



City of
Jonesville

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**NEWS RELEASE
CITY OF JONESVILLE**

FOR IMMEDIATE RELEASE

JONESVILLE IS “THE REAL DEAL”

After sifting through nearly 80 entries, the Downtown Development Authority (DDA) selected a new tagline that calls on Jonesville’s heritage as the home of the Deal Buggy Company and the Deal Automobile. Two different entrants suggested Jonesville be known as “The Real Deal.” The Jonesville City Council unanimously approved the DDA’s recommendation for the new tagline at their meeting on March 20th.

“We had many great entries and it made for a difficult decision,” said DDA Chair Don Toffolo. “We thought that the winning entry was clever and pithy. We liked that it incorporates a piece of Jonesville’s history.”

The creative slogan was submitted separately by two entrants, Paul Hosmer and Jeff Rowe. Each was the recipient of a prize of \$50 in Jonesville Bucks. The City will be featuring marketing materials using the new tagline soon.

Jacob J. Deal came to Jonesville in 1857 and opened a blacksmith shop. After selling the shop in 1865, he built two small buildings to build wagons and buggies. The company expanded to a large factory and evolved into J.J. Deal and Son, when George Varnum Deal was added as a partner in 1891. The new company began manufacturing “Autobuggies,” that developed into the Deal Automobile, which was manufactured into the early 1910s. Prior to his untimely death in 1908, George Deal served several terms as Village President and many years on the School Board.

There are two known Deal Automobiles that remain in the United States, including the vehicle that is parked in the front window of City Hall.

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