

The Power Ice Drill Idea

The conception of a power ice drill, for ice fishing, began in 1948 with a fellow Plymouth Wisconsin Fire Department member of Marvin Feldmann's, who loved to ice fish and could often outsmart the fish by getting his limit. This avid ice fisherman was a truck driver and delivered and picked up product from Lauson Engine Company in New Holstein, WI. (Lauson Company was later named Tecumseh Power Products.)

He had purchased an engine from Lauson Engine Company and endeavored to build a rig to cut through the lake ice with power. His efforts were met with failure but he knew Marvin Feldmann had started his small business and possessed good mechanical ability. He discussed his efforts and needed to build a powered ice cutting machine. Marvin agreed to give it a try. It did not end with a single effort as Marvin gave it many tries before he succeeded in developing a product that could cut through the ice, with engine power, in a reasonable fashion. Thus, the Jiffy Power Ice Drill came into being.

Improvements were made over the past 67 years for the Jiffy Ice Drill. These included a four-cycle gas and propane engine, lighter weight units, improved ice cutting technology, and major safety and handling upgrades. Good quality for satisfactory service and long life has continued over these many years to be a prime requisite for all products made by Feldmann Engineering. Winter fishing enthusiasts throughout the world recognize and enjoy the use as the best ice drill product in the marketplace, thus causing Jiffy to be the number ONE selling product. We Put the World on Ice!