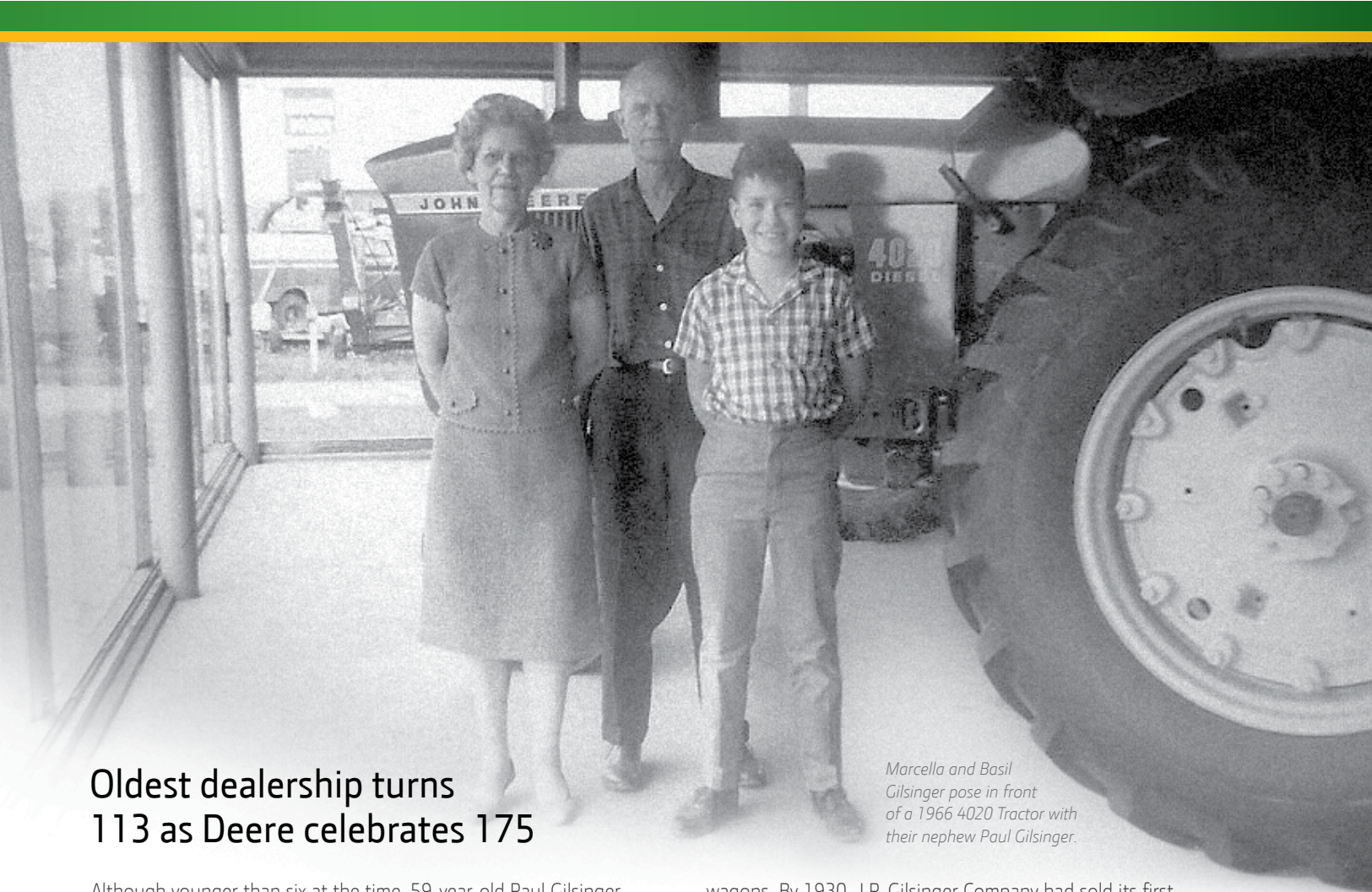


THE PLOWSHARE

News for John Deere Collectors



Oldest dealership turns 113 as Deere celebrates 175

Marcella and Basil Gilsinger pose in front of a 1966 4020 Tractor with their nephew Paul Gilsinger.

Although younger than six at the time, 59-year-old Paul Gilsinger still remembers visiting his elderly grandfather, Joseph, at the general store he opened in 1899. All these years later, Paul still remembers seeing the Pulaski, Indiana, store's shelves stocked with hardware and groceries. He also recalls a section of the store where John Deere equipment was sold.

Gilsinger doubts his grandfather ever dreamed his store would grow into what is believed to be the oldest John Deere dealership in the world, with the fourth generation of Gilsingers continuing its 113-year heritage. "When they got started, the horse-drawn plow was still our main product," said Brad Fife, division sales manager for Deere. "It's great to see a dealership organization that's been able to grow with John Deere for so many years." The Gilsingers think so, too, as the Gilsinger Implement Company now operates in six locations across North Central Indiana, employing more than 100. Paul and his wife Brenda work alongside their son Matt and daughter Anna.

The business started in 1899 as a partnership between Joseph (J.P.) Gilsinger and John Shank. In 1912, the company began selling walk-behind and horse-drawn equipment: plows, cultivators, buggies, and

wagons. By 1930, J.P. Gilsinger Company had sold its first John Deere Model "D" Tractor. All along, the Gilsinger and Shank families were crucial to the company's success. J.P. Gilsinger married Rosa Shank and they had five children, four of whom worked at the dealership. J.P. died in 1959, a year before the dealership sold its first "New Generation" John Deere, a 3010 Tractor.

Paul Gilsinger became a partner in 1975, leading the dealership's expansions over the years. In 2004, Paul's son, Matt, graduated from Notre Dame and joined the business in ag sales for the Leesburg, Indiana, store. In 2008, he became manager of the Plymouth location. Now 31, he is integrated solutions manager for the entire dealership. Not only has Gilsinger Implement relied on generations of family, the company is also proud to have served generations of loyal customers, Paul Gilsinger said.

"It's not just a business here for us," Matt Gilsinger added. "It doesn't feel that way. You have neighbors you enjoy visiting with. You're out there helping them make money on their farms or, with a turf customer, helping them take care of property they're really proud of. You just build relationships. That's the coolest thing."



William Butterworth, president of Deere & Company from 1908 to 1928, is shown here with his wife Katherine Deere Butterworth. The Moline couple was involved in community philanthropy including the National Council of Boy Scouts and the local Red Cross.

Laying the foundation for a better world

John Deere Foundation continues company tradition of philanthropy

John Deere was a great inventor who built a successful company that's thrived for 175 years. But he was also a great man. Here are a few examples of his community involvement, which laid the foundation for Deere & Company's long tradition of philanthropy:

- Deere showed dedication as a trustee and deacon of the First Congregational Church by making a \$1,000 pledge for a new building in 1882.
- He gave financial support to Augustana and Knox Colleges, the Chicago Theological Seminary, and the Swedish Lutheran Church, and was instrumental in helping to establish the Moline Public Library.
- As a member of the Whig Party, strict abolitionist Deere got involved in local politics during the 1850s, and even served as Moline's second mayor from 1873 to 1875, overseeing infrastructure improvements like paving the sidewalks and introducing streetlights to the city.

Character trumps the Dust Bowl and Depression

During the 1930s, a rare combination of crop shortages due to brutal Dust Bowl soil conditions and plunging commodity-market prices made it difficult for farmers to buy new equipment. Deere & Company was financially strong enough to make a bold decision — it would sell customers new machinery and carry each farmer's debt as long as necessary.

By betting on its customers, Deere eventually recouped well over 90 percent of its customers' debt and its calculated gamble paid off through increased customer loyalty

that has lasted for generations. Coming out of the Depression, the company had a successful product line that included the Model "B" and continues to enjoy the loyalty of a multitude of farmers who say they "bleed green."

The John Deere Foundation

After 111 years of philanthropic work, Deere & Company launched the John Deere Foundation as the company's main support for not-for-profit organizations that fight world hunger, improve education, and strengthen communities worldwide. The foundation contributes to projects in areas where John Deere has a major presence: factories, sales branches, or parts depots. It has provided more than \$200 million in grants since its founding. In addition, it supports relief efforts following disasters around the world.

A few examples of the foundation's work in 2012

- A \$1.1-million project in three villages of northwest India called Joint Initiative for Village Advancement (JIVA) is developing sustainable capacities in agriculture, education, and infrastructure.
- A three-year, \$2-million project continues to improve quality of life in Pune, India, by helping to create access to services, income, and shelter.
- An economic-development project through the Quad Cities Chamber of Commerce contributed \$2 million to the Quad Cities region, home to Deere's world headquarters and multiple manufacturing facilities.





Dedicated to making the world a better place

During the 1970s, Deere & Company worked to facilitate racial justice for its employees during the South African government's apartheid era. In 1974, it was among the first companies in that country to desegregate bathroom and lunchroom facilities while increasing black workers' pay. In 1980, seeing many employees' lack of education as a block to their advancement, the John Deere Foundation contributed \$420,000 to build an accredited general and technical high school. In addition, the school offered evening adult-education courses.

Because many farmers in Kenya, Tanzania, Mali, and Burkina Faso live in poverty and struggle to cultivate their tiny parcels of land, the foundation continues its philanthropic efforts in Africa through donations to the Kickstart program. Kickstart develops and sells low-cost equipment to subsistence farmers in those areas. The program has helped more than 100,000 families start and sustain profitable commercial farm businesses.

In addition to the foundation's financial grants, Deere & Company's citizenship efforts have included community and volunteer work — a tradition that dates back to the company's founder. Whether it is through products and services, corporate sponsorship of special events, or citizenship initiatives, John Deere employees, customers, and vendors work each day to improve the quality of life in communities worldwide.

Committed to those linked to the land

Integrity, quality, commitment, innovation, and 175 years of serving the customer

The tools and equipment John Deere produced in his early 1830s shop earned him a reputation as a problem-solver. Hancock, Vermont, residents spoke of a Deere-designed log chain that "had been a joy to its owners, for after more than 50-years' use it had never broken." It was said Deere polished the tines of his hayforks until they "slipped in and out of the hay like needles," and his shovels "scoured themselves of the soil by reason of their smooth, satiny surface."

When a bad-luck streak forced Deere to move west in search of new opportunities, his craftsmanship came in handy. It turned out polished steel was exactly what was needed for farmers to plow the sticky soil of the Heartland.

Forging ahead

The founder's ingenuity and integrity made him well known in frontier hamlets within a few years of moving his business to Moline, Illinois. By 1863, farmers could move out of the furrow and onto a seat with Deere's Hawkeye Riding Cultivator. Later, the new Gilpin Sulky Plow similarly allowed those linked to the land to avoid the chore of walking the fields for miles each day. By the turn of the century, the company's commitment to fulfilling customer needs took its product line beyond walking plows and cultivators to include corn planters, wagons, buggies, shovel plows, harrows, and even bicycles.

Near the close of the 19th century, steam-powered tractors began appearing on American farms and Deere responded by manufacturing gangplows for these tractors to pull. Deere & Company began experimenting with tractor production but found its





The Waterloo Boy Model "N" was powered by a traction engine and had a 2-speed transmission that moved the tractor at 2.3 and 3 mph.

engineers' designs would result in prohibitively expensive machines. In 1918, the company bought the Waterloo Gasoline Engine Company and the Waterloo, Iowa, company's affordable and popular tractors — the Waterloo Boy Model "R" and Model "N."

Introduced to great public acclaim in 1923, the Model "D" was the first 2-cylinder Waterloo-built tractor to bear the John Deere name. It stayed in the product line for 30 years.

Beyond agriculture

After World War II, the company began reaching out to new customers linked to the land. The newly constructed John Deere Dubuque Works started manufacturing the Model "M" general-purpose utility tractor in 1947. Two years later, the "MC" Tracked Crawler was added to the line heralding the John Deere Worldwide Construction Equipment Division. Crawler dozers, excavators, and front-end loaders with the Deere logo became commonplace as the machines, and with them a growing dealer network, built a reputation for reliable and enduring service to construction and landscaping contractors.

After extensive interviews with loggers to determine what features they wanted in a forestry machine, the company introduced an innovative skidder in 1965. The 440 Skidder's cab was designed to make the operator more comfortable and productive. Soon a full line of John Deere skidders was on the market, followed by feller bunchers, delimiters, and log loaders. In 1999, the company significantly expanded its logging line when it acquired Timberjack.

Listening and responding

As they did with loggers while developing the 440 Skidder 48 years ago, John Deere listens to customer requests, opinions, and criticisms before and after bringing a new machine to market. Every piece of equipment begins as a prototype designed around the suggestions and recommendations of a John Deere Customer Advocate Group. Members of these groups meet with Deere engineers before design begins, operate prototype machines on their jobsites, and report back to the engineers on comfort, uptime, productivity, and more.

Beyond Customer Advocate Groups, Deere keeps the communication lines open via customer-training programs and a mobile video-recording studio called Chatterbox where a construction contractor can give feedback.

Today, in facilities worldwide, the employees of Deere & Company continue to work to serve those linked to the land.



A 440C Crawler outfitted with an 831 Loader is shown here busy at work in 1959 on the construction of the Red Rocks Amphitheatre in Denver, Colorado.



Launched in 2010, the "YOU'RE ON™" advertising campaign focuses on how customer opinions contribute to machine design decisions.

The 1965 JD440 Skidder was designed around the needs of loggers and was an immediate success upon its launch.





Above: Brian Holst (right) visits over the John Deere dealership counter with Tom Heller, sales specialist at River Valley Turf of Silvis, Illinois.



Below: Brian Holst's childhood 1/16-scale cast-iron replica of a John Deere 3010 Tractor.

Deere dealerships also stock childhood memories

This issue of *The Plowshare* features an article about the oldest-known John Deere dealership that's been supporting customers and Deere & Company for more than 113 years. This story brings back memories of my days working for John Deere dealerships, when interacting with customers was a great experience, especially their visits during the winter months.

With many of the farmers' chores done, they enjoyed a little unexpected free time by trickling in and out of the dealership, grabbing cups of coffee, and sitting for a while to talk about ... well, you name it. I remember some of the discussions and the laughter that would ring out when someone recited a humorous fact or told a good joke.

I have to confess a little secret. I don't have too many memories of early John Deere dealerships of my youth as I wasn't raised on a green-and-yellow farm. But one of my fondest early memories is going into a small Deere dealership with my grandfather. I remember hanging onto his bib overalls and seeing all those big green tractors, and my eyes really widened the moment they landed on all the wonderful toys on display.

Like most farm kids, I went running over to the toy tractors, and I wouldn't leave there until my grandfather finally bought me my first John Deere green cast-iron toy — a John Deere 3010 Tractor. Who would have known the tiny wheels on that toy would lead me to where I am today? Now, my toys are much bigger, but my love and fascination with green and yellow is still as vibrant as ever.

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

Brian Holst
Manager, John Deere Heritage Marketing



Save the date

Celebrate 50 years of John Deere lawn and garden tractors at a free event **July 26–28, 2013**, at the Dodge County Fairgrounds in Horicon, Wisconsin. Watch for more information in the next issue of *The Plowshare*.

THE PLOWSHARE

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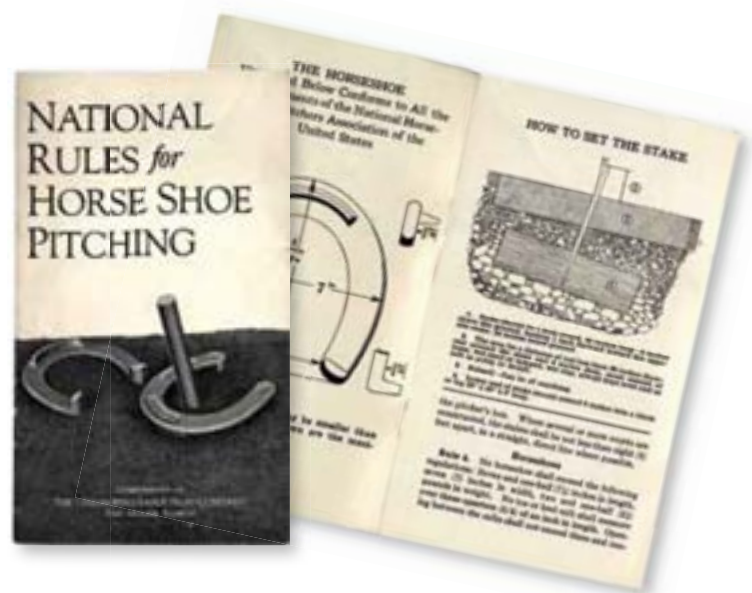
Pitch perfect: John Deere horseshoes

Blacksmith John Deere made countless shoes for horses in Vermont. But the horseshoes made by a Deere & Company foundry in the 1920s were never intended for horses. They were made for people playing in horseshoe pitching competitions, a very popular pastime in the Roaring Twenties.

Deere & Company research shows the horseshoes were branded with the logo "UMICO," which stood for Union Malleable Iron Co. UMICO was a foundry Deere purchased in 1912 to make castings. In an effort to bring a profitable new product line to Deere, UMICO included this statement in a report from 1921:

"The plant has been making malleable horseshoes during the year, and a very substantial volume has been developed. These shoes are being sold in all parts of the country and have met with very favorable reception."

The shoes were advertised through 1924, and an official horseshoe rule book produced at the time included an ad that boasted, "They're going fast. UMICO horseshoes are selling like proverbial hotcakes. Everybody's pitching 'em! Get your pair now." Another ad in *Playground* magazine from 1923 advertised the horseshoes as "a nice reasonably priced present, with satin-finished and nickel-plated shoes priced at \$2 per pair, and enameled shoes at \$1.50 per pair."



These horseshoe pitching rules were distributed by the Union Malleable Iron Co., the manufacturer of UMICO horseshoes. John Deere purchased this company in 1912 and marketed its horseshoes through 1924.