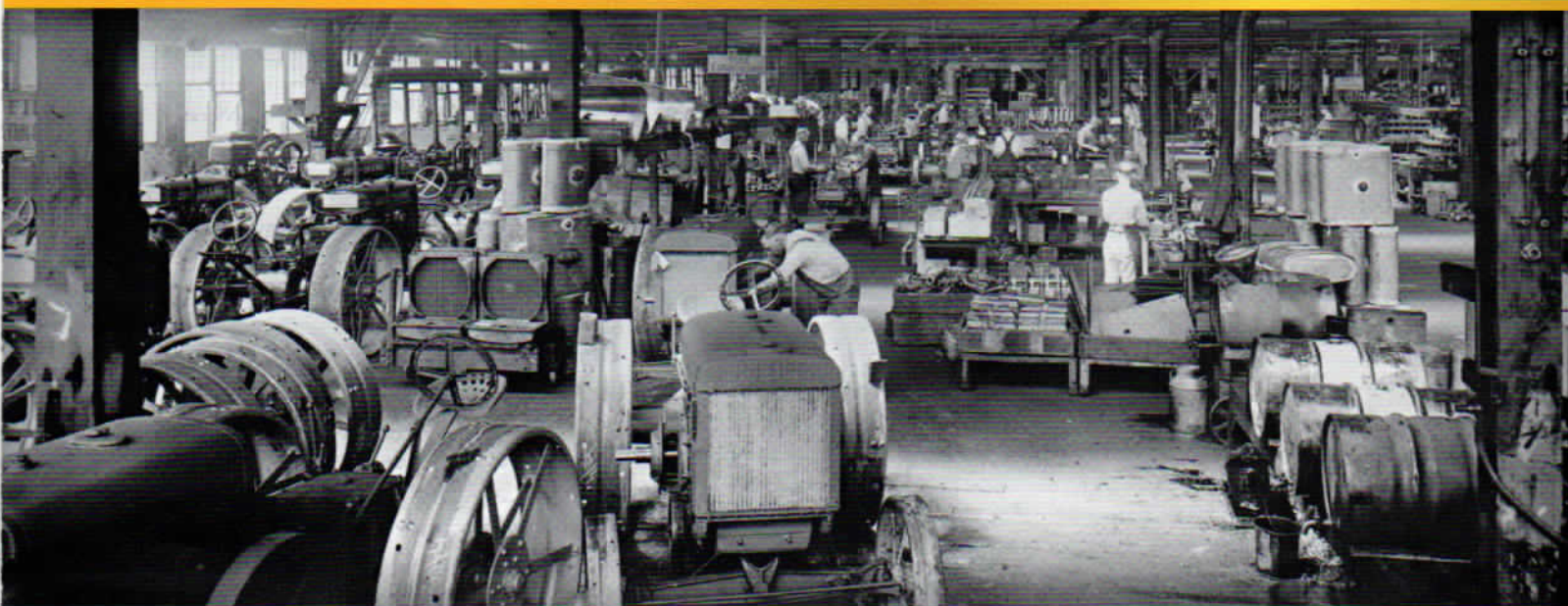


THE PLOWSHARE

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.

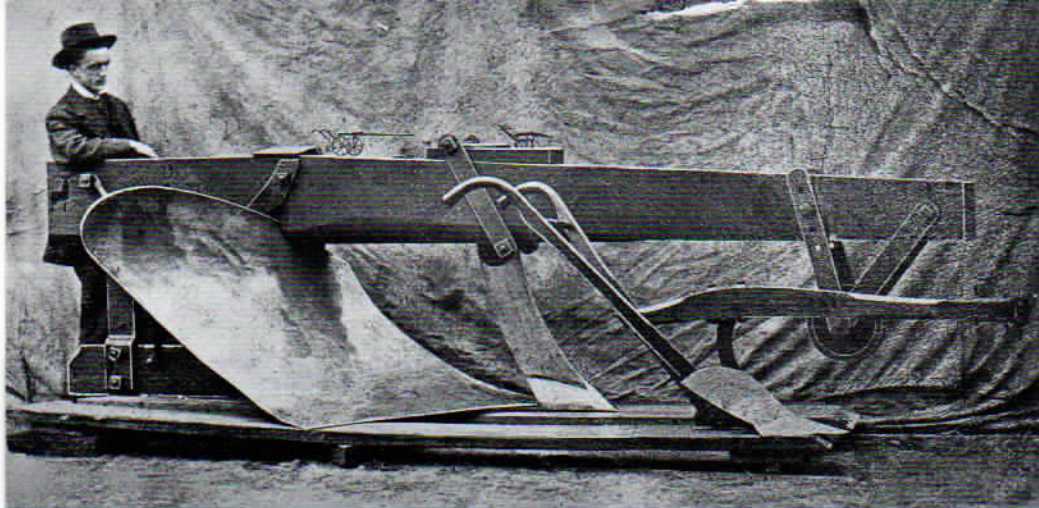


*Top: Model "D" tractors take shape on the Waterloo Works assembly line in 1924.
Above: The 1931 Model "D" line outside of John Deere Waterloo Works*

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 "D" 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.

