

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**John Deere**

**By Chad Koch**

JOHN DEERE

GO WEST YOUNG MAN THE BLACKSMITH MASS APPEAL NOTHING RUNS LIKE A DEERE  
COMMITMENT LEGENDARY LEAPING FORWARD THE CLASSIC

"I will never put my name on a product that does not have in it the best that is in me." - John Deere

JOHN DEERE In 1962, a University of Illinois archaeological team unearthed the exact location of the blacksmith shop where John Deere developed the first successful steel plow in 1837. The site is now preserved by an exhibit hall complete with a simulated conversation between John and Demarius Deere talking about their every events on the farm and his development of the self-polishing steel plow that eventually opened the prairie to agriculture. GO WEST YOUNG MAN

As a young journeyman blacksmith in Middlebury, Vermont, John Deere soon gained fame for his considerable workmanship and ingenuity. It was a golden age of the burgeoning pioneer and John headed west to join the adventure. It took him many weeks by canal boat, lake boat and stagecoach to reach Grand Detour, Illinois - a journey of more than a thousand miles that could easily be accomplished in 16 hours by car today. BLACKSMITH

The cast iron plows the pioneers used were designed for sandy New England and proved no match for the rich Midwestern soil. So Deere decided to come up with something better, he took an old steel saw blade and made a plow with a properly shaped moldboard and share that scoured itself as it turned the furrow slice, basically it was a self-cleaning plow blade that made the hard work fast. MASS APPEAL

In his day it was common practice for blacksmiths to build tools as customers ordered them, however seeing the future as it was, Deere decided to start hammering out the new plows without orders. It was an entirely new way of doing business and made John Deere a very popular man. NOTHING RUNS LIKE A DEER

## John Deere

Ten years after he developed his first plow, Deere was producing a 1000 plows a year. Many years later in 1911, the company purchased the Waterloo Gasoline Traction Engine Company and tractors were added to production line. By 1955 they were the leading producer of farm equipment in the world. Today, the company has become globally renowned with net sales exceeding \$640 million dollars.

### COMMITMENT

Constant research and development has always been key to the John Deere company, as Deere himself once said, "They haven't got to take what we make and somebody else will beat us, and we will lose our trade." To this day, the company spends more on research and development than most other companies in its industry. LEGENDARY

February 7, 2004 marked the 200th birthday of John Deere, the man. His one man blacksmith shop in 1836 has spawned one of the most celebrated equipment manufacturing companies in the world.

### LEAPING FORWARD

The famous leaping deer logo has gone through several changes over the years. Deere first registered it for use in 1876, it read "John Deere - Moline, Illinois". Interestingly, the first deer to appear on the logo was an African deer and not the American white tail used today. Over the years the wording changed and the deer was simplified into line art versus the illustration style of the original. Eventually the deer as the only thing on the logo and it simply read, "John Deere". The clean cut 1968 version was updated in 200 with the deer leaping up and forward rather than down and forward. The famous green and yellow leaping deer logo has become a hip and modern symbol of John Deere's and Americans' ingenuity and integrity. THE CLASSIC

The John Deere Classic, a charitable golf tournament is played on a course built in the Friendship Farm in Illinois. For many years the farm had been one of the top Arabian horse breeding operations in the United States and the property still maintains a natural beauty to this day. In 2003, \$1.5 million dollars was donated to more than 400 charities to benefit children, families and handicapped individuals. This is just one of the many reasons that John Deere was named one of the 100 Best Corporate Citizens for 2002 by Business Ethics magazine.

To read more articles by Chad, please visit the American Pop Culture Encyclopedia at:

<http://www.americanpopcultureencyclopedia.com>

. If you would like to read this article, or others like it,

on American Pop Culture Encyclopedia visit:

<http://www.americanpopcultureencyclopedia.com/john%20deere.htm>

## **Reliable Lawn Mowers For Healthy Gardens**

**By "A.Caxton"**

Learn how lawn mowers are able to save time when mowing around your beautiful garden. Which model would fit better into your garden? Well, this is an easy question to answer. First of all, any gardener must know what's the purpose or the principal aim of their gardens. It is highly recommended to purchase a truly and reliable lawn mower, such as John Deere or Toro, because they have been awarded many times already as manufacturer of the year. Thus, choose the best products to achieve the best results for customers, and invest on the best outdoor power equipment that you can afford.

Lawn mowers for a further cultivating

With a goal into your mind, and if it was to cultivate a terrain, where growing vegetables for you and your family is the most important, then it is time to start working on your garden, and getting some rich soil to work with. It is also time to breathe deeply that unforgettable smell of the earth awakening in springtime.

The attraction of growing our own food increases when we see them growing and we become proud of ourselves. If we think of it, it is not possible to get a lot of vegetables in a small garden. So, what we need to know first is how big is the garden, and what type of vegetables will be compatible to grow in. Definitely don't try to plant vegetables where they cannot grow. A typical mistake of beginners might be to plant tomatoes in the shade. As you must know, the tomato is a sun loving vegetable and it will never grow like it should. Your garden is the place where you will spend most of the time when you are at home, so have a special care with transplanting shrubs, preparing flowerbeds, or just any other gardening activity..

What lawn mower to choose

A good example of a truly manufacturer, if not the best is John Deere. The green power tools manufacturer comes in a wide variety of models as well as for many and different purposes. We will be able to maintain and keep our garden doing well, because they have solutions for everything into any garden. Deere mowers can help us to mow various types of grass, and set them up properly to start planting vegetables. Utility John Deere lawn tractors are the perfect solution for those who have big yards to work, and also need to carry heavy packages from one place to another. Definitely, and whether you want to care a bit your lawn, choose a truly and reliable lawn mowers manufacturer for your garden.

Andrew Caxton is the webmaster of many home and garden websites, including

<http://www.lawn-mowers-and-garden-tractors.com>;

A gardening site where Andrew helps people to find

the best and most affordable lawn mowers(

<http://www.lawn-mowers-and-garden-tractors.com/lawnmowers.html>

) for different types of gardens.



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**