



No. IT-11

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## INTERNATIONAL 70 CADET versus the JOHN DEERE 110

The lawn and garden tractor customer, like any big tractor customer, has a want list. He desires to satisfy most, if not all, of his wants in a single unit.

For that reason it is important to look at a lawn and garden tractor want list before comparing the International 70 CADET to the new Deere 110 tractor. Here's what everyone wants:

- \* APPEARANCE
- \* LONG LIFE
- \* PERFORMANCE
- \* SERVICE
- \* CONVENIENCE

Start with the appearance of the two tractors standing side-by-side. The CADET has the look of a big tractor with its clean, functional lines. The Deere 110 has the look of a complicated piece of machinery with shields, covers and more bulk all the way around.

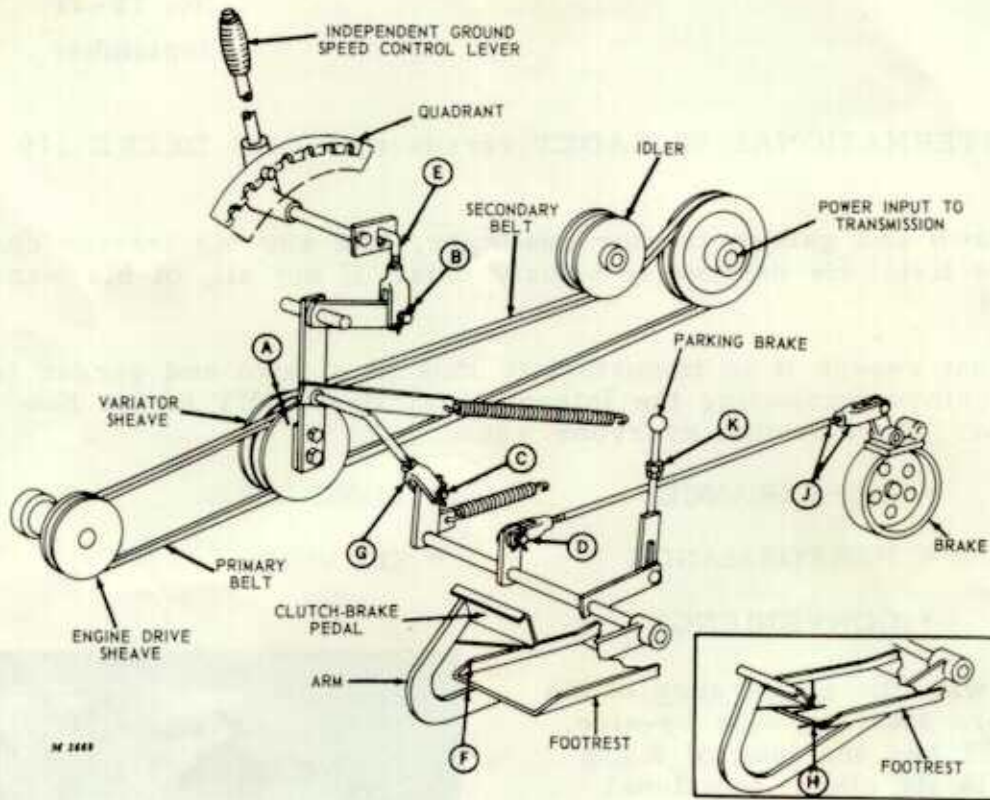
There's prestige to owning a tractor "like the big ones", and the CADET has the appearance to put it at the top of the class.

Performance is essential to the homeowner who has talked his wife into the purchase of a new tractor rather than a new chair for the living room. The CADET power train, if you can talk about just one single thing, is the most outstanding feature over competitive lawn and garden tractors.



Both and 70 and 100 CADET tractors have positive gear drive--with NO BELTS--and the transmission-final drive is the same one which is used in the "World Famous" CUB.

Now, look at the Deere 110 drive with primary and secondary belts, idlers, springs and what-have-you.



This surely isn't what the customer wants, since his reason for buying a lawn and garden tractor, in the first place, is to ease his work load and increase his leisure time.

Weekly or every 25 hours of 110 operation the operator is instructed to check the underside of the tractor for general belt condition. This is inconvenient to the operator whose free time is limited to begin with. To tighten the secondary belt the entire transmission is moved rearward, and in the event of replacement the tractor side panel must be removed, idlers blocked up and sheaves removed. Your customer's leisure time then becomes "work time". The ease of service which the customer wanted just isn't there.

In operation there's a slight belt squeal most of the time, and the longest belt flops and vibrates the entire tractor when not under tension. After a period of continuous operation--an average yard--there is noticeable rubber smell. The long Life--another customer want--is lacking.

The diagram also shows the clutch-brake arrangement. The 110 operator with this type of design will witness abrupt starts and stops. There is no comparison again to the superior performance of the CADET clutch and 2 wheel brakes. Note the Deere drum-type brake which is exposed to the elements and is noisy in operation.

The convenience of steering and shifting is important, since these tractors are often operated by the woman of the house or children. Gear shift manipulation on the 110 is not satisfactory, as the operator does not have the feel of a positive engagement as he does with the CADET. Deere's steering effort increases as the range increases, and it is not the same to the right and to the left. The CADET is superior in this area, too.

The fiberglass hood and fenders may have an attractive appearance on the Deere 110, but they do not have the necessary strength. The fenders have no support, and as a result they will bend down to the tire when weight is applied to them.

The 10 horsepower CADET 100 is a bonus tractor which has all the model 70 features plus MORE POWER.



# sales know-how BULLETIN

IT-13  
TRACTORS  
April 8, 1964

## DEERE CHANGES 110 GARDEN TRACTOR

Possibly in an attempt to compete with both the 70 and 100 Cub Cadet Tractors with one model, John Deere is now equipping its garden tractor with an engine that has eight horsepower.

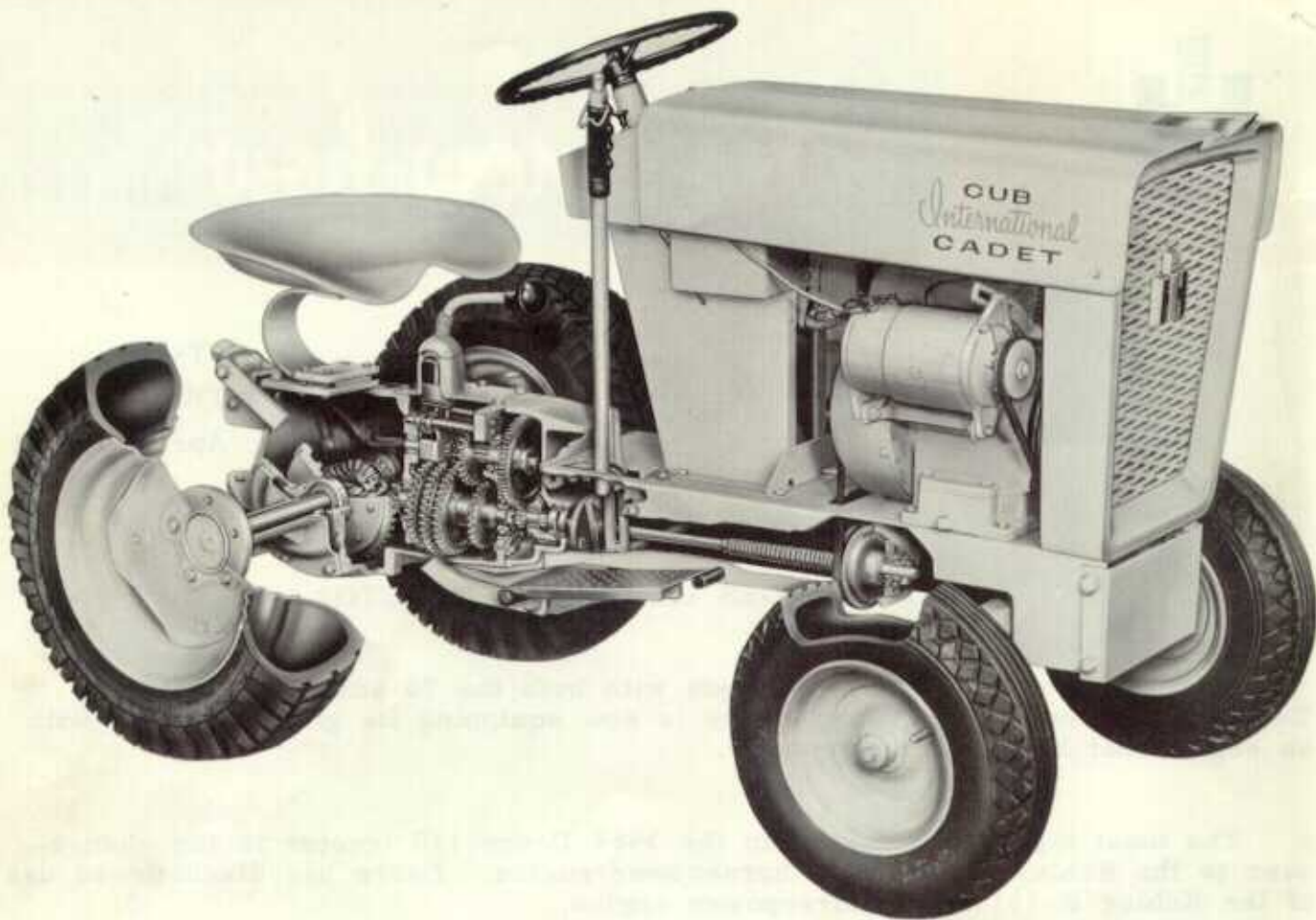
The most significant change in the 1964 Deere 110 tractor is the change-over to the Kohler K-181 eight-horsepower engine. Deere has discontinued use of the Kohler K-161 seven-horsepower engine.

It was pointed out last year that the fiberglass fenders on the 110 had their shortcomings. Deere customers most likely expressed their disapproval of these shortcomings because the fenders and the clutch idler cover are now made of steel.

Deere has retained fiberglass in the hood but has added an aluminum heat shield above the muffler to prevent heat distortion of the fiberglass.

Deere has also retained its number one disadvantage from the customer's viewpoint: the belt tightener drive. The belt tightener drives used by Deere and other manufacturers are not only less positive than a gear drive but they also create maintenance problems.

Both the 70 and the 100 Cub Cadet Tractors have positive gear drives--no belts! This drive, along with the single-plate, dry-disc clutch, gives smooth, easy starts.

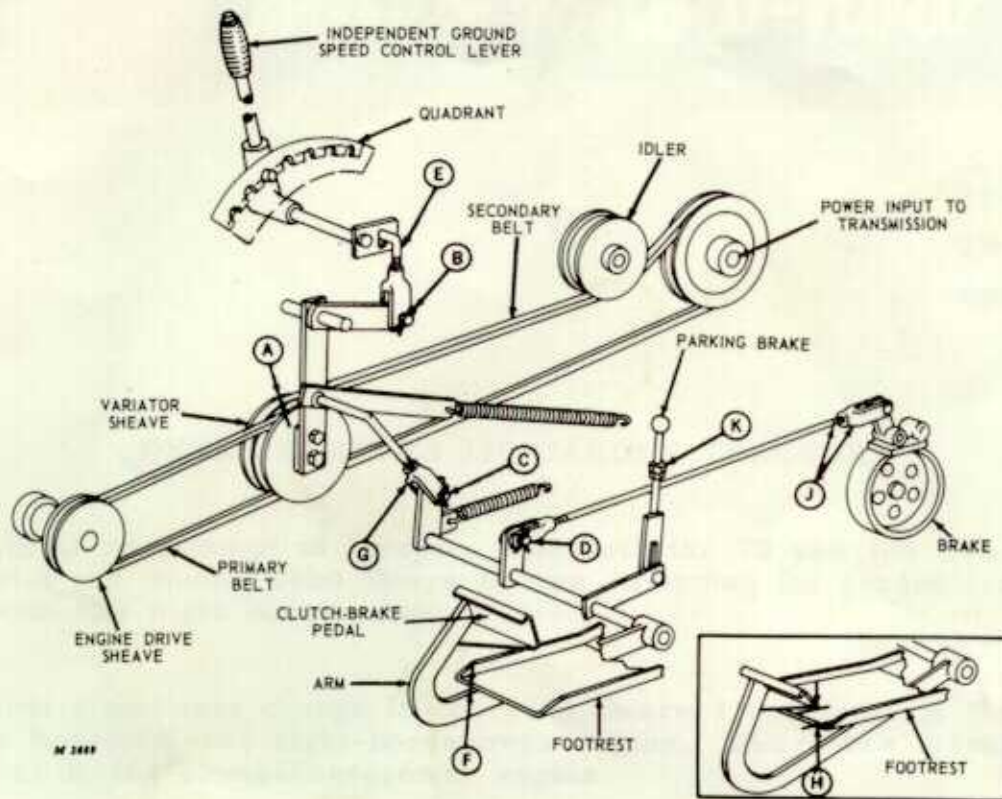


The transmission-final drive of the 70 and 100 Cub Cadet is the same one that is used in the Cub Tractor.



The transmission-final drive of the 70 and 100 Cub Cadet is similar to those used in large farm tractors.

Now, look at the Deere 110 drive with primary and secondary belts, idlers, springs, and what-have-you.



This drive surely isn't what the customer wants because his reason for buying a lawn and garden tractor is to ease his workload and increase his leisure time.

The owner is instructed to check the underside of the tractor for general belt condition weekly, or every 25 hours of operation. Such an inspection is inconvenient to an owner, whose free time is limited to begin with.

To tighten the secondary belt, the entire transmission is moved rearward. To replace the secondary belt, the tractor side panel has to be removed, the idler blocked up, and the sheaves removed. Leisure time becomes work time!

With standard front tires, the 110 has a restricted right turn due to interference of the tire with the sheave on the engine drive shaft. Deere has an adjustable stop on the axle which must be screwed out to prevent the sheave from rubbing against the tire. Deere offers optional larger front tires, and so the problem is even more critical for close mowing conditions.

The Cub Cadet 70 and 100 Tractors are your prospect's best buy, but be sure that you're the one that tells him why!



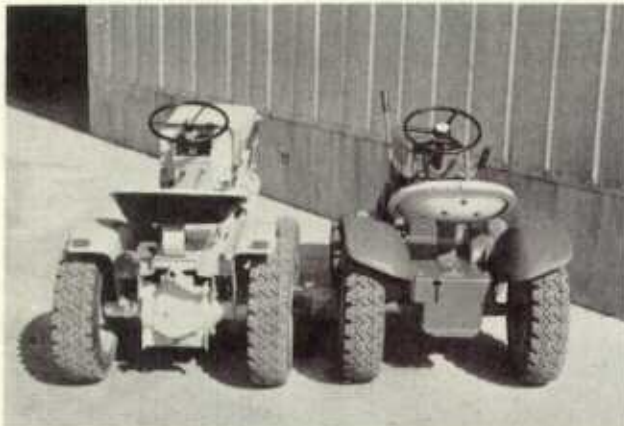
# sales know-how BULLETIN

IT-16  
Garden Tractors  
June 15, 1964

## Talk Business With Your Customer - Using the Business End of the Tractor

Your customer likes to invest his money wisely, whether it's in the stock market or in a time-saving and convenience-providing garden tractor.

So it is important for you to sell the investment offered only by the two International Cub Cadet tractors. These are the only tractors in this class built on the same principle as the largest industrial and farm tractors.

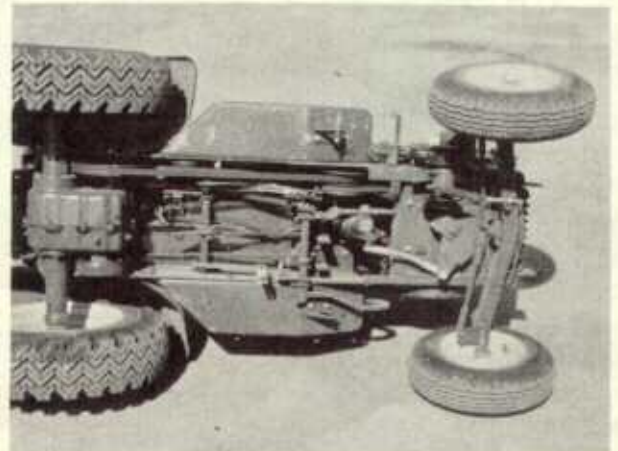


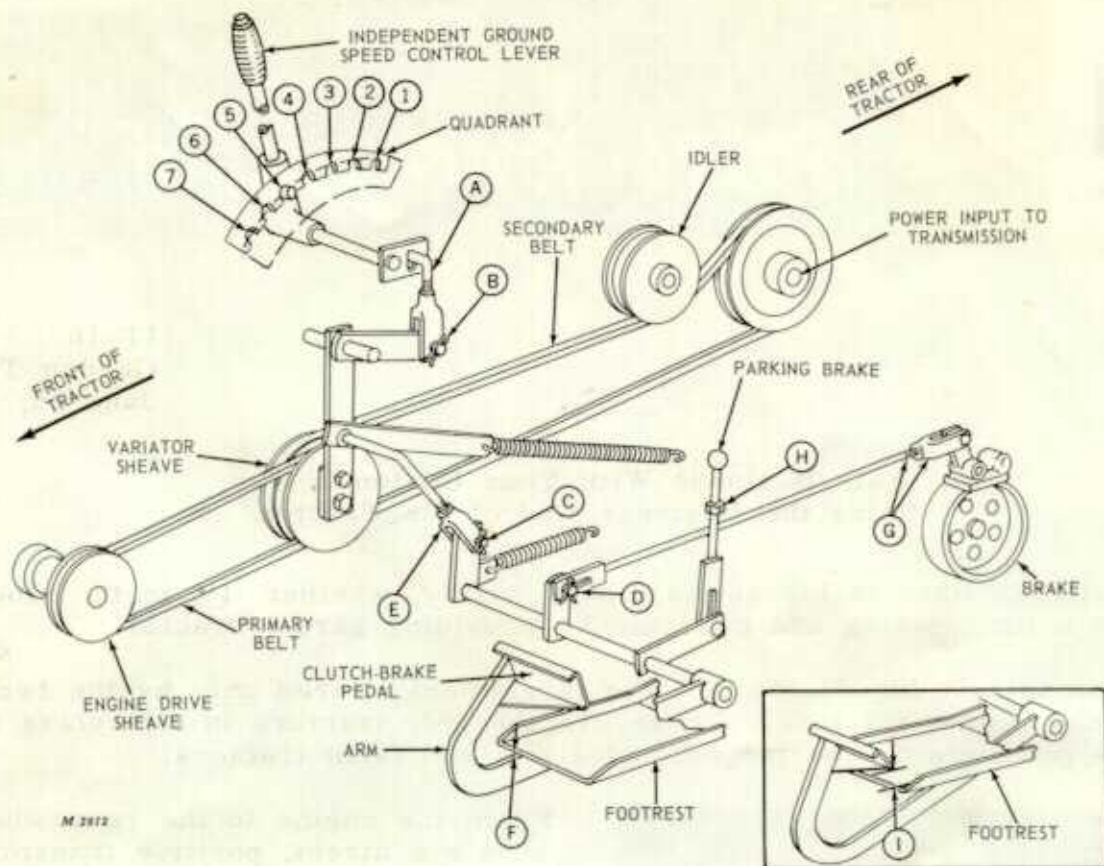
From the engine to the rear wheels there's a direct, positive transmission of power through shafts and gears. Unlike the Deere 110 and the other garden tractors, there are no power transmission belts to wear, stretch, maintain, or replace.

The Cadet 70 and 100 tractors are the only small tractors with a big tractor design. The transmission and final drive are the same as have been used in nearly a quarter million world famous Cub tractors.

There's maintenance and more with a John Deere 110 garden tractor. Just tip one on its side and you'll see what we mean.

Your customer is seeking convenience and worry-free service. This snake's eye view shows that the green sheet metal has covered up a source for potential trouble and downtime. An hour or two lost adjusting or replacing a belt may make the difference between a 9- or an 18-hole golf game after mowing the lawn.





This schematic shows just what we mean. Two basic tractor drive belts, idlers and linkages must be kept in proper adjustment in order to obtain sufficient power transmission. A minimum of eleven steps and some wrench work are required in order to adjust the linkage for proper primary belt tension.

It's entirely possible that even then a new belt will have to be installed at \$1.70 each.

Next the secondary belt may require tightening. To do this bolts (A) must be removed and bolts (B) loosened so that the entire transmission can be moved rearward one notch.

If the slack still can't be removed, a new belt, \$2.75 more of the customer's money, and an undetermined amount of time is required.

All belts and sheaves wear with use. If the operator of a 110 replaced the two belts in a year's time and at least one of their five sheaves on the main tractor drive, the cost would be \$10.74.

The Deere 110 is not alone with the belt maintenance and replacement problem; they are joined by Simplicity (A-C), Wheelhorse, Bolens, Jacobsen and Massey Ferguson.

The wise investor wants to know the long range forecast of his investments, so make it a point to Show and Tell him the potential money saved by an all-gear-drive with an International Cub Cadet.

