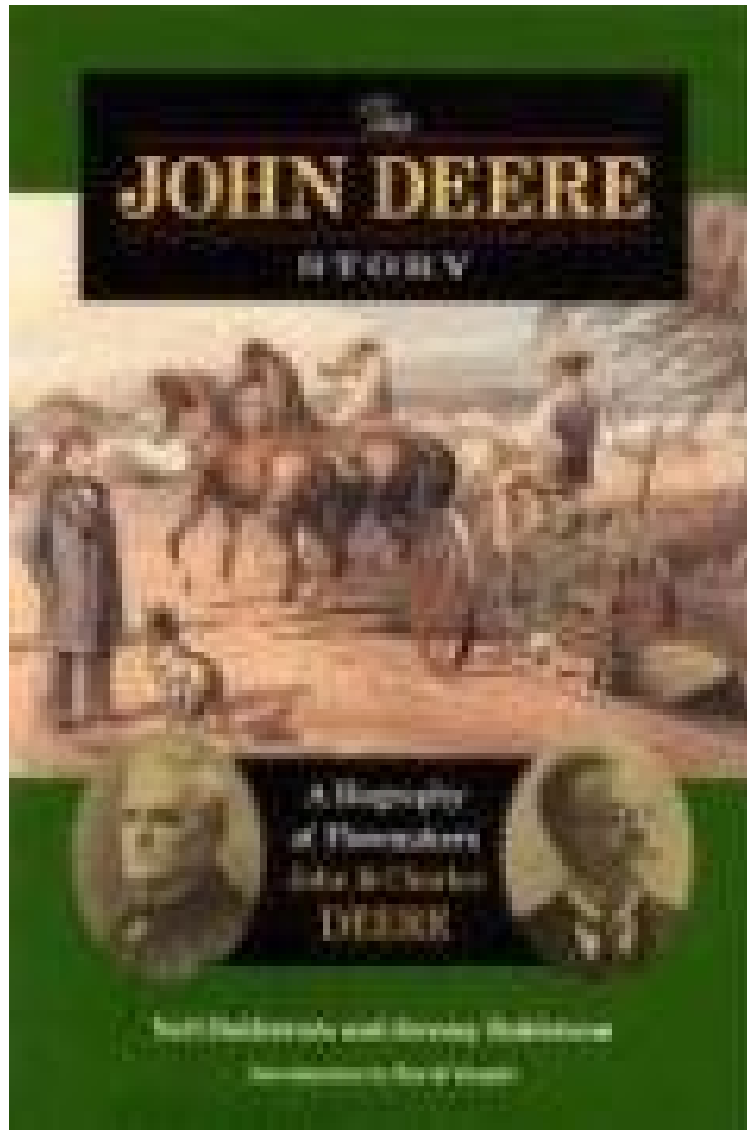


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The John Deere Story: A Biography of Plowmakers John and Charles Deere

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Neil Dahlstrom, Jeremy Dahlstrom : The John Deere Story: A Biography of Plowmakers John and Charles Deere before purchasing it in order to gauge whether or not it would be worth my time, and all praised The John Deere Story: A Biography of Plowmakers John and Charles Deere:

1 of 1 people found the following review helpful. Lots of Facts Not so Organized By Kent T. Miner This is a VERY in

depth book about John Deere and the history of American farming. We originally bought this book for a 11 year-old who needed to write a report about an American Icon and he had picked John Deere. Since there were no books about him in the school library, we bought this book. It was a little too in depth for him to get finished with the book for his project but he has really enjoyed learning about all of John Deere and American farming and has continued to read this book far past the project deadline. 1 of 1 people found the following review helpful. So I thought this would be a good compliment to his hobby. By DMBought this a a gift for my dad for Christmas. He is into John Deere trackers. He has also restored an old John Deere tractor, that is how much he loves them. So I thought this would be a good compliment to his hobby. He really likes the book. 1 of 1 people found the following review helpful. Perfect gift for the John Deere fanatic. By Adam BasuaGot this for my Father-in-law who is a huge John Deere fan. He's got pretty much everything you can think of in his house related to John Deere but he didn't have this. He loved it!

Today, John Deere is remembered—some say mistakenly—as the inventor of the steel plow. Who was this legendary man and how did he create the internationally renowned company that still bears his name? He began as a debt-stricken blacksmith who, fleeing debt in New England in the 1830s, set up shop in a little town on the Illinois frontier. There, in response to farmers' struggles, he designed a new plow that cut through the impervious prairie sod and lay open the rich, heavy soil for planting. The demand for his polished steel plow convinced him to specialize in farm implements. In the decades before the Civil War, John Deere envisioned a company supplying midwestern farmers with reliable, affordable equipment. He used only high quality, imported steel and resisted pressure to raise prices. At the same time, he won respectful affection from his employees by working alongside them on the shop floor. Upon taking the helm in the 1860s, John's only surviving son, Charles, expanded the Moline factories to increase production, started branch houses in major midwestern cities to speed distribution, and began to transform the company into a modern corporation. The transformation didn't come without difficulties however: Charles found himself battling the Grange, facing threats of labor unions and strikes led by his own employees, and enduring patent suits and blatant thefts of product designs and advertising.

"A most useful addition to the literature on Deere and Company, and the environment in which the business operated."—*Agricultural History* "Lucidly written ... an interesting picture of John and Charles in a concise and very readable book."—*Journal of the Illinois State Historical Society* "[An] outstanding study in business history ... particularly illuminating on the close relations that bound industry to agriculture during the pioneering period of settlement in the Midwest. It is an enthralling story."—*Indiana Magazine of History*