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John Deere

Catalog

1937

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*Faster, Easier, and Lower-Cost
Farming with JOHN DEERE
Tractors and Equipment*



In 1837

One Hundred Years Ago



John Deere Gave to the World the Steel Plow®

JOHN DEERE, in 1837, gave to the world the steel plow. John Deere, the man is gone. But the simple pride that John Deere felt in every plow that bore his name is the ruling pride of the makers of John Deere quality equipment today.

In the change from the slow, time-consuming power of men and animals to the efficient machine power of today, the John Deere organization has kept faith with farmers. Whether it is a plow or a tractor—if it bears the John Deere trade-mark, you are assured of complete satisfaction.

This ideal, consistently followed down through the years, has resulted in a loyal army of John Deere customers—farmers who know that real savings are not made in the price they pay for a machine, but in the length of time the machine continues to give satisfactory service.

★ ★ ★ ★ ★

In this book, published 100 years after John Deere gave to the world the steel plow, you

will read all about the modern John Deere line of agricultural tractors and tractor equipment—a line that remains second to none in completeness and in quality.

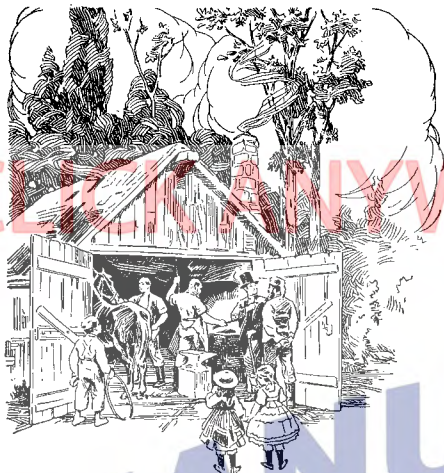
Power farming is here to stay and it is a wise farmer who hastens the day when his farm work is done faster, better, and at lower cost with John Deere mechanical power.

As you look through the pages that follow, note especially the equipment shown that is adaptable to your own farming needs. Remember that the man who puts his farm on this new basis not only multiplies greatly the amount of daily work he can do, but he escapes much of the drudgery of farm life.

We believe you will want to save this book and refer to it frequently. Special booklets or folders, treating in detail with each machine shown, can be obtained at your nearest John Deere dealer's place of business, or by writing direct to John Deere, Moline, Illinois.

JOHN DEERE FARM EQUIPMENT
Leader in Quality the World Over





The Story of

JOHN DEERE

The Pioneer Blacksmith Who Gave
to the World the Steel Plow

JOHN DEERE, who gave to the world the steel plow, was the third son of William and Sarah Deere. He was born in Rutland, Vt., February 7, 1804. After receiving a common school education, he served an apprenticeship of four years learning the blacksmith's trade under Captain Benjamin Lawrence at Middlebury, Vt. In Granville, Vermont, on January 28, 1827, he was married to Demarius Lamb, from which union, nine children were born.

During the following decade, John Deere established the reputation of being a master mechanic and gained considerable fame as a maker of hay forks and shovels. But a period of misfortune came. Twice, his shop burned down. Business conditions in Vermont were depressed. To the ambitious young blacksmith, the future looked very gloomy.

John Deere Goes West

Then came tales of the golden opportunities of the New West. They so fired John Deere's enthusiasm that he decided to dispose of his business in Vermont. Leaving his wife and family of small children, to be joined by them later, he set out with his bundle of tools and a small amount of

cash. Traveling by canal boat, lake boat and stage coach, he arrived at Grand Detour, Illinois, in the spring of 1837.

Two days after his arrival, he had set up a blacksmith shop and was repairing a broken mill shaft.

Sees Need for Self-Cleaning Plow

Here he was kept busy shoeing horses and oxen and repairing the plows of the pioneer farmers. Every day he heard the complaint, "No plow will scour in this heavy, sticky soil after the first breaking".

He saw caravan after caravan of landseekers passing through the fertile prairies—pushing on into the timberlands where their crude iron plows would work in the more friable soil.

John Deere Puts His Ideas Into Form

John Deere, realizing the enormous wealth of the prairies and the vast agricultural possibilities of the New West, set about building a plow that would scour. He believed that the moldboard and share should be made of steel—shaped in such a way that the surface would clean itself as the plow cut and turned the furrow slice.

On a log, he carved the shape he desired for the moldboard and share of his plow. Then he took the only steel available, a piece of a broken mill-saw blade, made in Sheffield, England, heated it, and using a wooden mallet to keep from indenting the surface, shaped the one piece moldboard and share over the pattern—afterwards hardening the steel to adapt it better for work.

From wrought iron, he made the landside and standard, and from white oak he made the handles and beam. Many trials were made on nearby farms. After each trial, the blacksmith carried the plow back to his shop, took it apart and changed the curves of the moldboard. Day after day, early in the morning and late into the night he toiled—working out his "Great Idea".

Long before the plow was completed, people of the entire countryside were talking about John Deere and his new plow.

Then came the day which was to mean so much to the infant agricultural industry of the New West.



At all hours of the night the young blacksmith worked to develop the correct shape for his steel plows.



John Deere would take his plow out to a field, try it out and then carry it back to his shop for changes in the shape of the moldboard.

Your JOHN DEERE

Source of JOHN DEERE SERVICE

YOU CAN depend upon your John Deere dealer because he knows that if he is to succeed in his business, you, first, must succeed in yours. Being in business to stay, imposes upon him a measure of responsibility to the community. He wants to do business with you over and over; consequently, he is interested in selling you machines that best fit your requirements. He is interested in seeing to it that they give the kind of service that has made the John Deere line famous the world over.

HERE ARE SOME OF THE ADVANTAGES OF BUYING FROM YOUR JOHN DEERE DEALER:

1—You Can See Before You Buy

The John Deere dealer carries a selected stock of high-quality implements and tractors especially adapted to your farming conditions. You can inspect these machines—you can see the quality that's built into every part; you can see just how each machine operates.

2—You Get What You Want When You Want It

You are sure of prompt service. By keeping an ample stock of im-

plements especially adapted to your community, and by being located near one of the numerous John Deere Branch Houses where John Deere equipment can be obtained at any time, the John Deere dealer saves you time, worry and often money. He helps to eliminate uncertainty from your farming business.

3—Your Implements Will Be Set Up Properly

The John Deere dealer is thoroughly experienced, and sees to it

that every implement sold has no missing parts and has every part in its proper place. He also shows you all of the implement's adjustments and the important points in its care and operation. Your John Deere dealer prides himself in selling good implements, and he makes sure that the implements give satisfactory service in the hands of his customers.

4—You Are Doubly Assured of Satisfaction

When your John Deere dealer sells you an implement he stands back of it. John Deere dealers are carefully selected upon the basis of responsibility. And back of the dealer stands the manufacturer—John Deere—sharing the responsibility with him. Thus, you have real assurance of getting goods exactly as represented. It's like taking a two-name note from a man to



A representative group of John Deere Farm Equipment Dealers in Moline for an inspection trip through the John Deere factories and for special training meetings. John Deere dealers are always eager to attend such meetings so that they can go back to their communities better equipped to be of service to their farmer customers.

DEALER

in Your Community

whom you are loaning money—you are doubly protected in the transaction.

5—You Can Always Get Repairs and Field Service

When you buy John Deere implements you are sure of prompt repair service during their long life. No matter how old a John Deere machine may be, you can always get repair parts for it. The John Deere dealer is interested in seeing to it that you get every dollar's worth of service to which you are entitled from the high-grade implements he sells.

6—You Get the Equipment You Need

John Deere implements have always been known for their ability to give better work and longer service. Because of his broad knowledge of the goods he sells, your

John Deere dealer can be of real service to you in selecting the type and size of implements best suited to your farm.

7—John Deere Implements Have Exceptional Resale Value

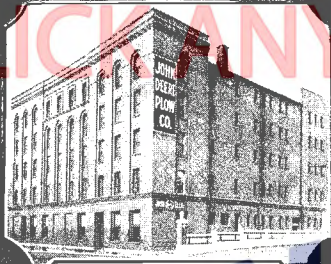
At farms sales you have attended you have noticed how John Deere machines invariably bring the most spirited bidding. Auctioneers will tell you that it's always easier to sell John Deere farm equipment because the name on the goods is so well established and the quality so well-known to farmers generally. It is simply good business judgment to get GOOD implements when you buy.



The John Deere dealer's store... meeting place of quality implements and thrifty farmers... where cheerful service is the watchword and dreams of better, more profitable farming methods are fulfilled.

Back of Your Local Dealer—

IT ASSISTS YOUR LOCAL
GIVING A COMPLETE AND



JOHN DEERE PLOW CO., COLUMBUS, OHIO



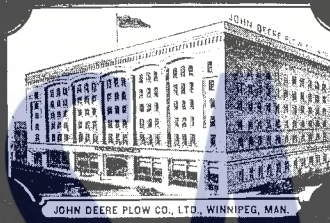
JOHN DEERE PLOW CO., DENVER, COLO.



DEERE & WEBBER CO., MINNEAPOLIS, MINN.



JOHN DEERE PLOW CO., BLOOMINGTON, ILL.



JOHN DEERE PLOW CO., LTD., WINNIPEG, MAN.



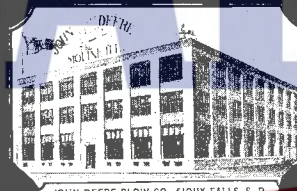
JOHN DEERE PLOW CO., BALTIMORE, MD.



JOHN DEERE PLOW CO., AURORA, ILL.



JOHN DEERE PLOW CO., SAN ANTONIO, TEX.



JOHN DEERE PLOW CO., SIOUX FALLS, S. D.



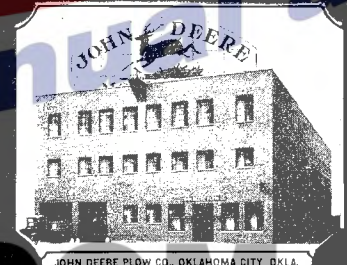
JOHN DEERE PLOW CO., AMARILLO, TEX.



JOHN DEERE PLOW CO., MASON CITY, IA.



JOHN DEERE PLOW CO., LTD., EDMONTON, ALTA.



JOHN DEERE PLOW CO., OKLAHOMA CITY, OKLA.



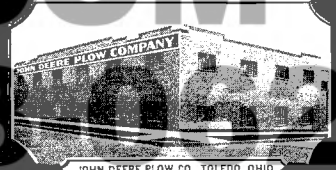
JOHN DEERE PLOW CO., SIDNEY, NEBR.



JOHN DEERE PLOW CO., SIOUX CITY, IA.

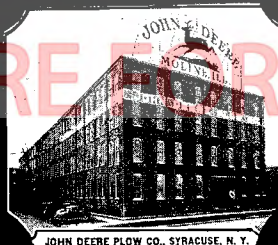


JOHN DEERE PLOW CO., MILWAUKEE, WIS.

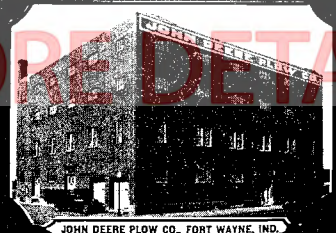


JOHN DEERE PLOW CO., TOLEDO, OHIO

YOU ARE
ALWAYS WELCOME
TO VISIT ANY OF
THESE BRANCHES



JOHN DEERE PLOW CO., SYRACUSE, N. Y.



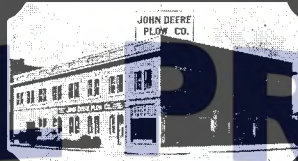
JOHN DEERE PLOW CO., FORT WAYNE, IND.

One of These Branch Houses

JOHN DEERE DEALER IN
SPEEDY IMPLEMENT SERVICE



JOHN DEERE PLOW CO., OMAHA, NEBR.



JOHN DEERE PLOW CO., BOISE, IDAHO



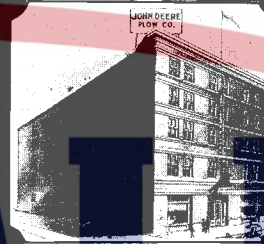
JOHN DEERE PLOW CO., SPOKANE, WASH.



JOHN DEERE PLOW CO., INDIANAPOLIS, IND.



JOHN DEERE PLOW CO., MOLINE, ILL.



JOHN DEERE PLOW CO., NEW ORLEANS, LA.



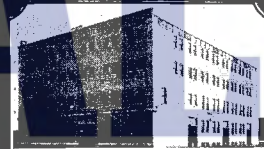
JOHN DEERE PLOW CO., ATLANTA, GA.



JOHN DEERE PLOW CO., SAN FRANCISCO, CAL.



JOHN DEERE PLOW CO., DALLAS, TEX.



JOHN DEERE PLOW CO., LTD., SASKATOON, SASK.



JOHN DEERE PLOW CO., LTD., WEYBURN, SASK.



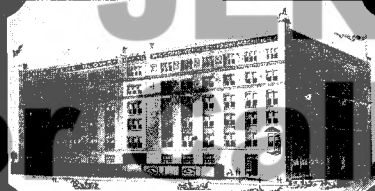
JOHN DEERE PLOW CO., LANSING, MICH.



JOHN DEERE PLOW CO., LTD., SWIFT CURRENT, SASK.



JOHN DEERE PLOW CO., LTD., CALGARY, ALTA.



JOHN DEERE PLOW CO., KANSAS CITY, MO.



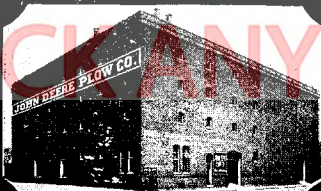
JOHN DEERE PLOW CO., LTD., REGINA, SASK.



JOHN DEERE PLOW CO., LTD., LETHBRIDGE, ALTA.



JOHN DEERE PLOW CO., PORTLAND, ORE.



JOHN DEERE PLOW CO., DES MOINES, IOWA



JOHN DEERE PLOW CO., ST. LOUIS, MO.

BRANCHES NOT SHOWN

In addition to the branches shown on these pages, there are houses at Houston, Texas; Little Rock, Arkansas; Nashville, Tennessee; Dodge City, Kansas; Cedar Rapids, Iowa; Huron and Watertown, So. Dakota; Great Falls, Mont.; Hastings, Nebr.; Memphis, Tenn.; Seattle, Wash.; Los Angeles, Calif.; Grimshaw and Grande Prairie, Alta.; Brandon, Man.; and Yorkton, Sask. The Consolidated Wagon and Machine Company distributes John Deere goods from Salt Lake City, Utah; Idaho Falls and Twin Falls, Idaho.

FROM ONE

THESE 10 GREAT JOHN



AT ONE anvil, a hundred years ago, John Deere shaped his first steel plow.

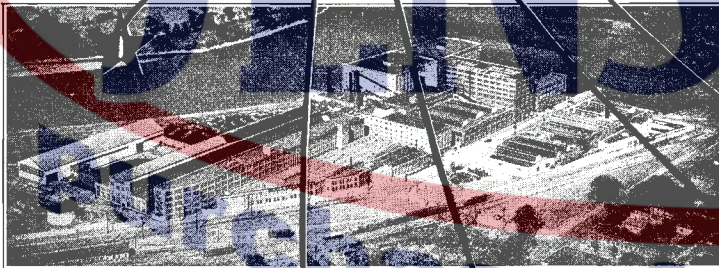
Today, ten huge factories hum with the task of making the John Deere complete line—standard of quality the world over.

Every implement bearing the John Deere trade-mark is made in one of these factories. John Deere plows are made in the plow factory. John Deere hay machinery is made in a hay machinery factory. John Deere planters are made in a planter factory. Every implement or machine in the John Deere line is made in a factory especially organized and equipped to make particular implements.

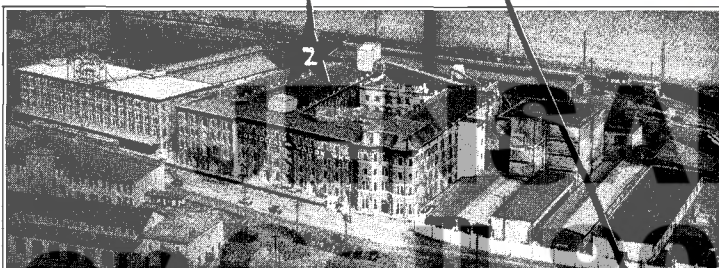
All John Deere factories are in close touch with each other. Each has the benefit and experience of all.

When it comes to purchasing raw material, the John Deere factories, as a unit, represent an enormous buying power. The savings in manufacture which come with quantity buying and quantity production explain why John Deere tractors and equipment represent the greatest value for each dollar you invest.

Following is a brief description of the ten John Deere factories and what each makes:



JOHN DEERE PLOW WORKS
Moline, Illinois



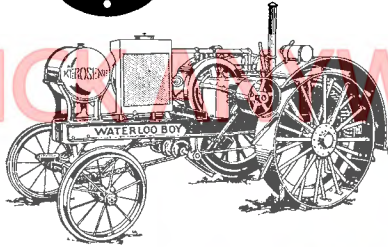
JOHN DEERE WAGON WORKS
Moline, Illinois



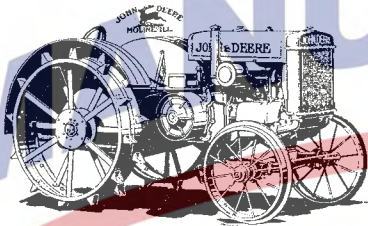
JOHN DEERE SPREADER WORKS
East Moline, Illinois



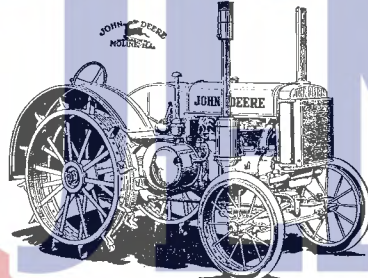
VAN BRUNT MANUFACTURING COMPANY
Horicon, Wisconsin



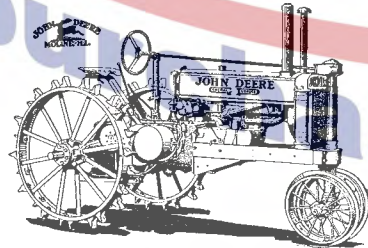
The famous Waterloo Boy Kerosene-Burning Tractor—fore-runner of the first John Deere Tractor. Taken over by John Deere in 1918.



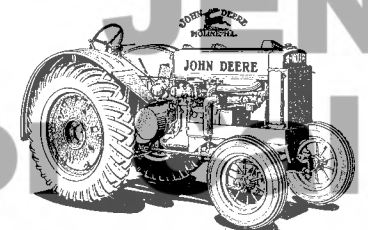
The John Deere Model D of 1924—the distillate-burning tractor that set a new standard for simplicity, economy, and dependability.



The present Model D... the greatest of all Model D's in economy, in performance, in VALUE.



The highly-refined John Deere Model A General Purpose Tractor—a combination of simplicity, light weight, compact construction, speed, economy, and adaptability.



Built low to get under the low-hanging branches and with streamlined hood, John Deere Orchard Tractors are making friends among fruit growers everywhere.



A Brief History of JOHN DEERE Two Cylinder Tractors

ALTHOUGH the greatest progress in the perfection of the farm tractor has been made since the World War, tractors were actually being used on farms during the "Gay Nineties".

On August 15, 1892, a single-cylinder, gasoline-burning tractor engine, built by John Froelich, of Girard, Iowa, was put into service near Langford, South Dakota.

This outfit was truly a tractor—something new in its day; for it not only supplied power for belt work, but it could actually move itself and pull other machinery at the same time.

Forerunner of John Deere

Between John Froelich's pioneer gas tractor engine of 1892 and the modern John Deere tractors of today, there is a direct chain of events in manufacturing history.

On January 10, 1893, a number of business men of Waterloo, Iowa, joined with Mr. Froelich in organizing the Waterloo Gasoline Traction Engine Company for the purpose of developing the manufacture of the Froelich tractor.

"Waterloo Boy" Introduced

In 1896, this concern was organized as the Waterloo Gasoline Engine Company. It achieved great success in building gasoline engines and continued painstaking experimental work with tractors, confident that the future would bring a great farm demand for them. In 1912, it brought out the successful Waterloo Boy Kerosene-Burning Tractor.

In March, 1918, the Waterloo Gasoline Engine Company was purchased by Deere & Company, and tractor development became the main business of the factory that had pioneered in the building of tractors.

Two Cylinders Most Economical

The goal of the factory, under the ownership and operation of Deere & Company, was the development of a practical tractor that could be operated by the average farmer at

the lowest possible cost. Careful experiments were conducted with many types of tractors. Results indicated clearly that the two-cylinder type of tractor, by proper designing, could be best adapted to meet the farmers' requirements.

In 1924, the John Deere Model D Two-Cylinder Tractor was put on the market. Its success has been tremendous from the beginning. Farmers have welcomed it because it gives them a combination of features outstanding in the tractor field—great power, light weight, extreme simplicity, ease of adjustment and operation, plus the most important thing of all—low operating costs.

First General Purpose Model in 1928

The popular John Deere General Purpose Standard-Tread Tractor was introduced during the season of 1928. This was the first tractor of any make to be equipped with a power lift. It found an immediate welcome from farmers who had been wanting a tractor similar to the Model D, but a tractor that would do all-around farm work including planting and cultivating. This tractor was also produced in an orchard model, with low chassis and seat and shielded wheels.

The first John Deere General Purpose Tractor with adjustable tread (the Model A) was introduced in the fall of 1934, and the new Model B General Purpose, smaller brother of the Model A, was first offered to farmers in all sections of the country in the spring of 1935.

Since then, many other models of John Deere Tractors have followed the Model B in rapid succession—the Models AR and BR Standard Tread Tractors, the Models AO and BO Orchard Tractors, the Models AN and BN with single front wheels, and the Models AW and BW with adjustable tread in front as well as in rear.

Thus, the complete line of John Deere Tractors for farm use, now consists of eleven models—a size and type for every farm.