

The Great Company Adventures · Book 14 of 50

JOHN DEERE

THE MACHINE THAT FEEDS THE WORLD

A curious girl, three wise mentors, and the green giant that turns a beach of sand into a fire, and a fire into a harvest.

"Discovering the businesses that built the modern world"

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THE GREAT COMPANY ADVENTURES

Discovering the businesses that built the modern world.

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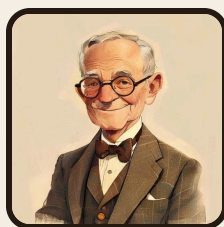
Illustrations were created with AI image tools; the text was written with AI assistance. All content is reviewed and edited by our editorial team.

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MEET THE CHARACTERS



SIRI



BEN



WARREN



CHARLIE



CORA

A curious girl named Siri, a wise old teacher named Ben, and his student Warren with Warren's partner Charlie — together discovering the businesses that built the modern world, one adventure at a time.

THE GLOBAL 50

One great company per volume · Fifty adventures, one modern world

SPACE & EXPLORATION

1. SpaceX — *"The Fire That Comes Back"*

MANUFACTURING & ENGINEERING

2. Toyota — *"The River That Builds Cars"*
3. Siemens — *"The Factory That Builds Factories"*
4. Caterpillar — *"The Machines That Move Mountains"*
5. Boeing — *"The Bird With Six Million Pieces"*
6. Airbus — *"The Plane Four Countries Built"*

ENERGY & INDUSTRY

7. Shell — *"The Sunlight Buried at Sea"*
8. ExxonMobil — *"The Ancient Sunlight Machine"*
9. GE Vernova — *"The Wheel That Makes Lightning"*

COMMUNICATION

10. AT&T — *"The Voice Inside the Wire"*
11. Qualcomm — *"The Whisper in the Air"*
12. Ericsson — *"The Towers That Talk"*

TRANSPORTATION

13. Tesla — *"The Car With No Engine"*
14. John Deere — *"The Machine That Feeds the World"*
15. UPS — *"The Promise in a Brown Truck"*

INFRASTRUCTURE

16. ABB — *"The Arms That Never Tire"*
17. Schneider Electric — *"The Guardian of the Grid"*

MATERIALS

18. Corning — *"The Thread of Light"*
19. DuPont — *"The Inventors of Almost Everything"*

SCIENCE & TOOLS

20. 3M — *"The Factory of Ten Thousand Ideas"*
21. Bosch — *"The Spark in Every Machine"*
22. Honeywell — *"The Dial That Tames the Weather"*

MEDICINE & BIOTECHNOLOGY

23. Pfizer — *"The Shield in a Tiny Vial"*
24. Roche — *"The Detectives of the Blood"*

25. Novo Nordisk — *"The Key to a Billion Locks"*

26. Johnson & Johnson — *"The Little Bandage That Grew"*

FOOD & AGRICULTURE

27. Nestlé — *"The Cup That Wakes the World"*
28. Cargill — *"The Invisible Harvest"*

FINANCE & COMMERCE

29. Visa — *"The Handshake Inside the Card"*
30. Mastercard — *"The Two-Second Trust Machine"*
31. Walmart — *"The Store That Never Runs Out"*
32. Costco — *"The Treasure Warehouse"*
33. FedEx — *"The Race Against the Sun"*

CONSUMER INNOVATION

34. Disney — *"The Factory of Dreams"*
35. LEGO — *"The Brick That Builds Anything"*
36. Sony — *"The Pocket Full of Music"*
37. Coca-Cola — *"The Secret in the Red Can"*
38. Nike — *"The Shoe That Learned to Fly"*

LUXURY & CRAFTSMANSHIP

39. Rolex — *"The Heartbeat on Your Wrist"*
40. LVMH — *"The Suitcase That Conquered the World"*

COMPUTING & DIGITAL CIVILIZATION

41. Apple — *"The Glass That Thinks"*
42. Microsoft — *"The Invisible Machine"*
43. Google — *"The Library With No Walls"*
44. Amazon — *"The Box That Crossed the World"*
45. NVIDIA — *"The Brain Made of Sand"*
46. Intel — *"The First Thinking Chip"*
47. TSMC — *"The Invisible City"*
48. ASML — *"The Machine That Prints With Light"*
49. OpenAI — *"The Machine That Learned to Talk"*

THE FINAL DISCOVERY

50. The Company Yet to Be Built — *"The Adventure You Will Build"*

THE TOY THAT POINTED AT DINNER

Dinner done. Homework waiting. Then Grandpa Ben's old brass compass started spinning like crazy.

SPIN

The needle stopped. Pointing at a dusty little toy tractor on her shelf. The most boring toy ever.

YOU? You're just a TOY!

The magic diary flipped open by itself. Fresh ink. Grandpa's handwriting.

It's never done THIS before!

"Time to meet the businesses that built the modern world. Start with the machine that feeds it."

★ WORTH REMEMBERING

Every bite you've ever eaten began in a field. And almost every field is worked by one patient giant. So tonight's mystery: **how can one machine feed a whole planet?**

The floor rippled. A whirlpool of golden light swept her away.

WHOOSH



Here we GOOO!



SIRI'S SECRET NOTEBOOK

New mystery! 🚜

- ① How can ONE machine help feed billions of people?
- ② Grandpa says a toy like this built a giant company. Prove it, compass.

THE GREEN GIANT

She landed in a golden field beside a tractor the size of a house. It hummed like a sleeping giant.

An engineer hopped down, grinning. "I'm Cora. I build the machines that feed the world."

Best. Job. EVER.

One tire stood taller than Siri, its deep treads like a staircase into the sky.

How many people does this feed?

One farmer, with this? Thousands.

It's ENORMOUS!

★ WORTH REMEMBERING

Two hundred years ago, feeding one family took the whole family, all day, every day. Today a single farmer with machines feeds hundreds. That quiet miracle is tonight's story. 🌾

📖 SIRI'S SECRET NOTEBOOK

Tractor = house-sized. Tire taller than ME. 🔍 Cora says every part hides a secret. First one: where does a green giant get such MONSTROUS strength?

THE FIRE WITH NO SPARK

3a The heart: a fire that needs no spark

Cora opened a hatch.
Inside sat a huge iron heart
of pistons and pipes.



THAT'S the engine?
It's massive!

"A car uses a little spark to
light its fuel. We don't. We
just SQUEEZE the air —
until it's furnace-hot."



Squeezing makes
air HOT?!

★ WORTH REMEMBERING

Squeeze any gas hard and it heats up — pump a bike tire fast and feel it. A diesel crushes air twenty times smaller, till it glows. Then it sprays in fuel, and the fuel lights ITSELF. 🔥

Fuel met hot air — BOOM!
— slamming a piston down
and spinning the heavy
crankshaft.

BOOM

“Diesel holds more energy
than gasoline, and shoves
low and slow. Perfect for
PULLING, not racing.”

Little explosions,
over and over!

Built for muscle,
not speed!

★ WORTH REMEMBERING

A race car is built to run fast. A tractor is built to PULL hard. Same trick — burning fuel — aimed at strength instead of speed. Engineers call that pulling-muscle **torque**.



SIRI'S SECRET NOTEBOOK

Diesel = NO spark. Squeeze air till it's fiery, spray fuel, it lights itself. 🔥 More energy than gas, low and strong = torque = PULL. A car sprints; this one LIFTS the world.

HOW TO PULL A MOUNTAIN

"A strong heart isn't enough," said Cora, spinning a tiny gear against a giant one.



The little one bosses the BIG one?

"Gears trade speed for force. Slow wheels, HUGE push." The lugs bit deep into the soil.



It grabs the ground like fingers!

Siri climbed in and pulled a heavy plow. The whole earth peeled open behind her.



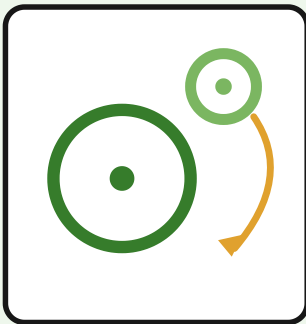
I'm moving a MOUNTAIN of dirt!

★ WORTH REMEMBERING

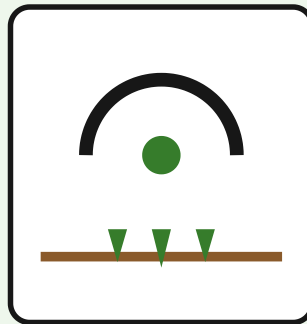
Three tricks make the pull: low gears multiply the force, deep treads grip the soil, and heavy weight presses the tires down. Strong AND stuck to the ground. 🚜



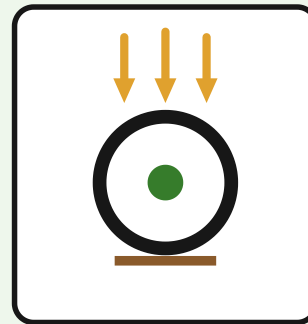
HOW A TRACTOR PULLS A MOUNTAIN



LOW GEAR
force, not speed



LUGS BITE IN
treads grip soil



WEIGHT = GRIP
heavy holds on

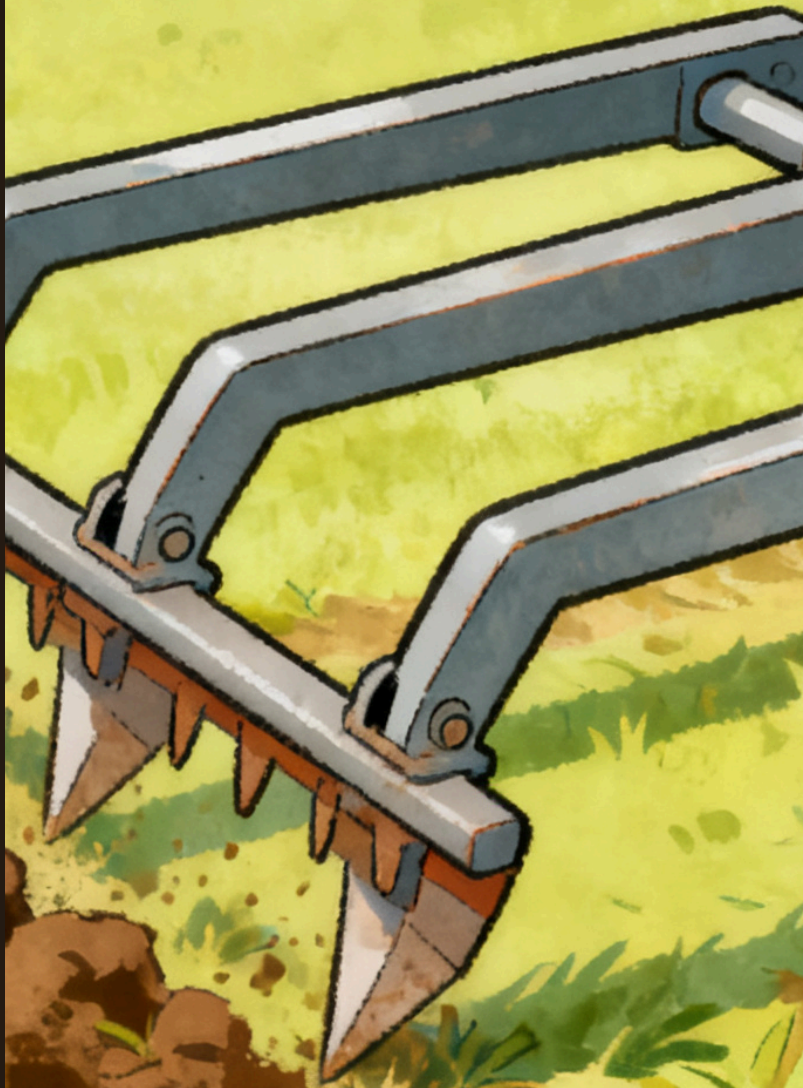


SIRI'S SECRET NOTEBOOK

PULL = ① low gears (force, not speed) ② lug
treads bite the soil ③ heavy weight = grip. I
plowed a whole field! (Okay... Cora helped.) 💪

ONE MACHINE, A HUNDRED TOOLS

Behind the tractor: three strong arms that lift and lower. "Here's the real magic," Cora said.



Three arms? For WHAT?

"One tractor, a hundred tools. Snap on a plow, a planter, a baler, a mower, a sprayer..."



It's ONE toy with endless attachments!

In the next field, a green giant swallowed wheat and poured out clean golden grain.



It cuts AND cleans in one go!

Cora showed her the birthplace: a bright hall where tractors grew, robot and human side by side.



Then a ring of proud faces — farmer, mechanic, foundry worker, seed scientist — each mastering one small part.



How many hands build ONE?

Thousands. From all over.

Nobody does it alone!

★ WORTH REMEMBERING

The combine does three ancient jobs in one pass — cut, thresh, clean — that once took a village weeks. And nobody builds a tractor alone: a great company conducts thousands of hands into one machine. 🌾

📖 SIRI'S SECRET NOTEBOOK

One tractor + 100 tools, all on a three-point hitch. Combine = cut + thresh + clean in ONE pass. Built by thousands of hands. So... who's the conductor? 🎵

WHY A FARMER SAYS YES

"Watch," said Cora. A farmer raced the combine as dark storm clouds rolled in fast.



Why the big hurry?!

Miss the harvest window — lose the whole year.

At dawn, a dealer rushed a spare part out to the field before breakfast was even done.



A part, delivered to a FIELD?

"A tractor that breaks at harvest is a disaster. So we promise: back running in hours."



You sell the machine AND the rescue!

★ WORTH REMEMBERING

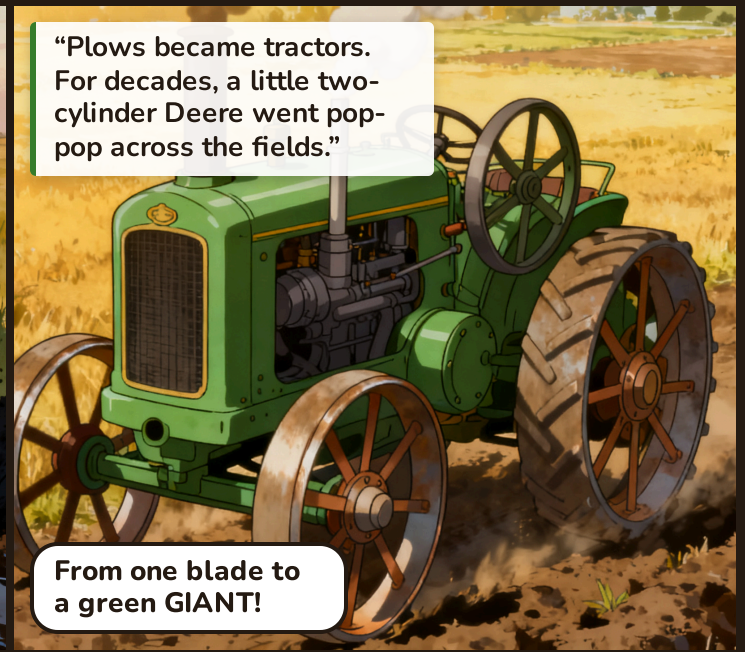
Here's why a farmer pays a fortune: the machine replaces dozens of workers, and never quits when it matters most. The tool is half of it. The promise it keeps is the other half.



📖 SIRI'S SECRET NOTEBOOK

Harvest has only a few golden days. A breakdown = ruin. So the real product = machine + a rescue network that fixes it FAST. Grandpa's rule: find what people can't live without.

THE PLOW THAT BROKE THE PLAINS



★ WORTH REMEMBERING

One clever fix — a plow that wouldn't clog — let farmers tame endless prairie. From a single blacksmith's bench grew a company that helped feed the world. Small idea, giant harvest. 🦌



THE STORY IN TIME

1837

John Deere forges the first self-scouring steel plow.

1848

Moves to Moline, Illinois, to build plows by the thousand.

1868

Deere & Company is officially born.

1918

Deere buys the Waterloo tractor works — the tractor age begins.

1923

The Model D 'Johnny Popper' two-cylinder tractor arrives.

1960

The New Generation: bigger, smoother engines.

1994

Satellite guidance begins steering tractors.

Today

Deere machines help feed billions across the world.



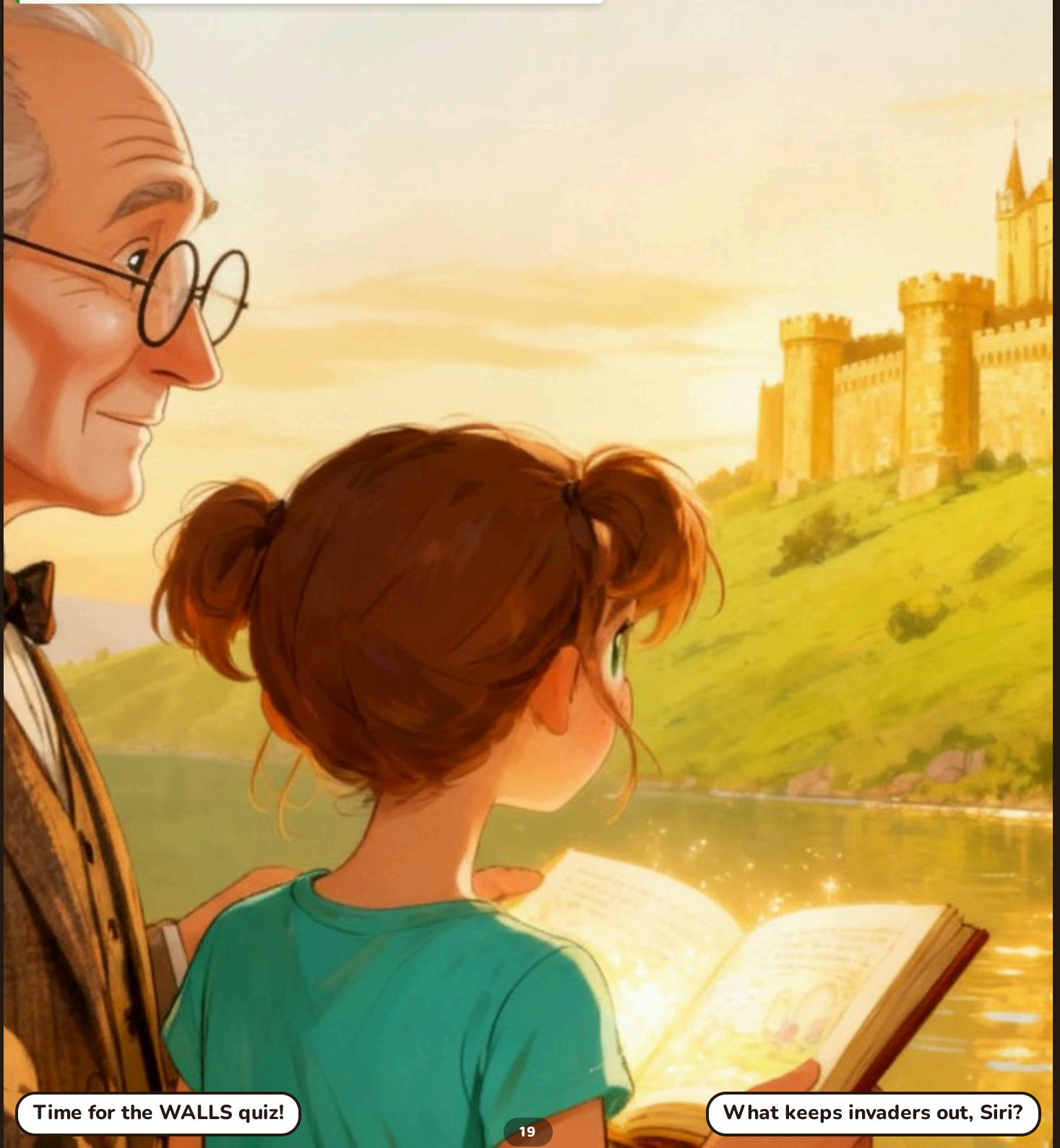


SIRI'S SECRET NOTEBOOK

Blacksmith → shiny steel plow (1837) → 'broke the plains' → tractors → satellites. One man who HATED clogged plows helped feed the world. 🦌

THE CASTLE IN THE FIELD

A warm glow. A smell of cherry cola. Warren and Charlie, the partners from Omaha, stood by a green-walled castle.



Time for the WALLS quiz!

What keeps invaders out, Siri?



THE CASTLE WALLS • WHY RIVALS CAN'T COPY IT



Wall One: The Rescue Network

A machine down at harvest means ruin. Deere's dealers rush a part to any field in hours. A rival would need decades to build that web.



Wall Two: A Name Kept

'Nothing runs like a Deere' — trusted for generations. That trust means loyal farmers and strong resale. Copy a feature in a year; a name takes a lifetime.



Wall Three: One Machine, Every Tool

Hundreds of implements — and now software — snap onto one tractor. Switching brands means rebuying your whole toolshed.



Wall Four: The Field That Remembers

Every acre's map lives in Deere's system. The more you farm, the smarter it gets — and the harder to leave.



The Cracks in the Field

Farmers buy big only when crops pay, so sales swing hard. Tough rivals push back. And farmers want the right to fix their own machines. Castles need defending — daily.

Charlie tapped his glasses. “My trick: don't ask how it WINS. Ask what would DESTROY it. Then don't do that. **Invert, always invert.**”



Find the ways to lose... then don't!

★ WORTH REMEMBERING

Charlie's ruin-Deere list: let a machine sit broken at harvest, break the trusted name, guard old tractors and miss the next kind of farming. Now — just never do those. Worry, turned into a checklist.

Warren raised his cola. "A business that helps feed a hungry world, behind strong walls. I admire a castle like that."



So the treasure isn't the tractor. It's the WALLS.

 SIRI'S SECRET NOTEBOOK

Walls: rescue network  + kept name  + one-machine-every-tool  + field-that-remembers . Cracks: booms & busts, rivals, repair fights.

Charlie: INVERT. Warren: love the walls. 

THE NEXT THIRTY YEARS

"Last question," said Cora. "What's a tractor in thirty years?" A driverless machine tended crops by satellite.



It drives ITSELF?!

On a hay bale at dusk, Siri thought it through the way Grandpa taught her.



Don't bet on the machine. Bet on the NEED.

★ WORTH REMEMBERING

The currents ahead: tractors that steer by satellite, robots that spot each single weed, quiet electric engines, seeds planted exactly right. Shapes change — but a hungry world always needs feeding. 🌱

📖 SIRI'S SECRET NOTEBOOK

2056 farm: self-driving tractors, weed-spotting robots, electric power, seed-by-seed planting. Rule: bet on needs, not shapes. (Also: a robot that weeds? YES please.)

COMING HOME

Her own bed. Morning. The compass: quiet. The house: somehow different.

Was it real? It FELT real...

One fresh line dried on the diary's glowing page.

"The modern world is not magic. It is patient people solving hard problems, together, for a long time."

At breakfast, the bread looked new. Steel plows. Diesel fire. A green giant. A thousand hands.

You're the end of an amazing journey!

She hugged the diary tight. Far away, a green giant caught the morning sun over golden fields.

Show me the next one, Grandpa. ♡

★ WORTH REMEMBERING

Feel it now: air squeezed into fire, gears turning that fire into a force that opens the earth, one machine feeding a planet. A tractor is no longer just a tractor. **Nothing, from now on, is just anything.**



SIRI'S SECRET NOTEBOOK · WHAT I LEARNED

- ① Diesel = squeeze-fire, no spark.
- ② Gears + treads + weight = the pull.
- ③ One tractor, a hundred tools.
- ④ The combine does a whole village's work.
- ⑤ The real product = machine + rescue.
- ⑥ A shiny plow broke the plains.
- ⑦ Invert! And love the walls, not the gadget. 🧡



OUR PHILOSOPHY

We believe the greatest gift we can give a child is the ability to think.

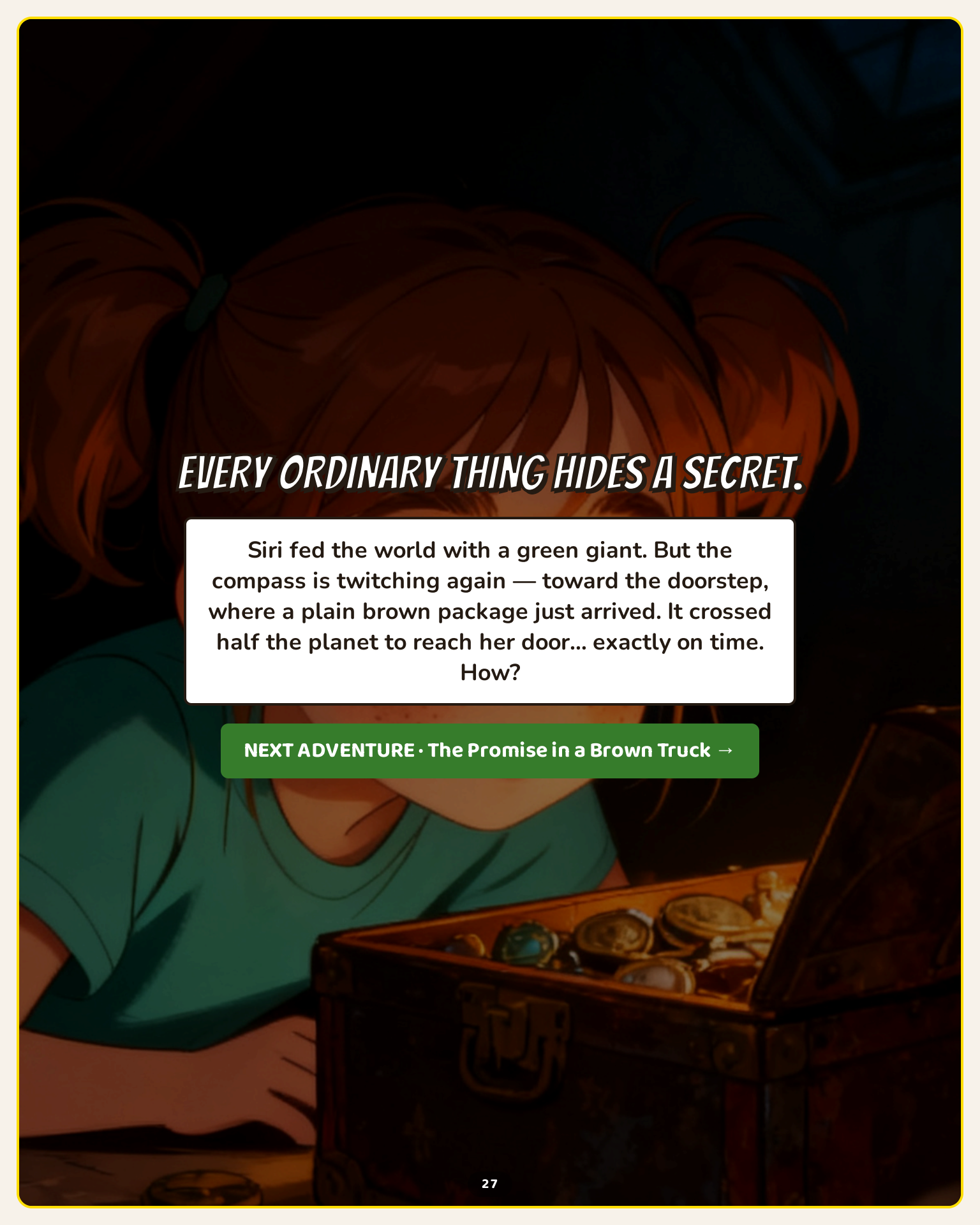
Inspired by the multidisciplinary thinking of **Charlie Munger** and the rational, long-term philosophy of **Warren Buffett**, our comics connect science, technology, business, history, and human behavior to show how the real world works.

Every story begins with a scientific idea and follows its journey into innovation, industry, and the businesses that create value for society. Along the way, children learn that great companies are built on curiosity, experimentation, integrity, and long-term thinking.

Our goal is not to teach children how to invest, but to help them build the mental models needed to understand the world, ask better questions, and think independently.

The companies featured in *The Great Company Adventures* are educational case studies—not investment recommendations. They show how knowledge, innovation, and perseverance turn ideas into products, services, and enduring businesses.

LEARN THE SCIENCE. • UNDERSTAND THE BUSINESS. • THINK FOR LIFE.

A girl with red hair in pigtails, wearing a green shirt, is looking down into an open wooden treasure chest. The chest is filled with gold coins and jewelry. The background is dark and blurry.

EVERY ORDINARY THING HIDES A SECRET.

Siri fed the world with a green giant. But the compass is twitching again — toward the doorstep, where a plain brown package just arrived. It crossed half the planet to reach her door... exactly on time.

How?

NEXT ADVENTURE • The Promise in a Brown Truck →