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
Table of Contents

Collection Overview ........................................................................................................................................ 1
Administrative Information .......................................................................................................................... 1
Arrangement ........................................................................................................................................... 12
Biographical / Historical ............................................................................................................................ 2
Scope and Contents .......................................................................................................................................... 4
Names and Subjects .......................................................................................................................................... 14
Container Listing ............................................................................................................................................ 16
  Series 1: Historical Background, 1965-2007 ......................................................................................... 16
  Series 2: Clark Equipment Company, 1974-1994 .............................................................................. 20
  Series 3: Newsletters, 1965-2008 ........................................................................................................... 21
  Series 4: Photographs, Negatives, Slides and Transparencies, 1960-2003, undated ......................... 31
  Series 5: Dealer Materials, 1964-2003 ................................................................................................. 40
  Series 7: Product Information, 1967-2008 .......................................................................................... 93
  Series 8: Melroe Ag Division/Spra-Coupe Materials, 1972-1998 ................................................... 96
Collection Overview

Repository: Archives Center, National Museum of American History
Title: Bobcat Company Records
Identifier: NMAH.AC.1129
Date: 1940s-2009
Extent: 24 Film reels
65 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)

Creator: Nelson, Scott
Bobcat Company

Language: English
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
Bobcat Company Records, 1940s-2009, Archives Center, National Museum of American History

Restrictions
The collection is open for research use.

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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.


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.


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 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 flyers 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 competiveness 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 Spra-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.


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 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.

Almost all of the promotional pieces were created by Flint Communications of Fargo, North Dakota, under the direction of the Bobcat AdvertisingMarketing 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 Companyquantity 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 artworkthe visual components of many advertisementswith 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 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*.


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 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 1.5, 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 3.4, *Bobcat Messages*, 2000
Subseries 3.5, *Bobcat System*, 1993
Subseries 3.6, *Clark Pickup*, 1975-1976
Subseries 3.13, Scoop, 1991
Subseries 3.15, Territory Tales, 1974-2002
Subseries 3.17, Worksaver, 1977-2008

Series 4, Photographs, Negatives, Slides, and Transparencies, 1960-2003 and undated
Subseries 4.1, Alphabetical, 1960-2003 and undated
Subseries 4.2, Miscellaneous, 1963-1986 and undated

Series 5, Dealer Materials, 1964-2003
Subseries 5.1, Dealer Advisory Council Meetings, 1967-1996
Subseries 5.2, Sales Meetings, 1964-1999
Subseries 5.3, District Managers Meetings, 1971-1990
Subseries 5.4, Conferences, 1973, 1974, 1993
Subseries 5.6, Dealer Advertising and Sales Promotion Kits, 1967-1996
Subseries 5.7, Co-op Advertising Materials for Dealers, 1979-1982
Subseries 5.8, Subject Files, 1965-2003

Series 6, Marketing and Advertising Materials, 1954-2007
Subseries 6.1, Correspondence of Ferd Froeschle, 1974-1976, 1990
Subseries 6.2, Budget/Finances, 1961-2000 (not inclusive)
Subseries 6.4, Artwork/Storyboards, undated
Subseries 6.8, Sales Campaigns and Programs, 1972-2001
Subseries 6.9, Contests, 1965-1999, undated

Series 7, Product Information, 1967-2008

Series 8, Melroe Ag Division/Spra-Coupe Materials, 1972-1998
Subseries 8.1, Melroe Ag Products Division, 1973-1983
Subseries 8.2, Spra-Coupe, 1972-1998, undated

**Series 9, Press Related Materials, 1969-2005**
Subseries 9.1, Press Clippings, 1969-2005
Subseries 9.2, Scrapbook of clippings, 1977-1978
Subseries 9.5, Articles, 1967, 1979, 1993

**Series 10, Audiovisual Materials, circa 1960s-2007, undated**
Subseries 10.1, Corporate documentation, circa 1960s-2007 and undated
Subseries 10.3, Sales, 1963-2003 and undated
Subseries 10.4, Safety/Training, circa 1970s-1983 and undated
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

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**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

Geographic Names:
Gwinner (North Dakota)
West Fargo (North Dakota)
Container Listing

Series 1: Historical Background, 1965-2007

Subseries 1.1: Company Histories, 1965-1996, undated

Box 1, Folder 1  Company histories, 1965-1996
Box 107, Folder 2  Company histories, 1965-1996
Box 107, Folder 2  *A Modern Guide to North Dakota*, undated
Image(s)
Box 59  *Bobcat Fifty Years of Opportunity, 1958-2008*


Box 1, Folder 3  Mission statements, values, and policies, undated
Box 104, Folder 2  Mission statements, values, and policies, undated
Box 104, Folder O/S Folder 1  Company Values Statement 12" x 34", undated
Box 1, Folder 4  *Doosan Infracore International Code of Conduct*, 2007 December
Box 1, Folder 5  Organizational chart, circa 1970s
Box 1, Folder 6  *Corporate Directory*, 2001, 2003
Box 1, Folder 6A  *Employee Safety Handbook*, 2006 October
Box 1, Folder 6B  *Employee Environmental Safety and Health (ESH) Handbook*, 2007 May
Box 1, Folder 7  Melroe Manufacturing (letterhead), 1989, 1983
Box 118  Empty binders (samples), undated


Box 118, Folder 8  Huntsville, Alabama, 1974
Box 118, Folder 9  Belcourt, North Dakota, 1975
Box 118, Folder 10-11  Bismarck, North Dakota, 1976-1980

Box 118, Folder 12  Cooperstown, North Dakota, 1975-1978

Box 118, Folder 13  Gwinner, North Dakota, 1965-1996

Box 2, Folder 1  Fort Benton, Montana, 1977, 1975

Box 2, Folder 2  Spokane, Washington, 1974


Box 2, Folder 4  Gwinner Factory tour agendas and information, 1978, 1974

Box 104, Folder 1  Gwinner Factory (drawings for layout of buildings), undated

Box 2, Folder 5  Gwinner Factory open house, 1965


Box 2, Folder 6  United Steelworkers Local 560 Handbook, 2007

Box 2, Folder 7  Bobcat and United Steelworkers Local No. 560 Agreement, 2006 December

Box 2, Folder 8  United Steelworkers (USW) announcements, 2005-2007

Box 2, Folder 9  Non-union employee list, 2006 November

Box 2, Folder 10  Grievance record, 1971 March

Subseries 1.5: Kaizen Materials, 2003-2004, undated

Box 2, Folder 11  An Introduction to the Bobcat Production System, undated

Box 2, Folder 12  Lean Policy Deployment, 2003

Box 2, Folder 13-14  Shingijutsu/Kaizen Workshop, 2004 June

Subseries 1.5: Company Christmas Cards, 1965-1974, undated

Box 3, Folder 1  Company Christmas Cards, 1964-1965
<table>
<thead>
<tr>
<th>Box 3, Folder 2</th>
<th>Company Christmas Cards, 1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 3, Folder 3</td>
<td>Company Christmas Cards, 1966</td>
</tr>
<tr>
<td>Box 3, Folder 4</td>
<td>Company Christmas Cards, 1967</td>
</tr>
<tr>
<td>Box 3, Folder 5</td>
<td>Company Christmas Cards, 1968</td>
</tr>
<tr>
<td>Box 3, Folder 6</td>
<td>Company Christmas Cards, 1969</td>
</tr>
<tr>
<td>Box 3, Folder 7</td>
<td>Company Christmas Cards, 1970</td>
</tr>
<tr>
<td>Box 3, Folder 8</td>
<td>Company Christmas Cards, 1971-1972</td>
</tr>
<tr>
<td>Box 3, Folder 9</td>
<td>Company Christmas Cards, 1973</td>
</tr>
<tr>
<td>Box 3, Folder 10</td>
<td>Company Christmas Cards, 1974</td>
</tr>
<tr>
<td>Box 3, Folder 11</td>
<td>undated</td>
</tr>
</tbody>
</table>

**Subseries 1.6: Company Picnics, 1966-1979**

<table>
<thead>
<tr>
<th>Box 3, Folder 12</th>
<th>Company Picnics, 1966 September</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 3, Folder 13</td>
<td>Company Picnics, 1967 September</td>
</tr>
<tr>
<td>Box 3, Folder 14</td>
<td>Company Picnics, 1970 September</td>
</tr>
<tr>
<td>Box 3, Folder 15</td>
<td>Company Picnics, 1972 September</td>
</tr>
<tr>
<td>Box 3, Folder 16</td>
<td>Company Picnics, 1978 September, 1979 September</td>
</tr>
</tbody>
</table>

**Subseries 1.6: Awards, 1969-1988**

<table>
<thead>
<tr>
<th>Box 3, Folder 17</th>
<th>Clark Equipment Credit Corporation Professional Dealer Award, 1980</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 3, Folder 18</td>
<td>Employee Recognition Service Awards, 1984-1985</td>
</tr>
<tr>
<td>Box 3, Folder 18A</td>
<td>Employee Service Recognition Program, undated</td>
</tr>
<tr>
<td>Box 4, Folder 1</td>
<td>Export &quot;E&quot; Award, 1969, 1978</td>
</tr>
</tbody>
</table>
Box 4, Folder 2  Melroe 1000 Club, 1985

Box 4, Folder 3  Patent Awards Recognition Dinner, 1988

Box 4, Folder 4  Productivity Award, 1984

Subseries 1.7: Subject Files, 1963-1985

Box 4, Folder 5  100,00 Bobcat Celebration, 1980 September

Box 4, Folder 6  Invoice for the first Bobcat loader, 1963

Box 4, Folder 7  Melroe Managers Presentation, undated

Box 4, Folder 8  Melroe Mission to Japan, 1985
  Image(s)

Box 106, Folder 1  Melroe Mission to Japan, 1985

Box 106, Folder 9  North Dakota Economic Development Commission, 1983

Box 106, Folder 10  R.S.R. Electric Cooperative, Inc. (annual meeting), 1968

Box 106, Folder 11  Steiger Tractor, Inc. (tour guide), undated


Box 106, Folder 13  Trademark, 1967 January
Series 2: Clark Equipment Company, 1974-1994

Subseries 2.1: Clark Equipment Company Histories
Box 106, Folder 14 1965, 1974, 1978
Box 106, Folder 15 75th anniversary, 1978

Subseries 2.2: Annual Reports, 1974-1994
Box 106, Folder 16 Annual Reports, 1977, 1979, 1974-1975
(includes 1976, 1977, 1978 and 1979 quarterly reports)
Box 106, Folder 18 Annual Reports, 1988-1989
Box 5, Folder 1 Annual Reports, 1990-1994

Subseries 2.3: Employee Information, undated
Box 5, Folder 2 Your Circle of Security (employee handbook), undated
Box 5, Folder 3 A Guide to Maintaining Non-Union Status and Combating Union Organizational Attempts, undated

Return to Table of Contents
Series 3: Newsletters, 1965-2008

Subseries 3.1: Bobcat Alumni Newsletter, 1984 Fall; 1987 Spring
Box 6, Folder 1

Subseries 3.2: Bobcat Briefs, 1985-1993

- Box 6, Folder 2: Bobcat Briefs, 1985 April-1985 December
- Box 6, Folder 4: Bobcat Briefs, 1987 January-1987 December
- Box 6, Folder 5: Bobcat Briefs, 1988 January-1988 December
- Box 6, Folder 6: Bobcat Briefs, 1989 January-1989 December
- Box 6, Folder 7: Bobcat Briefs, 1990 January-1990 December
- Box 6, Folder 8: Bobcat Briefs, 1991 January-1991 December
- Box 6, Folder 9: Bobcat Briefs, 1993 January-1993 February

Subseries 3.3: Bobcat Messages, 2000
Box 6, Folder 10

Subseries 3.4: Bob Cat's Pajamas, 1965-2008

- Box 6, Folder 11: 1965 May, July, September, November, Special Issue
- Box 6, Folder 12: Bob Cat's Pajamas, 1966 January, April, October
- Box 6, Folder 13: Bob Cat's Pajamas, 1967 February, April, May, June, August, September
- Box 6, Folder 14: Bob Cat's Pajamas, 1968 January, February, March, May, September, November
- Box 6, Folder 15: Bob Cat's Pajamas, 1969 January, April-May, July, August, October, December
- Box 6, Folder 16: Bob Cat's Pajamas, 1970 March, May, July, September, November
- Box 6, Folder 17: Bob Cat's Pajamas, 1971 January, April, June, August, October, December
Box 6, Folder 18  
**Bob Cat's Pajamas**, 1972 March, May, July, August, September, October, November, December

Box 6, Folder 19  
**Bob Cat's Pajamas**, 1973 March, May, August, September, November, December

Box 6, Folder 20  
**Bob Cat's Pajamas**, 1974 March, April, May, June, July, September, October, December

Box 6, Folder 21  
**Bob Cat's Pajamas**, 1975 January, February, April, August, September, October, November

Box 6, Folder 22  
**Bob Cat's Pajamas**, 1976 January, February, March, April, June, July, September, November

Box 6, Folder 23  
1977 January-December, Special Issue

Box 6, Folder 24  
1978 January-May, July-September, November-December, Special Issue

Box 6, Folder 25  
**Bob Cat's Pajamas**, 1979 January-April; June-July; September-December

Box 6, Folder 26  
**Bob Cat's Pajamas**, 1980 January-March; May-October; December

Box 6, Folder 27  
**Bob Cat's Pajamas**, 1981 April-November

Box 6, Folder 28  
**Bob Cat's Pajamas**, 1982 January; April-December

Box 7, Folder 1  
**Bob Cat's Pajamas**, 1983 January-October; December

Box 7, Folder 2  
**Bob Cat's Pajamas**, 1984 January-February; April-June; September, November

Box 7, Folder 3  
**Bob Cat's Pajamas**, 1985 April, May-July, September-December

Box 7, Folder 4  
**Bob Cat's Pajamas**, 1986 January, February, April, June, August, November

Box 7, Folder 5  
**Bob Cat's Pajamas**, 1987 January, February, April, May, July, September

Box 7, Folder 6  
**Bob Cat's Pajamas**, 1988 January, February, June, September

Box 7, Folder 7  
**Bob Cat's Pajamas**, 1989 July

Box 7, Folder 8  
**Bob Cat's Pajamas**, 1990 February-August, October-December
Box 7, Folder 9  Bob Cat’s Pajamas, 1991 January-March, May, June-December
Box 7, Folder 10  Bob Cat’s Pajamas, 1992 January, March-December
Box 7, Folder 11  Bob Cat’s Pajamas, 1993 January-February, April-December
Box 7, Folder 12  Bob Cat’s Pajamas, 1994 January-February, April-July, September, November-December
Box 7, Folder 13  Bob Cat’s Pajamas, 1995 January-February, April-May, July-December
Box 8, Folder 1  Bob Cat’s Pajamas, 1996 January-December
Box 8, Folder 2  Bob Cat’s Pajamas, 1997 January-December
Box 8, Folder 3  Bob Cat’s Pajamas, 1998 January-August
Box 8, Folder 4  Bob Cat’s Pajamas, 1999 February-August, October
Box 8, Folder 5  2000 January-September
Box 8, Folder 6  2001 April-December
Box 8, Folder 7  2002 January-December
Box 8, Folder 8  2003 January-December
Box 8, Folder 9  2004 February-December
Box 8, Folder 10  2005 January, March, April-December
Box 8, Folder 11  2006 January-December
Box 9, Folder 1  2007 January-December
Box 9, Folder 2  2008 January, February, March; Special 50th Anniversary

Subseries 3.5: Bobcat Product Newsletter, 1985 September
Box 9, Folder 3

Subseries 3.6: Bobcat System, 1993
Box 9, Folder 4
Subseries 3.6: Clark Pickup, 1975-1976

Box 108, Folder 1

Box 108    Clark Pickup, 1975 April-1975 August
Box 108    Clark Pickup, October-1975 December
Box 108    Clark Pickup, 1976 February
Box 108    Clark Pickup, 1976 April
Box 108    Clark Pickup, 1976 July

Subseries 3.7: Feller Buncher Toppers, 1984-1986

Box 108, Folder 5    Feller Buncher Toppers, 1984 November
Box 108, Folder 6    Feller Buncher Toppers, 1985 March, 1985 May; 1985 September
Box 108, Folder 7    Feller Buncher Toppers, 1986 March; 1986 November

Subseries 3.8: Melroe Farm Reporter, 1973-1980

Box 108, Folder 2    Melroe Farm Reporter, 1973 Spring, 1974 Spring, 1975 Spring
Box 9, Folder 8    Melroe Farm Reporter, 1976-1980


Box 108, Folder 3    Melroe Messages, 1987 August/September
Box 108    Melroe Messages, 1988 Summer
Box 108    Melroe Messages, 1988 Early Fall
Box 108    Melroe Messages, 1989 Winter
Box 108    Melroe Messages, 1989-1990 Late Winter
Box 108, Folder 4    First Quarter 1990
Box 108    Third Quarter 1990


Box 9, Folder 15  *Melroe Pickup*, 1970 January-1970 December

Box 9, Folder 16  *Melroe Pickup*, 1971 January-1971 December


Box 9, Folder 20  *Melroe Pickup*, 1975 January

Box 108, Folder 6  *Melroe Scoop*, 1970 January 29

Box 108  *Melroe Scoop*, 1970 January 30

Box 108  *Melroe Scoop*, 1970 January 31

Box 108  *Melroe Scoop*, 1970 February 1


Box 9, Folder 21  *Newsloader*, 1979 September-1979 December

Box 9, Folder 22  *Newsloader*, 1980 January-1980 October, 1980 December


Box 9, Folder 24  *Newsloader*, 1982 January/February, 1982 May/June

Box 9, Folder 25  Miscellaneous, undated


*Box 9, Folder 26*


Box 9, Folder 27  *The Summit*, 1990 August-1990 December


Box 10, Folder 2  *The Summit*, 1992 January

Subseries 3.16: Territory Tales, 1974-2002

Box 10, Folder 3  Territory Tales, 1974

Box 10, Folder 4  Territory Tales, 1975

Box 10, Folder 5  Territory Tales, 1976

Box 10, Folder 6  Territory Tales, 1977
Box 10, Folder 7  Territory Tales, 1982
Box 10, Folder 8  Territory Tales, 1983
Box 10, Folder 9  Territory Tales, 1984
Box 10, Folder 10 Territory Tales, 1985
Box 10, Folder 11 Territory Tales, 1986
Box 10, Folder 12 Territory Tales, 1987
Box 10, Folder 13 Territory Tales, 1988
Box 10, Folder 14 Territory Tales, 1989
Box 11, Folder 1  Territory Tales, 1990
Box 11, Folder 2  Territory Tales, 1991
Box 11, Folder 3  Territory Tales, 1992
Box 11, Folder 4  Territory Tales, 1993
Box 11, Folder 5  Territory Tales, 1994
Box 11, Folder 6  Territory Tales, 1995
Box 11, Folder 7  Territory Tales, 1996
Box 11, Folder 8  Territory Tales, 1997
Box 11, Folder 9  Territory Tales, 1998
Box 11, Folder 10 Territory Tales, 1999
Box 11, Folder 11 2000
Box 11, Folder 12 2001
Box 11, Folder 13 2002

Box 11, Folder 14  The Winner's Circle, 1983 February-1983 December
Box 11, Folder 15  The Winner's Circle, 1984 January-November 1984
Box 11, Folder 16  The Winner's Circle, 1985 February-1985 December
Box 12, Folder 1  The Winner's Circle, 1988 April-1988 June; 1988 August
Box 12, Folder 2  The Winner's Circle, 1989 January; 1989 March-1989 May; 1989 October-1989 December

Subseries 3.18: Worksaver, 1977-2008

Box 12, Folder 3  Vol. 1, 1977
Box 12, Folder 4  Vol. 2, 1978
Box 12, Folder 5  Vol. 3, 1979
Box 12, Folder 6  Vol. 4, 1980
Box 12, Folder 7  Vol. 5, 1981
Box 12, Folder 8  Vol. 6, 1982
Box 12, Folder 9  Vol. 7, 1983
Image(s)
Box 12, Folder 10  Vol. 8, 1984
Box 12, Folder 11  Vol. 9, 1985
Box 12, Folder 12  Vol. 10, 1986
Box 12, Folder 13  Vol. 11, 1987
Box 12, Folder 14  Vol. 12, 1988
Box 12, Folder 15       Vol. 13, 1989
Box 12, Folder 16       Vol. 14, 1990
Box 12, Folder 17       Vol. 15, 1991
Box 13, Folder 1        Vol. 16, 1992
Box 13, Folder 2        Vol. 17, 1993
Box 13, Folder 3        Vol. 18, 1994
Box 13, Folder 4        Vol. 19, 1995
Box 13, Folder 5        Vol. 20, 1996
Box 13, Folder 6        Vol. 21, 1997
Box 13, Folder 7        Vol. 22, 1998
Box 13, Folder 8        Vol. 23, 1999
Box 13, Folder 9        Vol. 24, 2000
Box 13, Folder 10       Vol. 25, 2001
Box 13, Folder 11       Vol. 26, 2002
Box 13, Folder 12       Vol. 27, 2003
Box 13, Folder 13       Vol. 28, 2004
Box 13, Folder 14       Vol. 29, 2005
Box 14, Folder 1        Vol. 30, 2006
Box 14, Folder 2        Vol. 31, 2007
Box 14, Folder 3        Vol. 32, 2008
Box 14, Folder 4        Vol. 33, 2009
Series 4: Photographs, Negatives, Slides and Transparencies, 1960-2003, undated

Subseries 4.1: Alphabetical, 1960-2003

Box 15  Air Mac, Asia, 1972 August
Box 15  Airport (Gwinner, North Dakota), 1971-1975
Box 15  Airport (Fargo, North Dakota), 1987
Box 15  Attachments, 1960s-1970s
Box 15  Bloomington, Minnesota, undated
Box 106, Folder 2 Beltrami (manufacturer) in Ravenna, Italy, undated
Box 16  Bismarck Factory (Aerial View), 1990 August 20
Box 16  Bismarck Factory (Cylinders), undated
Box 16  Bismarck Factory (Engineering Department), 1990-1992
Box 16  Bismarck Factory (Excavator Assembly), 1993 July
Box 16  Bismarck Factory (exterior shots), 1996
Box 16  Bismarck Factory (Black and White Negatives), 1994 September
Box 16  Bismarck Factory (Fabrication Shop), 1988
Box 16  Bismarck Plant (Tour Book Shoot), 1995 September
Box 16  Bismarck Factory (Painting Department), undated
Box 16  Bismarck Plant (Valve assembly), undated
Box 16  Bismarck Plant (Ventilation System), undated
Box 16  Bismarck Plant (Welding Department), 1988
Box 16  Bobtach (First), 1970
Box 16  Bobcat Assembly, 1970-1990
Box 17  Bobcat Boot Camp, 1999, undated
Box 17  Bobcat attachments, 1960s-1970s
Box 17  *Bobcat Kid* (prints taken during filming), undated
Box 17  Bobcat product line-up, 1978
Box 17  Bobcat Mania (prints taken at filming), 1978
Box 17  Bobcat (overseas), 1978
Box 17  Brussels Offices, 1987-1993
Box 17  Case IH Agricultural Equipment, 1988
Box 17  Chisel Plow (Gysler), undated
Box 17  Christmas Dinner, [1967 December?]  
Box 17  Christmas Party, 1969 December
Box 17  Christmas Party, 1979 December
Box 17  Christmas Party, 1981
Box 17  Competition, 1960, 1988
Box 18  Competitive Factories, undated
Box 18  Cooperstown, North Dakota (factory), 1976 July
Box 18  Cropmaster (573), 1973
Box 18  Corpus Christi, Texas, 1982
Box 18  Customers, 1987-2003
Box 18  Dealer Advisory Council, 1965
Box 18  Dealer Advisory Council, 1966
Box 18  Dealer Advisory Council (farm), North Dakota, 1967 June

Box 18  Dealer Advisory Council, 1967 August
        Image(s)

Box 18  Dealers, 1950s-1960s

Box 19  Dealerships, 1950s-2001

Box 19  Demonstrations (for customers), undated

Box 19  Demonstration of wheat bucket, undated

Box 20  Drive System, undated
        Image(s)

Box 20  Duhon Machinery (New Orleans Hurricane Clean-up), 1965

Box 20  Engineering Department, 1972-1988

Box 20  Engineering stress coding, undated

Box 20  Europe, undated

Box 20  Export "E" Award, 1960s, 1988

Box 20  Exporting (shipping), circa 1960s

Box 20  Fair Kit, 1989

Box 20  Fairs and Trade Shows, 1960s-1995

Box 20  Fair Trailer, 1972 June

Box 21  Feller Buchner (174)

Box 21  Golf events, undated

Box 21  Go-Go Dancer (Suzy Eager), undated

Box 21  Ground Breakings, undated
Box 21  Gwinner Factory (machine shop), undated
Box 21  Gwinner Factory (fabrication shop and steel press shop), undated
Box 21  Gwinner Factory Tour (book shoot), 1995 September
Box 21  Gwinner Factory (new assembly plant), 1995
Box 21  Gwinner Factory (assembly line), 2001
Box 21  Gwinner Factory (aerials), 1950s-1960s
Box 21  Gwinner Factory (Aerials), 1974 July 12
Box 21  Gwinner Factory (Aerials), 1980s
Box 21  Gwinner Factory (Aerials), 1994 November 8
Box 21  Gwinner Factory (Aerials), undated

Image(s)

Box 21  Gwinner Factory (construction of), 1960s
Box 22  Gwinner Factory (construction of), 1960s
Box 22  Gwinner Factory (construction of), 1970
Box 22  Gwinner Factory (offices), 1969-1996
Box 22  Gwinner Factory (Parts Department), 1974-1975
Box 22  Gwinner, North Dakota (community), undated
Box 22  Gwinner, North Dakota (Business District), 1973
Box 22  Gysler Flexible Chisel Plow, 1975
Box 22  Harrow Weeder, undated
Box 22  Hunting, undated
Box 22  Indiana State Fair, 1967 August 26-1967 September 4
Box 25  Cyril Keller, undated  
Image(s)

Box 25  Kirschmann Manufacturing Company, undated

Box 25  Logging, undated

Box 25  Luff and Smith (England), undated

Box 25  Massey-Ferguson Loader, undated

Box 25  Mecro Fork Lift, 1971-1972

Box 25  Second Melroe Annual Sands Hill Invitational Engolfment (MASHIE), 1966 September 13

Box 25  Melroe Manufacturing Company, undated  
Image(s)

Box 25  Melroe Family, undated

Box 25  Melroe Suppliers, undated

Box 26  Middle East, undated

Box 26  [Military airfield?], undated

Box 26  Mining, undated

Box 26  Most Valuable Player of the Year, undated

Box 26  Multi-Weeder, undated

Box 26  National Plowing Contest, 1964

Box 26  Offices (West Fargo, North Dakota), 2002

Box 26  Open House (employees), undated

Box 26  Oregon State Fair, 1966 September

Box 26  Picnic, 1971 September
Box 26  Picnic, 1973 September

Box 27  Picnic, 1974 September

Box 27  Picnic, 1976 September

Box 27  Plow (Melroe), undated

Box 27  Press Day, 1990 October

Box 27  Provo, Utah, 1967 July

Box 28  Road Show, 1970s

Box 28  Sales Meeting (Lisbon, North Dakota), 1965

Box 28  Sales Meeting, 1965

Box 28  Sales Meeting (Miami, Florida), 1966

Box 28  Sales Meeting (District Managers), 1960s-1970s

Box 28  Sales Meeting (Chandler, Arizona), 1970  Image(s)

Box 30  Sales Meeting (Biloxi, Mississippi), 1973

Box 28  Sales Meeting (Hawaii), 1974 February  Image(s)

Box 28  Sales Meeting (Innisbrook, Florida), 1975

Box 29  Sales Meeting (San Diego, California), 1977

Box 29  Sales Meeting (Orlando, Florida), 1979

Box 29  Sales Meeting (San Diego, California), 1985

Box 29  Sales Meeting, 1987

Box 29  Sales Meeting (Biloxi, Mississippi), 1988

Box 33  Sales Meetings (Scottsdale, Arizona), 1988
Box 29  Sales Meeting (Ft. Meyer, Florida), 1992 January
Box 33  Sales Meetings (San Diego, California), 1994
Box 31  Sales Meeting (Orlando, Florida), 1995
Box 32  Sales Meeting (Orlando, Florida), 1995
Box 29  Sales Meeting (Denver, Colorado), undated
Box 29  Sales Meeting (Los Angeles, California), undated
Box 29  Sales Meeting (North Sargent, North Dakota), undated
Box 29  Sales Meeting (unidentified), undated
Box 34  Sales Schools, 1970s-1990s
Box 34  Sawmill Creek, Huron, Ohio (Clark Executive Conference), 1973 August
Box 34  Secretary of the Year, 1971
Box 34  Service Schools, 1960s-1980
Box 35  Sioux Falls, South Dakota, undated
Box 35  Snow (Gwinner, North Dakota), 1975
Box 35  Snyder Films, undated
Box 35  Spokane, Washington, Plant, 1974
Box 35  Spollum, Robert, undated
Box 35  Spra-Coupe, 1988-1989
Box 35  Square Dance, 1960s-1990s
Box 35  The Stakeout (lounge and dining), undated
Box 35  Stevie Smith (race car driver), 2000 July 6
Box 35  Television spots, 1987, undated
Box 35  Toys (models), 1992, undated
Box 36  Trucks, 1960s-1990s, undated
Box 36  Visitors (Evel Knievell), 1970s, undated
Box 36  Waste bakery materials (Atlanta, Georgia), undated
Box 36  Windrow Pick-up, 1971, undated
Box 23  B300 (Loader Backhoe), 2005
Box 23  310 (Skid Steer Loader), 1977
Box 23  M371 (Skid Steer Loader), 1971
Box 23  M371 (Skid Steer Loader/Mini-Bob), 1971
Box 23  M371 (Skid Steer Loader/Mini-Bob/Jim Bauer), 1971
Box 23  463 (Skid Steer Loader), 2001
Box 23  500 (Skid Steer Loader), 1964
Box 23  500 and 600 (Skid Steer Loader), 1967, 1964
Box 23  V518 (VersaHandler Canopy), 2003
Box 23  520 (Skid Steer Loader), 1976
Box 23  530 (Skid Steer Loader), 1977
Box 24  M600-E (Skid Steer Loader), 1976
Box 24  M600 (Skid Steer Loader), 1968
Box 24  V623 (VersaHandler Canopy), 2001
Box 106, Folder 3  742 B (scrap metal use), undated
Box 24  M800 (Skid Steer Loader), undated
Box 24  970 (Skid Steer Loader), 1970
Box 24  975 (Skid Steer Loader), 1977
Box 24  1845 C Case with quicktach, 1987 December
Box 24  500,000th Bobcat skid-steer loader assembled, 2001
Box 107, Folder 4  500,000th Bobcat skid-steer loader assembled, 2001

Subseries 4.2: Miscellaneous, 1963-1986, undated

Box 37  Miscellaneous, 1963 October
Box 37  Miscellaneous, 1965 September
Box 37  Miscellaneous, 1965 October
Box 37  Miscellaneous, 1965 December
Box 37  Miscellaneous, 1967 February
Box 37  Miscellaneous, 1967 October
Box 37  Miscellaneous, 1974 February
Box 37  Miscellaneous, 1979 July
Box 37  Big Dig Event Fargo Days, 1986
Box 37  Unidentified, undated

Return to Table of Contents

Subseries 5.1: Dealer Advisory Council Meetings, 1967-1996

Box 38, Folder 1  Lisbon, North Dakota, 1967
Box 38, Folder 2  Garrison, North Dakota (Farm), 1967
Box 38, Folder 3  North Dakota, 1968
Box 38, Folder 4  North Dakota (Farm), 1968
Box 38, Folder 5  North Dakota (Farm), 1969
Box 38, Folder 6  Minaki, Ontario, Canada, 1971
(image(s)
Box 38, Folder 7  Minaki, Ontario, Canada, 1972
Box 39, Folder 1  Lisbon, North Dakota, 1973
Box 39, Folder 2  Minnesuing Acres, Wisconsin, 1976
Box 39, Folder 3  Twin Lakes, Idaho, 1979
Box 39, Folder 4  Bismarck, North Dakota, 1980
Box 39, Folder 5  Breezy Point, Minnesota, 1981
Box 39, Folder 6  Minnesuing Acres, Wisconsin, 1982
Box 39, Folder 7  International Falls, Minnesota (Farm/Feller Buncher), 1983 August
Box 39, Folder 8  Minnesuing Acres, Wisconsin, 1983 September
Box 39, Folder 9  Bemidji, Minnesota (Forestry), 1984 August
Box 39, Folder 10  Alexandria, Minnesota, 1984 September
Box 39, Folder 11  Houston, Texas, 1985
Box 39, Folder 12  Bismarck, North Dakota, 1986
Box 39, Folder 13        Tempe, Arizona, 1989
Box 39, Folder 14        Fargo, North Dakota, 1994
Box 39, Folder 15        Fargo, North Dakota, 1995
Box 39, Folder 16        Bismarck, North Dakota, 1996
Box 39, Folder 17        Pittsburgh, Pennsylvania, undated
Box 39, Folder 18        Scottsdale, Arizona, undated
Box 39, Folder 19        Salt Lake City, Utah, undated

Subseries 5.2: Sales Meetings, 1964-1999

Box 39, Folder 20        *Bobcat Sales Plan, Back to Basics Book II*, undated
Box 39, Folder 21        Sales Meeting History, 1968-1989
Box 39, Folder 22        Lisbon, North Dakota, 1964 October
Box 39, Folder 23        Chicago, Illinois, 1965 April
Box 39, Folder 24        Gwinner, North Dakota, 1965 October
Box 39, Folder 25        Gwinner, North Dakota, 1966 October
Box 39, Folder 26        Las Vegas, Nevada, 1967 April
Box 40, Folder 1          Gwinner, North Dakota, 1967 October
Box 40, Folder 2          1967 (local government markets)
Box 40, Folder 3          King of Prussia, Pennsylvania, 1968-1969
Box 40, Folder 4          Gwinner, North Dakota, 1968 October
Box 40, Folder 5          West Palm Beach, Florida, 1969 January
Box 40, Folder 6          Nassau, Bahamas, 1969
Box 40, Folder 7          Chandler, Arizona, 1970
<table>
<thead>
<tr>
<th>Box and Folder</th>
<th>Location and Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 40, Folder 8</td>
<td>Palm Beach Gardens, Florida, 1971</td>
</tr>
<tr>
<td>Box 40, Folder 9</td>
<td>Palm Springs, California, 1972 January</td>
</tr>
<tr>
<td>Box 40, Folder 10</td>
<td>Fargo, North Dakota (North Central Region), 1972</td>
</tr>
<tr>
<td>Box 40, Folder 11-14</td>
<td>Biloxi, Mississippi (international meeting), 1973</td>
</tr>
<tr>
<td>Box 40, Folder 13</td>
<td>Lisbon, North Dakota (summer sales meeting), 1973</td>
</tr>
<tr>
<td>Box 41, Folder 1-14</td>
<td>Kona, Hawaii, 1974</td>
</tr>
<tr>
<td>Box 41, Folder 3</td>
<td>Innisbrook, Florida, 1975 February</td>
</tr>
<tr>
<td>Box 41, Folder 4</td>
<td>Fort Lauderdale, Florida, 1976 February</td>
</tr>
<tr>
<td>Box 41, Folder 5</td>
<td>San Diego, California, 1977 March</td>
</tr>
<tr>
<td>Box 41, Folder 6</td>
<td>Phoenix, Arizona, 1978 February</td>
</tr>
<tr>
<td>Box 41, Folder 7</td>
<td>Orlando, Florida, 1978 April</td>
</tr>
<tr>
<td>Box 41, Folder 8</td>
<td>Orlando, Florida, 1979</td>
</tr>
<tr>
<td>Box 41, Folder 9</td>
<td>New Orleans, Louisiana (forestry products), 1979 June</td>
</tr>
<tr>
<td>Box 41, Folder 10-14</td>
<td>San Diego, California, 1981 January</td>
</tr>
<tr>
<td>Box 41, Folder 12</td>
<td>Bismarck, North Dakota, 1982 July</td>
</tr>
<tr>
<td>Box 41, Folder 13</td>
<td>Minneapolis, Minnesota (Northern farm show), 1983</td>
</tr>
<tr>
<td>Box 41, Folder 14</td>
<td>Fargo, North Dakota, 1984</td>
</tr>
<tr>
<td>Box 41, Folder 15</td>
<td>San Antonio, Texas, 1984</td>
</tr>
<tr>
<td>Box 41, Folder 16</td>
<td>San Diego, California, 1985 January</td>
</tr>
<tr>
<td>Box 42, Folder 1</td>
<td>San Diego, California, 1985 January</td>
</tr>
<tr>
<td>Box 112, Folder 2</td>
<td>San Diego, California, 1985 January</td>
</tr>
</tbody>
</table>
Box 42, Folder 2  
Scottsdale, Arizona, 1988 February

Box 42, Folder 3  
Fargo, North Dakota ("A Decade Ahead"), 1990 September

Box 42, Folder 4  
Fort Meyers, Florida, 1992 January

Box 42, Folder 5  
International Falls, Minnesota, 1992 August

Box 42, Folder 6  
Victoria, British Columbia, Canada, 1993 February

Box 42, Folder 7  
Fargo, North Dakota, 1993 August

Box 42, Folder 8  
Istanbul, Turkey, 1993 September

Box 42, Folder 9  
San Diego, California, 1994

Box 42, Folder 10  
Orlando, Florida, 1995

Box 116, Folder 1  
Orlando, Florida, 1995

Box 42, Folder 11  
San Diego, California, 1997

Box 42, Folder 12  
San Diego, California, 1999

Subseries 5.3: District Managers Meetings, 1971-1990

Box 42, Folder 13  
District Managers Meetings, 1971

Box 42, Folder 14  
District Managers Meetings, Indian Wells, California, 1972

Box 42, Folder 15  
District Managers Meetings, 1980

Box 42, Folder 16  
District Managers Meetings San Diego, California, 1990 February

Subseries 5.4: Conferences, 1993, 1974, 1973

Box 42, Folder 17  
Sawmill Creek, Huron, Ohio (Clark Executive Conference), 1973 August

Box 42, Folder 18  
Algrave, Portugal, 1974 March

Box 42, Folder 19  
European Trade Press Conference, 1993 January

Subseries 5.5: Specific Dealers, 2003, 1979, 1978
Box 42, Folder 19A  Atlas Bobcat, Inc. (Illinois), undated
Box 42, Folder 20  Bobcat of Boston, Inc., 1979
Box 42, Folder 21  Bobcat of Spartanburg (Georgia), 2003
Box 42, Folder 22  KC Bobcat (Kansas City, Missouri), undated
Box 42, Folder 22A Lano Equipment, Inc., (Shakopee, Minnesota), undated
Box 42, Folder 23  Les-Ray Bobcat, Inc., (West Palm Beach, Florida), 1978
Box 42, Folder 24  Nebraska dealers, undated
Box 42, Folder 25  Three-Sixty Inc., (Orlando, Florida), 1975
Image(s)
Box 42, Folder 26  Tri-State Bobcat, Inc. (Minneapolis, Minnesota), undated

Subseries 5.6: Dealer Advertising and Sales Promotion Kits, 1967-1996
Box 43, Folder 1  Dealer Advertising Kit-Grader, 1967
Box 43, Folder 2  Dealer Advertising Kit-Masonry, 1967
Box 43, Folder 3  Dealer Advertising Kit-Pulpwood Special, 1967
Box 43, Folder 4  Dealer Advertising Kit-Snow Removal, 1967
Box 43, Folder 5  Dealer Advertising Kit-Sweepers and brooms, 1967
Box 43, Folder 6  Dealer Advertising Kit-Wrecking Industry, 1967
Box 43, Folder 7  Dealer Sales Promotion Kit-Bonus Materials, 1968
Box 43, Folder 8  Dealer Sales Promotion Kit-Bobcat Competitors, 1968
Box 43, Folder 9  Dealer Sales Promotion Kit-Electric Bobcat, 1968
Box 43, Folder 10 Dealer Sales Promotion Kit-Industrial Market, 1968
Box 43, Folder 11 Dealer Sales Promotion Kit-Landscaping Market, 1968
Box 43, Folder 12  Dealer Sales Promotion Kit-Poultry, 1968
Box 43, Folder 13  Dealer Sales Promotion Kit-Snow Removal, 1968
Box 43, Folder 14  Dealer Sales Promotion Kit-Vertical Lift, 1968
Box 43, Folder 15  Dealer Sales Promotion Kit-Beef Feeding Market, 1969
Box 43, Folder 16  Dealer Sales Promotion Kit-Building Construction Market, 1969
Box 43, Folder 17  Dealer Sales Promotion Kit-Dairy Market, 1969
Image(s)
Box 43, Folder 18  Dealer Sales Promotion Kit-Disaster Clean-Up, 1969
Box 43, Folder 19  Dealer Sales Promotion Kit-Garden and Orchard Market, 1969
Box 44, Folder 1   Dealer Sales Promotion Kit-Hog Farm Market, 1969
Box 44, Folder 2   Dealer Sales Promotion Kit-Landscaping Market, 1969
Box 44, Folder 3   Dealer Sales Promotion Kit-Masonry Market, 1969
Box 44, Folder 4   Dealer Sales Promotion Kit-Nurseries, 1969
Box 44, Folder 5   Dealer Sales Promotion Kit-Road Construction Market, 1969
Box 44, Folder 6   Dealer Sales Promotion Kit-Sand and Gravel Market, 1969
Box 44, Folder 7   Dealer Sales Promotion Kit-Scrap Handling Market, 1969
Box 44, Folder 8   Dealer Sales Promotion Kit-Melroe M-970, 1970
Box 44, Folder 9   Dealer Sales Promotion Kit-Airports, 1970
Box 44, Folder 10  Dealer Sales Promotion Kit-APIaries, 1970
Box 44, Folder 11  Dealer Sales Promotion Kit-Cemetery, 1970
Box 44, Folder 12  Dealer Sales Promotion Kit-Landscaping, 1970
Box 44, Folder 13-14 Dealer Sales Promotion Kit-Livestock Sales Barns, 1970
<table>
<thead>
<tr>
<th>Box 44, Folder 15</th>
<th>Dealer Sales Promotion Kit-Nurseries, 1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 44, Folder 16</td>
<td>Dealer Sales Promotion Kit-Parks, 1970</td>
</tr>
<tr>
<td>Box 45, Folder 1</td>
<td>Dealer Sales Promotion Kit-Potatoes, 1970</td>
</tr>
<tr>
<td>Box 45, Folder 2</td>
<td>Dealer Sales Promotion Kit-Poultry Houses, 1970</td>
</tr>
<tr>
<td>Box 45, Folder 3</td>
<td>Dealer Sales Promotion Kit-Rental Yards, 1970</td>
</tr>
<tr>
<td>Box 45, Folder 4</td>
<td>Dealer Sales Promotion Kit-Shows and Fairs, 1970</td>
</tr>
<tr>
<td>Box 45, Folder 5</td>
<td>Dealer Sales Promotion Kit-Swimming Pool, 1970</td>
</tr>
<tr>
<td>Box 45, Folder 6</td>
<td>Dealer Sales Promotion Kit-Quarries, 1970</td>
</tr>
<tr>
<td>Box 45, Folder 7</td>
<td>Dealer Sales Promotion Kit-Colleges, 1971</td>
</tr>
<tr>
<td>Box 45, Folder 8</td>
<td>Dealer Sales Promotion Kit-Coal Mining, 1971</td>
</tr>
<tr>
<td>Box 45, Folder 9</td>
<td>Dealer Sales Promotion Kit-General Construction, 1971</td>
</tr>
<tr>
<td>Box 45, Folder 10</td>
<td>Dealer Sales Promotion Kit-Mobile Home Parks, 1971</td>
</tr>
<tr>
<td>Box 45, Folder 11</td>
<td>Dealer Sales Promotion Kit-Municipalities, 1971</td>
</tr>
<tr>
<td>Box 45, Folder 12</td>
<td>Dealer Sales Promotion Kit-Service, 1971</td>
</tr>
<tr>
<td>Box 45, Folder 13</td>
<td>Dealer Sales Promotion Kit-Barge Clean-Up, 1972</td>
</tr>
<tr>
<td>Box 45, Folder 14</td>
<td>Dealer Sales Promotion Kit-Construction, 1972</td>
</tr>
<tr>
<td>Box 45, Folder 15</td>
<td>Dealer Sales Promotion Kit-Demolition, 1972</td>
</tr>
<tr>
<td>Box 45, Folder 16</td>
<td>Dealer Sales Promotion Kit-Feed Lots, 1972</td>
</tr>
<tr>
<td>Box 45, Folder 17</td>
<td>Dealer Sales Promotion Kit-Foundries, 1972</td>
</tr>
<tr>
<td>Box 46, Folder 1</td>
<td>Dealer Sales Promotion Kit-Stockyards, 1972</td>
</tr>
<tr>
<td>Box 46, Folder 2</td>
<td>Dealer Sales Promotion Kit-Scrap Metal, 1973</td>
</tr>
<tr>
<td>Box 46, Folder 3</td>
<td>Dealer Sales Promotion Kit-Custom Work, 1974</td>
</tr>
</tbody>
</table>
Box 46, Folder 4    Dealer Sales Promotion Kit-Oyster Farm, 1974
Box 46, Folder 5    Dealer Sales Promotion Kit-Quarries, 1974
Box 46, Folder 6    Dealer Sales Promotion Kit-Rendering Plants, 1974
Box 46, Folder 7    Dealer Sales Promotion Kit-Stockyards, 1974
Box 46, Folder 8    Dealer Sales Promotion Kit-Swimming Pool, 1974
Box 46, Folder 9    Dealer Sales Promotion Kit-Apilaries, 1975
Box 46, Folder 10   Dealer Sales Promotion Kit-Dairy Farms, 1975
Box 46, Folder 11   Dealer Sales Promotion Kit-Farm Construction, 1975
Box 46, Folder 12   Dealer Sales Promotion Kit-Feedlots, 1975
Box 46, Folder 13   Dealer Sales Promotion Kit-Foundries, 1975
Box 46, Folder 14   Dealer Sales Promotion Kit-Hog Farms, 1975
Box 46, Folder 15   Dealer Sales Promotion Kit-Landscaping, 1975
Box 46, Folder 16   Dealer Sales Promotion Kit-Nurseries, 1975
Box 46, Folder 17   Dealer Sales Promotion Kit-Treasure Hunt, 1975
Box 46, Folder 18   Dealer Sales Promotion Kit-We're with No. One, undated
Box 46, Folder 19   Dealer Sales Promotion Kit-Bobcat Maintenance Program, undated
Box 46, Folder 20   Dealer Sales Promotion Kit-Building Construction market, undated
Box 46, Folder 21   Dealer Sales Promotion Kit-Coal Mining, undated
Box 46, Folder 22   Dealer Sales Promotion Kit-Colleges, undated
Box 46, Folder 23   Dealer Sales Promotion Kit-Garden and Orchard Market, undated
Box 47, Folder 1    Dealer Sales Promotion Kit-Demolition Market, undated
Box 47, Folder 2  Dealer Sales Promotion Kit-Disaster Clean-up, undated
Box 47, Folder 3  Dealer Sales Promotion Kit-Excavating Contractor Market, undated
Box 47, Folder 4  Dealer Sales Promotion Kit-Ground Maintenance Market, undated
Box 47, Folder 5  Dealer Sales Promotion Kit-Hog Farm Market, undated
Box 47, Folder 6  Dealer Sales Promotion Kit-Landscaping, undated
Box 47, Folder 7  Dealer Sales Promotion Kit-Masonry Construction, undated
Box 47, Folder 8  Dealer Sales Promotion Kit-Masonry Market, undated
Box 47, Folder 9  Dealer Sales Promotion Kit-Potato Warehouses, undated
Box 47, Folder 10  Dealer Sales Promotion Kit-Poultry Market, undated
Box 47, Folder 11  Dealer Sales Promotion Kit-Quarries, undated
Box 47, Folder 12  Dealer Sales Promotion Kit-Rental Yards, undated
Box 47, Folder 13  Dealer Sales Promotion Kit-Scrap paper, undated
Box 47, Folder 14  Dealer Sales Promotion Kit-Service, undated
Box 47, Folder 14A Advertising Kit, 1970
Box 47, Folder 15  Dealer Sales Promotion Kit-1974 December
Box 47, Folder 16  Dealer Sales Promotion Kit-1975 January; 1975 August-1975 September; 1975 November-1975 December
Box 47, Folder 17  Dealer Sales Promotion Kit-1976 March-1976 April
Box 47, Folder 18  Dealer Sales Promotion Kit-1976 May-1976 June
Box 48, Folder 1  Dealer Sales Promotion Kit-1976 July
Box 48, Folder 2  Dealer Sales Promotion Kit-1976 September-1976 December
Box 48, Folder 3  Dealer Sales Promotion Kit-1976 (general)
Box 48, Folder 4  Dealer Sales Promotion Kit-1977 January-1977 February
Box 48, Folder 5  Dealer Sales Promotion Kit-1977 March
Box 48, Folder 6  Dealer Sales Promotion Kit-1977 April
Box 48, Folder 7  Dealer Sales Promotion Kit-1977 May
Box 48, Folder 8  Dealer Sales Promotion Kit-1977 June
Box 48, Folder 9  Dealer Sales Promotion Kit-1977 July
Box 48, Folder 10  Dealer Sales Promotion Kit-1977 August
Box 48, Folder 11  Dealer Sales Promotion Kit-1977 October-1977 November
Box 49, Folder 1  Dealer Sales Promotion Kit-1978 January-1978 February
Box 49, Folder 2  Dealer Sales Promotion Kit-1978 April
Box 49, Folder 3  Dealer Sales Promotion Kit-1978 July
Box 49, Folder 4  Dealer Sales Promotion Kit-1978 September
Box 49, Folder 5  Dealer Sales Promotion Kit-1978 November-1978 December
Box 49, Folder 6  Dealer Sales Promotion Kit-1979 January-1979 May
Box 49, Folder 7  Dealer Sales Promotion Kit-1979 June-1979 October
Box 50, Folder 1  Dealer Sales Promotion Kit-1980 July-1980 August; 1980 October; 1980 December
Box 50, Folder 2  Dealer Sales Promotion Kit-1981 February-1981 April
Box 50, Folder 3  Dealer Sales Promotion Kit-1984 January-1984 May
Box 50, Folder 4  Dealer Sales Promotion Kit-1984 June-1984 July
Box 50, Folder 5  Dealer Sales Promotion Kit-1984 August-1984 September
Box 50, Folder 6  Dealer Sales Promotion Kit-1984 October-1984 November
Box 50, Folder 7  Dealer Sales Promotion Kit-1985 January-1985 February
Box 50, Folder 8  Dealer Sales Promotion Kit-1985 March-1985 May
Box 51, Folder 1  Dealer Sales Promotion Kit-1985 June-1985 July
Box 51, Folder 2  Dealer Sales Promotion Kit-1985 August-1985 October
Box 51, Folder 3  Dealer Sales Promotion Kit-1985 November-1985 December
Box 51, Folder 4  Dealer Sales Promotion Kit-1986 January-1986 February
Box 51, Folder 5  Dealer Sales Promotion Kit-1986 March-1986 April
Box 51, Folder 6  Dealer Sales Promotion Kit-1986 June
Box 51, Folder 7  Dealer Sales Promotion Kit-1986 September-1986 October
Box 51, Folder 8  Dealer Sales Promotion Kit-1986 November/December; 1987 January
Box 52, Folder 1  Dealer Sales Promotion Kit-1987 February-1987 April
Box 52, Folder 2  Dealer Sales Promotion Kit-1987 May-1987 June
Box 52, Folder 3  Dealer Sales Promotion Kit-1987 July
Box 52, Folder 4  Dealer Sales Promotion Kit-1987 August-1987 September
Box 52, Folder 5  Dealer Sales Promotion Kit-1987 November-1987 December
Box 52, Folder 6  Dealer Sales Promotion Kit-1988 February; 1988 March
Box 52, Folder 7  Dealer Sales Promotion Kit-1988 May
Box 52, Folder 8  Dealer Sales Promotion Kit-1988 July
Box 52, Folder 9  Dealer Sales Promotion Kit-1988 August/September
Box 52, Folder 10 Dealer Sales Promotion Kit-1989 January-1989 February
<table>
<thead>
<tr>
<th>Box 52, Folder 11</th>
<th>Dealer Sales Promotion Kit-1989 March; 1989 July</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 53, Folder 1</td>
<td>Dealer Sales Promotion Kit-1989 July-1989 August</td>
</tr>
<tr>
<td>Box 53, Folder 2</td>
<td>Dealer Sales Promotion Kit-1989 September-1989 December</td>
</tr>
<tr>
<td>Box 53, Folder 3</td>
<td>Dealer Sales Promotion Kit-1990 February-1990 May</td>
</tr>
<tr>
<td>Box 53, Folder 4</td>
<td>Dealer Sales Promotion Kit-1990 June-1990 August</td>
</tr>
<tr>
<td>Box 53, Folder 5</td>
<td>Dealer Sales Promotion Kit-1990 November</td>
</tr>
<tr>
<td>Box 53, Folder 6</td>
<td>Dealer Sales Promotion Kit-1993 September-1993 December</td>
</tr>
<tr>
<td>Box 53, Folder 7</td>
<td>Dealer Sales Promotion Kit-1994 February-1994 April</td>
</tr>
<tr>
<td>Box 53, Folder 8</td>
<td>Dealer Sales Promotion Kit-1994 November</td>
</tr>
<tr>
<td>Box 53, Folder 9</td>
<td>Dealer Sales Promotion Kit-1994 May-1994 July; 1994 September</td>
</tr>
<tr>
<td>Box 53, Folder 10</td>
<td>Dealer Sales Promotion Kit-1995 January-1995 April</td>
</tr>
<tr>
<td>Box 54, Folder 1</td>
<td>Dealer Sales Promotion Kit-1995 May-1995 July</td>
</tr>
<tr>
<td>Box 54, Folder 2</td>
<td>Dealer Sales Promotion Kit-1995 September-1995 November</td>
</tr>
<tr>
<td>Box 54, Folder 3</td>
<td>Dealer Sales Promotion Kit-1996 January-1996 February; 1996 April</td>
</tr>
<tr>
<td>Box 54, Folder 4</td>
<td>Dealer Sales Promotion Kit-1996 May-1996 July</td>
</tr>
<tr>
<td>Box 54, Folder 5</td>
<td>Dealer Sales Promotion Kit-1996 August-1996 October</td>
</tr>
<tr>
<td>Box 117, Folder 2</td>
<td>Sales Handbook, 2000</td>
</tr>
</tbody>
</table>

Subseries 5.7: Co-op Advertising Materials for Dealers, 1977-1982

<table>
<thead>
<tr>
<th>Box 54, Folder 6</th>
<th>Co-op Advertising Manual, 1977</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 54, Folder 7</td>
<td>Co-op Advertising Manual, 1979</td>
</tr>
<tr>
<td>Box 54, Folder 8</td>
<td>Co-op Advertising Manual, 1981</td>
</tr>
<tr>
<td>Box 55, Folder 1</td>
<td>Co-op Advertising Manual (international edition), 1981</td>
</tr>
</tbody>
</table>
Box 55, Folder 2  Co-Op Advertising Manual, 1982
Box 55, Folder 3  Co-Op Advertising Manual, 1983
Box 55, Folder 4  Co-Op Advertising Manual, 1985
Box 55, Folder 5  Co-Op Advertising Manual, 1986
Box 55, Folder 6  Co-Op Advertising Manual, [1980s?]
Box 56, Folder 1  Guide to Co-op Advertising and Promotion, 1997
Box 115, Folder 1  Guide to Co-Op Advertising and Promotion, 1998
Box 56, Folder 2  Guide to Co-op Advertising and Promotion (Section A), 1999
Box 56, Folder 3  Guide to Co-op Advertising and Promotion (Section B), 1999
Box 56, Folder 4  Guide to Co-op Advertising and Promotion (Section D), 1999
Box 56, Folder 5  Guide to Co-op Advertising and Promotion, 2000
Box 56, Folder 6  Guide to Co-op Advertising and Promotion, 2001
Box 57  Co-op Advertising Kit, 1990
Box 104, Folder 3  Feller Buncher Co-op Advertising Action, 1977-1978

Subseries 5.8: Subject Files, 1965-2003
Box 56, Folder 7  Ad Center, 2002
Box 56, Folder 8  Associated Equipment Distributors (AED) Sourcebook, 1993
Box 56, Folder 9  Basic Financial Management, 1990
Box 56, Folder 10  Bobcat Financial Services, 2002
Box 56, Folder 11  Bobcat Caravan, 1967
Box 56, Folder 12  Bobcat Dealer Financial Profile, 1991 June
Box 56, Folder 13  Bobcat Open Golf Tournament, 1969
Box 56, Folder 14  Brand Identity Standards for Bobcat Dealers, undated
Box 56, Folder 15  California Rental Association Convention, 1992
Box 56, Folder 16  Customer Focus Groups for Bobcat Dealers, undated
Box 56, Folder 16A Dealer Planning Facility Guide, undated
Box 56, Folder 17  Dealer Initiated Promotional Materials, 1980s-1990s
Box 107, Folder 5  Dealer Initiated Promotional Materials, 1980s-1990s
Box 112, Folder 3  Dealer letter and message, undated
Box 56, Folder 18  Dealer Programs, 2001
Box 56, Folder 19  Dealer Review Guidelines, 1982
Box 56, Folder 20  Dealership Launch Kit Checklist, 1987
Box 58, Folder 1  Dummy advertisements for dealers, 1980s
Box 58, Folder 2  Facts at a Glance (brochure), undated
Box 58, Folder 3  Field Marketer Training, 2003 August
Box 58, Folder 4  Greater North Dakota Association (GNDA), 1970-1972
Box 58, Folder 5  Harrow Dealers, 1956
Box 58, Folder 6  How to set up and manage Bobcat trade shows and fairs (brochures), undated
Box 58, Folder 7  Melroe Annual Sands Hill Invitational Engolfment (MASHIE 1), 1965
Box 58, Folder 8  Melroe Annual Sands Hill Invitational Engolfment (MASHIE 2), 1966
Box 111, Folder 1  Melroe Annual Sands Hill Invitational Engolfment (MASHIE 2), 1966
Box 58, Folder 9  Melroe Annual Sands Hill Invitational Engolfment (MASHIE 3), 1967 September
Box 58, Folder 10  Motivational concepts, 1974-1994
Box 58, Folder 11  Municipal bid participation, undated
Box 58, Folder 12  Rental Program, 1974
Box 58, Folder 13  Sales coordinator information, 1993
Box 58, Folder 14  Sales and operating test, 1973 August
Box 58, Folder 15  *Sales Specialist Guide* (for 463 skid-steer loader), 2000
Box 58, Folder 16  *Sales Specialist Guide* (for compact track loader), 2001
Box 115, Folder 2  Skid-Steer Loader Operator Training Course Kit, 1994
Box 58, Folder 17  "Spotting the Salesman Who Has What it Takes," undated
Box 58, Folder 18  Y2K Compliant information, 2000
Box 58, Folder 19  Website Program, 2000

*Return to Table of Contents*

Subseries 6.1: Correspondence of Ferd Froeschle, 1990, 1974-1976

Box 60, Folder 1-14

Subseries 6.2: Budget/ Finances, 1961-2000

Box 60, Folder 6  Price lists, 1961 and 1964
Box 60, Folder 7  Budget, 1971
Box 60, Folder 8  Budget, 1972
Box 104, Folder 4  Schedule for advertising and media plan, 1981-1982
Box 60, Folder 9  Schedule for advertising, 1979
Box 60, Folder 10  Advertising schedule, 2000


Box 60, Folder 12  Advertisements (English), 1979
Box 61, Folder 1  Advertisements (English), 1980s
Box 61, Folder 2  Advertisements (English), 1994
Box 61, Folder 3  Advertisements (Arabic), undated
Box 61, Folder 4  Image(s)
Box 61, Folder 5  Advertisements (French), 1987, undated
Box 61, Folder 6  Advertisements (German), undated
Box 61, Folder 7  Advertisements (Italian), undated
Box 61, Folder 8  Advertisements (Japanese), undated
Box 61, Folder 9  Advertisements (Portuguese), undated
Box 61, Folder 10  Advertisements (Spanish), 2001, 1994, undated

Box 61, Folder 11  Advertisements (Danish, Dutch, Finnish, Norwegian), undated

Box 61, Folder 12  Advertisements (Excavators), 1998

Box 61, Folder 13  Advertisements (outdoor/billboard), 1980, 1978

Box 61, Folder 14  Advertisements (by industry), undated

Box 107, Folder 6  Advertisements (The First Choice Worldwide), undated

Box 61, Folder 15  Fair announcements, undated

Box 61, Folder 16  *International Advertising Manual*, 1979

Box 61, Folder 17  Ad Kit Materials, 1968-1969

Box 61, Folder 18  Ad Kit Materials, 1970-1971

Box 61, Folder 19  Ad Kit Materials, 1974-1979

Box 61, Folder 20  50 Years Melroe, 1997

Box 113, Folder 7  Big Loader Big Savings (point-of-purchase advertisement) for the 873, undated

**Subseries 6.4: Art Work/ Storyboards, undated**

Box 61, Folder 21  New breed art (clip art), undated

Box 104, Folder 5  Bobcat red color chart, undated

Box 106, Folder 4-14  Bobcat logo development, undated

Box 107, Folder 10  Storyboards, undated

Box 107  Big Value package

Box 107  Wheels for Deals

Box 107  Go Full Circle (Bobcat Mini Excavators)
Box 107  Bobcat Worksavers

Box 107  Bobcat Genuine Buckets

Box 110, Folder 1  Artwork (from Flint Communications), undated

Box 110, Folder 2  Dig Deep, Rake Smooth, Drill Deep (mobile), undated

Box 110, Folder 3  Storyboards:

Box 110, Folder 3  If You Have Bobcat Equipment in Your Yard, They Could Use Your Help! undated

Box 110, Folder 3  BYOB with an MTC (Multiple Tool Carrier), undated

Box 110, Folder 3  Sure, it Starts Out White, But That's What Makes It Better In Your Favorite Earth Tones, undated

Box 110, Folder 3  Loaded with Versatility, undated

Box 110, Folder 4  Storyboards and brochures:

Box 110, Folder 4  The Dawn of a New Age, undated

Box 110, Folder 4  Bobcat B Line Skid-Steer Loaders, undated

Box 110, Folder 4  Bobcat Feller Buncher 1213, undated

Box 110, Folder 4  Bobcat Lynx, undated

Box 110, Folder 4  A Winning Combination, undated

Box 110, Folder 4  Excavating Efficiency, undated

Box 110, Folder 4  The Topcat Tales, undated

Box 110, Folder 4  Maintain That Original Quality With Genuine Bobcat parts, undated

Box 110, Folder 5  Storyboards:

Box 110, Folder 5  Who Keeps Coming Up With More Great Products to Help Make Your Job Easier?
<table>
<thead>
<tr>
<th>Box 110, Folder 5</th>
<th>Bobcat Melroe Mini Excavators, undated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 110, Folder 5</td>
<td>Hydraulic Breaker, undated</td>
</tr>
<tr>
<td>Box 110, Folder 5</td>
<td>Small Enough to Go Where Others Can't, undated</td>
</tr>
<tr>
<td>Box 110, Folder 5</td>
<td>2400 Series, undated</td>
</tr>
<tr>
<td>Box 110, Folder O/S Folder 1</td>
<td>Bobcat of Futureville concept drawings on foam core board, 24&quot; x 36&quot; or smaller, undated</td>
</tr>
</tbody>
</table>

**Subseries 6.5: Proof Books, 1954-1993**

<table>
<thead>
<tr>
<th>Box 62, Folder 1</th>
<th>General, 1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 62, Folder 2</td>
<td>General, 1955</td>
</tr>
<tr>
<td>Box 62, Folder 3</td>
<td>General, 1956</td>
</tr>
<tr>
<td>Box 62, Folder 4</td>
<td>General, 1957</td>
</tr>
<tr>
<td>Box 62, Folder 5</td>
<td>General, 1958</td>
</tr>
<tr>
<td>Box 62, Folder 6</td>
<td>Radio announcements, 1958</td>
</tr>
<tr>
<td>Box 62, Folder 7</td>
<td>Radio announcements, 1959</td>
</tr>
<tr>
<td>Box 62, Folder 8</td>
<td>Industrial dealer list, 1963</td>
</tr>
<tr>
<td>Box 62, Folder 9</td>
<td>General, 1964</td>
</tr>
<tr>
<td>Box 62, Folder 10</td>
<td>Bobcat loader, 1964</td>
</tr>
<tr>
<td>Box 62, Folder 11</td>
<td>Harroweeder, 1964</td>
</tr>
<tr>
<td>Box 62, Folder 12</td>
<td>Windrow pick-up, 1964</td>
</tr>
<tr>
<td>Box 62, Folder 13</td>
<td>General, 1965</td>
</tr>
<tr>
<td>Box 62, Folder 14</td>
<td>Bobcat loader (Canada), 1965</td>
</tr>
<tr>
<td>Box 62, Folder 15</td>
<td>Bobcat loader (regional), 1965</td>
</tr>
</tbody>
</table>
Box 63, Folder 1  Harroweeder, 1965
Box 63, Folder 2  Windrow pick-up, 1965
Box 63, Folder 3  Bobcat loader (national), 1965
Box 63, Folder 4  General, 1966
Box 63, Folder 5  Bobcat proof book, 1966
Box 63, Folder 6  Bobcat loader (construction publications), 1966
Box 63, Folder 7  Bobcat loader (miscellaneous), 1966
Box 63, Folder 8  Harroweeder, 1966
Box 63, Folder 9  Windrow pick-up, 1966
Box 63, Folder 10  General, 1967
Box 63, Folder 11  Bobcat loader (miscellaneous), 1967
Box 63, Folder 12  Bobcat loader (construction publications), 1967
Box 63, Folder 13  Harroweeder, 1967
Box 63, Folder 14  Windrow pick-up, 1967
Box 64, Folder 1  General, 1968
Box 64, Folder 2  Miscellaneous, 1968
Box 64, Folder 3  Bobcat loader (national construction publications), 1968
Box 64, Folder 4  Harroweeder, 1968
Box 64, Folder 5  Plow, 1968
Box 64, Folder 6  Windrow pick-up, 1968
Box 64, Folder 7  Construction (national), 1969
Box 64, Folder 8  Construction (regional), 1969
<table>
<thead>
<tr>
<th>Box</th>
<th>Folder</th>
<th>Category</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 64</td>
<td>Folder 9</td>
<td>Corporate, 1969</td>
<td></td>
</tr>
<tr>
<td>Box 64</td>
<td>Folder 10</td>
<td>Farm Products, 1969</td>
<td></td>
</tr>
<tr>
<td>Box 64</td>
<td>Folder 11</td>
<td>Agricultural trade publications, 1970</td>
<td></td>
</tr>
<tr>
<td>Box 64</td>
<td>Folder 12</td>
<td>Canadian, 1970</td>
<td></td>
</tr>
<tr>
<td>Box 64</td>
<td>Folder 13</td>
<td>Construction, 1970</td>
<td></td>
</tr>
<tr>
<td>Box 65</td>
<td>Folder 1</td>
<td>Construction (regional) A-C, 1970</td>
<td></td>
</tr>
<tr>
<td>Box 65</td>
<td>Folder 2</td>
<td>Construction (regional) D-Z, 1970</td>
<td></td>
</tr>
<tr>
<td>Box 65</td>
<td>Folder 3</td>
<td>Construction (special), 1970</td>
<td></td>
</tr>
<tr>
<td>Box 65</td>
<td>Folder 4</td>
<td>Corporate, 1970</td>
<td></td>
</tr>
<tr>
<td>Box 65</td>
<td>Folder 5</td>
<td>Industrial, 1970</td>
<td></td>
</tr>
<tr>
<td>Box 65</td>
<td>Folder 6</td>
<td>Agricultural trade publications, 1971</td>
<td></td>
</tr>
<tr>
<td>Box 65</td>
<td>Folder 7</td>
<td>Canadian, 1971</td>
<td></td>
</tr>
<tr>
<td>Box 65</td>
<td>Folder 8</td>
<td>Construction, 1971</td>
<td></td>
</tr>
<tr>
<td>Box 65</td>
<td>Folder 9</td>
<td>Construction (special), 1971</td>
<td></td>
</tr>
<tr>
<td>Box 65</td>
<td>Folder 10</td>
<td>Corporate, 1971</td>
<td></td>
</tr>
<tr>
<td>Box 66</td>
<td>Folder 1</td>
<td>Industrial, 1971</td>
<td></td>
</tr>
<tr>
<td>Box 66</td>
<td>Folder 2</td>
<td>Construction (regional) A-D, 1971</td>
<td></td>
</tr>
<tr>
<td>Box 66</td>
<td>Folder 3</td>
<td>Construction (regional) M-Z, 1971</td>
<td></td>
</tr>
<tr>
<td>Box 66</td>
<td>Folder 4</td>
<td>Westgo Distributing Company, 1971</td>
<td></td>
</tr>
<tr>
<td>Box 66</td>
<td>Folder 5</td>
<td>Farm, 1971</td>
<td></td>
</tr>
<tr>
<td>Box 66</td>
<td>Folder 6</td>
<td>Agriculture, 1972</td>
<td></td>
</tr>
</tbody>
</table>
Box 66, Folder 7  Agricultural products (farm), 1972
Box 66, Folder 8  Agricultural products (trade), 1972
Box 66, Folder 9  Buildings and grounds, 1972
Box 66, Folder 10  Canadian, 1972
Box 66, Folder 11  Construction, 1972
Box 66, Folder 12  Construction (regional), 1972
Box 67, Folder 1  Corporate, 1972
Box 67, Folder 2  Rental, 1972
Box 67, Folder 3  Agriculture, 1973
Box 67, Folder 4  Agriculture (business), 1973
Box 67, Folder 5  Agriculture (farm), 1973
Box 67, Folder 6  Buildings and Grounds, 1973
Box 67, Folder 7  Canadian, 1973
Box 67, Folder 8  Construction, 1973
Box 67, Folder 9  Corporate, 1973
Box 67, Folder 10  Rental, 1973
Box 67, Folder 11  Ag Farm, 1974
Box 67, Folder 12  Agriculture, 1974
Box 67, Folder 13  Agriculture (business), 1974
Box 67, Folder 14  Agriculture (trade), 1974
Box 67, Folder 15  Buildings and Grounds, 1974
Box 67, Folder 16  Canadian, 1974
Box 68, Folder 1          Construction, 1974
Box 68, Folder 2          Corporate, 1974
Box 68, Folder 3          Industry, 1974
Box 68, Folder 4          Rental, 1974
Box 68, Folder 5          Ag Farm, 1975
Box 68, Folder 6          Agriculture, 1975
Box 68, Folder 7          Agriculture (business), 1975
Box 68, Folder 8          Agriculture (farm), 1975
Box 68, Folder 9          Agriculture (trade), 1975
Box 68, Folder 10         Buildings and Grounds, 1975
Box 68, Folder 11         Canadian, 1975
Box 68, Folder 12         Construction, 1975
Box 68, Folder 13         Corporate, 1975
Box 68, Folder 14         Forestry, 1975
Box 68, Folder 15         Industry, 1975
Box 68, Folder 16         Rental, 1975
Box 68, Folder 17         Agriculture, 1976
Box 68, Folder 18         Agri-business, 1976
Box 68, Folder 19         Ag Farm (A-L), 1976
Box 68, Folder 20         Ag Farm (M-Z), 1976
Box 69, Folder 1          Ag Farm, 1976
Box 69, Folder 2  Ag Trade, 1976
Box 69, Folder 3  Buildings and Grounds, 1976
Box 69, Folder 4  Construction (national), 1976
Box 69, Folder 5  Corporate, 1976
Box 69, Folder 6  Forestry, 1976
Box 69, Folder 7  Industry, 1976
Box 69, Folder 8  Mining, 1976
Box 69, Folder 9  Rental, 1976
Box 69, Folder 10  Ag Farm (A-M), 1977
Box 69, Folder 11  Ag Farm (A-N), 1977
Box 69, Folder 12  Ag Farm (N-Z), 1977
Box 69, Folder 13  Ag Farm (O-Z), 1977
Box 69, Folder 14  Agri-Business, 1977
Box 69, Folder 15  Agriculture, 1977
Box 69, Folder 16  Buildings and Grounds, 1977
Box 70, Folder 1  Construction, 1977
Box 70, Folder 2  Corporate, 1977
Box 70, Folder 3  Forestry, 1977
Box 70, Folder 4  Industry, 1977
Box 70, Folder 5  Rental, 1977
Box 70, Folder 6  Agriculture, 1978
Box 70, Folder 7-14  Ag Farm, 1978
Box 70, Folder 9    Agri-Business, 1978
Box 70, Folder 10   Buildings and Grounds, 1978
Box 70, Folder 11   Canadian, 1978
Box 71, Folder 1-14 Construction, 1978
Box 71, Folder 3    Corporate, 1978
Box 71, Folder 4    Forestry, 1978
Box 71, Folder 5    Industry, 1978
Box 71, Folder 6    Melroe Industries, 1978
Box 71, Folder 7    Mining, 1978
Box 71, Folder 8    Rental, 1978
Box 72, Folder 1    Agriculture, 1979
Box 72, Folder 2    Agri-Business, 1979
Box 72, Folder 3    Agriculture (farm), A-L, 1979
Box 72, Folder 4    Agriculture (farm), M-Z, 1979
Box 72, Folder 5    Associated construction publications, 1981
Box 72, Folder 6    Buildings and Grounds, 1981
Box 72, Folder 7    Canadian, 1981
Box 72, Folder 8    C.E. Melroe, Inc., 1979
Box 72, Folder 9    Construction, 1979
Box 72, Folder 10   Corporate, 1979
Box 72, Folder 11   Forestry, 1979
Box 72, Folder 12  Industry, 1979
Box 73, Folder 1  Mining, 1979
Box 73, Folder 2  Rental, 1979
Box 73, Folder 3  Agriculture (farm), A-L, 1980
Box 73, Folder 4  Agriculture (farm), M-Z, 1980
Box 73, Folder 5  Agriculture, 1980
Box 73, Folder 6  Agri-business, 1980
Box 73, Folder 7  Associated construction publications, 1980
Box 73, Folder 8  Buildings and Grounds, 1980
Box 73, Folder 9  Canadian, 1980
Box 73, Folder 10  Construction, 1980
Box 73, Folder 11  Corporate, 1980
Box 73, Folder 12  Forestry, 1980
Box 73, Folder 13  Industry, 1980
Box 73, Folder 14  Mining, 1980
Box 73, Folder 15  Rental, 1980
Box 74, Folder 1  Agriculture, 1981
Box 74, Folder 2  Agri-business, 1981
Box 74, Folder 3  Agriculture (farm), A-L, 1981
Box 74, Folder 4  Agriculture (farm), M-Z, 1981
Box 74, Folder 5  Buildings and Grounds, 1981
Box 74, Folder 6  Canadian, 1981
Box 74, Folder 7  Construction, 1981
Box 74, Folder 8  Corporate, 1981
Box 74, Folder 9  Forestry, 1981
Box 74, Folder 10  Industry, 1981
Box 75, Folder 1  Mining, 1981
Box 75, Folder 2  Rental, 1981
Box 75, Folder 3  Agriculture, 1982
Box 75, Folder 4  Agri-business, 1982
Box 75, Folder 5  Buildings and Grounds, 1982
Box 75, Folder 6  Ag farm (A-L), 1982
Box 75, Folder 7  Ag farm (M-Z), 1982
Box 75, Folder 7A  Canadian, 1982
Box 75, Folder 8  Forestry, 1982
Box 75, Folder 9  International, 1982
Box 75, Folder 10  Industry, 1982
Box 75, Folder 11  Mining, 1982
Box 75, Folder 12  Rental, 1982
Box 76, Folder 1  Agriculture farm (A-L), 1983
Box 76, Folder 2  Agriculture farm (M-Z), 1983
Box 76, Folder 3  Agriculture, 1983
Box 76, Folder 4  Associated construction publications, 1983
Box 76, Folder 5  Canadian, 1983
Box 76, Folder 6  Construction, 1983
Box 76, Folder 7  Forestry, 1983
Box 76, Folder 8  Industry, 1983
Box 76, Folder 9  International, 1983
Box 76, Folder 10  Rental, 1983
Box 77, Folder 1  Agriculture, 1984
Box 77, Folder 2  Agri-Business, 1984
Box 77, Folder 3  Ag Farm, (A-L), 1984
Box 77, Folder 4  Ag Farm, (M-Z), 1984
Box 77, Folder 5  Buildings and Grounds, 1984
Box 77, Folder 6  Canadian, 1984
Box 77, Folder 7  Construction, 1984
Box 78, Folder 1  Forestry, 1984
Box 78, Folder 2  Industry, 1984
Box 78, Folder 3  Rental, 1984
Box 78, Folder 4  Miscellaneous, 1984
Box 78, Folder 5  Agri-Business, 1985
Box 78, Folder 6  Agriculture, 1985
Box 78, Folder 7  Buildings and Grounds, 1985
Box 78, Folder 8  Canadian, 1985
Box 78, Folder 9  Construction, 1985
Box 78, Folder 10  Forestry, 1985
Box 79, Folder 1  Industrial, 1985
Box 79, Folder 2  Melroe Ag Products (A-L), 1985
Box 79, Folder 3  Melroe Ag Products (M-Z), 1985
Box 79, Folder 4  Rental, 1985
Box 79, Folder 5  Miscellaneous, 1985
Box 79, Folder 6  Agri-Business, 1986
Box 79, Folder 7  Agriculture, 1986
Box 79, Folder 8  Buildings and Grounds, 1986
Box 79, Folder 9  Canadian, 1986
Box 79, Folder 10  Construction (A-L), 1986
Box 79, Folder 11  Construction (M-Z), 1986
Box 79, Folder 12  Forestry, 1986
Box 79, Folder 13  Industrial, 1986
Box 79, Folder 14  Melroe Ag Products (A-L), 1986
Box 80, Folder 1  Melroe Ag Products (M-Z), 1986
Box 80, Folder 2  Rental, 1986
Box 80, Folder 3  Agri-Business, 1987
Box 80, Folder 4  Agriculture, 1987
Box 80, Folder 5  Agriculture, (buildings and grounds, construction, and corporate), 1987
Box 80, Folder 6  Buildings and Grounds, 1987
Box 80, Folder 7  Canadian, 1987
Box 80, Folder 8  Construction (A-L), 1987
Box 80, Folder 9  Construction (M-Z), 1987
Box 80, Folder 10  Corporate, 1987
Box 80, Folder 11  Canadian, (international, forestry, industrial, and mining), 1987
Box 80, Folder 12  Industrial, 1987
Box 80, Folder 13  International, 1987
Box 80, Folder 14  Melroe Ag Products (A-L), 1987
Box 80, Folder 15  Rental, 1987
Box 81, Folder 1  Agri-Business, 1988
Box 81, Folder 2  Agriculture, 1988
Box 81, Folder 3  Canadian, 1988
Box 81, Folder 4  Agri-Business, buildings and grounds, and construction, 1988
Box 81, Folder 5  Buildings and Grounds, 1988
Box 81, Folder 6  Canadian, Forestry, industrial, international, and rental, 1988
Box 81, Folder 7  Construction (A-L), 1988
Box 81, Folder 8  Construction (M-Z), 1988
Box 81, Folder 9  Industrial, 1988
Box 81, Folder 10  International, 1988
Box 81, Folder 11  Melroe Ag Products (A-L), 1988
Box 81, Folder 12  Melroe Ag Products (M-Z), 1988
Box 81, Folder 13  Rental, 1988
Box 82, Folder 1  Agri-Business and corporate, 1989
Box 82, Folder 2  Agriculture, 1989
Box 82, Folder 3  Canadian, 1989
Box 82, Folder 4  Construction, 1989
Box 82, Folder 5  Government, 1989
Box 82, Folder 6  Industrial, 1989
Box 82, Folder 7  International, 1989
Box 82, Folder 8  Landscape, 1989
Box 82, Folder 9  Melroe Ag Products (A-K), 1989
Box 82, Folder 10  Melroe Ag Products (L-Z), 1989
Box 82, Folder 11  Rental, 1989
Box 82, Folder 12  Agri-Business, 1990
Box 82, Folder 13  Agriculture, 1990
Box 82, Folder 14  Canadian, 1990
Box 83, Folder 1  Construction, 1990
Box 83, Folder 2  Corporate, 1990
Box 83, Folder 3  Government, 1990
Box 83, Folder 4  Industrial, 1990
Box 83, Folder 5  International, 1990
Box 83, Folder 6  Landscape, 1990
Box 83, Folder 7  Melroe Ag Products (A-K), 1990
Box 83, Folder 8  Melroe Ag Products (L-Z), 1990
Box 83, Folder 9  Miscellaneous news articles, 1990
Box 83, Folder 10  Rental, 1990
Box 83, Folder 11  Agri-Business, 1991
Box 83, Folder 12  Agriculture, 1991
Box 83, Folder 13  Canadian, 1991
Box 84, Folder 1  Construction (A-D), 1991
Box 84, Folder 2  Construction (E-P), 1991
Box 84, Folder 3  Construction (Q-Z), 1991
Box 84, Folder 4  Corporate, 1991
Box 84, Folder 5  Government, 1991
Box 84, Folder 6  Industrial, 1991
Box 84, Folder 7  International, 1991
Box 84, Folder 8  Landscape, 1991
Box 84, Folder 9  News articles, 1991
Box 84, Folder 10  Rental, 1991
Box 84  Spra-Coupe, 1991
Box 85, Folder 1  Spra-Coupe (A-K), 1991
Box 85, Folder 2  Spra-Coupe (L-Z), 1991
Box 85, Folder 3  Agri-Business, 1992
Box 85, Folder 4  Agriculture, 1992
Box 85, Folder 5  Canadian, 1992
Box 85, Folder 6  Construction (A-D), 1992
Box 85, Folder 7  Construction (E-P), 1992
Box 85, Folder 8  Construction (Q-Z), 1992
Box 85, Folder 9  Government, 1992
Box 85, Folder 10 Industrial, 1992
Box 86, Folder 1  International, 1992
Box 86, Folder 2  Landscape, 1992
Box 86, Folder 3  News articles, 1992
Box 86, Folder 4  Rental, 1992
Box 86, Folder 5  Spra-Coupe (miscellaneous), 1992
Box 86, Folder 6  Spra-Coupe (A-K), 1992
Box 86, Folder 7  Spra-Coupe (L-Z), 1992
Box 86, Folder 8  Agri-Business, 1993
Box 86, Folder 9  Agriculture, 1993
Box 87, Folder 1  Canadian, 1993
Box 87, Folder 2  Construction (A-D), 1993
Box 87, Folder 3  Construction (E-Z), 1993
Box 87, Folder 4  Corporate, 1993
Box 87, Folder 5  Government, 1993
Box 87, Folder 6  Industrial, 1993
Box 87, Folder 7  International, 1993
Box 87, Folder 8  Landscape, 1993
Box 87, Folder 9  News articles, 1993
Box 87, Folder 10  Rental, 1993
Box 87, Folder 11  Spra-Coupe, 1993
Box 87, Folder 12  Spra-Coupe (A-K), 1993
Box 87, Folder 13  Spra-Coupe (L-Z), 1993

Box 88, Folder 1  Skid-Steer Loader Farm Market Study, 1979 January
Box 88, Folder 2  Construction Equipment Advertising Survey, 1990 April
Box 88, Folder 3  Skid-Steer Loaders Competitive Industry Profile, 1991 February
Box 88, Folder 4  Skid-Steer Loader Study, 1991 May
Box 88, Folder 5  Survey of Skid-Steer Loader owners, 1991 November-December
Box 88, Folder 5A  Trade Show Survey, undated
Box 88, Folder 6  Testimonials (central bi-products), 1977

Subseries 6.7: Promotional Ideas/ Retail Sales, 1970s-2007
Box 88, Folder 7  Promotional ideas (unidentified), undated
Box 107, Folder 7  Promotional ideas (unidentified), undated
Box 112, Folder 5  Promotional ideas (unidentified), undated
Box 88, Folder 8  Notes and ideas (Ad Center, Flint Communications), 1980s
Box 88, Folder 9  Advanced Product Quality Planning (APQP), undated
Box 88, Folder 10  Aftermarket Support System, 2002
Box 88, Folder 11  Bobcat Boot Camp Survival Training
Box 88, Folder 12  Bobcat business credit card (VISA), 1999
Box 88, Folder 13  BobCheck and BobCare Program (includes stickers), 2000
Box 114, Folder 1  BobCheck and BobCare Program (includes stickers), 2000
Box 114, Folder 14  Bobcat equipment (on CD-ROM or VHS), 2001-2002
Box 114, Folder 15  Bobcat literature rack, undated
Box 112, Folder 1  Bobcat Sales Masters Your Privilege Awards Program, 1995-1996
Box 88, Folder 16  Bobcat Sales Masters, 1998
Box 88, Folder 17  Bobcat State University (diploma), 1984
Box 88, Folder 18  Bucket certificates, 1983

Box 89, Folder 1  Business reply cards (samples), 1970s-1990s
Box 89, Folder 2  Be Your Own Boss/Bring Your Own Bobcat/Build your Own Business (BYOB), undated
Box 89, Folder 3  Calendar, 1983
Box 89, Folder 4  Certificates, coupons, and discounts, undated
Box 89, Folder 5  Coloring book, undated
Box 89, Folder 6  Commemorative medal, 1983
Box 89, Folder 7  Competition and product news organizer, undated
Box 89, Folder 8  Customer Call and Response Evaluation (CARE) Program, undated
Box 89, Folder 9  Dealer reporting forms, 1985
Box 89, Folder 10  Demonstrations (of skid-steer loaders), 2000, 1971, undated
Box 89, Folder 11  Direct mailer, 1999, undated
Box 89, Folder 12  *District Operators Manual*, undated

Box 89, Folder 13  Editorial information, undated

Box 89, Folder 14  Employment application, [2001?], 1998

Box 89, Folder 15  Executive Selling Skills Workshop (certificate), 1997

Box 89, Folder 16  Fair and Trade Show (how to set up and manage), undated

Box 89, Folder 17  First Bobcat Bank and Trust (bank note), undated

Box 89, Folder 18  Flush Face Couplers, 1996

Box 89, Folder 19  General Services Commission (GSC), 1999-2001

Box 89, Folder 20  Greeting cards (birthday, general and Thanksgiving), undated

Box 90, Folder 1  Hands-on training, 1994 Summer

Box 90, Folder 2  Home hardware, 2002

Box 90, Folder 3  Hood ornaments, undated

Box 90, Folder 4  Leading Edge Live, undated

Box 90, Folder 5  Loegering Track Retail Sales Program, 1998

Box 90, Folder 6  Master Service Technician, undated

Box 90, Folder 7  Melroe Dealer Information Workshop, 1997

Box 90, Folder 8  Melroe Dealer Information Workshop, 1998

Box 90, Folder 9  Melroe Hydraulic Cylinders, undated

Box 90, Folder 10  Melroe North Dakota State Open, 1984

Box 90, Folder 11  Merchandise (gifts)
<table>
<thead>
<tr>
<th>Box 90, Folder 12</th>
<th>Municipal bid participation guidelines, 1998</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 90, Folder 13</td>
<td>Name tags, undated</td>
</tr>
<tr>
<td>Box 90, Folder 14</td>
<td>National Accounts Program, 1985</td>
</tr>
<tr>
<td>Box 90, Folder 15</td>
<td>National Accounts, 1998</td>
</tr>
<tr>
<td>Box 90, Folder 16</td>
<td>National Accounts Fleet Maintenance Parts Program, 1997</td>
</tr>
<tr>
<td>Box 90, Folder 17</td>
<td>National Accounts, 2000</td>
</tr>
<tr>
<td>Box 90, Folder 18</td>
<td>National Account Policies and Procedures, 2003</td>
</tr>
<tr>
<td>Box 114, Folder 3-14</td>
<td>Notebooks (blank), undated</td>
</tr>
<tr>
<td>Box 90, Folder 19</td>
<td>Ode to Bobcats (poem), undated</td>
</tr>
<tr>
<td>Box 90, Folder 20</td>
<td>Open house (Fargo), 2000 October</td>
</tr>
<tr>
<td>Box 90, Folder 22</td>
<td>Owner loyalty certificate, 2003</td>
</tr>
<tr>
<td>Box 90, Folder 23</td>
<td>Parts clip art, undated</td>
</tr>
<tr>
<td>Box 90, Folder 24</td>
<td>Part Mart (Canadian), 1993</td>
</tr>
<tr>
<td>Box 90, Folder 25</td>
<td>Part Mart, 2000</td>
</tr>
<tr>
<td>Box 90, Folder 26</td>
<td>Parts and Service Advisory Council, 1997</td>
</tr>
<tr>
<td>Box 90, Folder 27</td>
<td>Parts and Service Advisory Council, 2000</td>
</tr>
<tr>
<td>Box 90, Folder 28</td>
<td>Parts and Service Advisory Council, 2001</td>
</tr>
<tr>
<td>Box 90, Folder 29</td>
<td>Parts and Service Masters Advisory Council, 1989</td>
</tr>
<tr>
<td>Box 90, Folder 30</td>
<td>Parts and Service Masters, 1992, 1993</td>
</tr>
<tr>
<td>Box 90, Folder 31</td>
<td>Parts and Service Masters (San Antonio, Texas), 1996</td>
</tr>
</tbody>
</table>
Box 90, Folder 32  
Parts and Service Masters Meeting (Itasca, Illinois), 1999

Box 90, Folder 33  
Parts and Service (for 600 series), 1986

Box 90, Folder 34  
Parts Team, 2000

Box 90, Folder 35  
Parts Teams, undated

Box 91, Folder 1  
President's Club, undated

Box 91, Folder 2  
Product Resource Department, undated

Box 91, Folder 3  
Product Training School, 1988 August

Box 91, Folder 4  
Red River Valley Fair (Bobcat Day), 1977

Box 91, Folder 5  
Rental Program, 2007, 1997

Box 91, Folder 6  
Rough Rider Charity Golf Tourney, 1980

Box 91, Folder 7  
Salesman's Training Education Program (Back to Basics), 1995, 1991

Box 91, Folder 8  
Sales Plan (Reg Stansfield Sales Success Strategies), undated

Box 91, Folder 9  

Box 91, Folder 10  
Scale models, undated

Box 107, Folder 9  
Scale models, undated

Box 107, Folder 11  
Seminar information, 1994, undated

Box 107, Folder 12  
Service Training School, undated

Box 107, Folder 13  
Service Workshops, undated

Box 107, Folder 14  
Sign imprinting, 2000

Box 111, Folder 4  
Square One A Game of Advertising, Marketing and P.R. Savvy, 1986

Box 91, Folder 15  
Stickers, undated
Box 104, Folder 6  Stickers, undated
Box 91, Folder 16  Sweepstakes tickets, 1981, 1999
Box 91, Folder 17  Super Bobcat Bucks, 1981
Box 91, Folder 18  Technical Research Answer Center (TRAC), undated
Box 91, Folder 19  Tent card, undated
Box 91, Folder 20  Topnotch Bobcat Operator (certificate), undated
Box 91, Folder 21  Website, undated
Box 91, Folder 22  A-Wristo-Cal, 1977 December
Box 91, Folder 23  Year 2000 Compliance, 2000

Subseries 6.8: Sales Campaigns/Programs, 1972-2001

Box 92, Folder 1  Big Bob Blitz, 1972-1975
Box 92, Folder 2  White Sale, 1975
Box 92, Folder 3  New Breed Stampede, 1977-1978
Box 92, Folder 4  Bobcat Bonus Booster, 1980, 1982
Box 92, Folder 5  Double Barreled Bobcat Blast, 1981
Box 92, Folder 6  Seat Bar Kits, 1981
Box 92, Folder 7  Top Hats Awards, 1981
Box 92, Folder 8  Bobcat International World Cup Shipment Championship, 1982
Box 92, Folder 9  Melroe Money Market Mayhem, 1982
Box 92, Folder 10  Cash n’ Coins, 1983
Box 92, Folder 11  Wild, Wild Bobcat, 1983
<table>
<thead>
<tr>
<th>Box Number</th>
<th>Folder Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>92</td>
<td>12</td>
<td>Free n' Easy, 1983 May</td>
</tr>
<tr>
<td>92</td>
<td>13</td>
<td>Big Deal, 1984</td>
</tr>
<tr>
<td>92</td>
<td>14</td>
<td>Feller Buncher (Buncha Bucks), 1984</td>
</tr>
<tr>
<td>112</td>
<td>4</td>
<td>Feller Buncher (Buncha Bucks), 1984</td>
</tr>
<tr>
<td>112</td>
<td>15</td>
<td>Tickle Your Articulated Heart, 1984</td>
</tr>
<tr>
<td>112</td>
<td>16</td>
<td>Grand Slam, 1985</td>
</tr>
<tr>
<td>112</td>
<td>17</td>
<td>Easy Money (Excavator Express), 1987</td>
</tr>
<tr>
<td>112</td>
<td>18</td>
<td>Two Way Deal, 1987</td>
</tr>
<tr>
<td>112</td>
<td>19</td>
<td>Cash or Carry, 1988</td>
</tr>
<tr>
<td>112</td>
<td>20</td>
<td>Family Value Mailing, 1990</td>
</tr>
<tr>
<td>111</td>
<td>3</td>
<td>Big Value Package (Bobcat 843B), 1990</td>
</tr>
<tr>
<td>113</td>
<td>1</td>
<td>843 B Promotion Package, 1990</td>
</tr>
<tr>
<td>92</td>
<td>21</td>
<td>Rental store promotion, 1991</td>
</tr>
<tr>
<td>92</td>
<td>22</td>
<td>Finance promotions, 1991</td>
</tr>
<tr>
<td>92</td>
<td>23</td>
<td>Competitive free bucket program, 1993</td>
</tr>
<tr>
<td>92</td>
<td>24</td>
<td>Competitive skid-steer loader, 1993 March</td>
</tr>
<tr>
<td>92</td>
<td>25</td>
<td>&quot;Win the free use of&quot; a Bobcat program, 1993</td>
</tr>
<tr>
<td>92</td>
<td>26</td>
<td>Excavator program, 1993</td>
</tr>
<tr>
<td>92</td>
<td>27</td>
<td>Sales program extensions, 1993 October</td>
</tr>
<tr>
<td>92</td>
<td>28</td>
<td>American Rental Association Show, 1993</td>
</tr>
<tr>
<td>92</td>
<td>29</td>
<td>Trade In, Trade Up, 1994</td>
</tr>
</tbody>
</table>
Box 93, Folder 1  Protection Plus (warranty), 1995
Box 107, Folder 1  Protection Plus (warranty), 1995
Box 93, Folder 2  Kick in the Bucket, 1995 November
Box 93, Folder 3  Attach-A-Cash Program, 1996
Box 93, Folder 4  Pennsylvania Fall Ag Salesmen Blitz, 1996
Box 93, Folder 5  863 Retail Rampage, 1996
Box 113, Folder 2  Front Line Focus (parts and service program), 1997
Box 113, Folder 3  Rent-To-Sell Program, 1997 May
Box 93, Folder 6  Think Snow Promotion, 1998 July
Box 113, Folder 4  Sales program materials, 1998 November
Box 93, Folder 7  773-G Series, 1999 August
Box 93, Folder 8  Bobcat Advantage, [1999?]
Box 93, Folder 9  Hand control mailers, 1999
Box 93, Folder 10  Make Your Best Deal Competitive Mailer, 1999
Box 93, Folder 11  Sales Promotional Program, 1999
Box 93, Folder 12  Dairyman's Special, 1999-2000
Box 113, Folder 5  Used Skid-Steer Loader and Rental Program, 2000
Box 93, Folder 13  3 years/3000 hours, 2000
Box 93, Folder 14  Bobcat Surface Planer (cash discount), 2000
Box 93, Folder 15  Concrete pump and delivery system, 2000
Box 93, Folder 16  Don't Get Snowed Under, 2000
Box 93, Folder 17  Sales Boosting Programs, 2000 August
Box 93, Folder 18  Bobcat Breaker High Impact Promotion, 2001
Box 113, Folder 6  Bobcat Breaker High Impact Promotion, 2001
Box 94, Folder 1  500,000 Limited Edition Bobcat, 2001
Box 104, Folder 8  500,000 Limited Edition Bobcat, 2001
Box 94, Folder 2  Snow's Gotta Go, 2001
Box 94, Folder 3  Super Value Savings, 2001-2002
Box 94, Folder 4  Bobcat Bonus Campaign, undated
Box 94, Folder 5  Melroe Magic, undated
Box 104, Folder 7  Melroe Magic, undated
Box 109, Folder 1  All Ya Gotta Do Is Whistle (whistle), 1982
Box 109  Official Bobcat Magician (button), undated
Box 109  Melroe Makes It Great! (button), undated
Box 109  Melroe Bobcat (sign on foam core board), undated
Box 109  The Dig Event (box), 1986
Box 109  50 Years Unleashed North American Road Tour (box with scale model), 2008
Box 114, Folder 2  Melroe Makes It Great (buttons), undated
Box 114  Bobcat 200,000 Strong (buttons), undated
Box 114  Bobcat the Next Decade (buttons), undated
Box 111, Folder 2  America's Best Just Got Better (Bobcat 753), undated
Box 112, Folder 6  Rent It! (program), undated
Box 113, Folder 8-14  Mailing envelopes for specific products and programs (samples), undated
Subseries 6.9: Contests, 1965-1999, undated

- Box 113, Folder 6: Bobcat Carload Contest, 1965
- Box 113, Folder 7: Melroe Windrow Pick-up Contest, 1966
- Box 113, Folder 8: Bobcat Bounty Hunt Contest, 1968
- Box 113, Folder 9-14: 50/50 Bobcat Hunt Contest, 1968
- Box 95, Folder 1: Beef Up with Finance Contest, 1972
- Box 95, Folder 2: Let's Do It Contest, 1972-1973
- Box 95, Folder 3: Bobcat Bonanza Contest, 1975
- Box 95, Folder 4: Contests, 1975
- Box 95, Folder 5: Big Bob Contest, 1975
- Box 95, Folder 6: International Sales Contest (Take Your Mama to Bahamas), 1978
- Box 95, Folder 7: Dealer Top Hat Awards Contest, 1981
- Box 95, Folder 8: Advantage Contest, 1999
- Box 95, Folder 9: Bobcat Cribbage Contest, undated
- Box 95, Folder 10: Early Bird Bonus Contest, undated


- Box 111, Folder 5: Melroe Bobcat excavator filter chart, undated
  12 ¾" x 23"
- Box 111: BobCheck the inspection is free. The information is priceless. (Decal), undated
  14 ½" x 15"
- Box 111: BobCARE reduzca el tiempo period! (Decal), undated
  14 ½" x 15"
- Box 111: Clark Celfor Tool Company, 1903-1978, 1978
  12 ½" x 17"
| Box 111 | Keep the feet a movin', undated | 11 ¾" x 22" |
| Box 111 | A backup safety system the seat bar, 1981 | 16 ¾" x 22" |
| Box 111 | Merry Christmas from Flint, 1980 | 17" x 22" |
| Box 111 | ExpoCat, 1985 | 17" x 22" |
| Box 111 | Bobcat Feller Buncher demonstration, undated | 6" x 22 ½" |
| Box 111 | Attention all 1080-B Feller Buncher dealers slice a $3000 rebate, 1985 | 14" x 22" |
| Box 111 | More Melroe Money Mayhem, 1983 | 8 ¼" x 19 ½" |
| Box 111, Folder 6 | Super New 1080 Feller Buncher, undated | 11" x 17" |
| Box 111 | Bobcat ahead of its time…to keep you ahead of your work (400 series), undated | 17" x 22" |
| Box 111 | The side-by-side decider (620 and 700), undated | 17" x 22" |
| Box 111 | See the Bobcat Feller Buncher in action, undated | 17" x 22" |
| Box 111 | Red River Valley Fair. Here's a fair deal for all Melroe employees and families, 1977 | 17 x 22 |
| Box 111 | Freitags fortunes! Discover extra cash!, 1989 | 8 ½ x 22 |
| Box 111 | Ya'll come! Bobcat family picnic, 1978 | 11 x 17 |
| Box 111 | Ask you to try something? You bet! Hire a top-hand through our Bobcat rental plan, undated |
$25,000 awarded in spectator prizes. Rough rider charity golf tourney, 1980

Bobcat's Best Part, undated

Bobcat exciting new concept for safety and comfort, the seat bar, undated

Melroe lightens up its finance rate with a 10.75% annual percentage rate, 1982

Clark credit working together with the customer to solve material handling needs, undated

Remember to keep your Bobcat working like new. Be parts and service smart, undated

The back-up safety system, the seat bar, undated


Bobcat Family Picnic, 1979

A two-year warranty proof our parts make our pickup better, undated

ConExpo 2005 The Bobcat Experience, 2005

More Melroe Magic. The Amazing New Bobcat "40" Models (800 Series), undated

More Melroe Magic. The Amazing New Bobcat "40' Models (700 Series), undated
Box 111  More Melroe Magic. The Amazing New Bobcat "40' Models (600 Series), undated 24" x 30"

Box 111, Folder O/S Folder 2  Tough Job, Tough Tire. Bobcat heavy-duty tires keep you going, undated 22" x 28"

Box 111  Clark Equipment Credit Corporation Your Key To Proud Ownership of Melroe Ag Products, undated 22" x 28"

Box 111  Auction Col. Weber's fall equipment sale, 1975 17" x 25"

Box 111  Experience the Bobcat Advantage! Bobcat Advantage Contest, 1999 22" x 28"

Box 111  Melroe Bobcat loader filter chart, undated 24" x 26"

Box 111  Melroe Ag products announces the don't delay buy today!, 1980-1981 22" x 28"

Box 111  Melroe Spra-Coupe triple option plus, 1987 21" x 34"

Box 111  Melroe Spra-Coupe Monumental Rebate, 1984-1985 22" x 28"

Box 111  All systems are a go. Bobcat One Tough Animal, 2004 22" x 28"

Box 111, Folder O/S Folder 2  50 Years Unleashed North American Road Tour, 2008 22" x 28"

Box 110, Folder O/S Folder 2  Take it to the house. Bobcat One Tough Animal, 2004 22" x 28"

Box 110  Bobcat loader backhoes…jobsite masters. Bobcat One Tough Animal, 2004 22" x 28"

Box 110  Bobcat 50 Years Unleashed, 2007 12" x 36"

Box 110  All new 400 series Bobcat models, undated
11" x 34 ¼"

Box 110 Bobcat feller Buncher financing 13 ½% A.P.R. with Clark Equipment Credit Corporation, undated
11" x 34"

Box 110 Hey! Hey! Bobcat financing 11 ½ % A.P.R., 1982
11" x 34"

Box 110, Folder O/S Folder 3 Rent It!, undated
24 ¾" x 28 ½"

Box 110 Tickle Your Articulated Heart, 1984
22" x 28"

Box 110 Melroe Bobcat Clark credit brainstorming bargains, 1985
14 ¾" x 34 ½"

Box 110 Bobcat 1080-B Feller Buncher, undated
20" x 28"

Box 110 Toy Bobcat Models. A Great Christmas Gift Idea!, undated
22" x 28"

Box 110 Melroe offers you 880 more reasons to own a new 440 Bobcat, 1985
22" x 28"

Box 110 Make Heat Waves with Mama in Bahamas 1978 Bobcat International Sales Contest, 1978
22" x 28 ¾"

Box 110 Free Bucket, 1985
22" x 28"

Box 110 2021 Vibratory Plow That'll Stand By You Job After Job, undated
23 ¾" x 34"

Box 110 3020 Series Trencher. The World's Most Versatile Trenchers, undated
23 ¾" x 34"

Box 110 The Big Deal, 1984
22" x 28"

Box 110 The Big Deal, 1983
22" x 28"
Box 110  Bobcat Cash or Carry, 1988
          22" x 29"

Box 110  We're Putting Big Savings On The Line. The Bobcat "B" Series That Is…,
          undated
          24" x 35"

Box 110  It's Bobcat Feller Buncher Rebate Time, 1987
          22" x 28"

Box 110, Folder O/S  Cash in on the Bobcat Silver Anniversary Celebration, 1983
          Folder 4
          22" x 28"

Box 110  Bobcat is Free n' Easy, 1983
          22" x 28"

Box 110  Save, Save, Save During the Bobcat Bonus Bonanza, 1988
          24" x 28"

Box 110, Folder O/S  BobCheck The Inspection is Free…The Information is Priceless
          Folder 4

Box 110, Folder O/S  BobCheck, The Inspeccion es gratis…La informacion es invaluable., undated
          Folder 8

Box 110  1080-B Bobcat Feller Buncher, undated
          23 ¾" x 34"

Box 110, Folder O/S  Melroe Series II Reset Plows…Simple Plowing Performance, undated
          Folder 4

Box 110  800 Series Featuring Fine-Tuned Engineering, undated
          22" x 28"

Box 110  K-Series, 2006
          22" x 28"

Box 110, Folder O/S  Any similarities to the original are purely intentional. Ask about Bobcat die-cast
          Folder 4 and radio-controlled models, undated

Box 110, Folder O/S  Protect your engine and the environment. Bobcat PG Antifreeze/Coolant,
          Folder 4

Box 110, Folder O/S  Farm-Construction-Industry. Low Cost Efficiency, undated
          Folder 4
Box 110

23 ½" x 35"

22" x 28"

22" x 28"

Honor begets honor; trust begets trust; faith begets faith, and hope is the mainspring of life. Bobcat One Tough Animal, 2001
22" x 28"

Our brand fits your brand! Attachment Plus, 2001
22" x 28"

Down with downtime. BobCare, 1998
22" x 28"

Earn 25,000 American Airlines AAdvantage miles by leasing Bobcat equipment, 2004
22" x 34"

Bobcat Worksaver. Be Your Own Boss, 2004
22" x 28"

Ahora...El Cargador Articulado Bobcat 2000, undated
21 1/2" x 30"

Animal Instinct and Innovation 50 Years Unleashed, 2007
22" x 28"

Tough Work Made Easy. 50 Years Unleashed, 2007
22" x 28"

One Incredible Invention 50 Years Unleashed, 2007
22" x 28"

Down with downtime! BobCare helps keep your equipment up and running., undated
22" x 28"

The inspection is free. The information is priceless. BobCheck., undated
22" x 28"

The Bobcat Parts Advantage. Why use anything else?, 1998
Box 110  The Bobcat Attachment Advantage, 1998  
22" x 28"

Box 110  Turn your demolition work into a smashing success!, 2001 
22" x 28"

Box 110  Advantage Bobcat de implementos (in Spanish), 1999 
22" x 28"

Box 110  La ventaja Bobcat de aditamento (in Spanish), 1999 
22" x 28"

Box 110, Folder O/S  
Folder 6  All systems are go!, 2004 
22" x 28"

Box 110  The snow specialists! Bring it on!, 2004 
22" x 28"

Box 110  Power and control on a different scale. Bobcat radio-controlled model., undated 
22" x 28"

Box 110  Farmyards, fence lines and feedlots. On three acres or three thousand, Bobcat equipment has hundreds of uses., 2004 
22" x 28"

Box 110  Breaker! Breaker! Cash back plus free CB radios! Purchase a 1985 or 1986 model Spra-Coupe, 1986-1987 
21" x 34"

Box 110  There's never been a better time to buy super valve scale., 2001 
22" x 28"

Box 110  Introducing the longer, stronger, and faster bobcat 963 skid-steer loader. More muscle!, 1998 
22 ½' x 28"

Box 110  A great way to start your day! Start it off right with a heavy-duty Bobcat battery., undated 
22" x 28"

Box 110  Sketch for Orlando, Florida, sales meeting, 1979? 
22" x 34"
Pemecah! Pemecah. Arahkan pekerjaan pemboran anda pada sasaran/Arah yang tepat. (in Indonesian and Japanese) Translation: Breaker! Breaker! Directed drilling work on your goals the right way., undated 22" x 28"

Semua yang anda butuhkan untuk mesin yang diberikan pelumas dengan baik. (in Indonesian), undated 22" x 28"

Menanamkan modal anda untuk suatu pekerjaan tanpa menghabiskan anggaran belanja anda.

Translation: Investing in your capital to a job without spending your budget., undated 22" x 28"

Ban-ban alat-alat berat yang diaku oleh Melroe. (in Indonesian and Japanese), undated 22" x 28"

Kesamaan-kesamaan cirri dengan produk asli adalah memang disengaja (in Indonesian and Japanese), undated 22" x 28"

Satu cara yang baik untuk memulai pekerjaan andu. (in Indonesian) Translation: One good way to start work., undated 22" x 28"

Selling Versatility Since 1958, undated 22" x 28"

How Do You Make the Melroe Spra-Coupe 40% more powerful?, Undated 22" x 28"

Fue el primero y es el major!, undated 22" x 28"

Give inflation the one-two knock-out punch, two-fisted finance fighters, 1983 22" x 28"

Versatility on Wheels, undated 22" x 28"

Two Machines in One, A300 All-Wheel Steer Loader, undated 22" x 28"

There's never been a better time to buy Bobcat equipment! Don't miss our savings spectacular 0% financing, undated

Top Traction for Tough Tasks, undated

Sink Your Teeth Into Your Work Without Eating Up Your Budget, undated

Bobcat 763 with landscape rake 6B, undated

Everything you need for the well-oiled machine, undated

Lewis and Clark Would Be Jealous, undated

50 years ago, a small North Dakota company unleashed a way to work better, smarter, faster. Together we'll unleash the next 50!, 2008

Remoste Possibilities. Bobcat Loader Radio Remote., undated

Multiple End Wheel Drill, undated

Traditional, track or two-in-one, Undated

4 x 4 any time you need it. The Bobcat 2200 4x4 utility vehicle, undated

Farm-Construction-Industry, low cost efficiency, undated

Grab a job by the throat and sink your teeth into it, undated

Juego para mantenimiento preventive, undated
Box 110  Deberían durar las piezas de repuesto tanto como las originales?, undated
22" x 28"

Box 110  Haga más trabajo sin que le cueste más, undated
22" x 28"

Box 110  Llantas Extrafuertes Aprobadas por melroe., undated
22" x 28"

Box 110  Todo lo que necesita para lubricar bien la maquina, undated
22" x 28"

Return to Table of Contents


Box 95, Folder 11  Melroe Product History, 1975, 1967
Box 95, Folder 12  Accessories/option brochures, 2002-2007
Box 96, Folder 1-14 Attachments, 1991-2008
Box 96, Folder 3  Attachment brochures (L-W), 2007-2008
Box 96, Folder 4  Palm attachments (competitor), 1996
Box 96, Folder 5  Backhoe, 2002, 1980, 1983
Box 96, Folder 6  Bobcat Advantage (brochures), 1997-2005
Box 96, Folder 7  Bobcat operation sensing system (BOSS), 1998
Box 96, Folder 8  Bucket Bite, 1998
Box 96, Folder 9  Compaction Products, 2002
Box 96, Folder 10  Compact Track Loaders, 2006
Box 96, Folder 11  Compact Tractor, undated
Box 96, Folder 12  Construction tools, 2002
Box 96, Folder 13  Excavators, 2006
Box 96, Folder 14  Feller Buncher, 1975
Box 97, Folder 1  Financing and leasing, undated
Box 97, Folder 2  General brochures, undated
Box 104, Folder 9  Hydraulic couplers, 1996
Box 97, Folder 3  Parts and Service, undated
Box 97, Folder 4  Portable power products, 2002
Box 97, Folder 5  Pressure washers/job site boxes/vacuums, undated
Box 97, Folder 6  Rentals, 2006
Box 97, Folder 7  Ship and barge loading, 1976-1977
Box 97, Folder 8  Ship trimming, undated
Box 97, Folder 9  Skid-steer loaders, 1979-1991
Box 97, Folder 10  Skid-steer loaders (general), undated
Box 97, Folder 11  Tires, 2007
Box 97, Folder 12  Trencher, 1987-1991
Box 98, Folder 1  Utility vehicles, 2008
Box 98, Folder 2  Vehicle service solutions, 2002
Box 98, Folder 3  VersaHandler, 2001, 2004, 2005
Box 98, Folder 4  Vibratory plow, 1990
Box 98, Folder 5  Warranty, 1990
Box 98, Folder 6  Bobcatlog, 2002
Box 98, Folder 7  Open house literature, undated
Box 98, Folder 8  Owner’s Manual (M-444; M-500; M-600), 1970
Box 98, Folder 9  Operators Manual (743), 1982
Box 119, Folder 1  Backhoe Attachment Operator Training Course (with ½” VHS tape), 1997 July
Box 119, Folder 2  Curso de Entrenamiento de Operador de Excavadores Compactas (with ½” VHS tape), 2002
Box 119, Folder 3  Service Safety Training Course for Bobcat Skid-Steer Loaders, 2002 November
Box 98, Folder 10  
*Parts and Accessories Catalog*, 1993

Box 98, Folder 11  
*Parts and Service Manual*, undated

Box 98, Folder 12  
Product Engineering at Melroe, 1971

Box 98, Folder 13  
Product notebook for loaders and attachments, 1974

Box 98, Folder 14-15  
Product Specification sheets (by Industry), 1970s

Box 99, Folder 1  
Product Specification sheets (by Industry), 1970s

Box 99, Folder 2  
Product trade cards, undated

Box 99, Folder 3  
Technical guides (for models 343 and 943), undated

Box 117, Folder 1  
Technical Services Guide, 1999

Box 99, Folder 4  
Market brochures, 2007

Box 117, Folder 3  
Loader Product Handbook (includes specifications), undated

*Return to Table of Contents*
Series 8: Melroe Ag Division/Spra-Coupe Materials, 1972-1998

Subseries 8.1: Melroe Ag Products Division, 1973-1983

Box 117, Folder 5  Organizational chart for Melroe Ag Division, 1973 August
Box 117, Folder 6  Organizational chart for Melroe Ag Division, 1979 April
Box 117, Folder 7  Media information, 1979-1982
Box 117, Folder 8  Press release, undated
Box 117, Folder 9  Project Zero-In (Melroe Ag Division), 1981
Box 117, Folder 10 Harroweeder/Multiweeder, 1979
Box 117, Folder 11 Melroe Rock Picker, 1978
Box 117, Folder 12 701 No-till drill, 1977
Box 117, Folder 13 Windrow Pick-up, 1977
Box 117, Folder 14 Canadian farm data, circa 1980
Box 117, Folder 15 Advertisements, 1979
Box 117, Folder 16 Advertisements, 1981
Box 117, Folder 17 Bucks Back Program, 1983
Box 112, Folder 7 Multi-Weeder and Windrow Pick-up (color prints), undated
Box 112, Folder 8 Melroe Chuck Wagon and Melroe Drills (posters), undated

Subseries 8.2: Spra-Coupe, 1972-1998, undated

Box 99, Folder 18 Proposed acquisition of Kirschman Manufacturing, 1972 December
Box 100, Folder 1  Advertisements, 1989-1992
Box 100, Folder 2  Advertisements, 1992-1993
Box 100, Folder 3  Advertisements, 1994
Box 112, Folder 9  Advertisements, 1994-1995
Box 112, Folder 10  Advertisements, 1996
Box 100, Folder 4  Advertisements, 1997-1998
Box 100, Folder 5  Advertisements, 1996, 1982-1994
Box 100, Folder 6  Advertisements (competitors), 1991-1993
Box 100, Folder 7  Co-op advertising program, 1989, 1982, 1984
Box 100, Folder 8  Media considerations, 1981
Box 100, Folder 9  Interviews/testimonial (Canada), circa 1980s
Box 100, Folder 10  Interviews/testimonial (United States), 1981-1982
Box 100, Folder 11  Canadian interviews, 1982
Box 100, Folder 12  Surveys/interviews, 1997-1998
Box 100, Folder 13  Territory survey, 1994-1996
Box 100, Folder 14  Custom applicator telephone survey, 1997
Box 101, Folder 1  Sales retail reports, 1979
Box 101, Folder 2  Spra-Coupe 230 custom kit, undated
Box 115, Folder 3  Spra-Coupe 230 custom kit, undated
Box 115, Folder 3  Spra-Coupe Reporter, 1994
Box 115, Folder 4  500 Club Spra-Coupe Newsletter, undated
Box 115, Folder 5  First in the Field (newsletter), undated
Box 115, Folder 6  Spra-Coupe 200 series, 1986
Box 115, Folder 7  Spra-Coupe 3000 series, 1995-1996
Box 115, Folder 8  Spra-Coupe 4640 series, 1997
Box 115, Folder 9  Dealership Market Planning Guide, undated
Box 115, Folder 10 Rental program (form), undated

Return to Table of Contents


Box 102, Folder 1  Press Clippings, 1969-1970
Box 102, Folder 2-14  Press Clippings, 1989
Box 102, Folder 3A  1994 (foreign)
Box 105, Folder 1  2003 November and December
Box 105  2004 January and February
Box 105, Folder 2  2004 March and April
Box 105, Folder 3  2004 May and June
Box 105, Folder 4  2004 July
Box 105, Folder 5  2004 August
Box 105, Folder 6  2004 September
Box 105, Folder 7  2004 October
Box 105, Folder 8  2004 November
Box 105, Folder 9  2004 December, 2005


Box 104, Folder 10


Box 102, Folder 4  1972 (special releases)
Box 102, Folder 5  1973-1974 (special releases)
Box 102, Folder 6  1967-1974 (organizational announcements)
Box 102, Folder 7-14  1970s (organizational announcements)
Box 102, Folder 9  1970s (organizational announcements), 1976
Box 102, Folder 10  1970s (organizational announcements), 1977
Box 102, Folder 11  1970s (organizational announcements), 1978
Box 102, Folder 12  1970s (organizational announcements), 1978 September
Box 102, Folder 13  1970s (organizational announcements), 1979
Box 102, Folder 14  1979 October (Grain drills)
Box 102, Folder 15  1979 (organizational announcements)
Box 102, Folder 16  1984 (organizational announcements)
Box 102, Folder 17  1985 (organizational announcements)
Box 102, Folder 18  1986 (organizational announcements)
Box 102, Folder 19  1987 (organizational announcements)
Box 102, Folder 20  1988 (organizational announcements)
Box 102, Folder 21  1989 (organizational announcements)
Box 102, Folder 22  1990 (organizational announcements)
Box 103, Folder 1  1991 (organizational announcements)
Box 103, Folder 2  1992 (organizational announcements)
Box 103, Folder 3  1993 (organizational announcements)
Box 103, Folder 4  1994 (organizational announcements)
Box 103, Folder 5  1995 (organizational announcements)
Box 103, Folder 6  1996 (organizational announcements)
Box 103, Folder 7  1997 (organizational announcements)
Box 103, Folder 8  1998 (organizational announcements)
Box 103, Folder 9  1999 (organizational announcements)

Box 103, Folder 10  Undated (organizational announcements)


Box 103, Folder 11  Press conference (Bismarck Plant Expansion), 1989

Box 103, Folder 12  Press conference (Gwinner Plant Expansion), 1994

Box 103, Folder 13  Press kit, 1978

Box 103, Folder 14  Press kit samples (empty), undated

**Subseries 9.5: Articles, 1967, 1979, 1993**

*Box 103, Folder 15*

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

Melroe History (circa 1960s)
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.


Box 123
OV 1129.25

Box 128
RDVD 1129.25

Melroe Bobcat History Tape #1 (circa 1970s)
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)
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


Box 123
OV1129.27

Box 128
RDVD 1129.27
The World of Clark (1974)
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)
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)
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)
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)
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.
Buenos Dias Bobcat (1985)
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."

Circus, Tape 1 (1985)
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.

Circus, Tape 2 (1985)
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
Factory Update II (1987 February 13)
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)
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

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)
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)
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)
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)
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)
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)
¾ inch U-Matic
1. Cyclic Selling
2. Get It Up

Box 124 OV 1129.41

Sales Meeting, Scottsdale, Arizona (1988 February 16)
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)
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)
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)
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)
¾ inch U-Matic
People and other shots from the meeting.

Box 124  
OV 1129.46

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)
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)
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)
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)
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

4. Music

5. Advertisement for Bobcat apparel and scale models


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
Box 128

*Keep It Up* closing (1994 February)
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
Box 128

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
Box 128

*The Book on CD-ROM* (1995 June)
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)
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)
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)
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)
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)
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)
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)
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)
¾ 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)
¾ inch U-Matic

Professionally shot factory footage.

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

Box 124
OV 1129.62

Box 128
RDVD 1129.62

*Kiss an Angel*/*Smoke Your Eyes Out*/*Melroe Puts It Together* (undated)
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)
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

*North Dakota District Export Council Promoting Exporting* (1980s)
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


*Pulpwood Handling with the Melroe Bobcat* (1967)
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)
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

*Bobcat Boogie* (1970)
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)
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)
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)
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)
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)
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)
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)
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)
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)
CD-ROM
Contains graphic files for the Hydraulic Handtools Brochure.

Box 126

OCDROM 1129.66

*Experience the Bobcat Advantage* (2000)
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 construction 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

Landscape Segments (2000 August 2)
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)

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, landplace, plate compactor, sweeper, vibratory roller, whisker, and the power Bobtach.

Box 126

OCDROM 1129.69

*One Tough Animal Bobcat Video Product Catalog* (2002 March)

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)

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


Digital Betacam, 9 minutes

Box 121

OV 1129.72

*Concrete/Flatwork* (2004 May)

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 grader, plate compactor, 
sweeper, vibratory roller, whisker, power Bobtach, and training resources.

Box 126  OCDROM 1129.73

*Precision Grading System* (2006 February)

CD-ROM

Includes video clips and literature about the precision grading system. Video 
clips are included for an overview, jobsite benchmarking, laser set-up, laser 
box blade, laser grader transmitter features, operating tips, and a wrap-up of 
the process.

Box 126  OCDROM 1129.74

Box 128  RCDROM 1129.74

*Turf Installation from Start to Finish* (2006 July)

CD-ROM

Video clips of the turf installation process. Includes a Bobcat equipment 
overview, digging/cutting drainage swales, groundwork and soil enhancement, 
achieving final grade, soil preparation, seeding or laying sod, and on-site 
maintenance and clean up.

Box 126  OCDROM 1129.75

Box 128  RCDROM 1129.75

*Products in Action!* (2007 January)

CD-ROM

Video clips for all-wheel steer loaders, attachments, compact excavators, 
compact track loaders, mini track loaders, skid-steer loaders, Toolcat work 
machines, utility vehicles, VersaHandler TTC, and training resources.

Box 126  OCDROM 1129.76

Box 128  RCDROM 1129.76

Barney Bobcat Dealer Show Tape (1995)

VHS, 80 minutes

A Bobcat Dealer meeting tape featuring Barney Bobcat, a computer animated 
talking Bobcat loader, that introduces several segments:

1. 873 features and capabilities
2. Operator improvement: safety video that shows operators making errors and the proper methods of operation.

3. Bobcats performing a wide variety of tasks; various models fit different jobs.

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.


Box 120

OV 1129.77

Farm Boy at Heart (1970)
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)
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)
(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

(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)
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)
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)
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)
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)
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)
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)
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"

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**Helping Sell the Bobcat Articulated Loader (1982)**

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.

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**Duck Hunting with Reg Stansfield (1985)**

DVD, 24 minutes

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

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**A Visit with Reg Stansfield (1987)**

¾ inch U-Matic

Two motivational films targeted at Bobcat salesmen featuring Reg Stansfield.

1. "My Friend Charlie"

2. "Personal Sales Program"

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**Leading Edge: June 1990 (1990 June)**

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**

*Leading Edge: Bobcat National Accounts/GSA (1996 January 5)*  
BetaCam-SP, 13 minutes  
Explains what national accounts and government sales are and how individual dealers can profit from them.

**Box 121**

*A Great Bobcat Dealer (1997)*  
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**

*Selling Against Caterpillar Compact Equipment Products (2003 December 10)*  
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 128**  
RDVD 1129.86
"Get Organised, Mr. Salesman!" with Reg Stansfield (undated)
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)
DVD, 27 minutes

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

Box 120
ODVD 1129.88


The Story of the Bobcat Kid [1974]
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)
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)
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)  
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)  
¾ inch U-Matic, 22 minutes

A French language version of *Bobcat Bootcamp.*

Box 125  
OV 1129.92

Videos de Operacion Segura (undated)  
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)  
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)
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)
5. Bobcat Farm 530-310-632 Models
6. Bobcat Construction 632-530 Models (Some Kind of Animal end)
7. 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

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)
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)
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

VHS, 13 minutes

Promotional film that explains the capabilities 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)
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)
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
Image(s)

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
Image(s)

Box 101, Folder 19 Bobcat Square Dance, undated

Box 101, Folder 20 Memoranda, 1983 December