



Brands We Know

John Deere



DEERE

JOHN DEERE





Jump into the cockpit and
take flight with **Pilot books**.
Your journey will take you on
high-energy adventures as you
learn about all that is wild,
weird, fascinating, and fun!

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JOHN DEERE

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What Is John Deere?

A field of corn stretches long and wide. The corn is ready for harvest. A farmer climbs into a bright green combine harvester. This is a John Deere machine. The combine gathers the corn and separates the kernels. Then it shoots them into a grain cart. After a long day, much of the corn is harvested. Next, the corn must be dried. A John Deere corn dryer gets the job done!

Deere & Company, often known as John Deere, makes the John Deere **brand** of products. Company **headquarters** is in Moline, Illinois. John Deere products are used on farms and construction sites. Others are used to cut trees. Many people mow grass with John Deere lawn machines. The company's leaping deer **logo** is recognized around the world. It has been used on John Deere products for about 140 years. People trust the John Deere name. Today, it is one of the most admired businesses in the world.



By the Numbers

worth
\$30 billion
in 2015

400 gallons
(1,514 liters)
of diesel fuel held by the
9620R tractor

more than
5 million
diesel engines made

more than
59,000
employees
worldwide

300,000
Model A
tractors built

combine
harvester



A Talented Blacksmith

John Deere was born on February 7, 1804, in Rutland, Vermont. When John was 17 years old, he became an **apprentice** to a **blacksmith**. He learned how to make tools and worked at various shops in Vermont. Soon, he was married with a growing family. John was a skilled blacksmith. However, he was not earning enough money. It was time for a change.

In 1836, John moved to Grand Detour, Illinois, where he opened his own blacksmith shop. His family soon followed. The local farmers kept John busy making and repairing tools. At that time, farmers used horses to pull iron or wooden plows through soil. However, the plows often got stuck in the thick, sticky dirt. John knew soil would easily slide off steel. This gave him an idea. John reshaped an old steel saw into a curved plow. When he first tested the plow in a field, it cut through the soil with ease! John had invented the first self-polishing steel plow. By 1837, the plow was ready for farmers to use.



re-creation of John Deere's
historic blacksmith shop in
Grand Detour, Illinois

JOHN DEERE PROP.

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