series forklifts; and the first Case hydraulic excavator, the Model 880.

1972 Case experiences one of the most successful years in its history with sales of \$610 million.

Tenneco acquires control of Spain's leading wheel loader manufacturer, CALSA, and assigns it to Case's International Division.

When James L. Ketelsen, Case president, is promoted to Tenneco's executive vice president-finance, Thomas J. Guendel becomes Case president and CEO. Morris W. Reid is elected chairman of the board.

England's David Brown Tractors is acquired by Tenneco and made a Case operating division. Model 2470 Traction King four-wheel-drive tractor is introduced, along with six matching tillage implements.

Other new products include:

Agricultural Equipment

- Agri-King models 1175, 1270 and 1370
- Six new compact tractors; Models 108, 118, 210, 224, 644 and 646

Construction Equipment

- W14 and W24 wheel loaders
- 780CK turbocharged loader/backhoe
- 850 angle/tilt/pitch dozer
 - 600, 800 and 825 Skid King log skidders
 - 475 crawler cable plow



Davis

- Scatback 430 articulated loader

Drott

- 35EC, 40EC and 50EC crawler excavators
- 40 Cruz-Air® rubber-tired excavator

Vibromax

- SL-1 Bull Rammer
- VTW-22 Mustang roller compactor



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1973 Sales reach an all-time high of \$919.2 million and income triples to \$65.8 million from year-earlier figures.

Expansions are completed at Burlington and Wausau plants, and expansion plans are announced for Wichita, Wausau and both the Tractor and Transmission plants at Racine.

Nearly all Case divisions announce new products:

Agricultural Equipment

- 324 wing chisel plow
- 400 trail and 400 mounted chisel plows
- K-23 and F-21 tandem disk harrows
- 7000-8000 Series semi-mounted moldboard plows
- 60 loader (David Brown Tractors)

Concrete Machinery

- P-104 concrete pump



Construction Equipment

- 1150B crawler loader and dozer
- 350 high flotation dozer
- 1816 Uni-Loader®
- 980 Case crawler excavator

Davis

- Road Run'r tractor-trencher-backfill-backhoe
- Task Force 800
- Four Fleetline trenchers

Drott

- 80 Cruz-Air® logger

Vibromax

- 500 reversible plate compactor

Surpassing the \$1 Billion Mark

1974 Total Case sales surpass the billion-dollar mark, with sales of \$1.09 billion and income of \$102.7 million.



Agricultural Equipment Division products, including David Brown, change colors to Power Red and Power White,

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from the Flambeau Red and Desert Sand in use since 1954.

SPS Automated Inventory Distribution System is implemented throughout North America.

New products include:

Agricultural Equipment

- 2670 Traction King
- 6000 Series mounted moldboard plows
- F21 Series wheel-type tandem disk harrows

Construction Equipment

- 1830 Uni-Loader®
- 1450 crawler loader and dozer

Davis

- Fleetline 10 + 2 trencher



Drott

- 120C crawler excavator

Vibromax

- STW-15 static asphalt roller

1975

For the second consecutive year, Case tops the billion-dollar mark with \$1.24 billion in sales. A depressed construction market, however, reduces earnings to \$88.7 million.

Power Yellow paint is used on all construction equipment for the first time and is introduced at CONEXPO '75, the world's largest privately sponsored trade show. All Case divisions manufacturing construction equipment participate in the Case display, which covers nearly a full acre of space.

Expansion plans announced for Case do Brazil, and first phase of new Sorocaba (Brazil) plant construction begins.

Overseas business picks up with great increases in Africa, the Middle East and Latin America. New St. Marys, Australia, plant and headquarters office in South Africa open.

The Concrete Machinery Division at Waterford, Wisconsin, is phased out.

New products include:

Agricultural Equipment

- 1410 and 1412 tractors
- 65 and 80 loaders
- New moldboard plow line

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Construction Equipment

- 1845 Uni-Loader®
- 1150B high flotation dozer
- 380CK loader/landscaper
- 880 excavator with telescoping dipper
- Unimog (manufactured by Daimler-Benz of West Germany and marketed in North America by Case)

Davis

- 7 + 2, 12 + 2 and 14 + 4 rubber-tired trenchers

Drott

- 7700 crane

Outdoor Power Equipment

- 644 and 646 loader/backhoe
- Most garden tractors restyled

Vibromax

- 1100, 1300 and 1900 compactors
- STW static roller



1976 Case sets new sales (\$1.35 billion) and income (\$104.4 million) records.



"Case – The Tractor Specialist" becomes a prominent theme in Agricultural Equipment Division advertising.

Vibromax products are now marketed and distributed

by Davis Division in North America.

Outdoor Power Equipment Division lawn and garden compact tractors undergo a color change to Power Red with black and white accents.

New products include:

Agricultural Equipment

- 1570 two-wheel drive Agri-King (and its limited Bicentennial version, the Spirit of '76)
- 2870 Traction King, at 300 gross HP, the largest tractor in the four-wheel-drive line

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Construction Equipment

- 580C Construction King loader/backhoe
- 480C loader/backhoe
- 880R rubber-tired excavator
- 980B crawler excavator

Davis

- Trimline series (70, 100, 120) handlebar trenchers

Drott

- 50D crawler excavator
- 770 Travel Carrier

Europe

- 580F loader/backhoe (built at Vierzon, France, especially for the European market)

1977 Strong construction equipment sales offset industry dip in agricultural tractor sales as Case sets records of \$1.52 billion in sales and \$110.9 million in income.



Through Tenneco, Case acquires 40 percent of French-based construction equipment manufacturer, Poclain, S.A., the world's leading manufacturer of hydraulic excavators and a major mobile crane producer. Poclain marketing subsidiaries in England, West Germany, Spain and Belgium, and a manufacturing facility in Brazil are purchased outright.

Case do Brazil opens new 460,000 square-foot plant in Sorocaba to produce loader/backhoes, large agricultural tractors and other construction equipment.

Other major building projects include: \$1.5 million addition at Australian headquarters; an addition to Racine offices at Case West; a new 80,000 square-foot SPS parts depot in Regina, Saskatchewan; and a new Engineering and Research Center at Wausau, Wisconsin.

New products include:

Agricultural Equipment

- W14 Feedlot Special loader

Construction Equipment

- 850B crawler
- W36, W24C and W18 wheel loaders
- 580C Series forklifts (models 584, 585, 586)



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Davis

- DH5 with line-layer
- Fleethoe 30 backhoe/backfill unit
- Fleetline 25 + 4 rubber-tired trencher
- Road Run'r 380 tractor-mounted trencher
- Vibromax W251 tandem vibratory roller

Drott

- 35D crawler excavator
- B Series Travelifts (models 250, 500, 650, 1000)

International Market

- New CALSA wheel loader line and new Vibromax compaction units
- New loader/backhoes (Australia and Brazil)
- 2470 four-wheel-drive Ag tractor (Brazil)

Outdoor Power Equipment

- Model 80 riding mower

1978 A continued North American construction equipment sales boom, an improving agricultural equipment market and a 50 percent increase in international sales all contribute to record sales of \$1.98 billion and record income of \$127.67 million.

Case becomes the fastest growing major U.S.-based construction and agricultural equipment manufacturer in terms of overseas sales.

Case is named snow-removal equipment supplier for 1980 Winter Olympics in Lake Placid, New York.

U.S. Army places \$55 million order for more than 2,000 rough-terrain forklifts, to be delivered through 1984.

CEO and President Thomas J. Guendel replaces retiring Morris W. Reid as chairman of the board. Jerome K. Green becomes president and chief operating officer.

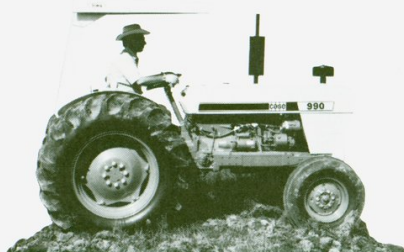
Company operations are realigned along product lines instead of geographical groups.

Service Parts Supply unveils new computerized parts control system for dealers.



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Major expansions include purchase of modern foundry in Pryor, Oklahoma; expansion at Outdoor Power Equipment in Winneconne, Wisconsin; and completion of 450,000 square-foot SPS parts warehouse in Memphis, Tennessee. David Brown completes two-year expansion of manufacturing, research and parts facilities.



New products include:

Agricultural Equipment

- New 90 Series two-wheel-drive tractors (2090, 2290, 2390 and 2590) replacing the 70 series

Construction Equipment

- 680G loader/backhoe
- 880B crawler excavator
- 1150C crawler loader and dozer
- W11 wheel loader

Davis

- DH5 trencher
- Fleetline 16+ rubber-tired trencher
- Maxi-Sneaker direct burial plow
- Vibromax W70 and W100 walk-behind vibratory rollers
- Vibromax W121 ride-on vibratory roller
- Vibromax 110 ride-on static roller

Drott

- 45 Cruz-Air® rubber-tired excavator and logger
- 40D crawler excavator
- 3330 Carrydeck Crane
- 5550 rough-terrain Cruz-Crane



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1979 Case revenues reach \$2.37 billion with income of \$131 million.

Jerome K. Green is named president and chief executive officer, succeeding Thomas J. Guendel, who had been chairman and chief executive officer.

North American tractor sales substantially improve, as two-wheel-drive 90 series tractors and new four-wheel-drive 90 series units, featuring unique solid-state selective steering, make an impact on the market.



The Construction Equipment Division makes strong market-share improvements in loader/backhoes, wheel loaders and crawlers, even though the industry as a whole is down.

International sales, led by Case Europe, continue to rise.

Service Parts Supply Division is assigned worldwide parts distribution.

Case enters engineering agreement with Cummins Engine Co. to design a new line of advanced, fuel-efficient diesel engines.

Major expansion products include completion of new office building at Schofield, Wisconsin, and a new sales and service training facility at Tomahawk, Wisconsin. Rock Island plant expansion allows increased manufacturing capacity of hydraulic cylinders. Case Australia completes addition to manufacturing facilities at St. Marys. Case Brazil commemorates 60 years in Brazil by opening new retail operations in Sao Paulo.

New products include:

Agricultural Equipment

- 4490, 4690 and 4890 four-wheel-drive tractors

Construction Equipment

- 1450 crawler loader and dozer
- 350B crawler loader and dozer

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Davis

- DH4 and DH7 rubber-tired trenchers

Drott

- 3330 low profile Carrydeck Crane

International Market

- 580F four-wheel-drive loader/backhoe by Case France
- W7G and W10G wheel loaders by Case Australia
- W36 wheel loader by Case Brazil

Outdoor Power Equipment

- 110 lawn tractor
- 448 lawn and garden tractor
- J45 and J48 rear-discharge mowers

Economic Transition Affects Industry

1980 Case income falls to \$65 million, on revenues of \$2.42 billion.

Case France celebrates production of its 10,000th Model 580 loader/backhoe.



First Case worldwide space satellite link for electronic parts system established between Australia and North America.

Case and Cummins Engine Co. announce their major joint venture, Consolidated Diesel Company, to produce fuel-efficient 50 to 250 HP diesel engines at a plant near Rocky Mount, North Carolina.

Drott Division begins manufacturing Poclain 220 excavators at Wausau, Wisconsin.

Case announces formation of an industry-wide theft prevention program.

Case renames Davis Division the Light Equipment Division and all Davis products are marketed under the Case name.

J.I. Case Company booklet

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Jerome Increase Case, the company's founder, is honored with an historical monument donated to the City of Racine.

Construction begins on a \$4.5 million air-quality improvement project at the foundry and on a new 10,400 square-foot transmission test facility in Racine.

New products include:

Agricultural Equipment

- Models 1190, 1290, 1390, 1490 and 1690 manufactured by David Brown Tractors, complete Case 90 series line

Light Equipment

- DH5 Quad rubber-tired trencher

1981 Case reports total revenues of \$2.4 billion and income of \$70 million.

Several cost-effective organizational changes are implemented, including consolidating the Drott and Light Equipment divisions into the Construction Equipment Division; reorganizing worldwide operations of the Construction Equipment Division; reorganizing CALSA (Spanish subsidiary); and consolidating several Agricultural Equipment Division branches.

The Case Main Office building is designated a city landmark by the Racine Landmarks Preservation Commission.

The Case CONEXPO '81 exhibit at Houston's Astrodome displays 93 different pieces of construction equipment. The Case entry wins the top 1981-82 award from the National Trade Show Exhibitors Association in the large-exhibit category amid tough competition from other industrial and consumer product exhibitors.

The new Case crawler plant in Redruth (Cornwall) England, produces its first machine, an 1150C loader.

Case introduces a new family design of loader backhoes (models 480D, 580D, 580 Super D, 680H, 780B), reflecting commonality of styling, features, operation and parts across the entire line.

Other new products include:

Agricultural Equipment

- New microelectronics controls for 90 series four-wheel-drive tractors

Construction Equipment

- 580D four-wheel-drive loader/backhoe
- 580D series (584D, 585D, 586D) rough-terrain forklifts
- 480LL loader/landscaper
- 1816C Uni-Loader®
- 850C crawler loader and dozer
- 3330B Carrydeck Crane

Outdoor Power Equipment

- 100XC lawn tractors (two models)
- E62 dump cart
- 648 loader/tractor and 648 loader/backhoe
- J74 end-drive hydraulic tiller



1982 With industry wide construction and agricultural equipment market activities remaining at low levels, Case reports marginal income on \$2.014 billion in sales.

Case commemorates its 140th year of production, its 25-year anniversary of worldwide loader/backhoe leadership and the production of the 200,000th loader backhoe unit. Celebration activities include the introduction of a special anniversary edition of the 580 loader/backhoe, finished in silver and black. A search for the best operating Case Model 320 loader/backhoe (circa 1957) and restoration of a vintage 1913 Case steam engine are also undertaken.



Case leads the trend toward reducing the impact of high interest rates with special below-market interest-rate financing offered to buyers of Case agricultural and construction equipment.

J.I. Case Company booklet

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Internationally, Case Canada is formed; and the first Model 580G loader/backhoes leave the Case plant at Vierzon, France.

Non-essential manufacturing operations are discontinued to reduce operating cost, including closing part of the Wausau facility; closing the Conselheiro Lafaite plant in Brazil and consolidating Brazilian operations at Sorocaba; and closing the Murray Bridge facility with consolidation at St. Marys, Australia.

New products include:

Agricultural Equipment

- New mechanical front-wheel-drive options for Models 2090 and 2290
- Model 4690 Canadian Limited four-wheel-drive tractor

Construction Equipment

- FH4 loader/backhoe
- 40E and 50E hydraulic excavators
- W18 and W20C wheel loaders
- 580G loader/backhoe for overseas markets

Outdoor Power Equipment

- J31, J32 and J34 tractor-mounted log splitters

1983 A new line of 94 series general-purpose tractors and high-horsepower two-wheel-drive tractors are introduced. The new products debut in a new Power Red, black and white color scheme.



Case promotes its high performance, user-friendly excavator features via a new national competition. Skilled North American construction equipment operators compete against each other in a grand championship series of competitive, timed events that require adept control and maneuvering of Case excavators. The championship, held in Phoenix, Arizona, and named the Case North American Excavator Rodeo, is the culmination of a year-long series of local and regional championships sponsored by Case dealers.