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Guide to the Bobcat Company Records, 1940s-2009

NMAH.AC.1129

Alison L. Oswald, archivist

Processing of this collection was made possible, in part,
by a gift from the Bobcat Company of North America.

2008

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Bobcat Company Records
Date:	1940s-2009
Identifier:	NMAH.AC.1129
Creator:	Nelson, Scott (Donor) Bobcat Company
Extent:	24 Film reels 56 Cubic feet (128 boxes, 8 oversized folders) 10 Electronic discs (CD) 5 Electronic discs (DVD) 14 Videocassettes (BetacamSP) 38 Videocassettes (U-matic) 9 Videocassettes (VHS) 1 Videocassettes (Digital Betacam)
Language:	Collection is in English. Some materials in Arabic, Danish, Dutch, Finnish, French, German, Indonesian, Italian, Japanese, Norwegian, Portuguese, and Spanish.
Summary:	The Bobcat Company Records document a post-war invention process and American manufacturing system through the case study of a dynamic machine, the Bobcat skid-steer loader. The records focus primarily on Bobcat's products, marketing, and advertising through product literature, photographs, advertisements, posters, newsletters, and audiovisual materials.

Administrative Information

Acquisition Information

This collection was donated by Scott Nelson, President of the Bobcat Company of North America on June 23, 2008.

Separated Materials

The Division of Work and Industry holds one magnetic lifter, Accession 2007.0196.01-.02

Related Materials

These records complement many of the Archives Center's agricultural holdings such as the William C. Kost Farm Records (documenting a 20th century family-owned farm in Illinois); the Robinson-Via Family Papers (documenting daily farm life in Prince George's County, Maryland); the Everett Bickley Collection (documenting agricultural technology of bean sorting) and the Southern Agriculture Oral History Project Records (documenting the disappearing farm). These papers also complement the Archives Center's holdings of industrial equipment such as Caterpillar, Page Tractors, and B.B. Brown (documenting

tractor engines). Construction related papers include the Clyde Learned Papers (documenting a highway engineer); Lloyd F. Rader Papers (documenting civil engineering); the Leon Struck Photo Album (documenting road building) and many of our collections of civil engineering materials.

Processing Information

Processed by Alison L. Oswald, archivist, 2008.

Preferred Citation

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Appraisal

Archivists Alison Oswald and Craig Orr surveyed approximately 600 cubic feet of archival material at five locations in North Dakota: Record Keepers (Fargo), Bobcat Company Headquarters (West Fargo), factory and warehouse (Gwinner), and Flint Communications, (West Fargo). Of the 600 cubic feet, some materials were not offered for donation, and Oswald and Orr selected those materials that reflected the marketing story.

Biographical / Historical

The Bobcat Company Records document the evolution of the Bobcat skid-steer loader from a simple agricultural machine into a versatile and widely recognized tool. The Company's loaders, mini track loaders, and product attachments improved productivity in many industries such as shipping, landscaping, and construction. In 1958, approximately 20 loaders were built, and by the 1960s, the total number of units was in the few thousands. In the 1970s, 10,000 loaders were being manufactured a year. Today, Bobcat produces approximately 40,000 loaders a year and celebrated its 750,000th loader in 2008. Other companies, such as Caterpillar, Case, John Deere and New Holland all make loaders, but Bobcat dominates the market and its name is synonymous with the compact construction equipment industry. The records focus primarily on Bobcat's products, marketing, and advertising through product literature, photographs, advertisements, posters, newsletters, and audiovisual materials. The Bobcat Company is a story of individuals, simple ingenuity, independence, and innovation and improvement. The Kellers' problem of removing turkey manure from a barn was solved with a can-do, make-do ethos of the farm which spawned a global industry. The early roots of the Bobcat machine lie in the farming heritage of central Minnesota and the North Dakota plains with two blacksmith brothers, Louis (b. 1923-) and Cyril (b. 1922-) Keller. Out of farming necessity to make manual labor easier, a story of technology grew into a world-wide industry that would become known as the compact equipment industry and would be identified with the name Bobcat. In the fall of 1947, Louis Keller formed Keller Manufacturing (sometimes known as Keller Welding) in Rothsay, Minnesota, which provided a wide range of general repair services to customers, especially blacksmithing and welding services. In

1953, Cyril Keller joined his brother Louis as an equal partner in the business. The small family business noted that they "weld anything except a broken heart." In the summer of 1956, Eddie Velo, a local turkey farmer, approached the Kellers with the problem of cleaning manure out of his turkey barns after the turkeys had been taken to slaughter. Standard loader tractors could not be utilized because of their limited maneuverability, and they were too heavy to operate on the second story of a barn. Velo needed a tractor that could maneuver around the posts in his barn, move backwards and forward, and make sharp turns. The Kellers developed a drive system that was designed to provide the maneuverability required by Velo. A bucket was placed in the front, and a motor in the back. A third castor wheel was added to permit sharp turning. They employed a pulley-and-chain system to switch back and forth. They found that this system was too dangerous, and they abandoned it for a clutch system. The result was a system for "transmitting power from a power unit to propulsion wheels, drive shafts and the like, and in particular to a transmission system for self-propelled vehicles having independently rotatable propulsion or drive wheels."OF[1] A completed loader was delivered to Velo in fall 1957, but the Kellers continued to refine and test it. They manufactured six additional models on speculation and ultimately sold them to area poultry farms. To address the instability issues of having three wheels, they added a counter weight at the back. Additionally, they introduced attachments for the loader-snow blade, sweeper, a bucket, and a manure fork. The Kellers sought to mass-produce their loader. After pursuing various avenues, their uncle, Anton Christianson, a dealer with Melroe Manufacturing Company of Gwinner, North Dakota, introduced them to Melroe Manufacturing. Melroe Manufacturing Company was founded in 1947 by Edward Gideon "E.G." Melroe (d. 1955), a pioneer in agricultural technology. The Kellers were invited to bring their loader to the Melroe booth at the 1958 Minnesota State Fair, to determine the amount of interest in the loader. The interest was so great that Melroe decided to manufacture the loader. After the State Fair, an agreement was reached-Melroe would have exclusive manufacturing rights on a royalty basis. The Kellers would be employed by Melroe to further develop the loader. Access to the Melroe facilities allowed the Kellers' work to progress and be widely marketed. In the fall of 1958, Louis and Cyril Keller moved to Gwinner, North Dakota, to begin work. Louis worked on the manufacturing floor from 1958 to 1967 developing the loader, and Cyril worked from 1958 to 1980 as a salesman promoting and selling Melroe products and training dealers. Development of the first Melroe loader prototype (M60) began in November 1958 and was completed in early 1959. The prototype utilized the Keller patented drive design, which was used on various Melroe and later Bobcat models until 1982. The name "Bobcat" originated in 1962 with Lynn Bickett, of Gould, Brown and Bickett, a marketing agency in Minneapolis, Minnesota. Allegedly, Bickett found the word "bobcat" in the dictionary, and noted that it was a North American mammal that is "tough, quick, and agile." These traits perfectly described the Melroe loader to them, and the Bobcat slogan, "Tough, quick, and agile," was born. Officially designated the Bobcat Company in 2000, the company previously operated under the names: Melroe Manufacturing (1958-1969); Clark Equipment Company (1969-1995); and was also known as Ingersoll-Rand Company (1995-2007). In 1969, Clark Equipment Company of Buchanan, Michigan, acquired Melroe Manufacturing and pushed the Bobcat loader to even greater sales. Clark was a leader in forklifts, but adding the Bobcat product line expanded Clark's range and marketing potential. In 1995, Clark was acquired by Ingersoll-Rand (IR), a leading manufacturer of construction equipment and industrial machinery. IR wanted a strong brand name and the top market share that accompanied it, and Bobcat was just the thing. The IR Company provided Bobcat with a platform to focus on product innovation (front end attachments) and it encouraged global manufacturing and development. The Bobcat Company was acquired by Doosan Infracore International of South Korea in October 2007.

2 Louis Keller. Transmission system. US Patent 3,151,503, filed Dec. 1, 1958, and issued Oct. 6, 1964.

Scope and Contents

The records are divided into ten series which document a post-war invention process and American manufacturing system, through the case study of a dynamic machine, the Bobcat skid-steer loader. The records focus primarily on Bobcat's products, marketing, and advertising through product literature, photographs, advertisements, posters, newsletters, and audiovisual materials.

Series 1, Historical Background, 1965-2007 and undated, is divided into nine subseries: Subseries 1, Company Histories, 1965-1996 and undated; Subseries 2, Organizational Materials, 1970s-2003 and undated; Subseries

3, Factories/Plants, 1965-1996; Subseries 4, Union Materials, 1971, 2005-2007; Subseries 5, Kaizen Materials, 2003-2004 and undated; Subseries 6, Company Christmas Cards, 1965-1974 and undated; Subseries 7, Company Picnics, 1966-1979; Subseries 8, Awards, 1969-1988; and Subseries 9, Subject Files, 1963-1985.

Subseries 1, Company Histories, 1965-1998 and undated, consists of published and unpublished accounts of the early history of Melroe Manufacturing and its corporate evolution. Of note is the undated *A Modern Guide to North Dakota*. This guidebook is intended for "foreign" visitors (anyone from Minneapolis, Chicago, New York, St. Louis, Los Angeles, Seattle, Canada, South America, Europe, Asia or outside the city limits of Gwinner, North Dakota) and provides historical background as well as information on the many diverse and interesting aspects of North Dakota.

Subseries 2, Organizational Materials, 1970s-2003 and undated, consists of mission statements, codes of conduct, a corporate directory, organizational charts, and letterhead. The organizational chart, while marketing and sales specific, does provide an overview of the company's administrative functions.

Subseries 3, Factories/Plants, 1965-1996, includes information about each plant. Factories represented include Belcourt, Bismarck, Cooperstown, and Gwinner, North Dakota; and Fort Benton, Montana. The materials document each plant and consist of a range of formats from articles and clippings to birthday cards, highway maps, fact sheets, field trip schedules, histories of the plant, service awards, product literature, guides, press releases, and employee information.

The Belcourt Plant was home to Melroe Manufacturing's welding division. Dedicated in 1975 at the Turtle Mountain Indian Reservation (Chippewa Tribe), this plant was established to relieve the Bismarck Plant of a heavy workload in welding requirements. The plant closed in the 1980s.

The Fort Benton Plant manufactured thirty-two different models of chisel plows under Clark Equipment Company's Melroe Division for Ag Products. The Fort Benton Plant closed in 1982.

The Bismarck Plant served as Melroe Manufacturing's headquarters for the three Ag Product Plants: Bismarck, Benton, and Cooperstown. Opened in 1973, the Bismarck Plant made grain drills, the windrow pick-up combine attachment, the automatic reset plow and plow packers, and crop sprayer (the Spra-Coupe). The Bismarck Plant closed in 2009.

The Cooperstown Plant also manufactured Ag products such as grain augers, swathers, field sprayers, machinery trailers, raw crop harvesters, grain drill packers, steel buildings, and aluminum grain boxes. The best known products produced at this plant were the steel teeth for making hay stacks and the automatic reset moldboard plow. The plant also fabricated parts and components for the Bobcat skid-steer loader. Of note in the Cooperstown Plant materials are a black-and-white advertisement and programmatic brochures for Clark Equipment Company's 1975 International Teenage Exchange Program. Five teenagers from "Clark North America" were selected to live with Clark families in Argentina, Belgium, Brazil, France, or Germany. The Cooperstown Plant closed in 1977.

The Gwinner Plant remains open today and is the main manufacturing facility for Bobcat of North America. The Gwinner folder contains a high school paper title "Melroe" by Craig Allen Knudson, undated, and remarks given at a Dealer Advisory Council Meeting by Jim Strande about the "B Series" from the Engineering Department.

Subseries 4, Union Materials, 1971, 2005-2007, includes information about the United Steel Workers Local 560, the union that is currently in place at the Bobcat Company. Employees formally voted to unionize on April 2, 1970, under the Allied Industrial Workers (A.I.W.). In the early 1990s, the A.I.W. was becoming too small and could no longer provide the best financial backing or representation to Melroe employees, and therefore the employees decided to merge with the United Paperworkers International Union (U.P.I.U.). In 2005, the U.P.I.U. decided to merge with the delegates of the United Steel Workers of America and form the United Steelworkers (U.S.W.). Today, the Bobcat Company is represented by the U.S.W. in District 11 which includes Iowa, Kansas, Minnesota, Missouri, Montana, Nebraska, North Dakota and South Dakota. The materials in this subseries consist of United Steel Workers Local 560 handbooks and agreements as well as authorized announcements from the local union members and Bobcat management that were posted for employees to read. These announcements/fliers were placed in authorized areas at the factory in Gwinner. There is one grievance record from 1971 detailing the request that certain jobs be posted so personnel can bid for the position.

Subseries 5, Kaizen Materials, 2003-2004 and undated, contains materials related to the Kaizen process, which is a Japanese philosophy that focuses on continuous improvement throughout all aspects of life. When applied to the workplace, Kaizen activities continually improve all functions of a business, from manufacturing to management and from the chief operating officer to the assembly line workers. These materials include *An Introduction to the Bobcat Production System (BPS)*, undated, and a booklet that provides a road map to all Bobcat employees in utilizing "lean" concepts versus traditional mass production manufacturing. The BPS is intended to redesign production systems, machinery and labor to be as efficient as possible. Other documents include copies of power point slides and materials from a Kaizen workshop.

Subseries 6, Company Christmas Cards, 1965-1974 and undated, includes Christmas cards sent by the Bobcat Company as well as "mock-ups" of cards created by Flint Communications. The Bobcat Company purchased merchandise from companies that specialized in promotional and specialty gifts. Additional information from those companies is included in this subseries.

Subseries 7, Company Picnics, 1966-1979, contains information about the company's annual family picnic or "family feast" at Lisbon Park in Lisbon, North Dakota. The picnics typically included a program (musical entertainment), games for children, prizes, and a softball game. The documentation includes fliers announcing the picnic, tickets, and receipts and memos detailing the prizes available and the associated costs. Prizes included, but were not limited to, portable televisions, drills, binoculars, cookware, cameras, bicycles, camping equipment, vacuums, and clocks.

Subseries 8, Awards, 1969-1988, contains information about awards given to the Bobcat Company from external organizations as well as individual awards given by the company to its employees. The Export "E" Award is bestowed by the United States Department of Commerce. Awarded for success in boosting sales of American products abroad, Melroe Manufacturing won this honor in 1969 for its increased sales of farm implements and industrial equipment to Canadian and European markets. Material about the "E" Award includes newspaper clippings and articles, presentation remarks, and photographs. The United States Senate Productivity Award is administered through the United States Senate Commerce Committee. Each United States senator is allowed to select one winner every year. The program was established to encourage competitiveness in American industry and ensure its survival in the international marketplace through increased productivity. In 1984, Senator Mark Andrews (R) announced that the Melroe Division of Clark Equipment Company was a recipient of the Productivity Award. The file contains correspondence, newspaper clippings, black-and-white photographs of the presentation, a tour of the factory in Gwinner, North Dakota, and the medal itself. There are other files about awards that recognize employees: Employee Recognition Service Awards, Patents Awards Recognition Dinner, and the 1000 Club. These materials contain lists of awardees, award programs, invitations, and napkins.

Subseries 9, Subject Files, 1963-1985, captures a variety of documentation associated with the company's corporate structure such as testimonials from owners and users of Bobcat skid-steer loaders, the first invoice for the Bobcat skid-steer loader (1963), the celebration of the 100,000th Bobcat skid-steer loader being produced and the "Melroe Mission to Japan." In 1985, a cross-sectional group of Melroe employees were selected to tour Japanese manufacturing plants and examine new concepts in both manufacturing and engineering. The lessons learned from this valuable trip were implemented at Bobcat and ultimately manifested themselves in the Kaizen materials. See Series 1, Subseries 4. The report, *Bobcat Reports: The Melroe Mission to Japan* contains employee observations about the trip, insights into similarities and difference between Japanese plants and Melroe plants; life style differences; and what it meant individually to the employee.

Series 2, Clark Equipment Company, 1965-1994, contains documentation about the Clark Equipment Company, one of the largest producers of material handling equipment. There are three subseries: Subseries 1, Company Histories, 1965-1978, (not inclusive); Subseries 2, Annual Reports, 1974-1994 (not inclusive); and Subseries 3, Employee Information, undated. The histories consist of typescript documents that were used for various presentations as well as a printed history, "Growing Up with Clark," *Clark Magazine*, spring 1978, by Steve Lokker. The employee information contains an employee handbook titled "Your Circle of Security" detailing total compensation of pay, benefits, and career opportunities at Clark, and a *Guide to Maintaining Non-Union Status and Combating Union Organizational Attempts*, undated. The annual reports, 1974-1994, also include information about quarterly report and annual meeting summaries.

Series 3, Newsletters, 1965-2009, consists of published newsletters for both internal and external distribution. Arranged alphabetically by title, the newsletters represent a variety of Bobcat Company news items aimed at specific audiences such as current employees, former employees (alumni), dealers, prospective customers, and the industry. For example, *Bobcat Briefs*, a monthly publication, contains information for and about Melroe Manufacturing Company employees. *The Summit* (Bobcat Sales Masters) a monthly newsletter designed for salesmen at varying levels, allowed them to stay up-to-date on their progress in the Sales Masters Program. It was created to recognize the achievements of retail salesmen. Additional newsletters targeted at salesmen/dealers include the *Bobcat's Pajamas*, *Feller Buncher Toppers*, *Melroe Scoop*, *Winners Circle*, *Territory Tales* and *Worksaver*. *Worksaver* is published four times a year and sent directly to a dealer's mailing list of customers and prospects. *Worksaver* is part of the Bobcat Company's co-op advertising program, with the single most important feature being the ability to target the Bobcat sales message. Newsletters aimed at employees include *Bobcat Briefs*, *Bobcat Messages*, *Melroe Pick-up*, *Clark Pick-up*, *Melroe and Messages*. The only newsletter not represented in this series is the *Sprague Coupe Reporter*. See series 8 for this newsletter.

Series 4, Photographs, Negatives, Slides and Transparencies, 1960-2003 and undated, contains photographs, negatives, slides, and transparencies. The materials are arranged in alphabetical order following the original filing scheme created by the Bobcat Company. The only exception to this order is "Products" which are filed numerically by model number. For example, the B300 (Loader Backhoe), 2005, is filed before the 310 (Skid Steer Loader), 1977. Each model is identified parenthetically. The bulk of the materials consists of photographs, both black-and-white and color prints documenting the company's activities. They were created and assembled by Ernie Feland, the company's photographer for 37 years.

The images document almost every aspect of the company and its culture. Included are: products, employees, company picnics and outings, factory activities, trade shows, and dealerships. Well documented are the various company outings and activities that involved dealers and vendors. Elaborate theme-based activities were created for the dealers/vendors which were the highlight of the year. The company fostered a "family friendly" atmosphere and this is evident in the images. Many of the photographs documenting company products show the product in use in various industries and with various attachments. For example, there are photographs of skid-steer loaders removing snow, moving fertilizer, drilling holes, and hauling dirt.

Series 5, Dealer Materials, 1964-2003, documents the valuable connection between the customer, dealer, and the company. Dealers are an important part of the Bobcat success story. This series is further divided into eight subseries: Subseries 1, Dealer Advisory Council Meetings, 1967-1996; Subseries 2, Sales Meetings, 1964-1999; Subseries 3, District Manager Meetings, 1971-1990; Subseries 4, Conferences, 1973, 1974, 1993; and Subseries 5, Specific Dealers, 1978, 1979, 2003; Subseries 6, Dealer Advertising and Sales Promotion Kits, 1967-1996; Subseries 7, Co-op Advertising Materials for Dealers, 1979-1982; and Subseries 8, Subject Files, 1965-2003.

Subseries 1, Dealer Advisory Council Meetings, 1967-1996, documents Dealer Advisory Council (DAC) activities and meetings. The first DAC was held in 1965 at the Ash Forks Camp on Lake of the Woods, Canada. Dealers competed in a sales contest prior to the meeting to determine which twelve of them would attend. Over the years the roster of dealers attending grew, and those chosen to serve on the council had an outstanding sales record. The company sought these dealers' advice on all aspects of Bobcat marketing, engineering and manufacturing, and both dealers and company management were encouraged to share their ideas and experiences. It is through a strong dealership system that the company sells its products and many times, it was a solid demonstration that sold the product. Dealers frequently were invited to the Bobcat Boot Camp in Lisbon, North Dakota, where they spent one week training on various Bobcat Company products as well as competitors' products.

To this day, dealers meet annually in different locations throughout the United States with particular emphasis on North Dakota, Minnesota, Idaho, Wisconsin, and parts of Canada. The meetings were well planned and followed a structure with receptions, orientations, dinners, plant tours, presentations, group discussions, and award presentations.

These records provide insight into the relationship between the company and its dealers with dealer distributor materials such as the dealer kits. The photographs in Series 4 document this aspect of the company well. Among one of the boot camp's first trainers was none other than inventor Cyril Keller.

The materials are arranged chronologically by meeting date and contain correspondence, agendas, memos, lists of dealers (in some instances with profiles), certificates (recognizing outstanding sales achievement), invitations, licenses for fishing, invoices for airline tickets, presentation scripts, photographs (the majority document fishing and hunting trips), and brochures. Many of the meetings also had programs for "ladies" since many of the dealer's wives accompanied them.

Subseries 2, Sales Meetings, 1964-1999, documents the annual gathering of all Bobcat dealers. Unlike the DAC Meetings, the annual sales meetings were larger in scale and had more programmatic functions. Meetings were held in a variety of locations throughout the United States, and almost all of the meetings were held either in January or February. The meetings are arranged chronologically and contain the location of the meeting if known. There is unevenness to the type and amount of documentation for each meeting. Many files include agendas, memos, correspondence, name tags, meeting programs, banquet programs, and presentation remarks. Some meetings contained more unusual materials. The 1974 Kona, Hawaii Meeting had a "Clark Money Tree Mid-Term Quiz" designed for dealers and dealer salesmen as a means of testing their knowledge of the Clark Retail Finance programs. The quiz was graded, and if the individual passed, a doctor of finance was issued along with a cash prize. Additionally, an audio disc from the 1974 Kona, Hawaii Meeting, *Swing and Sway The Bobcat Way with Bobcat-The One and Only and Cattin Around* was intended for use by dealers for a wide variety of promotional and selling situations: background music for radio and TV commercials, local fairs, exhibits, and conventions.

Subseries 3, District Manager Meetings, 1971-1990, consists of documentation for district managers' meetings which dealt with the "how" of demonstrating, advertising, financing, and servicing and the "why" of compact size, maneuverability, all-wheel drive, visibility, time, and labor for Bobcat products. These meetings appear to have been held in conjunction with the annual sales meeting.

Subseries 4, Conferences, 1973, 1974, 1993, includes speeches, photographs, agendas, invoices, memos, programs, and notes. The bulk of the materials consists of Clark Executive Conference materials from 1973.

Subseries 5, Specific Dealers, 1978, 1979, 2003, contains files for specific Bobcat dealers in the United States. The files are arranged alphabetically by dealership name and include advertisements, announcements, correspondence, and other branded materials with the Bobcat logo.

Subseries 6, Dealer Advertising and Sales Promotion Kits, 1967-1996, consists of folders filled with a memo or letter to the dealer, dealer lists, newsletters, logo types, line drawings, price lists, brochures, product information sheets, specifications, and posters designed to assist dealers in promoting a certain product, campaign, or sale. Reg Stansfield served as the dealer development manager (regional, European and worldwide) from 1978 to 1988. It's clear that the company was interested in measuring performance, seeking room for improvement, and knowing about problems. Stansfield had a great interest in training and in helping salesmen avoid making unnecessary mistakes. He created "Sales Success Strategy" cards with sales tips which were included in the dealer promotion kits. These tips were part of the "Melroe Success Formula," which was to promote, demonstrate, sell, and support. Arranged chronologically, these kits provide valuable information on what the company was sending its dealers and the accompanying instructions. The kits also provide a comprehensive overview of the types of industries using Bobcat products, such as colleges, cemeteries, landscapers, stockyards, rendering, and the poultry industry.

Subseries 7, Co-op Advertising Materials for Dealers, 1979-1982, includes materials that were assembled into binders and were distributed to dealers as a way to assist them in promoting and advertising Bobcat products. The binders were organized into categories: direct mail, newspaper, radio, television, Yellow Pages, specialties, signs and displays, and fairs and shows.

Subseries 8, Subject Files, 1965-2003, are arranged alphabetically by topic. These files include topics such as dealer financial profiles, golf tournaments, review guidelines, motivational concepts, sales specialist's guides, website programs, and Y2K compliancy. The dealer-initiated materials include examples of specific materials developed by dealers for promoting Bobcat products and sales. For example, the J.S. Equipment Company of Sacramento, California, developed a *Bobcat Bulletin* and the K.C. Bobcat of Kansas City, Missouri, developed a mailer card touting their Bobcat Center with equipment and accessories. Proper use of the Bobcat brand name adds value, helps develop customer loyalty and presents a consistent identity. Spelled out in a brochure of *Brand Identity and Standards for Bobcat Dealers* are the four trade name categories used by dealers: "Bobcat of (location);" "Bobcat

(Name);" "(Name) Bobcat;" and "An Independent Trade Name." Additionally, it details unacceptable uses of the Bobcat trademark logo and the associated color standards.

The Melroe Annual Sands Hill One Invitational Engolfment (MASHIE) files chronicle the establishment of an annual golf tournament designed for the company (Melroe) and its dealers to get to know each other better and have fun while doing it. The golf tournament included visits to the factory and offices as well as an awards dinner.

The motivational concepts file contains a variety of notes and lists detailing motivational concepts for dealers. There is an untitled poem about Christmas, Santa, and a Bobcat as well as a 1977 planning session document from Flint Advertising. The Y2K compliancy materials consist of memos, correspondence, spreadsheets, and questionnaires for dealers about their computer compliancy for the year 2000.

Series 6, Marketing and Promotional Materials, 1954-2007, are divided into ten subseries: Subseries 1, Correspondence of Ferd Froeschle, 1974-1976, 1990; Subseries 2, Budget/Finances, 1961-2000 (not inclusive); Subseries 3, Advertisements, 1964-2001; Subseries 4, Artwork/Storyboards, undated; Subseries 5, Advertising Proof Books, 1954-1993; Subseries 6, Surveys/Profiles, 1977, 1979, 1990-1991; Subseries 7, Promotional Ideas/Retail Sales, 1970s-2007; Subseries 8, Sales Campaigns and Programs, 1972-2001; Subseries 9, Contests, 1965-1999, undated; and Subseries 10, Posters, 1977-2005, undated.

Almost all of the promotional pieces were created by Flint Communications of Fargo, North Dakota, under the direction of the Bobcat Advertising/Marketing Department. Flint was established in 1946, by Harold Flint. Today, Flint consists of a network of six companies, known as the Flint Group, serving a diverse list of businesses, industries, government entities, and not-for-profit clients. The Flint Group includes Flint Communications, Fargo, North Dakota; HatlingFlint, St. Cloud, Minnesota; SimmonsFlint, Grand Forks, North Dakota; WestmorelandFlint, Duluth, Minnesota; AadlandFlint, Anchorage, Alaska; and Flint Interactive, an online services firm with staff in multiple locations. In some instances the marketing and promotional pieces have a Knight Printing Company tag affixed to them. This tag provided critical information to both Flint and the Bobcat Company for reordering purposes and dating. For example KN-500-397-#650152-F translated means Knight Printing Company-quantity 500-March 1997-Bobcat Company job number, and the F equals Flint.

The marketing and promotional materials were intended for dealers in the Bobcat dealership network. Many of these pieces were distributed through targeted promotional programs which were designed to maintain regular contact with all existing users, to foster rental customers, and generate new inquiries. The promotional pieces consisted of giveaways, sponsorships, machine displays on dealership frontage, special displays at shopping centers, casual machine displays at stockyards and auctions, presentations and lectures to associations and colleges, group demonstrations, and highway billboards. The promotional methods included permanent advertisements, building and truck designs, ads in newspapers, local television and radio spots, envelope stuffers and stickers for correspondence, fairs, shows, and customer service schools, open houses at dealerships, handouts for salesmen and mechanics, and special telephone canvassing campaigns. These methods maximized the "Worksaver" Program.

Basic markets for the Bobcat include agriculture, agri-business (feed, fertilizer, grain elevators, meat packing), construction (excavating, landscaping, paving, utility, sewer, roofing, concrete, sand and gravel, snow removal, asphalt, and brick), industry (foundries, glass, steel mills, chemicals, coal and coke, lumber, papers, smelters and refiners, castings), forestry, rental yards, and miscellaneous (garbage, rubbish removal, waste paper, nurseries).

Subseries 1, Correspondence of Ferd Froeschle, 1974-1976, 1990, contains correspondence of Ferd Froeschle, the advertising manager and public relations director at Melroe Manufacturing from 1964 to 1981.

Subseries 2, Budget/Finances, 1961-2000 (not inclusive), includes budgets, price lists, advertising schedules (with proposed ad expenditures). There are monthly budget spreadsheets with actuals, budget, and variation for media, production, printing, film and photo, travel, conventions, co-op advertising, sales aids, and miscellaneous.

Subseries 3, Advertisements, 1964-2001, documents advertisements (both color and black and white), color proofs (used to evaluate the ads' final appearance), some examples of the four-color process-a printing process that combines different amounts of the four colors red, yellow, blue and black, copies and/or originals torn from trade and industry magazines. The advertisements are arranged chronologically and then alphabetically by language. There

is some clip art with Bobcat Company logos and an advertising manual for the international market. The manual was intended to help dealers prepare their own advertising.

Subseries 4, Artwork/Storyboards, undated, include artwork-the visual components of many advertisements-with and without typeset text for a variety of Bobcat Company products. Many are black and color ink on tracing paper or a transparency such as a photographic image on clear plastic. Also included is documentation on the development of the Bobcat Company logo and storyboards for the Bobcat of Futureville with plans on how to set-up/lay out a Bobcat dealership.

Subseries 5, Advertising Proof Books, 1954-1993, consists of advertisements that were placed in newspapers or various industrial, construction, and farming publications. The proofs are arranged chronologically and then alphabetically by product or the industry in which the product was used; for example, agriculture, construction, forestry, industry, and rental. In some instances, the alphabetical heading is further refined such as construction (regional) versus construction (national). This distinction was drawn to distinguish the type of advertisement and where it would appear. Advertisements appeared in publications such as *The Dakota Farmer*, *Montana Farmer- Stockman*, *The Farmer*, *Canadian Machinery and Metalworking*, and *Heavy Construction News*.

Subseries 6, Surveys/Profiles for Skid-Steer Loaders, 1977, 1979, 1990-1991, contains survey and summaries from research services that conducted interviews and analysis for the company on the use of skid-steer loaders. The testimonials contained within this section are from employees at Central Bi-Products, (a meat processing facility) in Long Prairie, Minnesota.

Subseries 7, Promotional Ideas/Retail Sales, 1972-2001, include pamphlets, brochures, point-of-purchase ads, stickers, calendars, and greeting cards (Christmas, birthday, and Thanksgiving).

Subseries 9, Contests, 1965-1999 and undated, contains documentation illuminating the company's many and varied contests. Held company-wide and worldwide, the contests were intended for dealers to promote the sale of new products. Incentives included cash, prizes, or attachments for various Bobcat skid-steer loaders. The Let's Do It! contest and campaign of 1972-1973, was a competition for all employees to think more about their productivity efforts. Employees competed quarterly for corporate awards which were given to divisions and plants with the best nine month performance. Employees were judged on return on investment, inventory control, sales volume, and forecasting while the plants were judged on productivity improvement and inventory control.

Subseries 10, Posters, 1977-2005 and undated, consists of posters created by the company for dealers to use in conjunction with various campaigns, programs, and contests.

Series 7, Product Information, 1967-2008, contains brochures, specification sheets, and catalogs detailing the various products offered for sale by the Bobcat Company. Melroe product history file consists of histories of Melroe Ag products, memorable dates in the Melroe company history and speeches about Melroe Manufacturing.

Series 8, Melroe Ag Products/Spra-Coupe Materials, 1972-1998, is divided into two subseries: Subseries 1, Melroe Ag Products Division, 1973-1983 and Subseries 2, Spra-Coupe, 1972-1998, undated. Melroe Ag Products was a division of Melroe Manufacturing which specialized in farm equipment. The products included reset plows, multi-weeders, rock pickers, chisel plows, grain drills, harroweeders, windrow pick-ups and the Spra-Coupe. The Spra-Coupe materials consist primarily of advertisements, product information, and promotional materials. The Spra-Coupe was first built in 1963 by John D. Kirschmann and brought to market in 1965. In the spring of 1972, Melroe Manufacturing acquired the Spra-Coupe, which was designed to apply chemicals using a self-propelled sprayer. The Spra-Coupe was sold primarily to custom operators and was used to replace the airplane as a means of applying liquid spray.

Series 9, Press Related Materials, 1969-2005, is arranged chronologically and divided into four subseries: Subseries 1, Press Clippings, 1969-2005; Subseries 2, Scrapbook of clippings, 1977-1978; Subseries 3, Press Releases, 1972-1999, undated; Subseries 4, Press Conferences, 1978, 1989, 1994; and Subseries 4, Articles, 1967, 1979, 1993. The press releases were used by the company as "organizational announcements" and were released internally to announce promotions, new positions, scholarship recipients, and service awards. In some instances there are black-and-white photographs found in this series as well as "special" releases from 1972-1974 containing

correspondence with television stations and industry specific publications such as the *Montana Farmer- Stockman* and *Fertilizer Solutions*.

Series 10, Audiovisual Materials, 1963-2007, is divided into seven subseries: Subseries 1, Corporate documentation, circa 1960s-2007, undated; Subseries 2, Promotional, 1967-2007, undated; Subseries 3, Sales, 1963-2003, undated; Subseries 4, Safety/training, circa 1970s-1983, undated; Subseries 5, Commercials, 2004, undated; Subseries 6, Spra-Coupe, 1988-1993, undated; and Subseries 7, Supplemental documentation, 1974-1975, 1983, undated.

Of note are the commercial films made by William Snyder. Snyder was born and raised in North Dakota, and after working in Hollywood, California, for Technicolor he returned to Fargo to form Bill Snyder Films, Inc. Most of Snyder's output was 16 mm film format in color and black-and-white for industrial programs produced by corporate entities and non-profit groups. Snyder supplemented this work by producing television commercials and commercial movies for industry, including Melroe Manufacturing. Melroe hired Snyder in the early 1960s to make a "short" demonstrating the company's skid-steer loader. Eventually more movies were made: *The Story of the Bobcat Kid*, *Bobcat a Go-Go*, and *Farm Boy at Heart*. The movies provide an insight into the marketing strategy of a small company looking for a new and creative marketing effort called the "info-mercial." Aired on local television in the five-state area (Minnesota, South Dakota, Montana, and Wyoming) and using Melroe employees, these movies boosted sales for the company.

Subseries 1, Corporate documentation, circa 1960s-2007 and undated, contains footage of corporate events (primarily National Dealer Meetings), the manufacturing process in the two North Dakota factories, employees at work, and other company-related moving images.

Subseries 2, Promotional, 1967-2007 and undated, consists of films that promote various models of Bobcats and attachments to consumers and dealers. Many films highlight the features, capabilities, and different uses of specific models and associated attachments. CD-ROMs were probably given to potential customers based on their interest in Bobcat products or could have been used in dealerships for customers to access the same information.

Subseries 3, Sales, 1963-2003 and undated, documents the material shown to salesmen and dealers of Bobcats for sales purposes. Methods for improving sales, techniques for selling against competitors' machines, and detailed information about Bobcats' capabilities and features are highlighted to educate salesmen on the products. Numerous motivational and instructional videos were made with Reg Stansfield, Regional Sales Manager, offering strategies to improve sales and increase productivity. Some films in this subseries may have been shown to customers.

Subseries 4, Safety/training, circa 1970s-1983 and undated, documents education of the safe operation of Bobcat machines.

Subseries 5, Commercials, 2004 and undated, contains tapes of thirty second television commercials promoting Bobcat skid-steer loaders.

Subseries 6, Spra-Coupe, 1988-1993 and undated, consists of material relating to the Melroe Spra-Coupe and its electrostatic spraying process. Customer testimonials, descriptions of the use of the machine, and the features and capabilities of the Spra-Coupe are included.

Subseries 7, Supplemental documentation, 1974-1975, 1983, and undated, consists of brochures, scripts, and descriptions for some of the audio visual materials.

Arrangement

Collection is arranged into ten series.

Series 1, Historical Background, 1965-2007

Subseries 1.1, Company Histories, 1965-1998 and undated

Subseries 1.2, Organizational Materials, 1970s-2007 and undated

Subseries 1.3, Factories/Plants, 1965-1996; 2007

Subseries 1.4, Union Materials, 1971, 2005-2007

Subseries 1.5, Kaizen Materials, 2003-2004 and undated

Subseries 1.6, Company Christmas Cards, 1965-1974 and undated

Subseries 1.7, Company Picnics, 1966-1979

Subseries 1.8, Awards, 1969-1988

Subseries 1.9, Subject Files, 1963-1985

Series 2, Clark Equipment Company, 1965-1994 and undated

Subseries 2.1, Company Histories, 1965-1978

Subseries 2.2, Annual Reports, 1974-1994

Subseries 2.3, Employee Information and undated

Series 3, Newsletters, 1965-2009 and undated

Subseries 3.1, *Bobcat Alumni Newsletter*, 1984 fall; 1987 spring

Subseries 3.2, *Bobcat Brief*, 1985-1993

Subseries 3.3, *Bob Cat's Pajamas*, 1965-2008

Subseries 3.4, *Bobcat Messages*, 2000

Subseries 3.5, *Bobcat System*, 1993

Subseries 3.6, *Clark Pickup*, 1975-1976

Subseries 3.7, *Feller Buncher Toppers*, 1984-1985

Subseries 3.8, *Melroe Farm Reporter*, 1973-1977

Subseries 3.9, *Melroe Messages*, 1987-1996, 1999

Subseries 3.10, *Melroe Pickup*, 1969-1975

Subseries 3.11, *Melroe Scoop*, 1970

Subseries 3.12, *Newsloader*, 1979-1982 and undated

Subseries 3.13, *Scoop*, 1991

Subseries 3.14, *The Summit*, 1990-1992

Subseries 3.15, *Territory Tales*, 1974-2002

Subseries 3.16, *The Winner's Circle*, 1983-1989

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Series 7, Product Information, 1967-2008

Series 8, Melroe Ag Division/Spra-Coupe Materials, 1972-1998

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Subseries 10.5, Commercials, 2004 and undated

Subseries 10.6, Spra-Coupe, 1988-1993 and undated

Subseries 10.7, Supplemental documentation, 1974-1975 and undated

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

Construction equipment
Construction industry

Types of Materials:

Advertisements -- 20th century
Awards
Christmas cards
Compact discs
DVDs
Greeting cards
Invitations
Newsletters -- 20th century
Photographs -- 20th century
Placemats
Posters -- 20th century
Stickers
Tickets
Videocassettes

Places:

Gwinner (North Dakota)
West Fargo (North Dakota)

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Box 111	BobCARE reduzca el tiempo period! (Decal), undated Notes: 14 ½" x 15"
Box 111	Clark Celfor Tool Company, 1903-1978, 1978 Notes: 12 ½" x 17"
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Box 111	A backup safety system the seat bar, 1981 Notes: 16 ¾" x 22"
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Box 111	ExpoCat, 1985 Notes: 17" x 22"
Box 111	Bobcat Feller Buncher demonstration, undated Notes: 6" x 22 ½"
Box 111	Attention all 1080-B Feller Buncher dealers slice a \$3000 rebate, 1985 Notes: 14" x 22"
Box 111	More Melroe Money Mayhem, 1983 Notes: 8 ¼" x 19 ½"
Box 111, Folder 6	Super New 1080 Feller Buncher, undated Notes: 11" x 17"
Box 111	Bobcat ahead of its time...to keep you ahead of your work (400 series), undated Notes: 17" x 22"
Box 111	The side-by-side decider (620 and 700), undated Notes: 17" x 22"
Box 111	See the Bobcat Feller Buncher in action, undated Notes: 17" x 22"
Box 111	Red River Valley Fair. Here's a fair deal for all Melroe employees and families, 1977 Notes: 17 x 22
Box 111	Freitags fortunes! Discover extra cash!, 1989

	Notes: 8 ½ x 22
Box 111	Ya'll come! Bobcat family picnic, 1978 Notes: 11 x 17
Box 111	Ask you to try something? You bet! Hire a top-hand through our Bobcat rental plan, undated Notes: 12 ¼" x 23 ½"
Box 111	\$25,000 awarded in spectator prizes. Rough rider charity golf tourney, 1980 Notes: 14" x 17"
Box 111, Folder 7	Bobcat's Best Part, undated Notes: 14 ¼" x 22"
Box 111	Bobcat exciting new concept for safety and comfort, the seat bar, undated Notes: 17" x 24"
Box 111	Melroe lightens up its finance rate with a 10.75% annual percentage rate, 1982 Notes: 16 ¾" x 21 ¼"
Box 111	Clark credit working together with the customer to solve material handling needs, undated Notes: 14" x 21 ¼"
Box 111	Remember to keep your Bobcat working like new. Be parts and service smart, undated Notes: 16 ¾" x 22"
Box 111	The back-up safety system, the seat bar, undated Notes: 16 ¾" x 22"
Box 111	More Melroe Magic for Bobcat Dealer Salesmen Only. Bobcat Sweepstakes, 1981 Notes: 17 ½" x 23"
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Box 111	A two-year warranty proof our parts make our pickup better, undated Notes: 18" x 22 ½"
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Box 111	Auction Col. Weber's fall equipment sale, 1975 Notes: 17" x 25"
Box 111	Experience the Bobcat Advantage! Bobcat Advantage Contest, 1999 Notes: 22" x 28"
Box 111	Melroe Bobcat loader filter chart, undated Notes: 24" x 26"
Box 111	Melroe Ag products announces the don't delay buy today!, 1980-1981 Notes: 22" x 28"
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Box 110	Bobcat 50 Years Unleashed, 2007 Notes: 12" x 36"
Box 110	All new 400 series Bobcat models, undated Notes: 11" x 34 ¼"

Box 110	Bobcat feller Buncher financing 13 ½% A.P.R. with Clark Equipment Credit Corporation, undated Notes: 11" x 34"
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Map-folder 3	Tickle Your Articulated Heart, 1984 Notes: 22" x 28"
Map-folder 3	Melroe Bobcat Clark credit brainstorming bargains, 1985 Notes: 14 ¾" x 34 ½"
Map-folder 3	Bobcat 1080-B Feller Buncher, undated Notes: 20" x 28"
Map-folder 3	Toy Bobcat Models. A Great Christmas Gift Idea!, undated Notes: 22" x 28"
Map-folder 3	Melroe offers you 880 more reasons to own a new 440 Bobcat, 1985 Notes: 22" x 28"
Map-folder 3	Make Heat Waves with Mama in Bahamas 1978 Bobcat International Sales Contest, 1978 Notes: 22" x 28 ¾"
Map-folder 3	Free Bucket, 1985 Notes: 22" x 28"
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Map-folder 4	BobCheck The Inspection is Free...The Information is Priceless
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Map-folder 4	K-Series, 2006 Notes: 22" x 28"
Map-folder 4	Any similarities to the original are purely intentional. Ask about Bobcat die-cast and radio-controlled models, undated Notes: 22" x 28"
Map-folder 4	Protect your engine and the environment. Bobcat PG Antifreeze/Coolant, undated Notes: 22" x 28"
Map-folder 4	Farm-Construction-Industry. Low Cost Efficiency, undated Notes: 23 ½" x 35"
Map-folder 4	40 bobcat (in Japanese), 1958-1998, 1998 Notes: 22" x 28"
Map-folder 4	De todos o primeiro. Continuamente, de todos o melhor! 40 Bobcat (in Spanish), 1958-1998, 1998 Notes: 22" x 28"

Map-folder 4	Honor begets honor; trust begets trust; faith begets faith, and hope is the mainspring of life. Bobcat One Tough Animal, 2001 Notes: 22" x 28"
Map-folder 5	Our brand fits your brand! Attachment Plus, 2001 Notes: 22" x 28"
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Map-folder 5	Earn 25,000 American Airlines AAdvantage miles by leasing Bobcat equipment, 2004 Notes: 22" x 34"
Map-folder 5	Bobcat Worksaver. Be Your Own Boss, 2004 Notes: 22" x 28"
Map-folder 5	Ahora...El Cargador Articulado Bobcat 2000, undated Notes: 21 1/2" x 30"
Map-folder 5	Animal Instinct and Innovation 50 Years Unleashed, 2007 Notes: 22" x 28"
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Map-folder 5	The inspection is free. The information is priceless. BobCheck., undated Notes: 22" x 28"
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Map-folder 5	Turn your demolition work into a smashing success!, 2001 Notes: 22" x 28"
Map-folder 5	Advantage Bobcat de implementos (in Spanish), 1999 Notes: 22" x 28"
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Map-folder 6	Farmyards, fence lines and feedlots. On three acres or three thousand, Bobcat equipment has hundreds of uses., 2004 Notes: 22" x 28"
Map-folder 6	Breaker! Breaker! Cash back plus free CB radios! Purchase a 1985 or 1986 model Spra-Coupe, 1986-1987 Notes: 21" x 34"
Map-folder 6	There's never been a better time to buy super valve scale., 2001 Notes: 22" x 28"
Map-folder 6	Introducing the longer, stronger, and faster bobcat 963 skid-steer loader. More muscle!, 1998 Notes: 22 ½" x 28"
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Map-folder 6	Sketch for Orlando, Florida, sales meeting, 1979? Notes: 22" x 34"
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Map-folder 7	Semua yang anda butuhkan untuk mesin yang diberikan pelumas dengan baik. (in Indonesian), undated Notes: 22" x 28"
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Map-folder 7	Translation: Investing in your capital to a job without spending your budget., undated Notes: 22" x 28"

Map-folder 7	Ban-ban alat-alat berat yang diaku oleh Melroe. (in Indonesian and Japanese), undated Notes: 22" x 28"
Map-folder 7	Kesamaan-kesamaan cirri dengan produk asli adalah memang disengaja (in Indonesian and Japanese), undated Notes: 22" x 28"
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Map-folder 8	Give inflation the one-two knock-out punch, two-fisted finance fighters, 1983 Notes: 22" x 28"
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Map-folder 8	4 x 4 any time you need it. The Bobcat 2200 4x4 utility vehicle, undated Notes: 22" x 28"
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Series 9: Press Related Materials, 1969-2005

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Box 105, Folder 1 2003 November and December

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Series 10: Audiovisual Materials, circa 1960s-2007, undated

Subseries 10.1: Corporate documentation, circa 1960s-2007, undated

Melroe History (circa 1960s)

Notes: ¾ inch U-Matic

A compilation of silent films transferred to U-Matic.

1. Let's Do It!: shows employees and a flag emblazoned with the slogan.
2. Factory employees: shows employees at work in a Bobcat factory.
3. M400 Bobcat: shows this model moving dirt.
4. Factory employees: shows employees at work in a Bobcat factory.
5. Aerial view of Gwinner, North Dakota
6. Factory and office: shows employees at work in a Bobcat factory and the office staff at Melroe.
7. Melroe Trucks: shows trucks carrying Bobcats from the factory and on the highway.
8. 970 Engine and Webb: shows an engine and an engineer.
9. Office people; Engineer draft shots: shows engineers at drafting table at work.
10. Factory: shows employees at work in a Bobcat factory.
11. [North Dakota] Governor [William L.] Guy, airport, old taxi and E-Award

Box 123

OV 1129.25

Box 128

RDVD 1129.25

Melroe Bobcat History Tape #1 (circa 1970s)

Notes: ¾ inch U-Matic, 63 minutes

A compilation of silent films transferred to U-matic.

1. Melroe People (office): shows Melroe employees at work at the office. Men and women are seen copying, typing on typewriters, filing, sorting mail, working at desks, making and drinking coffee, smoking, goofing off in front of the camera, and shining shoes.
2. Sales Meeting in San Diego, California, 1977: shows the Bobcat Rodeo and people in cowboy outfits. A demonstration of the Bobtach system is shown.
3. Sales Meeting in Chandler, Arizona, 1970: shows Bobcat demonstration against competitors' models, Bobcats square dancing, and large models lifting smaller ones. Attendees are also shown.

- 4. 970 Bobcat Roll Over Test, undated: shows Bobcats being pushed off the ledge of dirt mounds and rolling over in order to test their safety.
- 5. Sales Meeting in Biloxi, Mississippi (part 1), 1973: shows attendees, tents, and demonstration of Bobcats. Bobcats are seen tied together in a "Follow the Leader" display.

Box 123 OV 1129.26

Box 128 RDVD 1129.26

Melroe Bobcat History Tape #2 (circa 1970s)
Notes: ¾ inch U-Matic

A compilation of films transferred to U-Matic. Bobcats are seen moving dirt, hay, manure, potatoes, bricks, and debris as well as loading trucks, in pig pens, sweeping, removing snow, digging with the backhoe attachment, fitting into tight spaces, and in several settings including the farm, in the winter, at construction sites, and in the backyard.

- 1. Sales Meeting in Biloxi, Mississippi (part 2), 1973 (includes equipment, tents, Bobcats, and people): shows Bobcats being tested against competitors' models and the locations and festivities occurring at the meeting.
- 2. Uranium-Lignite Strip Mine: shows Bobcats at work in the mine.
- 3. M500 Bobcat with Go-Go music
- 4. Bobcat a Go-Go
- 5. M500 television commercials
- 6. M500 Bobcat commercial with Go-Go girl
- 7. M600 commercials
- 8. M371 commercials
- 9. All model commercial
- 10. M371 commercial
- 11. 371/610/970 commercials
- 12. "Get It Up" girls singing: three women singing motivational songs about selling Bobcats.
- 13. New Breed commercials: the same commercials on the Country Day Television Commercials tape.

Box 123 OV1129.27

Box 128 RDVD 1129.27

The World of Clark (1974)
Notes: 16 mm composite optical track film, 800 feet, 30 minutes

Explores the operations of Clark around the globe. Bobcat manufacture is shown briefly in Europe. Factories and Clark products made in the United States, Germany, France, England, Belgium, Japan, Australia, Brazil, Argentina, and Mexico are featured.

OF 1129.1

Bobcat Convoy (1978)

Notes: 16 mm composite optical track print, 190 feet, 5 minutes

Silent footage of several 18-wheelers loaded with Bobcats as well as one trailer featuring the Bobcat logo traveling on a highway in North Dakota.

OF 1129.2

Box 127

RDVD 1129.2

Bobcat Convoy [with audio] (undated)

Notes: DVD, 5 minutes

The same 1978 footage as the silent Bobcat Convoy set to a Bobcat Convoy song. It is unknown when the footage was set to music.

Box 126

ODVD 1129.102

Melroe People (circa 1980s)

Notes: ¾ inch U-Matic, 13 minutes

Two videos featuring factory employees, office workers, truck drivers, inspectors, and research and development employees. Images of computers and the offices in use are included. The first video is accompanied by a song about hard-working people and the second is a version specific to Melroe employees.

Box 123

OV 1129.28

Box 128

RDVD 1129.28

Melroe History (1984)

Notes: ¾ inch U-Matic, 11 minutes

Describes the history of Melroe through the story of Edward Gideon Melroe and his development of farm equipment. The company's acquisition of the Keller's loader, including footage of the first two models, and the company's later absorption by Clark Equipment are also addressed.

Box 123

OV 1129.29

Box 128

RDVD 1129.29

Buenos Dias Bobcat (1985)

Notes: ¾ inch U-Matic, 36 minutes

Two "morning show" style videos from the 1985 National Dealer Meeting in San Diego, California. The first episode features a 1950s theme party for the meeting attendees, a segment about the circus theme, information about shopping and bargaining in Tijuana, and information about a trip to Sea World. The second episode showcases the "Life's a Beach" party for meeting attendees, clips of Bobcat demonstration at circus-themed activities, information on the San Diego Zoo, old town San Diego, and Seaport Village, as well as an interview with the "Bobcat Singers."

Box 123 OV 1129.30

Box 128 RDVD 1129.30

Circus, Tape 1 (1985)

Notes: ¾ inch U-Matic, 20 minutes

Footage from the 1985 National Dealer Meeting in San Diego, California. Features a circus production, meeting attendees, circus-themed Bobcat demonstration, and other circus activities.

Box 123 OV 1129.31

Box 128 RDVD 1129.31

Circus, Tape 2 (1985)

Notes: ¾ inch U-Matic, 22 minutes

Footage from the 1985 National Dealer Meeting in San Diego, California. Features circus ring performance featuring Bobcats against competitors' models, Bobcats and elephants performing similar actions, and meeting attendees.

1. Circus
2. Dealers looking at loaders
3. Loading buses

Box 123 OV 1129.32

Box 128 RDVD 1129.32

Factory Update II (1987 February 13)

Notes: ¾ inch U-Matic, 20 minutes

Includes three segments that were used at the 1987 National Dealer Meeting. Opening movies and title screens for speakers. Factory Update II shows the plants in Bismarck and Gwinner, North Dakota particularly highlighting the use of robotics, single line assembly, and the indoor quality check process.

Day One, opening and introductions
Day Two, opening and Factory Update II and introductions
Day Three, introductions and closing with Melroe theme

Box 123 OV 1129.33

Box 128 RDVD 1129.33

Bismarck, North Dakota Factory [footage 1] (1987 December)
Notes: ¾ inch U-Matic
 1. Backhoe mainframe weld
 2. Backhoe boom channel weld
 3. Mixed model assembly

Box 123 OV 1129.34

Box 128 RDVD 1129.34

Bismarck, North Dakota Factory [footage 2] (1987 December)
Notes: ¾ inch U-Matic
 1. Quality control
 2. Truck with parts from Gwinner, North Dakota
 3. Cylinder line steel saw
 4. Robot machining bushings

Box 123 OV 1129.35

Bismarck, North Dakota Factory [footage 3] (1987 December)
Notes: ¾ inch U-Matic
 Running Time: 22 minutes
 1. I.E.W. with CAD System
 2. Cylinder line-robot welder
 3. AG welding-Spra-Coupe Arms
 4. Spra-Coupe Assembly

Box 123 OV 1129.36

Box 128 RDVD 1129.36

Gwinner Factory (1987 December)
Notes: ¾ inch U-Matic
 1. Chain case-Pierce and trim
 2. Quick change die press

3. Boom arms-computer shear

Box 123 OV 1129.37

Box 128 RDVD 1129.37

Sales Meeting, Scottsdale, Arizona (1988 February 15)

Notes: ¾ inch U-Matic

1. Showtime
2. Robert Spollum's Welcome Address and McKernan Introduction
3. McKernan
4. Our Day Will Come
5. Robert Spollum

Box 124 OV 1129.38

Sales Meeting, Scottsdale, Arizona (1988 February 15)

Notes: ¾ inch U-Matic

1. Robert Spollum, Part 2
2. Afternoon Delight
3. Strand with video
4. You Don't Bring Me Flowers

Box 124 OV 1129.39

Sales Meeting, Scottsdale, Arizona (1988 February 15)

Notes: ¾ inch U-Matic

1. Jim Smith
2. Grape Vine
3. Jim Burst
4. Beatles Medley

Box 124 OV 1129.40

Sales Meeting, Scottsdale, Arizona (1988 February 15)

Notes: ¾ inch U-Matic

1. Cyclic Selling
2. Get It Up

Box 124 OV 1129.41

Sales Meeting, Scottsdale, Arizona (1988 February 16)

Notes: ¾ inch U-Matic

1. One
2. Paul Anderson
3. Friends
4. Klug
5. Raindrops
6. Luther

Box 124

OV 1129.42

Sales Meeting, Scottsdale, Arizona (1988 February 16)

Notes: ¾ inch U-Matic

1. Baby Love
2. Doug Freitag
3. The Way We Were
4. Lyle Paczkowski
5. Tuxedo Junction

Box 124

OV 1129.43

Sales Meeting, Scottsdale, Arizona (1988 February 16)

Notes: ¾ inch U-Matic

1. Happy Birthday People
2. At The Hop
3. Carman Lynnes
4. Thank God
5. D. Mecklenburg
6. Soldier Boy
7. C. Lonbaken, Part 1

Box 124

OV 1129.44

Sales Meeting, Scottsdale, Arizona (1988 February 16)

Notes: ¾ inch U-Matic

1. C. Lonbaken, Part 2
2. Close to You
3. Kertz
4. Bobcat #1

Box 124

OV 1129.45

Sales Meeting, Scottsdale, Arizona (1988 February)

Notes: ¾ inch U-Matic
People and other shots from the meeting.

Box 124 OV 1129.46

[Reg] Stansfield's Super Sales Success Cycle (1988)

Notes: DVD, 30 minutes

Reg Stansfield's talk at the 1988 Dealer Meeting in Scottsdale, Arizona describes a super sales success cycle through the metaphor of a bicycle.

Box 120 ODVD 1129.47

Sales Meetings (1989)

Notes: ¾ inch U-Matic

"Get Em Up '89" opener at the Grand Ole Opry, Nashville, Tennessee

"Vanity and the Vane Pumps"

"When You Put Your Heart in It"

"Get It Up '89 Sales Meeting Opener"

Box 124 OV 1129.48

Building the Bobcat 743- The Pride of the Prairie/Factory Update 1989 (1989)

Notes: VHS, 20 minutes

1. *Building the Bobcat 743- The Pride of the Prairie*: explains the process of manufacturing the Bobcat 743 through processes that occur at both the Gwinner and Bismarck factories. The video is divided into segments based on the components of the machine: mainframe, chain case, boom arms, cylinders/valves, operator cab, tailgate, wheels, and attachments. The fabrication shop, purchasing department (office workers), welding shop, painting area, quality control process, and industrial engineers are shown. The use of robots and increased efficiency is highlighted.

2. *Factory Update 1989* also highlights the use of robots and increased efficiency in manufacturing. Other new technology, such as the use of "cells" and motorized vehicles for moving partially assembled components, are shown.

Box 120 OV 1129.49

1990 Bobcat National Dealer Meeting: A Decade Ahead (1990)

Notes: ¾ inch U-Matic, 27 minutes

The 1990 Bobcat National Dealer Meeting in Fargo, North Dakota meeting opener. A spoof of the film *Back to the Future* features a futuristic peek at Bobcat in the year 2000 and the introduction of the Bobcat 753.

OV 1129.50

Box 128 RDVD 1129.50

1994 Sales Meeting (1994 February)
Notes: BetaCam-SP, 30 minutes

Video segments used for one day of the 1994 Sales Meeting in San Diego, California.

1. Opening: includes updated version of "Get It Up" song and spoof music videos.
2. Introductions
3. Skid Trek: a Star Wars/Star Trek spoof featuring a Bobcat spaceship fighting against competitor loader-spaceships.
4. Music
5. Advertisement for Bobcat apparel and scale models
6. Big Denny and the Parts Runners: rap song and music video about Bobcat parts.
7. Introduction
8. Video clips for use in a presentation
9. Closing
10. "Keep It Up" screen with the song "Hero" by Mariah Carey

Box 121 OV 1129.51

Box 128 RDVD 1129.51

Keep It Up closing (1994 February)
Notes: BetaCam-SP, 6 minutes

Closer for the 1994 Sales Meeting in San Diego, California. Footage set to the song "Hero" by Mariah Carey shows attendees enjoying festivities at the conference, including dining and visiting Sea World, clips of skits and performances, and clips of speakers.

Box 121 OV 1129.52

Box 128 RDVD 1129.52

The Magic of Melroe: Carman and Paul's Adventure (1995 February 4)
Notes: BetaCam-SP, 10 minutes

Segment for the unveiling of the Bobcat Model 873 at the 1995 Orlando, Florida dealer meeting. Features the story of a Melroe engineer turned wizard. Video does not begin until two minutes pass.

Box 121 OV 1129.53

Box 128 RDVD 1129.53

The Book on CD-ROM (1995 June)

Notes: CD-ROM

Contains logos and clipart from the 1995 version of *The Book: Bobcat Coop Advertising Manual* as well as other Bobcat related images.

Box 126 OCDROM 1129.54

The Book '98 (1998)

Notes: CD-ROM

Contains clipart, logos, ad layouts, photographs, radio scripts, TV commercials, wallpaper, and a screensaver from the 1998 version of *The Book: Bobcat Coop Advertising Manual*

Box 126 OCDROM 1129.55

Bobcat Advantage (2000 August 22)

Notes: BetaCam-SP, 60 minutes

Show created for the 2000 Europe Opener. Showcases 16 attachments for the Bobcat.

Box 123 OV 1129.56

Military Machine Ribbon Cutting (2003 January 1)

Notes: BetaCam-SP

Speeches by a Bobcat official and Senator Byron L. Dorgan of North Dakota regarding the award of a \$7.5 million contract to Bobcat for the production of camouflage skid-steer loaders for the Army. Audio from the podium microphone is difficult to hear. A ribbon cutting by three camouflage Bobcats driven by the Dorgan, a representative of the Army, and a representative of Bobcat follows.

Box 121 OV 1129.57

The Bobcat Film Legacy (2007 October)

Notes: DVD, 66 minutes

Anthology of 50 years (1958-2008) of Bobcat marketing and industrial motion pictures. Also includes interviews.

Box 120 ODVD 1129.58

RDVD 1129.58

The Bobcat Spirit (2007 December 19)

Notes: DVD, 52 minutes

Collection of three films:

1. Capturing the Spirit: clips of meeting openers and Kopykat Kommandos training videos. (8 minutes)
 2. Meeting Themes: early dealer meeting openers. (30 minutes)
 3. Kopykat Kommandos: five episodes of Kopykat Kommandos. (14 minutes)

Box 120 ODVD 1129.59

RDVD 1129.59

Bobcat Scramble (1973)

Notes: 16 mm composite optical track film, 225 feet, 6 minutes

A Bill Snyder film that showcases the rollover protective structure (ROPS) on the Bobcat machine. Engineers run a Bobcat over the edge of a steep hill several times and watch it tumble to test its cage. The M970 picks up the smaller Bobcat and sets it right side up. There are some small gaps in audio.

OF 1129.3

Box 127 RDVD 1129.3

Excavator Line/Bobcat Powder Paint (undated)

Notes: VHS, 9 minutes

1. Excavator Line: factory tour on the excavator assembly line with Dennis Fuller, manager of Industrial Engineering. (6 minutes)
2. Bobcat Powder Paint: footage from the Gwinner, North Dakota factory that shows the painting of Bobcats with the electrostatic spraying process. (3 minutes)

Box 120 OV 1129.60

Factory Footage (undated)

Notes: 3/4 inch U-Matic

Running Time: 7 minutes

Professionally shot footage of workers and machinery in a Bobcat factory. There are gaps between different clips. One final clip shows a variety of models of Bobcats primarily digging and moving dirt.

Box 124 OV 1129.61

Box 128 RDVD 1129.61

Factory Footage (undated)

Notes: 3/4 inch U-Matic

Professionally shot factory footage.

1. NC saw
2. Robot 7
3. Axle cell (843 axles)

Box 124	OV 1129.62
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Box 128	RDVD 1129.62
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Kiss an Angel/Smoke Your Eyes Out/Melroe Puts It Together (undated)
Notes: 16mm composite magnetic track print,
Compilation reel including three films made with a method utilizing a segmented screen with six spaces for graphics/text.

1. *Kiss an Angel*: a music video shown at an internal dealer meeting.
2. *Smoke Your Eyes Out*: collection of images of smoking paraphernalia set to music, including a Bobcat toy "smoking" a cigar.
3. *Melroe Puts It Together*: showcases the capabilities of Bobcats as compared to competitors' similar models through images and text.

OF 1129.4

The Melroe Story (undated)
Notes: VHS, 7 minutes
Describes the beginnings of Melroe and its growth into a multinational company and a division of Clark Equipment.

Box 120	OV 1129.63
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North Dakota District Export Council Promoting Exporting (1980s)
Notes: ¾ inch U-Matic, 23 minutes
Program that encourages North Dakota business owners to consider exporting their products through interviews with successful North Dakotan exporters. Products of these companies, including Melroe, are shown. Melroe Vice President of International Marketing, R. H. "Pete" Roble discusses why Melroe was initially interested in exporting, how it benefits the company, how the language barrier can be crossed, and why a company is never too small to consider exporting as a viable option.

Box 125	OV 1129.64
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Subseries 10.2: Promotional, 1967-2007, undated

Pulpwood Handling with the Melroe Bobcat (1967)
Notes: 16mm composite optical track film, 450 feet, 15 minutes

Describes the uses for the Bobcat in pulpwood handling. Bobcats are seen using a grapple to pick up logs in a forest and loading them onto trucks.

OF 1129.5

Bobcat A Go- Go (1968)

Notes: 16 mm color composite optical track print, 110 feet, 2 minutes

Features a go-go dancer wearing an outfit emblazoned with Melroe Bobcat logos juxtaposed against stop-motion footage of a Bobcat loader performing actions similar to her dance moves.

OF 1129.6

Box 127 RDVD 1129.6

Box 122 MV 1129.6

DigiBeta Dub

Bobcat Boogie (1970)

Notes: 16 mm composite optical track print, 550 feet, 15 minutes

This Bill Snyder film sandwiches images of the Bobcat performing a wide variety of tasks between a couple dancing to boogie-style music on a disco dance floor. Bobcats are also featured "dancing" via stop motion animation on the disco floor. Bobcats are shown being lifted by cranes, fitting in tight spaces, hauling plants and bags of soil, transplanting and uprooting small trees, cleaning manure, digging a trench and post holes, sweeping, and moving debris, metal, shredded paper, dirt, gravel, large rocks, hay, beehives, snow, and boxes.

OF 1129.7

Box 127 RDVD 1129.7

Melroe Makes It Big (1970)

Notes: 16 mm composite optical track print, 800 feet, 22 minutes

This Bill Snyder film introduces the larger model Bobcat, the Melroe 970. It highlights its handling and controls and shows the "Bobtach" attachment system. There is footage of the M970, or "Big Bob" performing the following actions: moving dirt, gravel and sand, lifting concrete, loading trucks, leveling, grating, cleaning debris, handling bulk materials, moving iron ore, piling coal to help other machines, excavating, shoveling and plowing snow, cleaning manure, moving cattle feed, and lifting hay over fences. The M970 is shown in industrial and agricultural environments including a steel mill, metal foundry, scrap yard, stock yard farm, and on a barge. There are also

several images of the factory, including machines on the assembly line and in the shipping process.

OF 1129.8

Box 127

RDVD 1129.8

Bobcat Mania (1972)

Notes: 16 mm composite optical track film, 575 feet, 16 minutes

Showcases three Bobcats: the M371, M600, and M970 through a *Goldilocks and the Three Bears* inspired story. All the models of Bobcat are shown scrambling about together. The M371 is featured working indoors, moving dirt and hay, and on its trailer. The M600 is shown moving concrete, dirt, roofing, being lifted by a crane, in the back of a pickup truck, in a foundry, stacking crates and tiles, and digging holes and ditches. The M970 is shown moving gravel, dirt, ore, snow, digging a basement, on a coal barge, being lifted by a crane, in a steel mill, and being used as a backhoe. There are some small gaps in audio.

OF 1129.9

Box 127

RDVD 1129.9

Melroe Bobcat (1973)

Notes: 16 mm composite optical track print, 525 feet, 15 minutes

Explains the operation and controls of the Bobcat and its patented clutch drive system, in addition to demonstrating its many uses and attachments. Cyril Keller operates the Bobcat throughout the film. Footage shows the Bobcat spreading dirt, driving over rough terrain, maneuvering in tight spaces, loading trucks and trailers, working in box cars, moving snow and gravel, performing roof work, and being lifted to and working on a barge. The attachments shown include the backhoe, for trench digging, and scarifier, for sidewalk construction.

OF 1129.10

Box 127

RDVD 1129.10

The Melroe Feller- Buncher (1974)

Notes: 16 mm composite optical track print, 575 feet, 13 minutes

Shows the Bobcat M1075, the Feller-Buncher and describes its features and the way it works. This machine is shown cutting and moving trees, thinning trees, and using attachments including the bucket and long wood grapple. It is also shown operating in the snow and on soft ground with track cleats. There are some gaps in audio.

OF 1129.11

Box 127

RDVD 1129.11

Do Parts and Service Make You Nervous? (1975)

Notes: 16 mm composite optical track print, 425 feet, 12 minutes

Film made for Bobcat dealers to encourage the creation of a successful service department. This message is conveyed through the humorous story of Wilbur Brown, a mechanic who attends the specialized Melroe Bobcat Service School in Gwinner, North Dakota. Also highlighted is the computerized parts department in Chicago, Clark Central Parts, which ships all official Bobcat parts. Footage includes parts on conveyor belts and the punch card technology that was used to track inventory and to perform billing.

OF 1129.12

Box 127

RDVD 1129.12

Bobcat in Europe (1979)

Notes: 16 mm composite optical track print, 450 feet, 12 minutes

This Bill Snyder film shows the Bobcat's use in Europe. Footage is included from France, Denmark, Holland, and England. Bobcats are seen moving dirt, debris, and bricks, lifting dirt into a truck, pushing shredded paper, digging a hole with a backhoe, lifting hay, and moving wool. There are some gaps in audio.

OF 1129.13

Box 127

RDVD 1129.13

The Shipshape Loader (1980)

Notes: 16mm composite optical track print, 500 feet, 14 minutes

This Bill Snyder film highlights the Bobcat's usage in the shipping industry, particularly on barges. Locations featured include New Orleans, Louisiana; Copenhagen, Denmark; Bristol, England; and Paris, France. Bobcats are shown being lifted onto boats and barges, pushing and moving coal, zinc concentrate, gravel, corn, fertilizer, soil, and working in a pig pen.

OF 1129.14

Box 127

RDVD 1129.14

T116 Trencher (1987)

Notes: ¾ inch U-Matic, 11 minutes

Promotional film for the Bobcat T116 Trencher. Its operation and components are explained and the Bobcat is seen at work near roads,

in yards, and at construction sites. Video does not begin until two minutes into tape.

Box 125	OV 1129.65
Box 128	RDVD 1129.65

Hydraulic Handtools Brochure (1998)
Notes: CD-ROM
Contains graphic files for the Hydraulic Handtools Brochure.

Box 126	OCDROM 1129.66
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Experience the Bobcat Advantage (2000)
Notes: CD-ROM
Contains eight video clips highlighting the advantages of using Bobcats.

1. Introduction
2. G-Series Skid Steer Loaders: This segment shows cab interior features of Bobcat models, hand controls for steering and bucket operation, and attachments such as a saw, stump grinder, and trench digger. Bobcats are seen moving and lifting dirt, snow, debris, bricks, and palettes.
3. Compact excavators: These machines are seen operating in backyards, on constructions sites, and in muddy conditions moving dirt.
4. Compact track loaders: Bobcats are seen maneuvering in the mud and assisting with landscaping.
5. Bobcat Attachments: This segment showcases different attachments available through the Bobtach and Excavator Exchange systems including sweepers, borers, grapples, snow machines, and saws.
6. The Bobcat System: This segment suggests using both a Bobcat skid-steer loader and compact excavator instead of a larger piece of construction equipment.
7. Bobcat Components: This segment shows clips of the manufacturing processes, different parts on a variety of Bobcat models, and emphasizes the availability of service and training available to Bobcat owners/operators.
8. Conclusion

Box 126	OCDROM 1129.67
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Landscape Segments (2000 August 2)
Notes: BetaCam-SP, 35 minutes

Individual segments about the capabilities of the following attachments: auger, Brushcat, chipper, combo bucket, landscape rake, pallet fork, sod layer, tiller, trencher, backhoe, buckets, dumping hopper, land plane, safety, digger, power Bobtach.

Box 123

OV 1129.68

Bobcat Attachment Advantage: Concrete/Flatwork (2001 January)

Notes: CD-ROM

Brief video segments on the following attachments: angle broom, backhoe, breakers, brush cat rotary cutter, buckets, combination bucket, concrete mixer, concrete pump, cutter-crusher, dozer blade, dumping hopper, grader, landplane, plate compactor, sweeper, vibratory roller, whisker, and the power Bobtach.

Box 126

OCDROM 1129.69

One Tough Animal Bobcat Video Product Catalog (2002 March)

Notes: CD-ROM

Contains video clips on Bobcat's history, Bobcat today, manufacturing innovations, the attachment mounting systems, compact loaders, compact excavators, telescopic tool carriers, the Bobcat system, and attachments.

Box 126

OCDROM 1129.70

Bobcat Branding (2003 June 6)

Notes: BetaCam-SP, 3 minutes

Features customer testimonials about Bobcats and the company as a whole.

Box 121

OV 1129.71

Box 128

RDVD 1129.71

Changing The Way the World Works: Toolcat Utility Work Machine (2003 June 17)

Notes: Digital Betacam, 9 minutes

Box 121

OV 1129.72

Concrete/Flatwork (2004 May)

Notes: CD-ROM

Contains video clips, literature, and links to the Bobcat web site for the following attachments: angle broom, backhoe, breakers, Brushcat rotary cutter, buckets, combination bucket, concrete mixer, concrete pump, cutter crusher, dozer blade, dumping hopper, landplane, laser

4. Bobcat Loader Attachments: shows sweeper, earth auger, grader, econo grader, laser grader, backhoes, pallet forks, landscape rake, angle broom, bale handler, breaker, grapples, snow blowers, tiller, stump grinder, trencher, wheel saw, power rake, tree spade, vibratory roller, combination bucket.

5. Safe Operation of Bobcat Skidsteer Loaders: safety video.

Box 120

OV 1129.77

Farm Boy at Heart (1970)

Notes: 16 mm composite optical track print, 650 feet, 19 minutes

Describes the uses of the Bobcat in farming as well as the history of farming products manufactured by Melroe. The original Bobcat and its evolution to the current model is depicted. Bobcats are shown in many settings including dairy farms, hog farms, poultry farms, and orchards. They are seen cleaning pens, unloading feed, moving hay, cleaning barns, and moving peaches and potatoes. Many attachments are shown backhoe cleaning irrigation ditches, forklift lifting peach crates, a special potato bucket, gravel fork, snow plow, grater, grapples, and a posthole auger. Also includes four Bobcats and operators performing a square-dance set to music. Several seconds at the beginning of this film are missing.

OF 1129.15

Box 127

RDVD 1129.15

Getting It Together (1979)

Notes: 16 mm composite optical track print, 550 feet, 15 minutes

Describes the manufacturing process for the Bobcat at the factory in Gwinner, North Dakota. Includes footage of the fabrication shop, punch presses, automatic welding machines, brake press, welding department, automatic boring machines, machine shop, computerized systems utilized in machine shop, the quality control process, cutting tools, electric induction heat treatment unit, computerized parts inventory system, the assembly process, preliminary operational testing, cleaning and painting, test running, and the loading for shipment.

OF 1129.16

Box 128

RDVD 1129.16

Hydrostatics and the Melroe Bobcat (1973)

Notes: (English version)

16 mm composite optical track film, 650 feet, 19 minutes

This Bill Snyder film describes the hydrostatic system utilized in the Bobcat. The different parts and machinery as well as the processes

that allow the system to work are described in detail. The benefits of the hydrostatic system are also explained. Images of the Bobcat moving dirt, rocks, and debris on construction sites, farms, factories, and mines are included.

OF 1129.17

Box 128

RDVD 1129.17

Hydrostatics and the Melroe Bobcat (1973-1974)

Notes: (Spanish version)

16 mm composite optical track print, 650 feet, 19 minutes

Spanish-language version of *Hydrostatics and the Melroe Bobcat*.

OF 1129.18

[Japanese film] (1970s)

Notes: 16 mm composite optical track print, 250 feet, 7 minutes

Shows Japanese Bobcats being used in Japan by Japanese operators with a narration. They are depicted being used in cattle and hog operations moving dirt and manure. The Bobcats in use have Japanese branding on them.

OF 1129.19

Subseries 10.3: Sales, 1963-2003, undated

What It Takes to be a Real Salesman (Dr. Norman Vincent Peale) (1963)

Notes: 16mm b&w composite optical track print, 1150 feet, 30 minutes

Black-and-white film that features Dr. Norman Vincent Peale providing advice on becoming a better salesman to a fellow traveler while on a plane. Featured settings include an airport, the circus, and a city.

OF 1129.20

Building with the Bobcat (1968)

Notes: 16 mm composite optical track film, 490 feet, 14 minutes

Film for dealers showing the usefulness of demonstration of the Bobcat in sales in conjunction with the Bobcat's small size, maneuverability, and flexibility. This message is shown through the large dealership in Minneapolis/St. Paul, Minnesota and the small operation in Barneveld, Wisconsin. Includes customer testimonials. Footage includes the Bobcat moving dirt and debris, charging a mixer, leveling the ground, moving snow, working as a ditcher, assisting in landscaping, loading trucks, moving bricks, lifting a concrete slab, leveling and filling a site, participating in site cleanup, compacting

back fill, its use in sidewalk construction, and it being moved via crane. Attachments are shown that can dig fence holes, landscape, prepare the ground for sidewalk construction, and remove snow.

OF 1129.21

Box 128

RDVD 1129.21

The Bobcat vs. Copycats (circa 1972)

Notes: 16 mm composite optical track print, 925 feet, 25 minutes

Shows a salesman how to respond when a potential customer compares the Bobcat to other models on the market through a conversation between two salesmen and two customers. Additionally, demonstration of competitors' models is shown in combination with techniques to showcase the Bobcat's superiority.

OF 1129.22

Let's Talk Bobcat (1977)

Notes: 16mm composite optical track print, 575 feet, 16 minutes

Includes interviews with various Bobcat dealers from across the United States. Subjects addressed include the importance of offering rentals, a service center, using demonstration in sales, and advertising.

OF 1129.23

Superstar Salesmen's Roundtable, Tape 1 (c. 1980s)

Notes: ¾ inch U-Matic, 60 minutes

Reg Stansfield sales segments.

1. "How to go about it"
2. "Where to Begin"
3. "Making the Demo"
4. "Outstanding Features of Bobcat Products"

Box 125

OV 1129.78

Superstar Salesmen's Roundtable, Tape 2 (circa 1980s)

Notes: ¾ inch U-Matic, 60 minutes

Reg Stansfield sales segments.

1. "Customers Likes, Concerns and When He Won't Budge"
2. "Sell the Dealership, Melroe, Financial, Rental Option, Attachments"
3. "Closing, The Guy That Puts You Off, I Don't Want it, Delivering, Keeping in Touch"

4. "Advice from the Super Star Salesmen"

Box 125 OV 1129.79

Helping Sell the Bobcat Articulated Loader (1982)

Notes: ¾ inch U-Matic, 31 minutes

Describes how to sell the Bobcat Articulated Loader, its advantages compared to skid steer models, and its capabilities. Customer testimonials are included. The Articulated Loader is shown moving dirt, coal, sod, gravel, debris, plants, cinder blocks, and performing ground disturbance.

Box 125 OV 1129.80

Box 128 RDVD 1129.80

Duck Hunting with Reg Stansfield (1985)

Notes: DVD, 24 minutes

Reg Stansfield's motivational talk at Exprocat 1985 that uses the analogy of becoming a successful duck hunter to becoming a successful Bobcat salesman.

Box 120 ODVD 1129.81

A Visit with Reg Stansfield (1987)

Notes: ¾ inch U-Matic

Two motivational films targeted at Bobcat salesmen featuring Reg Stansfield.

1. "My Friend Charlie"
2. "Personal Sales Program"

Box 125 OV 1129.82

Leading Edge: June 1990 (1990 June)

Notes: VHS, 36 minutes

Company-distributed video for dealers and salesmen that provides information from Melroe such as tips for sales, changes in products, etc.

1. Sales techniques for the 843. 843s are shown moving dirt, bricks, gravel, and pipes, loading trucks, and using attachments. The 843B option kit is also shown.
2. *Reg's Words to Remember*: montage of Reg Stansfield's sales talks created in honor of his retirement.
3. Details about the replacement of the Bobcat Club with the Bobcat Sales masters Club.

4. Promotion of the special applications kit: a clear front door that can be attached to the operator's cab on most models.
5. Information about new attachments.
6. An episode of Kopykat Kommandos entitled "Don't Toy Around with Bobcat," during which the commandos save a customer from buying a competitor's loader. Flaws in design and function of a Toyota loader are explained in a way that salesmen can showcase the Bobcat's advantages.
7. An explanation of the benefits of an in-house parts department and the use of official Bobcat parts.
8. Information about the Bobcat diesel low noise option.
9. A change in pricing for excavator models and other equipment updates.

Box 120

OV 1129.83

Leading Edge: Bobcat National Accounts/GSA (1996 January 5)

Notes: BetaCam-SP, 13 minutes

Explains what national accounts and government sales are and how individual dealers can profit from them.

Box 121

OV 1129.84

A Great Bobcat Dealer (1997)

Notes: BetaCam-SP, 17 minutes

Footage from customer focus groups with owners of Bobcats and competitors' machines that highlights what consumers desire from a dealer.

Box 121

OV 1129.85

Selling Against Caterpillar Compact Equipment Products (2003 December 10)

Notes: BetaCam-SP, 26 minutes

Describes specific differences between Bobcat skid-steer loaders and Caterpillar machines and the advantages to Bobcats. Explains design and capabilities of certain models with detail.

Box 121

OV 1129.86

Box 128

RDVD 1129.86

"Get Organised, Mr. Salesman!" with Reg Stansfield (undated)

Notes: DVD, 30 minutes

Reg Stansfield's talk describing how to be a better Bobcat salesman through increased organization and preparedness.

Box 120 ODVD 1129.87

Plan to Sell More with Reg Stansfield (undated)

Notes: DVD, 27 minutes

Reg Stansfield's discussion provides a video companion to a Bobcat sales planning book.

Box 120 ODVD 1129.88

Subseries 10.4: Safety/Training, circa 1970s-1983, undated

The Story of the Bobcat Kid [1974]

Notes: 16 mm composite optical track print, 775 feet, 22 minutes%A Bill Snyder film describing the safety precautions necessary to operate Bobcats via the cowboy campfire song of the Bobcat Kid, a reckless Bobcat operator. These principles include obeying the center of gravity, riding on inclines, using a secure dock plate, turning the machine off when not in use and not going where you cannot see. The cowboy and other operators are shown disobeying safety rules and comically suffering the consequences. Bobcats are shown tipping over, crashing with forklifts, falling off the edge of a loading dock, hitting a truck, carrying three girls around, being illegally operated by young boys, running over a doghouse and lawn chair, and dropping a rock on the top of the machine. The cowboy is also shown operating a Bobcat in a manner similar to riding a bull.

OF 1129.24

Box 128 RDVD 1129.24

The Story of the Bobcat Kid (Spanish) (1975)

Notes: ¾ inch U-Matic, 22 minutes

A Spanish language version of *The Story of the Bobcat Kid*.

Box 125 OV 1129.89

Bobcat Articulated Loader Operator Training (1982)

Notes: ¾ inch U-Matic, 17 minutes

Describes the features of the Bobcat Articulated Loader, its operating instructions, and features that show dos and don'ts for the model. Bobcats are seen moving dirt and gravel.

Box 125 OV 1129.90

Box 128 RDVD 1129.90

Bobcat Bootcamp (1983)

Notes: ¾ inch U-Matic, 22 minutes

This military boot camp themed safety film shows how to properly operate a Bobcat and explains the controls and features commonly used, including the Bobtach system. Bobcats are seen accidentally knocking over tents, dumping dirt loads on their operators, and almost tipping over in addition to moving gravel, leveling earth, digging, and being loaded onto a trailer. Also included is a separate six-minute segment from 1988 on the planer attachment that removes asphalt.

Box 125 OV 1129.91

Box 128 RDVD 1129.91

Bobcat Bootcamp (French) (1983)

Notes: ¾ inch U-Matic, 22 minutes

A French language version of *Bobcat Bootcamp*.

Box 125 OV 1129.92

Videos de Operacion Segura (undated)

Notes: BetaCam-SP

A Spanish language film about safely operating Bobcats.

1. "Cargador Retroexcavadora"
2. "Minicargador"
3. "Cargadores con direccion en las cuatro ruedas"

Box 123 OV 1129.93

Subseries 10.5: Commercials, 2004, undated

Television Commercials (2004 April)

Notes: BetaCam-SP, 12 minutes

A series of 30-second commercials produced by VideoArts Studios.

1. Attachments
2. All Wheel Steer
3. Bobcat System
4. Compact Excavators
5. Compact Track Loaders
6. Generic Bobcat
7. MT52
8. Skid-Steer Loader
9. VersaHandler
10. Toolcat

- 11. Bobcat 2200
- 12. Utility Vehicle Family
- 13. Snow Specialists

Box 121 OV 1129.94

Box 128 RDVD 1129.94

Country Day Television Commercials (1977)
Notes: ¾ inch U-Matic, 6 minutes

A series of 30-second commercials featuring country style music and a farm or construction setting. Bobcats are seen moving dirt, sand, hay, manure, and in pig pens.

- 1. Bobcat Farm 632-530 Models (Country Day Bobcat way end)
- 2. Bobcat Farm 530-632 Models (Some Kind of Animal end)
- 3. Bobcat General 632 Model (Bobcat way end)
- 4. Bobcat Farm (attach) 632-530 Models (Country Day end)
- 6. Bobcat Farm 530-310-632 Models
- 7. Bobcat Construction 632-530 Models (Some Kind of Animal end)
- 8. Bobcat Construction 632-530 Models (Some Kind of Animal end)

Box 125 OV 1129.95

Box 128 RDVD 1129.95

Subseries 10.6: Spra- Coupe, 1988-1993, undated

Melroe 230 Spra-Coupe (1988 July 27)
Notes: ¾ inch U-Matic, 20 minutes

Raw footage of the 230 Spra-Coupe in fields of cotton and beans in Jay, Florida and Atmore, Alabama.

Box 125 OV 1129.96

Box 128 RDVD 1129.96

Dave Stewart Spra-Coupe Interview (1993 May 6)
Notes: BetaCam-SP, 22 minutes

Interview of Dave Stewart of David Equipment Corporation in Johnston, Iowa regarding his successful Spra-Coupe sales operation.

Box 121 OV 1129.97

Box 128 RDVD 1129.97

Energized Spray Process (undated)

Notes: VHS, 12 minutes

Promotional film that explains the usage of electrostatic spraying in agriculture as it relates to the Spra-Coupe. The energized spray process and components are explained and its advantages are described. Footage of the Spra-Coupe spraying in fields is shown.

Box 120 OV 1129.98

Spra-Coupe: A Close-up Look at America's Premier Self-propelled Ground Sprayer (1995)

Notes: VHS, 13 minutes

Promotional film that explains the capabilities of and applications for the 3430 and 3630 models of Spra-Coupe from the point of view of a farmer. Footage of Spra-Coupes spraying in fields is included.

Box 120 OV 1129.99

Spra-Coupe: The Premier Class I Ground Sprayer (1995)

Notes: VHS, 8 minutes

Promotional film that describes the features and capabilities of the 220 Spra-Coupe. Also described are optional accessories. Spra-Coupes are seen spraying in fields and being towed by a truck.

Box 120 OV 1129.100

3000 Series Spra-Coupe Customer Testimonies (undated)

Notes: VHS, 8 minutes

Probably used at a sales meeting. Features customers who either owned or operated 220 or 230 models of Spra-Coupes discussing the advantages of the updated 3000 model.

Box 120 OV 1129.101

 Subseries 10.7: Supplemental documentation, 1983, 1974-1975, undated
Box 101, Folder 11 [Bobcat television commercials \(brochure\), undated](#)

Box 101, Folder 12 Videotape descriptions, undated

Box 101, Folder 13 Melroe Bobcat/Rental Market, 1974 November 21

Box 101, Folder 14 Melroe Bobcat/Industry (scripts), 1974 November 21

Box 101, Folder 15 Landscape and Dairy farm, 1975 January and 1975 April

Box 101, Folder 16 Bobcat in Hog Farms (scripts), 1975 April

Box 101, Folder 16 Bobcat in Excavation (scripts), 1975 April

Box 101, Folder 17 Bobcat 620 TV Production, 1975

Box 101, Folder 18 [Melroe Movies \(brochure\), undated](#)

Box 101, Folder 19 Bobcat Square Dance, undated

Box 101, Folder 20 Memoranda, 1983 December

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