

New JOHN DEERE

520 • 620 • 720

TRACTORS



MODERN METHODS spell

PROFIT AND LOSS IN



the difference between

TODAY'S FARMING OPERATIONS

THERE'S a major evolution taking place on farms the country over. Old methods are fast yielding way to the new. Today's modern tractor power and equipment has made it possible to streamline every farming operation—to cut costs to new lows, to save time and labor on every job, to make all field work much easier.

Mechanized grazing, which brings the pasture to the cow, has become a paying proposition . . . modern harvesting machinery has made one man the equal of 40 men in the cotton fields . . . combining corn, unheard of five years ago, is snowballing in popularity and enabling farmers to double the usefulness of their self-propelled combines as well as to greatly reduce shelled-corn losses . . . the benefits of landshaping have taken on new significance and importance as an increasing number of acres go under irrigation . . . liquid fertilization has been made practical through the development of applicators for planting and cultivating equipment . . . the hydraulically controlled manure loader has made light work of manure handling . . . and 3-point "pick up and go" equipment is enjoying greater popularity than ever. On every job, modern methods are paying off in greater work output, better quality work, easier and more enjoyable farming, spelling the difference between profit and loss in today's farming operations.

John Deere is proud to have played a leading role in the development of the power and equipment that make farming more profitable . . . and to present to you today's leaders in the row-crop tractor field—the new "520," "620," and "720" Tractors.

LIQUID FERTILIZING

The use of liquid fertilizer is growing by leaps and bounds. This John Deere "620" Tractor with 490 Planter and liquid fertilizer attachment check-plants and fertilizes up to 60 acres per day . . . drilling, you can plant and fertilize even more. Modern tractors, modern equipment, modern methods—they add up to greater profits, easier, more enjoyable farming for you.

OUR COVER

Moisture-robbing weeds stand little chance of survival against this "620" Tractor and new 4-row Quik-Tatch Cultivator. New Custom Powr-Trol provides precision hydraulic control of front and rear units for better, easier work.



ONE OF THESE MODERN JOHN

will open the door to **BIGGER**



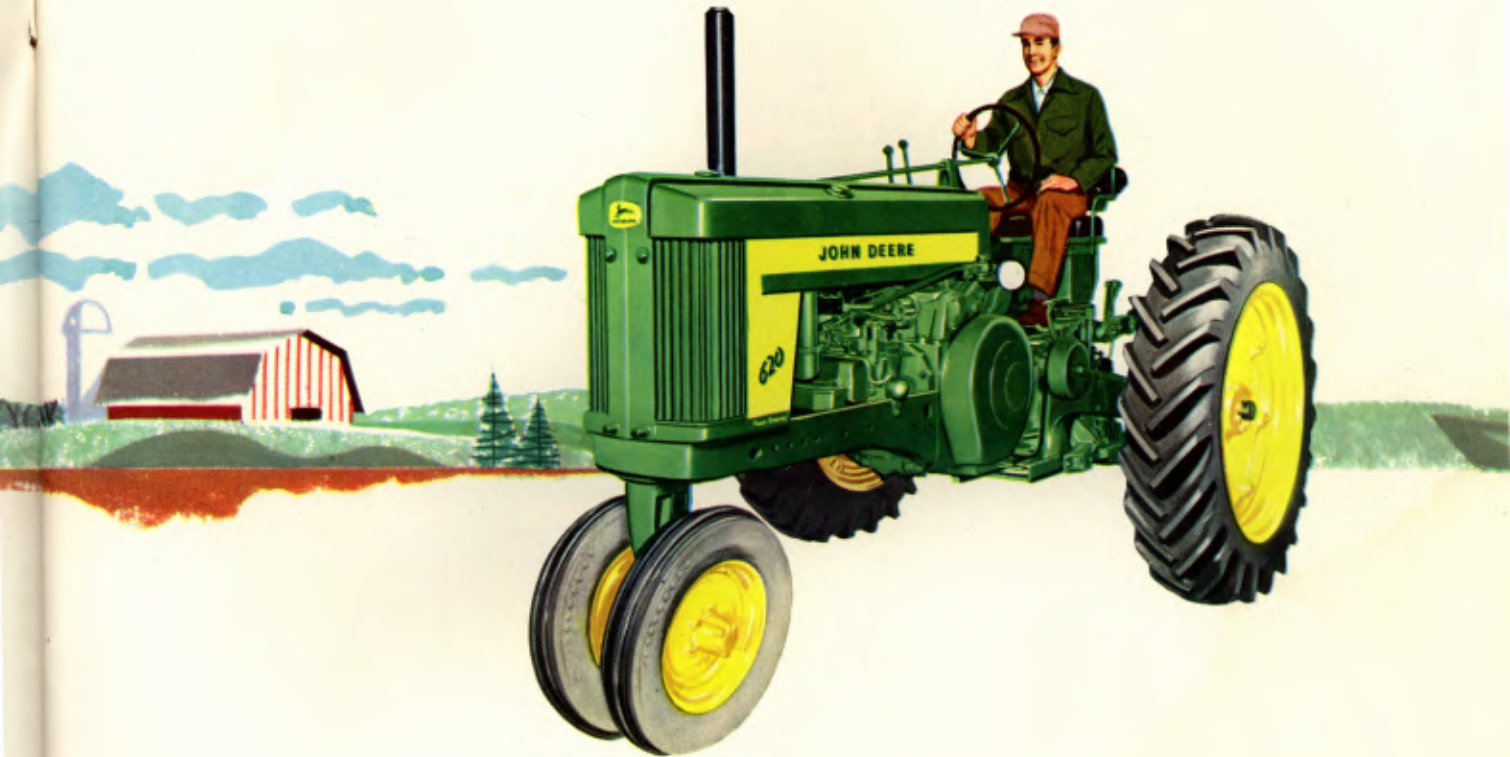
THE FULL 3-PLOW 520 SERIES

Full 3-plow power on drawbar, belt, and power take-off . . . big 4-row capacity in planting and cultivating . . . plus 3-point-hitch adaptability and versatility—you'll enjoy all these advantages in a new John Deere "520" Series Tractor. Here's power that ranks right up with many larger tractors in work output, right alongside many smaller tractors in first cost and operating economy. And when it comes to modern features, advanced engineering, and quality construction, the "520" Series welcomes your comparison with any tractor at any price. Available with a wide choice of interchangeable front-end assemblies, plus your choice of a gasoline, LP-Gas, or all-fuel engine. In official Nebraska Tests, the "520" set a new fuel-economy record on the drawbar for LP-Gas Tractors and broke the old record on gasoline economy.

DEERE TRACTORS



PROFITS for you!



THE FULL 4-PLOW 620 SERIES

You've never driven a tractor that compares with the new "620"! Here is full 4-pLOW power to whip those tough jobs—power to handle heavy loads continuously at speeds that will cut days off your working calendar, power that is equally at home with drawn, integral, power-driven, and 3-point equipment. New *Custom Powr-Trol*—the most versatile hydraulic system ever put on a tractor—headlines a long list of ultra-modern tractor features that include *Advanced Power Steering*, new *Independent Power Take-Off*, new *Float-Ride Seat*, and exclusive *Roll-O-Matic* "knee-action" front wheels. The "620" is available with your choice of a gasoline, LP-Gas, or all-fuel engine. In official Nebraska Tests, the "620" set a new fuel-economy record on the drawbar for gasoline tractors and was second only to the "520" for economy on LP-Gas.

The full 5-plow **720** series . . .

MOST POWERFUL ROW-CROP

In official Nebraska Tests, three new John Deere "720's"—a gasoline, LP-Gas, and a Diesel model—all developed more than 58 belt h.p.* to set a new power record for row-crop tractors . . . and the "720" Diesel set an all-time fuel-economy record.

Here's the answer to the power requirements of large-acreage row-crop farmers . . . a tractor with the power to replace two tractors on many farms at plowing-disking time . . . a tractor that actually handles easier than many smaller tractors . . . that scoops the field in modern functional design and in proved performance, a tractor that works with drawn, integral, power-driven, and 3-point-hitch equipment.

The new "720" is available with all the modern time- and labor-saving features to insure better work and make farming easier and much more enjoyable

for you. New *Custom* Powr-Trol, new *Universal* 3-Point Hitch, *Advanced* Power Steering, new Independent Power Take-Off, exclusive Roll-O-Matic "knee-action" front wheels, new Float-Ride Seat—these and many other outstanding features combine to make the new "720" a real pleasure to own and operate. Small wonder that more farmers who want to do more work, better work, and take life easier at the same time are investing their tractor dollars in a new "720".

You can choose a new John Deere "720" to burn the fuel of your choice . . . gasoline, LP-Gas, Diesel, or farm tractor fuel . . . with the front-end assembly to meet your crop requirements, and with the hydraulic system that's best suited to your requirements. To get big jobs done faster and better at the lowest cost per acre, choose a new John Deere "720" Tractor.

**Sea level (calculated); maximum horsepower based on 60° F. and 29.92 in. Hg.*



TRACTORS ON THE MARKET



Full 5-plow power . . . full performance satisfaction—that's what you enjoy when you choose a new John Deere "720" Tractor. It's easy on you; easy on your pocketbook. You'll move through the rush season with new confidence. Your own work capacity—magnified many times by the "720" brand of "hustle"—will never cease to amaze you. From ground-breaking day through harvest time, the "720" is a dependable friend that stays right with you, easing your work load in a dozen and one ways.

DISK TILLING

Preparing six acres and more of quality seedbed per hour is commonplace with this combination—a powerful John Deere "720" Tractor and new 15 Series Rigid Disk Tiller. This team . . . a flatland favorite . . . completes a 1.5-foot cut each pass over the field. Working depth is adjusted on the go and the tiller lifted effortlessly at the end of the field through smooth hydraulic power.

Look at all of these **MODERN**



Sparkling-new, two-tone color styling sets the pace for an unmatched combination of ultra-modern John Deere features, available on the new "520," "620," and "720" Tractors. On these two pages are just a few of the many highlights that combine to make a John Deere the easiest and most convenient tractor you've ever handled.

The tireless muscles of hydraulic power enable you to handle the tractor and equipment effortlessly; exclusive Roll-O-Matic "knee-action" front wheels and the new Float-Ride Seat give you the most comfortable tractor ride you've ever had; and in addition you enjoy such advanced engine features as Duplex Carburetion and All-Weather Manifold to insure maximum engine efficiency and economy.

Drive a really modern tractor—drive a new John Deere. Why delay that pleasure any longer?



NEW CUSTOM POWR-TROL

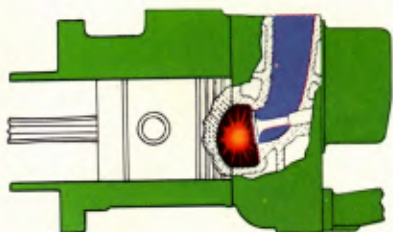
The most versatile hydraulic system ever put on a tractor—offers you up to three completely independent hydraulic circuits for instant, accurate, and effortless finger-tip control of all types of equipment.



ADVANCED POWER STEERING

Takes all the muscle work out of steering the tractor; keeps you relaxed and more at ease on every tractor job. In any soil condition, even with heavy front-mounted equipment, you can turn the wheels easily with one hand.

'WAY-AHEAD **FEATURES**



MORE POWERFUL ENGINES

Completely redesigned combustion chamber provides increased power, smoother performance, greater fuel economy on "520," "620," and "720" gasoline and LP-Gas models.



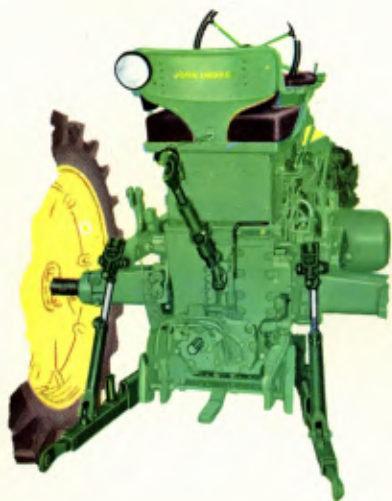
NEW, FLOAT-RIDE SEAT

Absorbs shocks and vibration; makes rough fields seem much smoother. This new seat is fully adjustable to your weight and height for maximum comfort.



NEW INDEPENDENT PTO

Delivers full power of the great new engines, completely independent of the transmission clutch and the hydraulic system. Convenient pedal control.



NEW UNIVERSAL 3-POINT HITCH

Brings you all the advantages of "pick up and go" farming at its modern best. This husky hitch has practically limitless adaptability to all 3-point equipment. Exclusive Load-and-Depth Control keeps you on the move without down-shifting.



NEW CONVENIENCE, EASE OF HANDLING

Fully adjustable, deep-cushion seat . . . roomy, stand-at-will platform . . . easy-to-reach controls . . . easy-to-read instrument panel, and an unexcelled view of your work, make driving a new John Deere Tractor a real pleasure on every job.