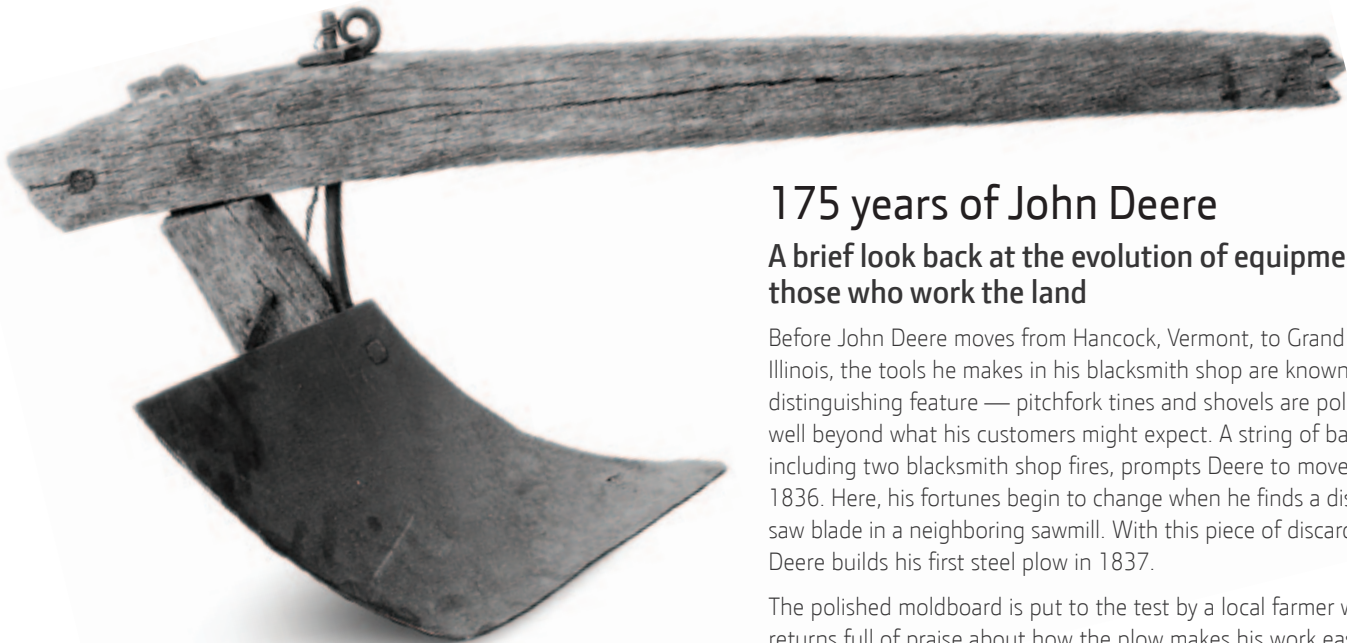


THE PLOWSHARE

News for John Deere Collectors



175
SINCE 1837

In 1837, Illinois blacksmith John Deere designed his first steel plow, creating the foundation for Deere & Company. The 1838 implement seen here is the oldest John Deere plow known to exist today.

175 years of John Deere

A brief look back at the evolution of equipment for those who work the land

Before John Deere moves from Hancock, Vermont, to Grand Detour, Illinois, the tools he makes in his blacksmith shop are known for one distinguishing feature — pitchfork tines and shovels are polished well beyond what his customers might expect. A string of bad luck, including two blacksmith shop fires, prompts Deere to move west in 1836. Here, his fortunes begin to change when he finds a discarded saw blade in a neighboring sawmill. With this piece of discarded steel Deere builds his first steel plow in 1837.

The polished moldboard is put to the test by a local farmer who returns full of praise about how the plow makes his work easier by scouring itself of the Midwest soil. He orders two more. Deere's self-scouring plow is one of the very big ideas that transform the newly settled prairie into "the breadbasket of the world."

Riding high

Deere's ingenious new plow eases the chore of cutting furrows, but the farmer still has to walk everywhere his beast of burden does. So, he begins manufacturing the Hawkeye Riding Cultivator in his new Moline, Illinois, factory. The first Deere implement with a seat makes



The Model "D," seen here with a Number 20 Corn Picker, was John Deere's first green and yellow tractor.

quite an impression at its 1863 Iowa State Fair debut, and five years later, in Deere & Company's first year as a corporation, it sells 41,133 plows, harrows, and cultivators.

At the time of his passing in 1886, Deere has seen the company he started transformed into an empire dedicated to serving all those who work the land. During his lifetime he assembled a range of products that started with a single walk-behind plow and continued to the Gilpins, "the king of the riding plows," and a highly successful line of corn planters, cultivators, and harrows.

Wheels at the century's turn

Deere & Company is clearly the plow leader in the early 1900s, but other companies are adding wheels to supplement hooves — and some eliminate horses altogether. The search begins in earnest for other manufacturers to fit into and strengthen Deere & Company. In 1907, the Fort Smith Wagon Co. is purchased, and there are acquisitions and partnerships with corn sheller, spreader, stacker, farm wagon, binder, and combine concerns.

In 1914, company board member Joseph Dain is tasked with building a tractor that could be sold for under \$700 to add to the

company's burgeoning product offerings. After considerable testing and adjusting, a Deere-branded all-wheel-drive tractor powered by a four-cylinder engine is produced in 1919. It boasts many fine features, but also a price tag twice that of popular competitor Waterloo Boy tractors.

Waterloo Works

Fortunately, Deere & Company had purchased the maker of the Waterloo Boy in 1918 — partially due to the popularity of the northern Iowa company's two-cylinder, kerosene-burning engine. The Waterloo Boy Model "N" is produced and is met with fierce competition from the likes of International Harvester's Titan and Henry Ford's inexpensive Fordson tractor.

In 1923, a new tractor is announced — the first to use the trademark green and yellow paint scheme. The Model "D" weighs less and has 40-percent more drawbar pull than the Model "N." In just over one year, Waterloo Works' business has turned around. And with the "D," John Deere is finally positioned as the tractor of choice.

The remainder of the 1920s sees the John Deere GP, which also has an orchard

version, the GPO. Several GPOs are purchased by the Lindeman Company in 1930 and fitted with crawler tracks. While the crawlers are popular construction machines, a formal John Deere industrial equipment division is still some two decades in the future.

Industrious and industrial: Beyond agriculture

In the early 1930s, some versatile tractor models are adapted for industrial uses. The Model 109, a GPO outfitted with low-pressure, rubber balloon tires, is intended for golf course maintenance. In 1937 a small garden-style tractor called the Model 62 is built, bringing a total of 12 tractor models to the line in time for the company's 100th birthday.

By 1946, Deere & Company purchases Lindeman Power Equipment Company, and in 1949 the new John Deere Dubuque Works starts producing the MI for industrial use and the MC crawler, shipping many of them to construction contractors. They include the first all-hydraulic bulldozer, the Model 64. In 1958, the newly christened John Deere Industrial Equipment Division ships the first industrial models painted in standard yellow.



Above: An advertisement for a popular kerosene-burning tractor. The company was purchased by John Deere in 1918. Right: Another acquisition was the Lanz company in 1956. The German company produced the Lanz Bulldog, seen here.





From the barn to the garage

Jumping forward to 1963, a factory in Horicon, Wisconsin, the company acquired in 1911 starts production of lawn and garden tractors and attachments like mowers and snowblowers. A success from the beginning with the Model 110 Lawn Tractor, Horicon Works soon is building walk-behind mowers, tillers, and snowmobiles, and becomes a presence in residential lawn and garden care, landscaping, and golf industries. A marketing campaign for snowmobiles in 1971 is the genesis of the current Deere & Company slogan “Nothing runs like a Deere.”

A young look for an old company

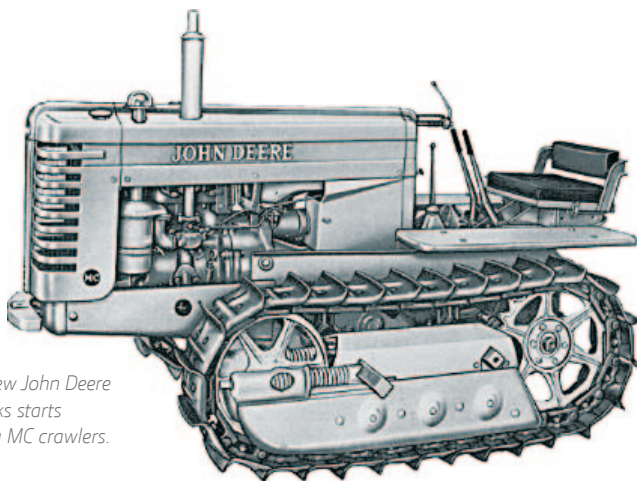
To update its products with a fresh, progressive style, Deere & Company retains Henry Dreyfuss Associates, a New York industrial design firm. Dreyfuss begins by revamping the design of Models “A” and “B” in 1939. He narrows the radiator cowl and streamlines the machine for the new “Styled” tractors. This new aesthetic and ergonomic approach revolutionizes tractor design. Henry Dreyfuss Associates is still involved in machine design for all John Deere divisions.

From the USA to today’s worldwide presence

After World War II, John Deere grows at a rapid pace and begins eyeing sales and manufacturing facilities abroad, beginning in Mexico and Germany. By the late 1950s, the Agricultural and Construction divisions’ product lines are mushrooming, with popular tractor models including the 520, 620, 720, 820, and the 30 Series. The first self-propelled combine models, including the Model 45, arrive mid-decade.

The era of the “Johnny Popper” comes to a close with the introduction of a new line of four- and six-cylinder tractors in 1960. The “New Generation of Power,” as the tractors are called, are more powerful and faster than their two-cylinder predecessors, updates that help meet farmers’ changing needs.

The innovative tractors help set the future path for the company’s products through the ‘60s, ‘70s, ‘80s, and ‘90s, and up to the present. From the beginning, John Deere has been for those who cultivate, harvest, enrich, and build upon the land.



In 1949, the new John Deere Dubuque Works starts manufacturing MC crawlers.

A well-illustrated love of the land

How artist Walter Haskell Hinton illustrated John Deere’s early years

Watching Buffalo Bill’s Wild West Show one Chicago summer afternoon changed young Walter Hinton’s life forever. There, the young man began to appreciate the grit and romance of the American frontier and the pioneers who moved there from around the world to become ranchers, cowboys, and farmers.

A few years later, Hinton would study at the Chicago Art Institute, furthering his pedigree for chronicling John Deere’s first century. His work with farming publications, particularly *Successful Farming*®, made him a natural choice for illustrating John Deere advertising materials.

Since Hinton did the bulk of his illustrations for Deere during the 1930s, just as the company hit its stride as a tractor manufacturer, many of his paintings feature the iconic John Deere two-cylinder “Johnny Popper” tractors.

Some of Hinton’s best-known paintings were done for a 1937 calendar — a series chronicling the development of John Deere’s first steel plow. Although he applied his craft to other great American brands, it is his work for John Deere that put him on the walls of farmers and tractor enthusiasts throughout the world.



This 1937 calendar illustration, “Reviewing Performance,” depicts John Deere testing his first steel plow.

Informative, entertaining, and – no – you haven't seen it all before

The all-new John Deere Pavilion opens with a celebration



Over the past 15 years, the John Deere Pavilion has hosted millions of guests from around the world. Now, Deere & Company has completely redesigned the facility with displays that are even more entertaining, educational, and interactive.

"We started over with a clean sheet of paper," says Brian Holst, manager, John Deere Heritage Marketing, "and we're happy to offer our guests something completely new. The new exhibits and presentation methods provide a broader representation of the global operations of the company."

The new exhibits illustrate the continuing evolution of the equipment and other products and services John Deere offers to those who work the land. The all-new John Deere Pavilion remains committed to entertaining and educating visitors of all ages. An expanded children's area offers a variety of hands-on learning activities.

Still free admission, still open year-round

Despite all the new, educational, and fun exhibits awaiting you at the Pavilion, it remains the best deal going — you and your family will be admitted for free!

To plan your visit today, stop by www.JohnDeereAttractions.com or check it out on the John Deere Attractions Facebook page. On either site, you can watch a video to learn more about the all-new John Deere Pavilion.



Above: The new simulators let you feel the power of an excavator or crawler dozer as the operator on an actual construction site. Inset: Company heritage is chronicled through historical exhibits reaching back to John Deere and his self-scouring plow.



From us to you: it all started with a plow

This year John Deere marks its 175th anniversary. We've seen a lot of milestones worth celebrating during our history. The tractor wasn't commonly used for more than 50 years after our company was founded, and a combine for corn didn't come for more than a century. Countless advancements in safety and productivity have been introduced — many by John Deere — in the past 175 years.

All of this history amazes me, especially when I consider the company's beginning. As the manager of John Deere Heritage Marketing, I've gotten to know the circumstances of the company's founding very well.

If you're not familiar with the Historic Site, it's a National Historic Landmark in Grand Detour, Illinois, which includes John Deere's home, a replica of his blacksmith shop, and an archaeological exhibit detailing the company's founding and early years.

The site marks the spot where John Deere settled after leaving Vermont to find a new beginning in the West. He was 32 years old. He had left behind four children and a wife expecting the fifth, planning to send for them when he got settled. To me, it's clear that this move took a lot of courage.

Deere was also going into sparsely settled territory. Illinois had been a state for only 18 years, and Chicago had been incorporated for just three. I can only imagine what Deere experienced, making the rough, 1,000-mile trek and finally arriving in Grand Detour with only the clothes on his back, a little money, and a few hand tools.

From all accounts, Deere started working right away. One of his first jobs was repairing the local lumber mill. This mill would play a bigger role in his future than he could imagine. The following year, Deere used a broken saw blade from the mill to form a plow moldboard — an idea that he thought might make work easier for his neighbors. The plow was a success and became the foundation for Deere & Company.

Deere also got to work on a home for his family. He built the second frame house in Grand Detour; others were made of sod. The original structure was just 18 feet by 24 feet. It included two rooms on the lower floor and a narrow stairway to an upper area where the children slept.

Deere added to the house as his family grew — the Deeres welcomed three children in Grand Detour — and it still stands much as it did when he moved to Moline in 1848 to expand his business.

Initially, Deere's blacksmith shop was larger than his home. A 1962 archaeological dig conducted at the site indicates that the original shop was 26 feet by 31 feet. Here, he made one plow in 1837, two in 1838, and 10 in 1839. Production jumped to 40 plows in 1840 and 75 in 1841, and the plow was just the beginning.

Today Deere & Company creates countless products for customers around the world. Most of you are familiar with some of these products, but if you'd like to learn more about John Deere's early years and this global company's humble beginnings, come see us at the John Deere Historic Site.

Keep your hand on the throttle and your plow in the ground,

Brian Holst
Manager, John Deere Heritage Marketing



Brian Holst in a working replica of John Deere's blacksmith shop in Grand Detour, Illinois.

For more information on the John Deere Historic Site, visit www.JohnDeereAttractions.com.

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JOHN DEERE

One John Deere Place
Moline, Illinois 61265

HeritageMarketing@JohnDeere.com
www.JohnDeere.com

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John Deere: The man behind the name

In addition to being our company's founder and creator of a famous self-scouring steel plow, John Deere was a father and active public servant.

He had nine children (Francis, Charles, Hiram, Jeannette, Ellen, Frances, Emma, Alice, and Mary) with his wife, Demarius Lamb. One year after Demarius died, he married her sister, Lucenia. He was active in the community and known for his abolitionist views and his gifts to a variety of schools and charities.

Always the innovator, he cooled his Moline home using a large clay pipe that pulled cool air from the ground and circulated it through the house.

Deere was a blacksmith by trade, and had shops in his native Vermont and in Illinois before going into the plow business. Some of his early creations are pictured here, and can be seen in person at the John Deere Pavilion in Moline, Illinois.

To learn more about John Deere, read his biography at www.JohnDeere.com/175.



John Deere made this skillet as a wedding gift for a couple in Rochester, Vermont, presumably prior to his move to Illinois in 1836.



According to the Deere & Company Archives, John Deere made this hammer in his Vermont blacksmith shop in 1830.