



# 112 Years Ago John Deere Gave to the World the Steel Plow

## A Blacksmith's Vision

At the general store of the Illinois frontier village, just across the street from John Deere's blacksmith shop, people of the new settlement had gathered to trade and talk of many things.

Reminiscences of events "back East" . . . doings of Blackhawk's Indians on the nearby reservation . . . the government land sales . . . the exploits of Andrew Jackson . . . qualifications of Martin Van Buren . . . the probable duration of the financial panic . . .

And especially, since they were all interested in farming, they talked of John Deere's efforts to perfect his new-fangled steel plow so that it would work under all conditions in the rich, black, "greasy" prairie soil.

They saw him coming and going with trial plows every day. Above the hum of the saw mill they could hear him hammering in the shop.

"He'll never do it," said one. "Besides, the old plows work all right in timber land, and there is plenty of timber to be cleared off in this country."

"Deere's got the right idea," said another, "but my gracious, where will he get the steel?" It would have to come all the way from England."

"I told him the other day," said a third, "Damn the odds, John; why all this trouble and hard work? Your plows are good enough; you're the only blacksmith around here, and the farmers will have to take what you make." And he said: "They won't ever have to take what I make, but they will take it if I build a plow that will do perfect work in this prairie soil, and that's what I'm going to do."

That was the vision, the rugged honesty and the unflinching determination from which resulted the John Deere steel plow in the various shapes which became the world's standards—the steel plow which conquered the wilderness and became a leading factor in making America the greatest of nations.

Later John Deere expressed the same spirit in his familiar maxim, "Build the best and the trade will be quick to appreciate it;" and today the same significance is back of the John Deere trade-mark, the badge line of John Deere Farm Equipment.

1837

1949

**IF IT HAS TO DO WITH FARM OR RANCH OPERATION YOU WILL FIND IT HERE!!**

No implement store in "the good old days" was complete without a large display of buggies, surreys, and even two-wheel carts. Then there were spring wagons, "democrat" wagons and the good old faithful lumber wagons. More display space was used than for the farm implements.

As modern as tomorrow is our place of business, where we display equipment tested through years of field tests to make possible better production both in labor and cost. Whether for use in the field, about the farm buildings or in the home, you will find time-tested equipment and accessories to carry on operations in the modern way.

Special attention has been paid to tractor and power equipment needs, and we operate a complete shop for the repair and rebuilding of tractors. Experts on the job will give you the best of service, either in the field or in our well-equipped shop.

If it has to do with farm and ranch operation you will find it here.

# Lloyd Collins Implements

Phone 365

YOUR

**JOHN DEERE**

DEALER

O'NEILL