

Fannie Heistand.



A Future Customer

FIFTY FOREIGN COMMISSIONERS

OF THE WORLD'S COLUMBIAN EXPOSITION,

Who saw a procession of 43 DEERING
BINDERS cutting wheat on the ELK VALLEY
FARM at Larimore, N. Dakota, last August,
one and all declare that DEERING
MACHINES are without equal in
point of

CAPACITY,

STRENGTH,

LIGHTNESS OF DRAFT,

EASE OF OPERATION,

AND GENERAL EXCELLENCE.

And they know what they
are talking about.



In days of old when
farmers bold,
With sickles cut their grain,
Oftired were they at close of day.
And worn with care
and pain.



LOOKS SAD! DOESN'T HE?

With heavy hearts and
weary limbs
They trudged exhausted home,
And felt with all its stunning
force!
That man was made
to mourn.



**2 ACRES A DAY WITH CRADLE.
20 ACRES A DAY WITH DEERING BINDER.**

But now how changed
is all this woe!
No longer do they mourn,
For a bright new life has
dawn'd forth

The Deering
has been
born.



SIXTEEN DIPLOMAS AT THE WORLD'S FAIR.

Now then does blest
contentment rise
And spread her peaceful wings
The farmer's life is lightened now
And the Deering's
praise
he sings.



283 DEERING BINDERS USED ON THE GREAT
DALRYMPLE FARMS. NORTH DAKOTA.

MORAL:

Get some of this "blest contentment,"
by using **DEERING BINDERS**.
THE DEERING IMPROVED STEEL BINDER,
six and seven foot cut, has made a
record for strength, durability and
working capacity not approached by
any competing machine on the market.
HALF A MILLION NOW IN USE.



FIRST PRIZE AT WORLD'S FAIR.

MARY AND JOHN.

Mary and John
Decided to go into farming,
The first thing they bought
Was a **DEERING PONY** so gay.
Mary she drove
With a speed her John thought alarming,
While she declared
That Johnny was "shocking" all day.



THE LIGHTEST DRAFT MACHINE ON EARTH.

Year after year
The Pony will merrily aid them,
When they are gray
Twill cut for their grandsons as well,
Till many-fold
Its purchase price it has paid them,
And their esteem
They scarcely can
find words
to tell.



MEDAL AT WORLD'S FAIR.

WHAT JOHN^{AND} MARY SAY.

They both declare that the
DEERING PONY BINDER is without
equal. Mary says that they owe
their success to it because it was
the only machine that was simple
and easy enough for her to handle
at a time when John was too
poor to hire help. Light weight,
light draft, simple adjustments.
Open end for long grain, closed end
for short grain. Five and six foot cut.
Thousands sold in 1893.

FIRST PRIZE AT WORLD'S FAIR.

THE NEW PAUL REVERE.

Listen, my neighbors and you shall hear,
Of some excellent mowers for sale this year;
They're all made by **DEERING** of world
wide fame.

They're strong and sure
and worthy the name.
There are none so

popular
far or
near.

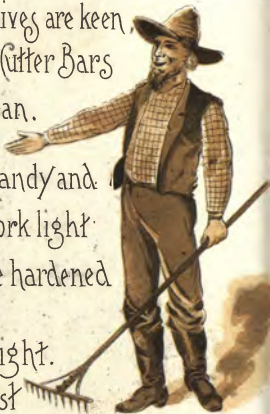


NEARLY HALF A MILLION NOW IN USE.

Their Draft is the lightest,
their knives are keen,
Their flexible Cutter Bars
shave so clean.

Levers are handy and
make work light.
Bearings Case hardened
and
burnished bright.

They're the best
grass Cutters the world has seen.



SIXTEEN DIPLOMAS AT THE WORLD'S FAIR

MOWING SONG

Oh come ye good old farmer boys,
we'll sing a bright new song.
Sing it with a vigor that will sound
the world around;
Of the staunch New Deering sing it,
as we lightly mow along;
As we are getting in the harvest.



DEERING MOWER GEARS NEVER WEAR OUT.

Oh how my neighbors shouted
when they saw it on the ground,
And how it pleased the horses,
when its fine light draft they found,
And how the floating cutter-bar
cut closely to the ground.
As we are getting in the
harvest.



IT GETS ALL THE GRASS.

And when we come to figure up
the profit on our hay,
The time we saved, the grass we saved,
the money saved each day -
We'll sing again right lustily the song
in Deering's
praise.



As we are
getting
in the
harvest.

SAVES ITS COST IN TWO YEARS.

THE GIANT.

Behold the Monarch of the field,
Behold the **Deering** Giant,
The palm of strength he'll
never yield,
He stands supreme — defiant.



HIGHEST AWARD AT THE WORLD'S FAIR.

A King is he; yet gently serves
The master will of man.
from honest work he never

Swerves

His motto is "I can".



BIG AND STRONG ALL OVER.

A GIANT BOLD

HE'S KNOWN BY ALL,
A HERCULES IN STRENGTH,
HIS WHEELS ARE BROAD AND
TRUE AND TALL,
HIS BAR EXCELS IN
LENGTH.

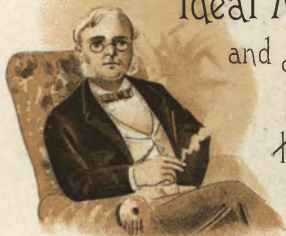


STORY OF YE WISE MAN

There was a man
in our town
And he was very
wise.



He bought a Deering
Ideal Mower
and soon
began
to rise.



TESTED BEFORE THE FOREIGN COMMISSIONERS.
LIGHTEST DRAFT MOWER MADE.

And when he saw he had a prize,
With all his might and main,
He went and bought another one
And now he counts his gain.



FIRST PRIZE AT WORLD'S FAIR.
SEE ITS WONDERFUL BICYCLE BEARINGS.

JACK AND JILL.

Jack and Jill went up the hill,
With a **DEERING** One Horse Mower
Jack he pulled and Jill she drove,
And the hill was soon cut o'er.~



IT GIVES A CLEAN SHAVE.
FIRST PRIZE AT WORLD'S FAIR.

DEERING MOWERS.

Are everywhere acknowledged to be lightest in draft, longest in life and the easiest and most comfortable machines to handle. THEY SAVE THE GRASS. DEERING GIANT MOWER, 5, 6 and 7 foot cut. NEW DEERING MOWER, $4\frac{1}{2}$, $4\frac{3}{4}$ and 5 foot cut. DEERING JUNIOR GIANT MOWER, 5 and 6 foot cut. DEERING ONE-HORSE MOWER, $3\frac{1}{2}$ and 4 foot cut. DEERING IDEAL MOWER, a perfect marvel, $4\frac{1}{2}$ and 5 foot cut; BICYCLE BEARINGS, simplest gears; lightest draft. ALL DEERING MOWERS HAVE
—THE ADJUSTABLE DRAG BAR.—

Of all the reapers
that ever did reap
The DEERING LIGHT REAPER
in first rank will keep;
Its rakes are so handy,
it cuts like a charm,
It's a fine little helper to have
on a Farm.



FIRST PRIZE AT WORLD'S FAIR.



Wm DeLo

Stout Deering Binder Twine
extends
A hundred million miles,
Tis long and strong and smooth
and clear,
Its users smiles
and smiles.



HIGHEST AWARD AT THE WORLD'S FAIR.

HIGHEST HONORS AT THE FAIR.

WILLIAM DEERING & CO. were given seventeen first prizes at the World's Columbian Exposition, receiving MORE AWARDS THAN ALL COMPETITORS COMBINED and more than twice as many as the next highest competitor. Among the machines thus honored

Were the following:

DEERING IMPROVED STEEL BINDER.

DEERING PONY BINDER.

DEERING IDEAL MOWER.

NEW DEERING MOWER.

DEERING GIANT MOWER.

DEERING ONE-HORSE MOWER.

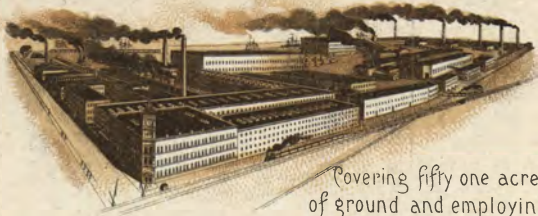
DEERING BUNDLE CARRIER.

DEERING LIGHT REAPER.

DEERING FLAX CARRIER.

DEERING BINDER TWINE.

HARVESTER WORKS OF
William Deering & Co.
CHICAGO.



Covering fifty one acres
of ground and employing
3,000 people,

The largest Implement Plant in the World.

BONANZA FARMERS

Of the great Northwest, who farm from 10,000 to 40,000 acres each, will have nothing but DEERING MACHINES on their farms.

OLIVER DALRYMPLE uses 140 DEERING BINDERS and not a single one of any other make.

A.R. DALRYMPLE uses 130 DEERING BINDERS and not a single one of any other make.

N.G. LARIMORE uses 43 DEERING BINDERS and not a single one of any other make.

AND SO IT GOES

Do you see the point?

WILLIAM DEERING & Co
CHICAGO

