



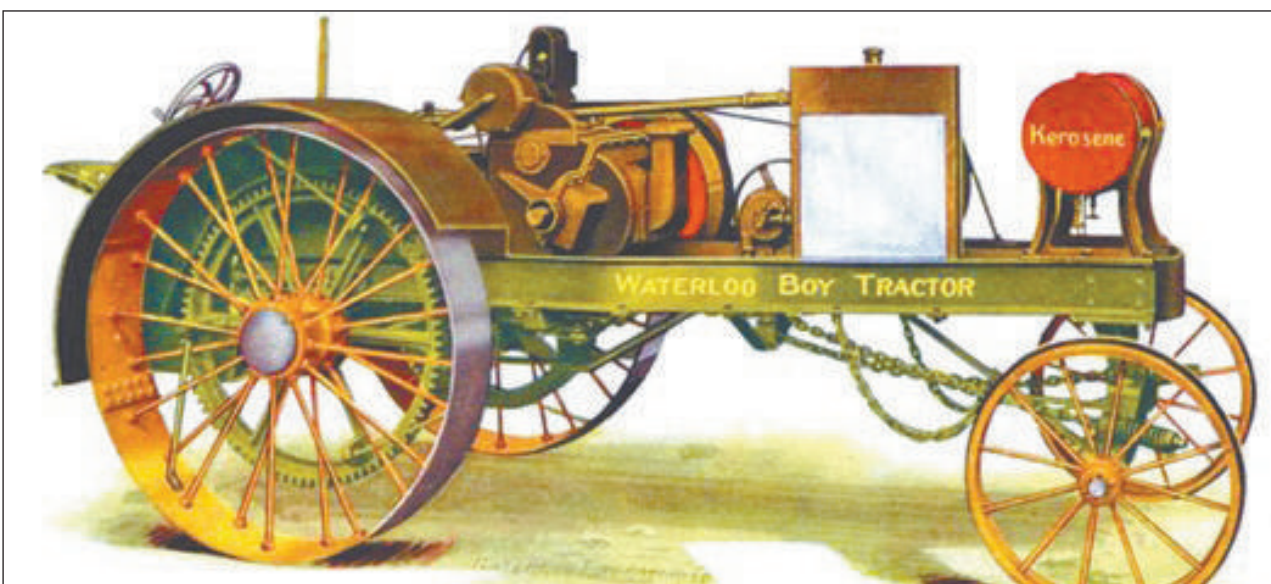
Today marks 100-year anniversary of John Deere products

By Rachel Fulcher
Special to The Press

The year 2018 is full of anniversaries and events to commemorate. For some people it may be their 25th wedding anniversary, the 10-year anniversary of when they got their first car, or their first child was born. For others it may be the commemoration of when they began their own business or bought their first house. However, for one of the world's most renowned companies, John Deere, it is their 100th year anniversary of when this worldwide company was established.

John Deere got its start many years before it officially became John Deere in 1918 in Waterloo. This story began many years earlier when the first John Deere was born. The life of company president and founder John Deere did not have a happy beginning. Deere's father died when he was very young. This resulted in John Deere being raised solely by his mother on a very small income. John Deere attended a Vermont public school, but claimed he never truly began learning until he began apprenticing himself out at the age of 17.

John learned how to become a blacksmith through his apprenticeship and traveled to various areas in Vermont to work. With work in high demand and a family to provide for, Deere moved to Grand Detour, Ill. His skills were in blacksmith work. Upon his arrival to Illinois, John Deere realized just how much the Midwest pioneer farmers struggled with the soil. The soil was thick and sticky, typical prairie soil. The pioneer farmers were using heavy cast iron plows, attempting to turn the soil, but these plows were de-



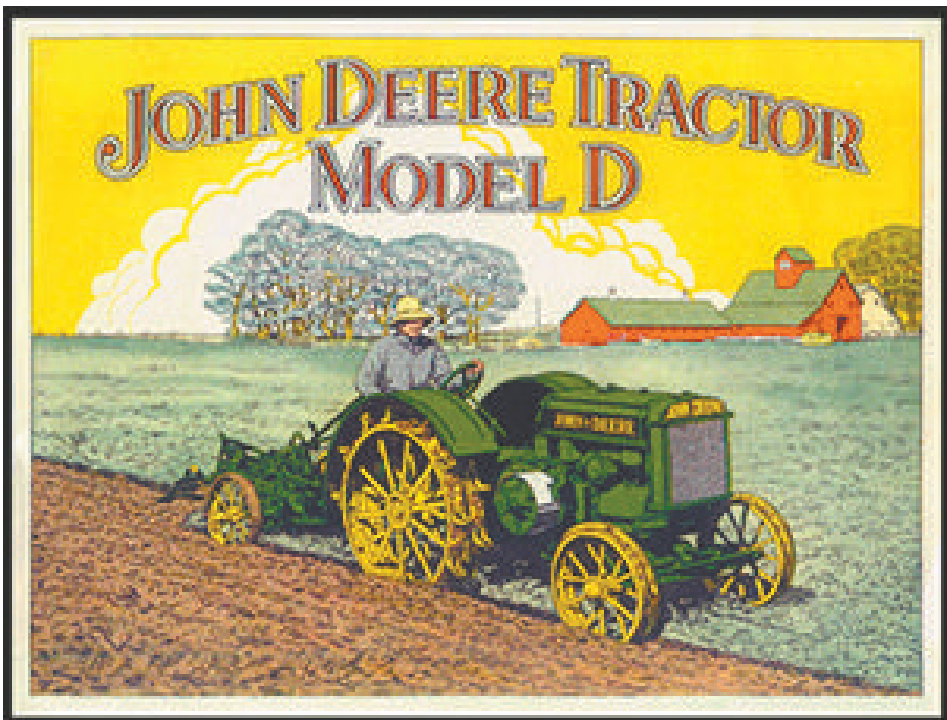
signed for the Northeast sandy soils.

With this dilemma in mind, Deere took it upon himself to find a way to help these pioneer farmers, and design something that would make their work much easier. In 1837, Deere created a plow, using a broken saw blade. This was shaped ideally so that it could scour itself, and cut furrows through the ground. This was a huge breakthrough for these pioneer farmers, and an even greater step for the agriculture industry. This breakthrough opened the doors to a myriad of agriculture products, equipment and practices.

In 1838 John Deere went from being a blacksmith to a manufacturer.

This growing business only manufactured plows at this point. Deere partnered with Robert Tate in 1848, shortly after he moved his business to Moline, Ill. Deere named this plow company Deere, Tate, and Gould. Two years later, Deere bought out his partners. Once Deere became the sole owner of this company, it became known as a

THROUGH THE YEARS — In 1918, John Deere & Company purchased Waterloo Gasoline Engine Company and marked the beginning of the Waterloo Boy Tractor (top). Since that purchase, John Deere has manufactured more than 2.8 million tractors in Waterloo. Five years after the birth of the modern-day business, John Deere began developing its own products, similar to the Model D tractor (below) symbolic of the green and yellow colors globally-known as John Deere's signature colors.



variety of different names, John Deere & Company, Deere & Company, and Moline Plow Manufactory. Meanwhile, Deere's son,

Charles, joined his father at the company as a bookkeeper. Before joining the firm, Charles attended and grad-

uated from a Chicago commercial college so that he would be equipped with the necessary knowledge to run the company in the future.

In the years to follow, a lot of change happened for the company. John Deere remained president of the company, but Charles found himself running the company for the next 49 years. In 1886, Mr. John Deere died in Moline at the age of 82. Many changes in technology have changed during this time period, and the industry is quickly evolving to keep up with the innovative industry. This company became a fully-controlled family company when Charles' son-in-law became the CEO.

In the Spring of 1918, the modern Deere and company emerges when the great son-in-law of John Deere, buys Waterloo Boy Tractors.

This day, March 20, 1918, began the beginning of a new era in agriculture. The tractor became the basic product for the company at this point. Five years later, John Deere begins developing its own products. Since the purchase of the Waterloo Gasoline Engine Company in 1918, John Deere has manufactured over 2.8 million tractors in Waterloo. This marks the 100th year of the John Deere company because it is the anniversary of when the company became the modern business that we know it as today, and finally adopted the name, John Deere.

When it comes to Tennessee, Weakley County specifically, this commemoration can be related back to our community. Weakley County was one of the first places in the state of Tennessee to sell John Deere tractor equipment, at Tennessee Tractor in Martin, formerly known as Vincent Implements. This business

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Celebrating 100 years with John Deere

1918

2018

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