

*\*\*This information is to the best of our knowledge. Please submit edits/more information to [DunlapDCDC@gmail.com](mailto:DunlapDCDC@gmail.com). We are looking for facts only currently (business names, owners, dates, and photos.)*

## **202 S 6th**

**Current Business:** McCord Seed Store

**Previous Businesses:**

Leader's Implement Co. (1963- 1984)

Heistand Bros Implement (1955 - 1963)

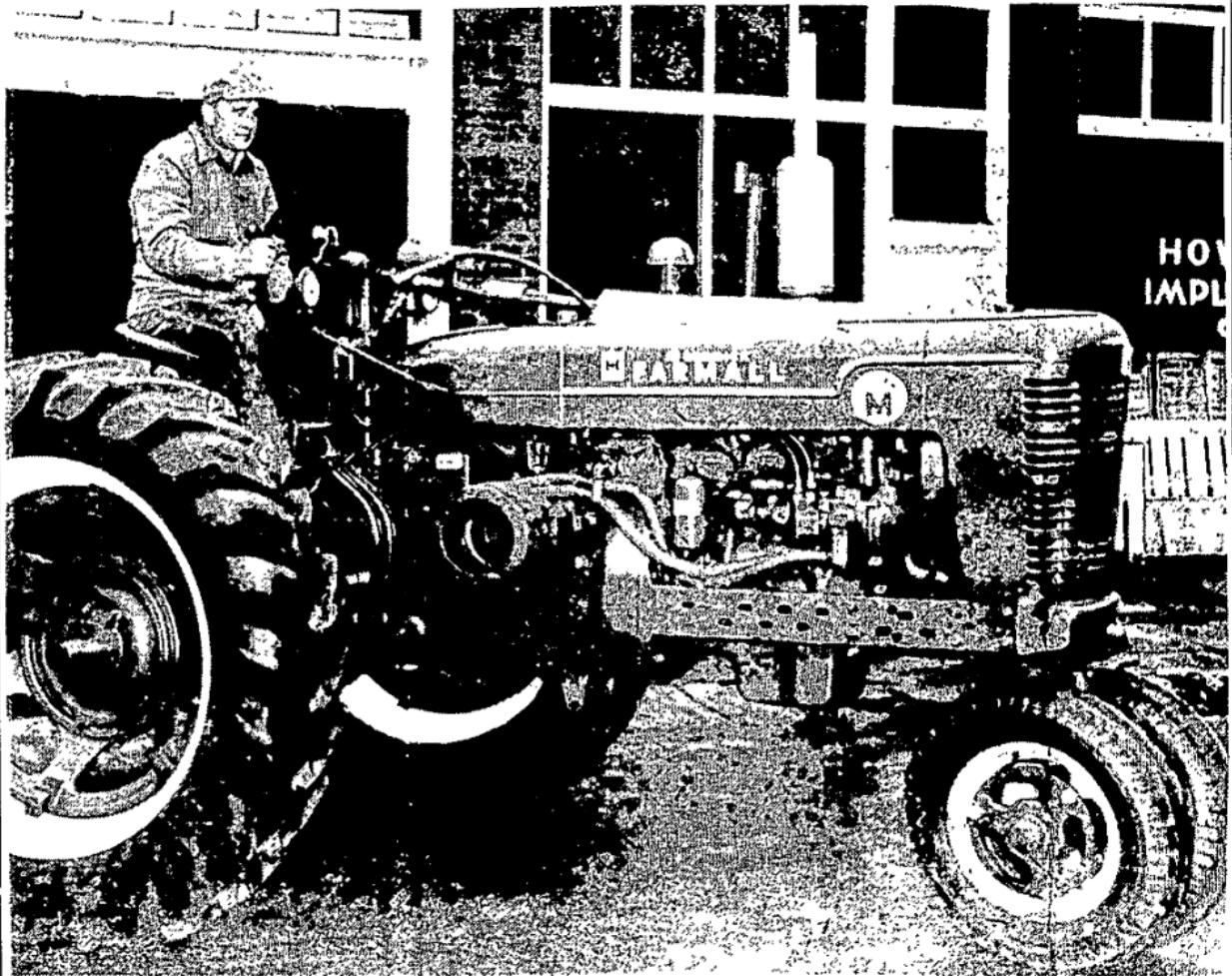
Houston Implement Co. (1950s)

Livery Stables

1867 – Dunlap was platted



## *Short-Handed Makes No Difference Now Says Clark*



Shown here is Richard Clark aboard his new M Farmall which he recently purchased from the **Houston Implement** Co. Richard says taking care of the tractor work on the 400 acres he and his brother Francis have been farming will be easy now—even if he is short handed. Richard lost his left hand in a picker accident last fall. His new M Tractor is equipped with a new Behlen Power steering unit, the first ever installed in Dunlap. The unit is one of the greatest forward steps in recent years in easing the driving load of big tractors. The steering wheel can be spun by one finger with the aid of the unit. Hoses from the pump and the unit on the steering shaft can be seen in the picture. The unit will be on display at Houston's for several days. Photo by Don McCann

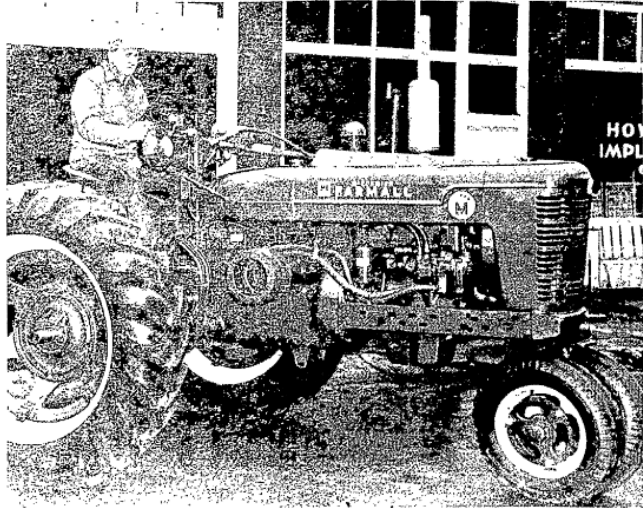


# OPEN HOUSE

- AND -

THANKS A MILLION

## Machinery Display



See The Super M With Power Steering

# Thursday, Jan. 14

10:00 A.M. To 5:00 P.M.

- In Our -

### Show Room

DUNLAP, IOWA

International Harvester and we here at the **Houston Implement** Co., extend a hearty welcome to come in and be our guests Thursday, Jan. 14. We are going to have a lot of nice things for you here that day, but we can't tell you all about it now—just come on over and stay with us as long as you can. Remember the Latch String is always out at **Houston Implement**

### See International's New 1954 Machinery Line

Come in and see what's new in farming. We'll have new 1954 International Machines lined-up on display. Included will be...

- Combines
- Super M Tractor
- Super H Tractor
- Super C Tractor
- No. 400 Power Take-off Spreader
- 35A Tandem Disc on wheels
- Field Cutters
- Grinders
- Mowers
- Wagons
- Wagon Boxes
- Refrigerators
- Home Freezers

### Moving Pictures

We will have several films for you to see — both entertaining and educational. They'll be shown right here in our own building.

## Free Lunch

- HOT DOGS
- COFFEE
- DONUTS

Served All During The Day

The treats are on us next Thursday. We'll have ladies here to serve you all day. If you can't come in and spend the day with us drop in for a snack any time. Bring the whole family.

## Free Prizes

Just to show our appreciation for your interest in the new line of 1954 International Machinery and for your friendship through the year we are going to give away merchandise prizes. We'll give one every hour on the hour. There's nothing to buy, all you do is register.



# Houston Implement Co.

DUNLAP, IOWA



## ***Crowds Like Hot Dogs at* Houston Implement**



Shown here is part of the crowd at the Open House held at the Houston Implement Company showroom last Thursday. People came and went all during the day, eating some 2000 hot dogs and 125 dozen donuts and gallons and gallons of coffee. The ladies of the Methodist church were in charge of the Lunch stand. Don Houston of the **Houston Implement** Co., combined a machinery display with entertainment and treats for this annual event. Movies were shown

continuously during the day in a darkened projection room set up in the shop. Company men from International Harvester, present to help with the event said it was one of the best they had seen anywhere in the territory. Prize winners during the day were. Mrs. Lawrence Pryor, D. P. Liscomb, William Hornbeck, Bob McDonald and Kenney Bissen, all of Dunlap; and Howard Mathison of Solider and George Rosenow of Earling.—Reporter Photo.

## Heistand Bros. Buy Houston Implement Co. Today



One of the largest business deals to be closed here for some time was made in Dunlap this week when Heistand brothers completed the purchase of the Houston Implement Co. from Don Houston. They are shown here as they finished counting and invoicing the last of the parts — a job that had been in progress for two weeks. Shown at the left is Don Houston who had been associated in the business since May, 1951. Next is Cloyce Heistand who will be in active charge and will spend his full time there. He received his discharge from the Army May 1, after serving in the Panama

Canal Zone. Third from the left is Leonard "Hap" Heistand who is one of the new owners. He is also engaged in farming and feeding operations north of Dunlap. At the right is Ernie Buff. He has been with the business for several years and will remain with Heistand Bros. Other employees who will remain with the new firm are: Paul Hartwig, Roger Gorham and Janet Fox. Don Houston plans to help the new owners for a time. They assumed formal operation of the business today, Thursday. The new firm will be known as Heistand Bros. Implement. —Reporter Photo

# Announcing A . . . New International Dealer

- FOR -  
**Dunlap**

We wish to announce, we have purchased the **Houston Implement Co.** and it has been under our operation since June 23. This is a special invitation to come in and get acquainted. We know many of you personally—but would like to have everyone come in and give us a friendly hand shake. This is a new type of business for us and we're bound to make mistakes while we're "learning the ropes." When they do occur, please tell us and we'll make it right.

*Cloyce and "Ha" Heistand*

## Come In and "Trade" With Us

Ernie Buff, who has been associated with the Implement business for several years will remain with us. It will be one of his jobs to talk business with you whether it's just a small purchase or you want to trade for a new tractor or combine. We know he'll treat you right. Don Houston will also be with us while we're getting acquainted and will also be glad to talk business with you.



## Continuing These Famous Lines

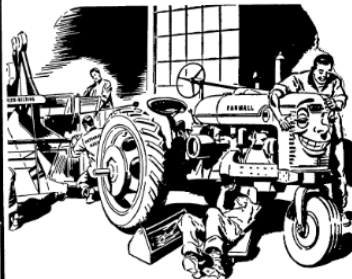
- Farmall Tractors
- International Trucks
- IHC Farm Implements
- IHC Home Freezers and Refrigerators

## These Folks Are Ready To Serve You . . .

- ERNIE BUFF—Sales and Parts
- PAUL HARTWIG—Shop and Service
- ROGER GORHAM—Shop and Service
- JANET FOX—Office and Bookkeeping

These are the folks who have served you here at Your International Headquarters in the past. They will remain with us and are ready to serve you anytime you come in or give them a ring.

## Make this Your Repair Headquarters



Every farm operator knows, that to be efficient, tractors and farm machinery must be kept in good working order. That's why we invite you to use our shop facilities. We have the necessary tools, the special equipment and our men have the "Know How" to give you expert repair service. We will also carry a large stock of Genuine IHC Parts for all International machines. Tell us your needs early and we can give you better service.

**Repairing --- Repainting and  
Rebuilding Tractors and Machines**

## Thanks . . .

As we turn over business affairs here at Your International Headquarters—we just have to stop a minute and say "Thanks to Everyone" for your good will, for your splendid patronage and for giving us the chance to serve you. We have appreciated it a lot and feel that we have made a lot of new friends the past four years. Thanks again.

We are also glad to be able to present Heistand Brothers to you. Cloyce has just returned from serving his country in the Canal Zone and will soon get acquainted. "Hap" is already known to most of you as a successful farm operator in the community. We know the boys will make a success of this new venture too and are sure they will treat you right. Come in and see them often.

**Don Houston**

# HEISTAND BROS. IMPLEMENT

CLOYCE and LEONARD HEISTAND, Owners

Formerly Houston Implement

Phone 54—DUNLAP, IOWA



# ***This one takes the roof off!!!***



You've never seen anything like the Scout—for work, play or what-you-will. An all-steel top comes off in minutes. An all-steel body hauls man-size loads of cargo.

## **JUST OUT...*the* SCOUT!**



It carries three passengers on a full-width front seat, has extra seating on full-length rear wheel housings. It has a husky INTERNATIONAL 4-cylinder Comanche engine. Optional all-wheel drive for off-road traction. Optional Travel-Top converts it into a town delivery.

### ***A whole new idea in low cost transportation!***



This is the Scout, a neat and nimble pickup. Small in size, light in weight. Fun to drive for business or pleasure.



Same Scout with the roof off. Top is removed in minutes, to give you a vehicle for any kind of activity, any kind of weather.



Same Scout stripped for action. For special duty, doors, windows lift off, windshield folds down or detaches.



Same Scout converted to town delivery by an optional steel Travel-Top complete with windows and lift gate.



# **Heistand Bros. Impl.**

Dunlap, Iowa

Phone NI 3-5521



## New Owners Plan Open House Jan. 15

Two new business men in Dunlap are Gerald Leaders, left and Calvin Leaders, right, shown with one of their pets, a new International Tractor. The brothers recently purchased the Heistand Bros. Implement and took over operation of the concern during December. For the past three weeks they have been busy invoicing stock and parts, rearranging and repainting. They have announced an open house event for Tuesday, Jan. 15. The brothers are experienced International

Implement men, now living in Council Bluffs. They will move to Dunlap as soon as housing can be secured. Both men will be active in the business here and will continue as International dealers here. They are married and veterans of World War II. Calvin, at the right, older of the brothers, and his wife Dorothy have four children: Connie Jo 15, Richard 12, Peggy 9, and Mark 5. Gerald and his wife Ardythe have three children: Linda 13, Jane 11, and Glen 9.

—Reporter photo.





# OPEN HOUSE

We -- Your **IH** International  
New ... **IH** Dealer

## Invite You to Be Our Guests Tuesday, Jan. 15

At The Location of The Former Heistand Bros. Implement

### Meet The New Owners . . .

Though we have made no formal announcement—we purchased the Heistand Bros. Implement and took over during December. We have been busy the past few weeks taking inventory, rearranging parts and stock and redecorating the place until now we are mighty proud of it. We want you to come in and see it, shake hands and get acquainted. We'd like to meet you and all the family. That's why we've lined up a full day of fun and treats.

—Calvin and Gerald Leaders

### The Treats Are On Us . . .

#### Plus . . .

#### Door Prizes

All You Have to Do is  
Register

#### Free Movies

Comedies for All and  
Educational Pictures for  
Mom and Dad

#### Roasted Peanuts

All You Can Eat While You're  
Visiting With us and Your  
Friends.



Serving from 10:00 a.m.  
To 5:00 p.m.

**SPECIAL**  
**Champion**  
**Spark Plugs**  
**59c** Limit of 12  
Per Customer  
Each

### SEE WHAT'S NEW!

There'll be plenty of steaming hot Cakes and fresh coffee for everyone all day and of course you'll enjoy the Peanuts and the Movies—but between helpin's we invite you to step into a new world of power at our special display of the newest in farm tractors and equipment.

On display will be the New 560, 460 and 404 International tractors, New Cultivators, Spreaders, Loaders and many other individual pieces of equipment PLUS— A New International Pickup and a New International Truck. See the newest in matched farm equipment. Come Early. Have fun Bring your neighbors and family.



## Leaders Equipment Co.

"Your International Harvester Dealer

DUNLAP, IOWA

Phone NI 3-5521

# 700 Attend Open House Tuesday

## Leaders Entertain

Approximately 700 people were served pancakes and coffee at the Leaders Equipment Co. Tuesday. The firm held open house that day and had invited people of the area to come in and visit them. The Leaders Equipment Co. is a new firm in Dunlap, having purchased the Heistand Bros. Implement last December.

The firm is continuing the International Harvester dealership and several tractors and implements were on display as well as movies being shown to the public. A number of bouquets and hothouse plants were presented to the new firm as a welcome from other Dunlap business places.

In addition to the pancakes, coffee and peanuts, door prizes were given during the day. About 450 men registered for this event. The winners first through eight places respectively were: C. F. Smith, Dunlap; Earl Howard, Dunlap; Dick Fisher, Neola; Harry Pryor, Dunlap; Cornelius Fisher, Neola; Harold Kuhlman, Dunlap; Dale Henkel, Dow City; and Jim Hefernan, Dow City.

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September 2, 1965 – Dunlap Reporter

## Calvin Leaders Injures Hand in Grinder

Calvin Leaders suffered a painful injury to his right hand late Friday afternoon when working at the Leaders Implement Co. He had been working at a grinder when a wire came loose, caught and whirled around gashing him several times across the back of the hand. Several stitches were required to close the wounds, but no tendons were severed.

October 7, 1965

## Thieves Crack 4 Business Places

### Get Gas and \$15.00 Cash

Four Dunlap business places were broken into late Saturday night, but the thieves were not well paid for their efforts. About 12:30 o'clock the window in the back door of the Spot Grocery was broken and an attempt made to unlock the door. Wilder Nelson was in the building at the time, but the culprits fled before they could be apprehended.

The same night three other places were broken into. A back window at the Leaders Implement building was broken and entrance gained through the window. A sediment bowl on a tractor was broken and the gas drained from the tractor tank. This was all that was discovered to be missing, but the cost of repairing the tractor ran into several dollars.

The Krueger shoe store was also entered by breaking the glass in the back door and removing a bar. About \$15.00 in cash was taken from the cash register. The Vern W. Howe insurance office was also entered by breaking in the rear. Nothing was discovered to be missing.

Authorities thought the break-ins were the work of the same group.



### Leaders Equipment Named Fox Dealers

The Leaders Implement Co. has been named a dealer in this area for the Fox line of forage harvesting and handling equipment. Included in the line are field choppers, blowers, wagons and other items. Leaders Equipment is the International Harvester dealer for the Dunlap area.

### Tales of Old Dunlap

## Neighbors Would Help One Another

with Madge Peters

In the years before 1914, several passenger trains went through Dunlap each day as the Illinois Central and the Chicago Northwestern were main rail lines from Omaha to Chicago. There were also several fast mail trains.

Bill Hicks met the trains and brought the mail uptown to the post office with his horse and spring buggy. The post office was located where West Central Development Corp. is now. The expressman, Mr. Bartholomew, met the early train in the morning, bringing bread from Holsum Bakery in Omaha to the restaurants and hotels.

There were two blacksmith shops in town and one out at Manteno. They were kept busy most of the time and especially in the winter when the horses had to be shod. Farmers usually had a team of five horses that were used to hitch to the buggy or two-seated carriage.

There were two livery barns where you could rent a horse and buggy or a carriage and two horses. One livery barn was owned by an undertaker by the name of Mr. Pease and was located where the Coop Oil Station and the Dunlap Hardware are now located. The other one was where Leaders Implement Company is now.

The first picture show I remember was near where the new Dunlap Savings Bank is now. Zita Taylor played the piano. There was also an open air theater where the Gorham building is now. It had bleacher seats and how disappointed everyone would be when it would

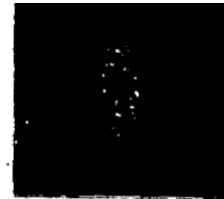
rain on Saturday and there would be no picture show. It only cost 10c to get in the show.

"Medicine Shows" came to town each summer. They would pitch their tent on the northwest corner of Main Street and would have entertainment. Between the acts they would sell bottles of medicine that was supposed to cure anything or everything. They would stay in town about a week.

There weren't any stock trucks in those days and when the farmers wanted to get their cattle and hogs to market, the neighbors would help drive the cattle into town to the stockyards which were located near the railroad tracks. When it was hogs going to market, the neighbors would bring their team and wagon and load the hogs. It was nothing to see as many as 12 or 13 wagons come into town loaded with hogs.

My father used to help milk cows at the dairy out on the road to the Care Center and sometimes I would help deliver the milk on foot in little milk buckets.

Many years later when I was living in California, I was secretary for a committee that organized a picnic for people from Dunlap in California. I got a call from Leo Christy who said he was the son of the man who ran the dairy. He said he remembered my father and he remembered me too when I would deliver the milk.





# Speeding Van Rams McCord Seed Store

The only item that wasn't broken on Dorothy McCord's desk at McCord Seed Store was the glass framed picture of her grandchildren.

"It looked like a war zone," said Dorothy reporting on her arrival at the Highway 30 business after a van had rammed through the side wall of the store at 11:20 p.m. Wednesday, July 14.

A van driven by Robert Wayne Bliss of Randolph, Iowa, and owned by passenger Pamela Noreen Covington of Apache Junction, Ariz., was rounding a curve northeast bound in Dunlap on U.S. 30, according to Harrison County Sheriff Merle Sass and Deputy Terry Baxter.

The driver lost control of the vehicle while traveling too fast to handle the curve. The vehicle veered into the southwest bound lane nearly missing an oncoming semi, then went back into the northeast bound lane up on the east curve, back onto U.S. 30, then veered toward its right, crossing McCord Seed Store driveway and striking the south wall of the store, causing an estimated \$10,000 damage to the office area, the report indicated.

Also in the car were three children, Jewell Payne of Randolph, 14; Summer Covington 12, and David Covington 3. All were taken to the Denison Hospital by the Dunlap Rescue Unit.

Bliss was charged with OWI, reckless driving, not wearing a seat belt, failure to

secure a child in a seat belt, and no driver's license. Magistrate Pitt set the bond at \$1,200 and Bliss is still in the Harrison County Jail.

The crash was heard by neighbors throughout the area. Three witnesses, including two drivers passing through, gave reports to the Sheriff.

The McCords were called at 11:30 p.m. and started the clean-up on Thursday.

"We thought we were lucky to escape the flood waters," said McCord, "and now this." But both he and Dorothy agreed that it was a lot easier to clean up broken glass and scattered debris than the mud-soaked damage of a flooded business or home.

A television set which was sitting just inside the corner of the office flew across the office about 35 feet, apparently striking the glass topped desks and shattering them. A typewriter was in pieces on the floor. Some piece of debris flew up and broke the front window.

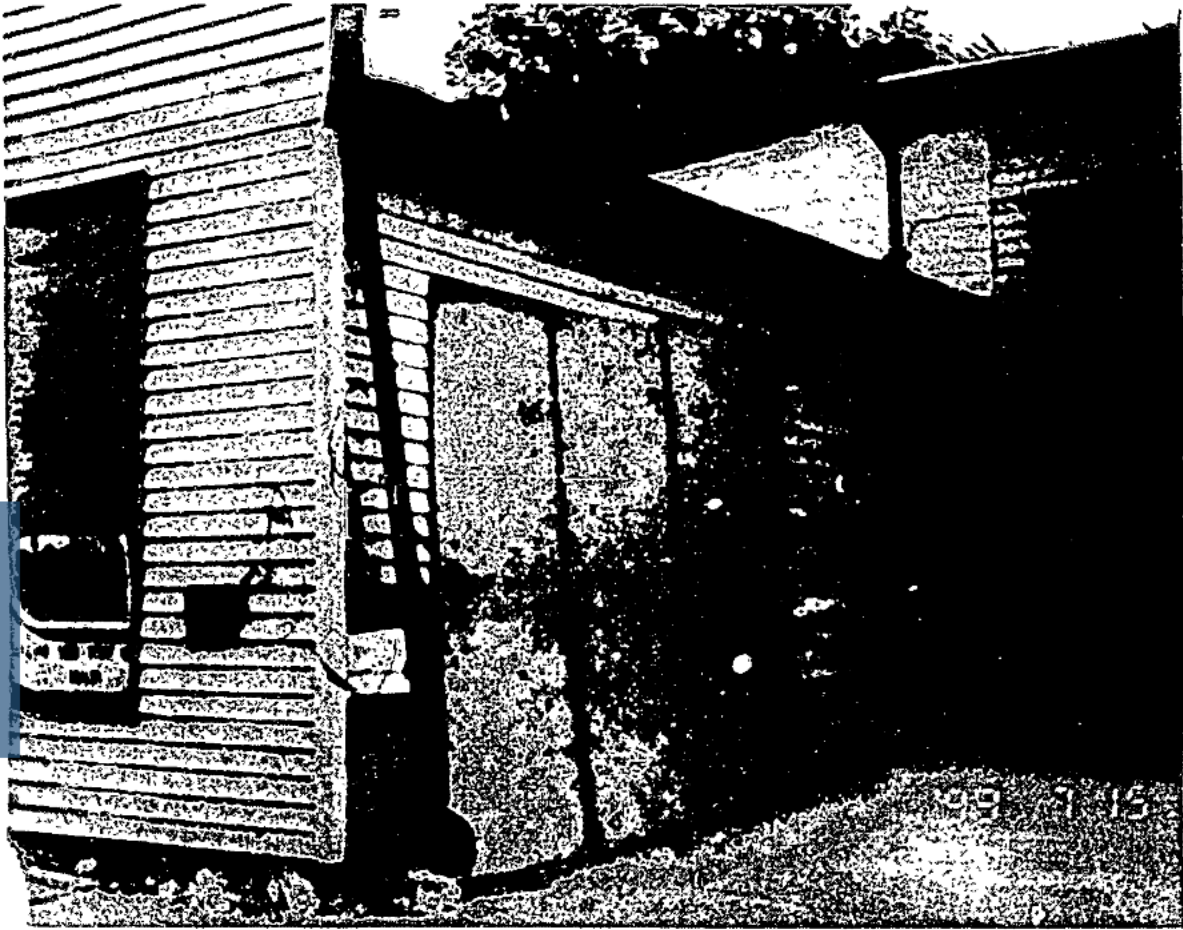
Fortunately, said McCord, records were not on a computer. "We considered it a few years back but were advised it wasn't worth the effort and our accounting system is by paper and pencil."

Dorothy speculated that she might change the position of her desk when the office is repaired since she would have been in the line of fire if she had been at work.



Ron McCord points out crack in front window created by flying debris in the midst of the wrecked front office of McCord Seed Store. (More pictures inside.)





Plywood covers the hole in the side of **McCord Seed** store where a van crashed into the building on Wednesday night, July 14.