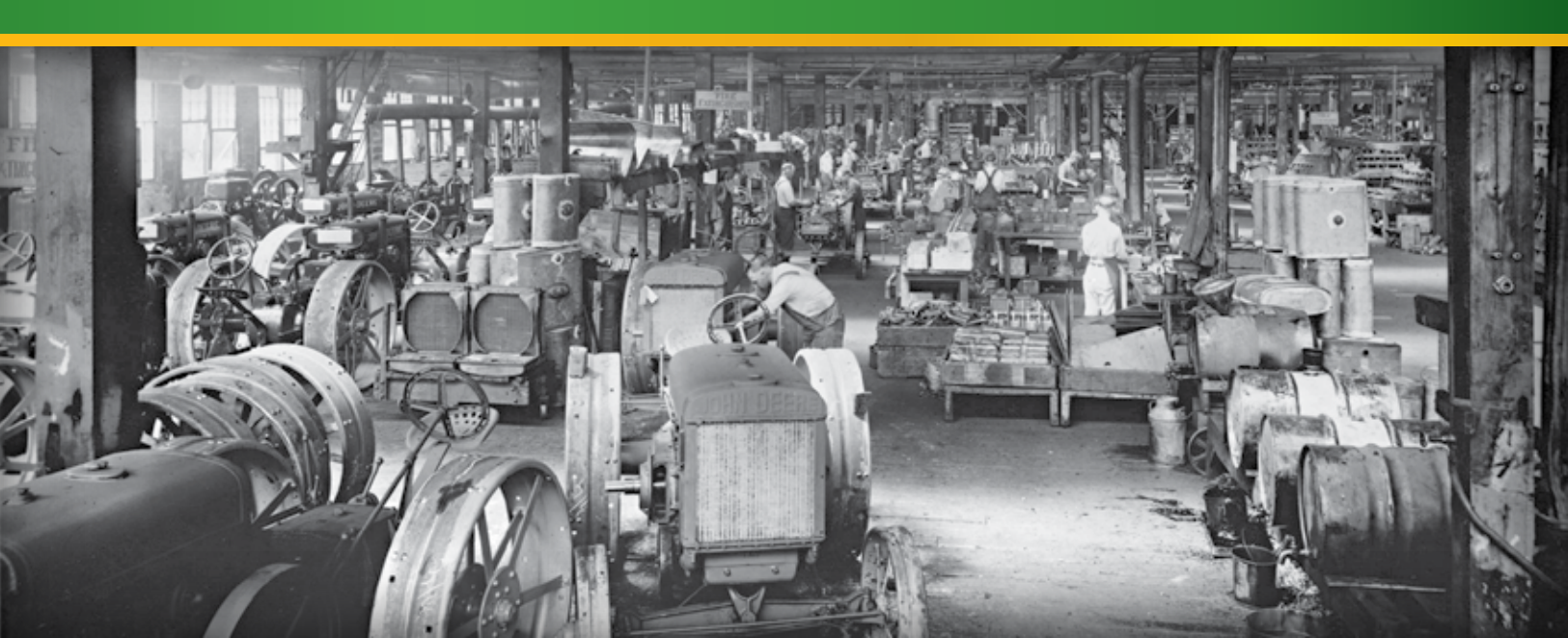


THE PLOWSHARE

News for John Deere Collectors



Equipment that changed four industries

In this issue, we're looking back at the milestones that have defined John Deere's product lines during the past 175 years. Let's start where the company did, with the self-scouring steel plow that opened the Midwest to economic development and placed John Deere among the founding fathers of industrial America. His invention is the cornerstone of today's business, and it set into motion many other achievements, such as:

- The Hawkeye Riding Cultivator and Gilpin Sulky Plow that took farmers out of the furrow and put them onto a seat
- The Rotary Adjustable Corn Planter with its innovative planting mechanism
- The 6-cylinder 4020 Tractor that helped elevate John Deere to America's leading agricultural equipment manufacturer
- The 14-T Twine-Tie Baler that, paired with a bale ejector, made baling and storing hay a one-man job for the first time
- The 8000 Series Tractors, the 7760 Cotton Picker, and other state-of-the-art machines that make today's customers more productive

Between 1919 and 1922, John Deere was "all in" when it came to the rapidly emerging tractor market. The company had purchased Waterloo Boy in 1918 and was facing competitive pressure from popular Fordson and International Harvester models.

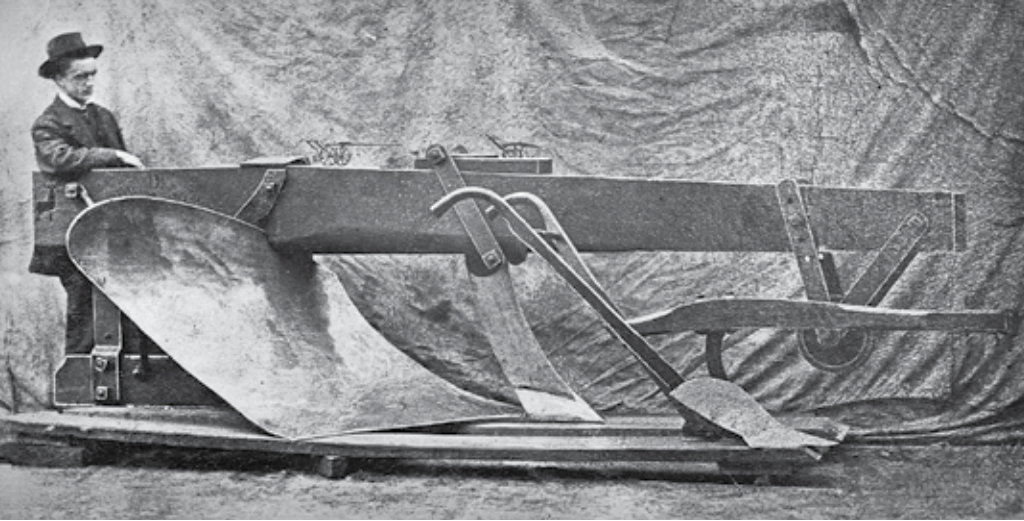


Top: Model "D" tractors take shape on the Waterloo Works assembly line in 1924.
Above: The 1931 Model "D" line outside of John Deere Waterloo Works.

A, B, C...

Convinced that tractors were the future of the company, the Waterloo Gas Engine Company went to work on preproduction prototypes they called "styles." After building seven each of Style "A" and Style "B," and 12 examples of Style "C," John Deere finally hit the bull's-eye with their 27th preproduction tractor. Style "D" would become the Model "D," the tractor with the longest production run in John Deere history.

Produced from 1923 to 1953, the Model "D" appeared in countless paintings, photographs, and illustrations featured in advertisements, calendars, and magazine articles. Whether styled or unstyled, the John Deere Model "D" remains an American icon.



The Deere railroad plow was one of the first strictly industrial products manufactured by the company.

Constructing a new John Deere

John Deere started his business to produce equipment for farmers, but it wasn't long before the company started designing products for people who worked the land in other ways, too. In the 1870s John Deere built a ditching plow — one of the company's first nonagricultural pieces — for the Iron Mountain & Southern Railroad. Later, other companies sold attachments to adapt Waterloo Boy tractors for roadwork. Eventually, the company designed tractors specifically for industrial use. The hard-rubber-tired Model "DI" made its debut in 1926 and others, including the Models "AI," "BI," and "LI," soon followed."

Learning to crawl

Meanwhile, engineer Jesse Lindeman of Lindeman Manufacturing in Washington State realized the popularity of John Deere tractors among farmers would eventually bring the

machines to the orchards of the West Coast — an application that required steel tracks more often than rubber tires. After testing the concept on Model "D" and "GP" Tractors, Lindeman successfully attached tracks to the chassis of some Model "BO" and "BR" Tractors in 1940.

In 1945, John Deere purchased Lindeman Manufacturing and began working on plans to adapt the Model "M" to make the Model "MC" (the "C" designating crawler). Both the "M" and "MC" would be manufactured at the new John Deere Dubuque Works in Iowa, some 90 miles due east of Deere's factory in Waterloo.

By 1947, the Model "M" was rolling out of Dubuque with 18.15 horses at the drawbar. The 18.3-horsepower Model "MC" followed two years later. Both machines incorporated innovative hydraulics dubbed "Touch-O-Matic" for controlling implements and attachments.

From a crawl to a sprint

By the early 1950s, it was clear John Deere was solidly in the utility tractor market with ready buyers in the forestry, landscaping, construction, and agriculture industries. By the end of the decade, the company had updated its industrial equipment's look — new models were painted yellow instead of green — and introduced the Model 64, the first all-hydraulic bulldozer attachment. Innovation continued through the 1960s with the introduction of an articulated-frame motor grader and the popular JD690 Hydraulic Excavator.

Today, John Deere is among the top construction equipment brands in the world, and manufacturer of innovative products such as the 764 High-Speed Dozer and the new 944K Hybrid Loader.



Above: The Deere-Lindeman crawler was first based on the Model "BO" Tractor until John Deere purchased Lindeman Manufacturing and started building its first crawler, the Model "MC." Right: The John Deere-exclusive 764 High-Speed Dozer delivers speeds up to 16 mph — quick for a crawler.





*Above: The ZTrak™ Series, a perennial favorite of professional groundskeepers, was introduced in 1998.
Left: John Deere introduced its first lawn and garden tractor, the 110, in 1963.*

New fields, new turf

In 1911, John Deere bought the Van Brunt Manufacturing Company's Wisconsin grain-drill plant and continued manufacturing a successful line of disks, drills, sowers, cultivators, and broadcast seeders. In 1958, the John Deere Van Brunt Company was rechristened John Deere Horicon Works. Five years later, the company's first lawn tractor rolled out of the factory in the form of the John Deere 110 Lawn and Garden Tractor.

John Deere expanded its lawn-and-garden line in 1987 by introducing one of the earliest utility vehicles, the 3-wheeled all-terrain John Deere 600 All-Material Transporter, or AMT for short. Its successor, the 622 AMT, was announced in 1989. This model took the AMT from a one-seat vehicle with handlebars to a two-seater with a steering wheel.

By 1992, the company had replaced the AMT with the 4-wheeled Gator™ — reinventing the product category the company had helped launch just five years earlier. Available as a 2-wheel drive, 4-wheel drive, and a 6-wheel version with 4-wheel drive, the Gator was an immediate success with farmers, hunters, landscapers, golf course and other groundskeepers, and the U.S. Armed Services.

Turf + golf = enduring success

John Deere made great inroads into the turf and golf industries in 1987, the year the company first offered a mower designed specifically for the golf course market. Today, the John Deere turf lineup is distinguished by its signature utility vehicle and lawn care equipment, along with turf care, golf, and commercial mowing products.

The John Deere Gator is among the most-popular utility vehicles on the market.



The JD 440 Skidder, introduced in 1965, helped John Deere become a leader in forestry equipment.



Over the fences and through the woods

The business of harvesting plants extends far beyond the furrowed rows of the farm field, and deep into the forest. Realizing the close relationship between agriculture and forestry, the company started selling other manufacturers' logging products through its catalogs during the 1880s. Although resourceful loggers had been adapting John Deere agricultural and industrial equipment for more than a century, the company's preeminence in forestry began with the release of the JD 440 Skidder in 1965.

Loggers have long appreciated John Deere quality. As far back as 1949, many in the forestry industry relied on the Model "MC" Tractor, the first machine with a John Deere-manufactured tracked undercarriage. In 1953, the 40C Crawler brought superior stability, traction, and flotation into the forest.

Raising the bar: the 1965 JD 440 Skidder

John Deere was thinking of the safety and comfort of loggers when the company introduced the JD 440 Skidder to drag logs from deep in the forest to a landing, a cleared area where logs are loaded for transport. The JD 440's cab was built for comfort and protected the operator with safety shielding, but it was the machine's suspension and steering that earned it the nickname "the logger's dream."

The skidder's 45-degree articulated steering gave it great maneuverability on the skid trail. An integral winch could pull felled trees to the landing area and the skidder's front blade could clear the way. With this dedicated forestry machine, John Deere became a serious player in forestry and soon offered

a full line of cable and grapple skidders. In 1976, Deere introduced its first tracked feller buncher, followed by a wheeled model and delimiters and log loaders.

Future forestry

John Deere continued to build its presence in forestry. The company acquired Timberjack in 1999, significantly expanding its logging lineup. In 2000, Deere changed the name of the Industrial Equipment Division to the John Deere Construction & Forestry Division to reflect the company's significant presence in both fields. Today, the company continues to provide innovative equipment including the 959K Tracked Feller Buncher that cuts, fells, and gathers trees, and the 1490D Energy Wood Harvester, which gathers waste from the forest floor for use by biomass energy plants

The 1999 acquisition of industry-leader Timberjack expanded John Deere's product lineup. Today it includes the 959K Tracked Feller Buncher.





The highs and lows of summer

As always, summer has gone by way too fast. But, quick as it was, this summer was terrific. It was great seeing visitors at the John Deere Historic Site, and I've enjoyed the coverage of the company's 175th anniversary on its Facebook page.

All of this is in addition to the many tractor shows and swap meets that summer always brings. But there is one thing I don't like about summer, and I'm reminded of it every time I look out my window and see dozens of little yellow weeds speckling my beautiful green grass. I'll admit it — I hate dandelions.

Early in the season, the yellow "flowers" are rather attractive against the green grass. But I can't look at them without realizing the occasional dandelion around the yard will soon give way to a sea of yellow. And, before I know it, the yellow will turn to white. Then, the fluffy seedlings will be spread through the yard by the wind, planting new dandelions in a process that I'm sure will someday completely obliterate the grass that I care for and trim so carefully.

It's an ongoing war with the dandelions, and every summer brings a new battle. This year, I brought in the big guns. I've taken all the certification classes for turf weed control and have learned the best practices approved by the U.S. Department of Agriculture.

It's been quite a task. I've taken soil samples in various locations throughout the yard and have had them analyzed for proper root nutrients. I've determined the right amount of nutrients and the best time to apply them to encourage grass growth. I've used mechanical means first to control the weeds and considered chemicals as a last resort to treat the infestation.

This simple weed has driven me to new levels of lawn care, and I still seem to be losing the fight. And now, though the July sun made them retreat, I'm very close to waving the white flag and starting over. I've contacted my local John Deere dozer operator to look into giving me a blank canvas to work with. We'll bury those pesky dandelions and start over with grass seed. It may be an extreme solution, but I don't want to spend another summer waging war on little yellow invaders conquering my lawn.

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

Brian Holst
Manager, John Deere Heritage Marketing

THE PLOWSHARE

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175 years of John Deere, celebrated where it all began

On August 4 and 5, 2012, people gathered at John Deere Hammer-In 2012 to commemorate the 175th anniversary of Deere's first self-scouring steel plow. The event occurred at the John Deere Historic Site in Grand Detour, Illinois. During the event, visitors toured John Deere's recreated workshop and saw the tools that were used to create the first Deere plow.

Tradesmen, including coopers, broom makers, and basket weavers, were there plying their trades and selling their wares. These craftspeople also donated some of their best work for the auction held Saturday afternoon to help support two blacksmith association scholarship programs.

The highlight of the event was the anvil's ring, a moment when all the blacksmiths in attendance commemorated the 175th anniversary by striking their anvils at the same time, sending a historic chorus through the river valley. "The anvil's ring is a traditional sign of honor among blacksmiths," said Rick Trahan, John Deere Historic Site blacksmith. "It was very appropriate to have one for John Deere's 175th anniversary."

You are invited

Although this year's Hammer-In is history, *Plowshare* readers are always invited to visit the John Deere Historic Site. There, you'll see what a 1962 archaeological team uncovered — John Deere's original workshop. The findings of the dig have been preserved, restored, or recreated so everything is just as it was in the early 19th century.

Many people interested in John Deere equipment have had a visit to the Historic Site on their to-do list for decades. If you are one of these folks, we invite you and your family to join us for an educational and fun experience.



Plan your John Deere Historic Site visit:

8334 S. Clinton St.
Grand Detour
Dixon, Illinois
815.652.4551

Open May–October
Wednesdays–Sundays
9 a.m.–5 p.m.
Closed Mondays and Tuesdays

Admission is \$5 USD for visitors age 12 and older, free for children under 12.