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 7: Product Information, 1967-2008 .............................................................................................. 82  
  Series 8: Melroe Ag Division/Spra-Coupe Materials, 1972-1998 ....................................................... 85  
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
56 Cubic feet (128 boxes, 8 oversized folders)
10 electronic discs (cd)
5 electronic discs (dvd)
14 videocassettes (betacamsp)
38 videocassettes (u-matic)
9 videocassettes (vhs)
1 videocassettes (digital betacam)
Creator: Nelson, Scott
Bobcat Company
Language: 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."[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 A Modern Guide to North Dakota. This guidebook is intended for "foreign" visitors (anyone from Minneapolis, Chicago, New York, St. Louis, Los Angeles, Seattle, Canada, South America, Europe, Asia or outside the city limits of Gwinner, North Dakota) and provides historical background as well as information on the many diverse and interesting aspects of North Dakota.

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

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

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

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

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

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

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

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

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

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

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

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

Subseries 9, Subject Files, 1963-1985, captures a variety of documentation associated with the company's corporate structure such as testimonials from owners and users of Bobcat skid-steer loaders, the first invoice for the Bobcat skid-steer loader (1963), the celebration of the 100,000th Bobcat skid-steer loader being produced and the "Melroe Mission to Japan." In 1985, a cross-sectional group of Melroe employees were selected to tour Japanese manufacturing plants and examine new concepts in both manufacturing and engineering. The lessons learned from this valuable trip were implemented at Bobcat and ultimately manifested themselves in the Kaizen materials. See Series 1, Subseries 4. The report, Bobcat Reports: The Melroe Mission to Japan contains employee observations about the trip, insights into similarities and differences between Japanese plants and Melroe plants; lifestyle 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 Advertising/Marketing Department. Flint was established in 1946, by Harold Flint. Today, Flint consists of a network of six companies, known as the Flint Group, serving a diverse list of businesses, industries, government entities, and not-for-profit clients. The Flint Group includes Flint Communications, Fargo, North Dakota; HatlingFlint, St. Cloud, Minnesota; SimmonsFlint, Grand Forks, North Dakota; WestmorelandFlint, Duluth, Minnesota; AadlandFlint, Anchorage, Alaska; and Flint Interactive, an online services firm with staff in multiple locations. In some instances the marketing and promotional pieces have a Knight Printing Company tag affixed to them. This tag provided critical information to both Flint and the Bobcat Company for reordering purposes and dating. For example KN-500-397-#650152-F translated means Knight Printing Company-quantity 500-March 1997-Bobcat Company job number, and the F equals Flint.

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

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

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

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

Subseries 3, Advertisements, 1964-2001, documents advertisements (both color and black and white), color proofs (used to evaluate the ads' final appearance), some examples of the four-color process-a printing process that combines different amounts of the four colors red, yellow, blue and black, copies and/or originals torn from trade and industry magazines. The advertisements are arranged chronologically and then alphabetically by language. There is some clip art with Bobcat Company logos and an advertising manual for the international market. The manual was intended to help dealers prepare their own advertising.

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

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

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

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

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

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


Series 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

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
Image(s)
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
Box 3, Folder 2  Company Christmas Cards, 1965
Box 3, Folder 3  Company Christmas Cards, 1966
Box 3, Folder 4  Company Christmas Cards, 1967
Box 3, Folder 5  Company Christmas Cards, 1968
Box 3, Folder 6  Company Christmas Cards, 1969
Box 3, Folder 7  Company Christmas Cards, 1970
Box 3, Folder 8  Company Christmas Cards, 1971-1972
Box 3, Folder 9  Company Christmas Cards, 1973
Box 3, Folder 10 Company Christmas Cards, 1974
Box 3, Folder 11  undated

Subseries 1.6: Company Picnics, 1966-1979
Box 3, Folder 12  Company Picnics, 1966 September
Box 3, Folder 13  Company Picnics, 1967 September
Box 3, Folder 14  Company Picnics, 1970 September
Box 3, Folder 15  Company Picnics, 1972 September
Box 3, Folder 16  Company Picnics, 1978 September, 1979 September

Subseries 1.6: Awards, 1969-1988
Box 3, Folder 17  Clark Equipment Credit Corporation Professional Dealer Award, 1980
Box 3, Folder 18  Employee Recognition Service Awards, 1984-1985
Box 3, Folder 18A Employee Service Recognition Program, undated
Box 4, Folder 1  Export "E" Award, 1969, 1978
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
<table>
<thead>
<tr>
<th>Box 106, Folder 10</th>
<th>R.S.R. Electric Cooperative, Inc. (annual meeting), 1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 106, Folder 11</td>
<td>Steiger Tractor, Inc. (tour guide), undated</td>
</tr>
<tr>
<td>Box 106, Folder 13</td>
<td>Trademark, 1967 January</td>
</tr>
</tbody>
</table>

Return to Table of Contents
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 3*  

*Box 6, Folder 4*  
*Bobcat Briefs*, 1987 January-1987 December

*Box 6, Folder 5*  

*Box 6, Folder 6*  
*Bobcat Briefs*, 1989 January-1989 December

*Box 6, Folder 7*  
*Bobcat Briefs*, 1990 January-1990 December

*Box 6, Folder 8*  

*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 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 108  Special issue 1990

Box 108  Fourth Quarter 1990

Box 108, Folder 5  First Quarter 1991

Box 108  Second Quarter 1991

Box 108  Fourth Quarter 1991

Box 108  First Quarter 1992

Box 108  Third Quarter 1992

Box 108  Fourth Quarter 1992


Box 9, Folder 12  *Melroe Messages*, 1996 February-1996 March

Box 9, Folder 13  *Melroe Messages*, 1999 September

Box 9, Folder 15  Melroe Pickup, 1970 January-1970 December
Box 9, Folder 16  Melroe Pickup, 1971 January-1971 December
Box 9, Folder 17  Melroe Pickup, 1972 January-1972 August, 1972 October, 1972 December
Box 9, Folder 19  Melroe Pickup, 1974 February, 1974 May-1974 June; 1974 July
Box 9, Folder 20  Melroe Pickup, 1975 January

Subseries 3.12: Melroe Scoop, 1970
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

Subseries 3.15: The Summit, 1990-1992
Box 9, Folder 27  The Summit, 1990 August-1990 December
Box 10, Folder 1  The Summit, 1991 January-1991 November
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


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
Box 107, Folder 3     Mailing lists, undated

Return to Table of Contents
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
Box 18  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
<table>
<thead>
<tr>
<th>Box 20</th>
<th>Image(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Duhon Machinery (New Orleans Hurricane Clean-up), 1965</td>
</tr>
<tr>
<td></td>
<td>Engineering Department, 1972-1988</td>
</tr>
<tr>
<td></td>
<td>Engineering stress coding, undated</td>
</tr>
<tr>
<td></td>
<td>Europe, undated</td>
</tr>
<tr>
<td></td>
<td>Export &quot;E&quot; Award, 1960s, 1988</td>
</tr>
<tr>
<td></td>
<td>Exporting (shipping), circa 1960s</td>
</tr>
<tr>
<td></td>
<td>Fair Kit, 1989</td>
</tr>
<tr>
<td></td>
<td>Fairs and Trade Shows, 1960s-1995</td>
</tr>
<tr>
<td></td>
<td>Fair Trailer, 1972 June</td>
</tr>
<tr>
<td></td>
<td>Feller Buchner (174)</td>
</tr>
<tr>
<td></td>
<td>Golf events, undated</td>
</tr>
<tr>
<td></td>
<td>Go-Go Dancer (Suzy Eager), undated</td>
</tr>
<tr>
<td></td>
<td>Ground Breakings, undated</td>
</tr>
<tr>
<td></td>
<td>Gwinner Factory (machine shop), undated</td>
</tr>
<tr>
<td></td>
<td>Gwinner Factory (fabrication shop and steel press shop), undated</td>
</tr>
<tr>
<td></td>
<td>Gwinner Factory Tour (book shoot), 1995 September</td>
</tr>
<tr>
<td></td>
<td>Gwinner Factory (new assembly plant), 1995</td>
</tr>
<tr>
<td></td>
<td>Gwinner Factory (assembly line), 2001</td>
</tr>
<tr>
<td></td>
<td>Gwinner Factory (aerials), 1950s-1960s</td>
</tr>
<tr>
<td></td>
<td>Gwinner Factory (Aerials), 1974 July 12</td>
</tr>
<tr>
<td></td>
<td>Gwinner Factory (Aerials), 1980s</td>
</tr>
<tr>
<td></td>
<td>Gwinner Factory (Aerials), 1994 November 8</td>
</tr>
<tr>
<td></td>
<td>Gwinner Factory (Aerials), undated</td>
</tr>
<tr>
<td>Box 21</td>
<td>Image(s)</td>
</tr>
<tr>
<td></td>
<td>Gwinner Factory (construction of), 1960s</td>
</tr>
<tr>
<td></td>
<td>Gwinner Factory (construction of), 1960s</td>
</tr>
<tr>
<td>Box 22</td>
<td>Gwinner Factory (construction of), 1960s</td>
</tr>
<tr>
<td>Box 22</td>
<td>Gwinner Factory (construction of), 1970</td>
</tr>
<tr>
<td>-------</td>
<td>--------------------------------------</td>
</tr>
<tr>
<td>Box 22</td>
<td>Gwinner Factory (offices), 1969-1996</td>
</tr>
<tr>
<td>Box 22</td>
<td>Gwinner Factory (Parts Department), 1974-1975</td>
</tr>
<tr>
<td>Box 22</td>
<td>Gwinner, North Dakota (community), undated</td>
</tr>
<tr>
<td>Box 22</td>
<td>Gwinner, North Dakota (Business District), 1973</td>
</tr>
<tr>
<td>Box 22</td>
<td>Gysler Flexible Chisel Plow, 1975</td>
</tr>
<tr>
<td>Box 22</td>
<td>Harrow Weeder, undated</td>
</tr>
<tr>
<td>Box 22</td>
<td>Hunting, undated</td>
</tr>
<tr>
<td>Box 22</td>
<td>Indiana State Fair, 1967 August 26-1967 September 4</td>
</tr>
<tr>
<td>Box 25</td>
<td>Cyril Keller, undated</td>
</tr>
<tr>
<td>Box 25</td>
<td>Image(s)</td>
</tr>
<tr>
<td>Box 25</td>
<td>Kirschmann Manufacturing Company, undated</td>
</tr>
<tr>
<td>Box 25</td>
<td>Logging, undated</td>
</tr>
<tr>
<td>Box 25</td>
<td>Luff and Smith (England), undated</td>
</tr>
<tr>
<td>Box 25</td>
<td>Massey-Ferguson Loader, undated</td>
</tr>
<tr>
<td>Box 25</td>
<td>Mecroé Fork Lift, 1971-1972</td>
</tr>
<tr>
<td>Box 25</td>
<td>Second Melroe Annual Sands Hill Invitational Engolfment (MASHIE), 1966 September 13</td>
</tr>
<tr>
<td>Box 25</td>
<td>Melroe Manufacturing Company, undated</td>
</tr>
<tr>
<td>Box 25</td>
<td>Image(s)</td>
</tr>
<tr>
<td>Box 25</td>
<td>Melroe Family, undated</td>
</tr>
<tr>
<td>Box 25</td>
<td>Melroe Suppliers, undated</td>
</tr>
<tr>
<td>Box 26</td>
<td>Middle East, undated</td>
</tr>
<tr>
<td>Box 26</td>
<td>[Military airfield?], undated</td>
</tr>
<tr>
<td>Box 26</td>
<td>Mining, undated</td>
</tr>
<tr>
<td>Box 26</td>
<td>Most Valuable Player of the Year, undated</td>
</tr>
<tr>
<td>Box 26</td>
<td>Multi-Weeder, undated</td>
</tr>
</tbody>
</table>
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 31-32  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
<table>
<thead>
<tr>
<th>Box</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>36</td>
<td>Windrow Pick-up, 1971, undated</td>
</tr>
<tr>
<td>23</td>
<td>B300 (Loader Backhoe), 2005</td>
</tr>
<tr>
<td>23</td>
<td>310 (Skid Steer Loader), 1977</td>
</tr>
<tr>
<td>23</td>
<td>M371 (Skid Steer Loader), 1971</td>
</tr>
<tr>
<td>23</td>
<td>M371 (Skid Steer Loader/Mini-Bob), 1971</td>
</tr>
<tr>
<td>23</td>
<td>M371 (Skid Steer Loader/Mini-Bob/Jim Bauer), 1971</td>
</tr>
<tr>
<td>23</td>
<td>463 (Skid Steer Loader), 2001</td>
</tr>
<tr>
<td>23</td>
<td>500 (Skid Steer Loader), 1964</td>
</tr>
<tr>
<td>23</td>
<td>500 and 600 (Skid Steer Loader), 1967, 1964</td>
</tr>
<tr>
<td>23</td>
<td>V518 (VersaHandler Canopy), 2003</td>
</tr>
<tr>
<td>23</td>
<td>520 (Skid Steer Loader), 1976</td>
</tr>
<tr>
<td>23</td>
<td>530 (Skid Steer Loader), 1977</td>
</tr>
<tr>
<td>23</td>
<td><strong>Image(s)</strong></td>
</tr>
<tr>
<td>24</td>
<td>M600-E (Skid Steer Loader), 1976</td>
</tr>
<tr>
<td>24</td>
<td>M600 (Skid Steer Loader), 1968</td>
</tr>
<tr>
<td>24</td>
<td>V623 (VersaHandler Canopy), 2001</td>
</tr>
<tr>
<td>106</td>
<td>742 B (scrap metal use), undated</td>
</tr>
<tr>
<td>24</td>
<td>M800 (Skid Steer Loader), undated</td>
</tr>
<tr>
<td>24</td>
<td>970 (Skid Steer Loader), 1970</td>
</tr>
<tr>
<td>24</td>
<td>975 (Skid Steer Loader), 1977</td>
</tr>
<tr>
<td>24</td>
<td>1845 C Case with quicktach, 1987 December</td>
</tr>
<tr>
<td>24</td>
<td>500,000th Bobcat skid-steer loader assembled, 2001</td>
</tr>
<tr>
<td>107</td>
<td>500,000th Bobcat skid-steer loader assembled, 2001</td>
</tr>
<tr>
<td>37</td>
<td>Miscellaneous, 1963 October</td>
</tr>
<tr>
<td>37</td>
<td>Miscellaneous, 1965 September</td>
</tr>
</tbody>
</table>

Subseries 4.2: Miscellaneous, 1963-1986, undated
<table>
<thead>
<tr>
<th>Box 37</th>
<th>Miscellaneous, 1965 October</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 37</td>
<td>Miscellaneous, 1965 December</td>
</tr>
<tr>
<td>Box 37</td>
<td>Miscellaneous, 1967 February</td>
</tr>
<tr>
<td>Box 37</td>
<td>Miscellaneous, 1967 October</td>
</tr>
<tr>
<td>Box 37</td>
<td>Miscellaneous, 1974 February</td>
</tr>
<tr>
<td>Box 37</td>
<td>Miscellaneous, 1979 July</td>
</tr>
<tr>
<td>Box 37</td>
<td>Big Dig Event Fargo Days, 1986</td>
</tr>
<tr>
<td>Box 37</td>
<td>Unidentified, undated</td>
</tr>
</tbody>
</table>

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

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
<table>
<thead>
<tr>
<th>Box 39, Folder 17</th>
<th>Pittsburgh, Pennsylvania, undated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 39, Folder 18</td>
<td>Scottsdale, Arizona, undated</td>
</tr>
<tr>
<td>Box 39, Folder 19</td>
<td>Salt Lake City, Utah, undated</td>
</tr>
</tbody>
</table>

**Subseries 5.2: Sales Meetings, 1964-1999**

<table>
<thead>
<tr>
<th>Box 39, Folder 20</th>
<th>Bobcat Sales Plan, Back to Basics Book II, undated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 39, Folder 21</td>
<td>Sales Meeting History, 1968-1989</td>
</tr>
<tr>
<td>Box 39, Folder 22</td>
<td>Lisbon, North Dakota, 1964 October</td>
</tr>
<tr>
<td>Box 39, Folder 23</td>
<td>Chicago, Illinois, 1965 April</td>
</tr>
<tr>
<td>Box 39, Folder 24</td>
<td>Gwinner, North Dakota, 1965 October</td>
</tr>
<tr>
<td>Box 39, Folder 25</td>
<td>Gwinner, North Dakota, 1966 October</td>
</tr>
<tr>
<td>Box 39, Folder 26</td>
<td>Las Vegas, Nevada, 1967 April</td>
</tr>
<tr>
<td>Box 40, Folder 1</td>
<td>Gwinner, North Dakota, 1967 October</td>
</tr>
<tr>
<td>Box 40, Folder 2</td>
<td>1967 (local government markets)</td>
</tr>
<tr>
<td>Box 40, Folder 3</td>
<td>King of Prussia, Pennsylvania, 1968-1969</td>
</tr>
<tr>
<td>Box 40, Folder 4</td>
<td>Gwinner, North Dakota, 1968 October</td>
</tr>
<tr>
<td>Box 40, Folder 5</td>
<td>West Palm Beach, Florida, 1969 January</td>
</tr>
<tr>
<td>Box 40, Folder 6</td>
<td>Nassau, Bahamas, 1969</td>
</tr>
<tr>
<td>Box 40, Folder 7</td>
<td>Chandler, Arizona, 1970</td>
</tr>
<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>
</tbody>
</table>
Box 41, Folder 5  San Diego, California, 1977 March
Box 41, Folder 6  Phoenix, Arizona, 1978 February
Box 41, Folder 7  Orlando, Florida, 1978 April
Box 41, Folder 8  Orlando, Florida, 1979
Box 41, Folder 9  New Orleans, Louisiana (forestry products), 1979 June
Box 41, Folder 10-14  San Diego, California, 1981 January
Box 41, Folder 12  Bismarck, North Dakota, 1982 July
Box 41, Folder 13  Minneapolis, Minnesota (Northern farm show), 1983
Box 41, Folder 14  Fargo, North Dakota, 1984
Box 41, Folder 15  San Antonio, Texas, 1984
Box 41, Folder 16  San Diego, California, 1985 January
Box 42, Folder 1  San Diego, California, 1985 January
Box 112, Folder 2  San Diego, California, 1985 January
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 42, Folder 11  Orlando, Florida, 1995
Box 42, Folder 12  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
<p>| 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 |
| 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 |</p>
<table>
<thead>
<tr>
<th>Box 44, Folder 12</th>
<th>Dealer Sales Promotion Kit-Landscaping, 1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 44, Folder 13-14</td>
<td>Dealer Sales Promotion Kit-Livestock Sales Barns, 1970</td>
</tr>
<tr>
<td>Box 44, Folder 15</td>
<td>Dealer Sales Promotion Kit-Nurseries, 1970</td>
</tr>
<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>
<tr>
<td>Box 46, Folder 4</td>
<td>Dealer Sales Promotion Kit-Oyster Farm, 1974</td>
</tr>
<tr>
<td>Box 46, Folder 5</td>
<td>Dealer Sales Promotion Kit-Quarries, 1974</td>
</tr>
</tbody>
</table>
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-Apiaries, 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
Box 52, Folder 11  Dealer Sales Promotion Kit-1989 March; 1989 July
Box 53, Folder 1  Dealer Sales Promotion Kit-1989 July-1989 August
Box 53, Folder 2  Dealer Sales Promotion Kit-1989 September-1989 December
Box 53, Folder 3  Dealer Sales Promotion Kit-1990 February-1990 May
Box 53, Folder 4  Dealer Sales Promotion Kit-1990 June-1990 August
Box 53, Folder 5  Dealer Sales Promotion Kit-1990 November
Box 53, Folder 6  Dealer Sales Promotion Kit-1993 September-1993 December
Box 53, Folder 7  Dealer Sales Promotion Kit-1994 February-1994 April
Box 53, Folder 8  Dealer Sales Promotion Kit-1994 November
Box 53, Folder 9  Dealer Sales Promotion Kit-1994 May-1994 July; 1994 September
Box 53, Folder 10  Dealer Sales Promotion Kit-1995 January-1995 April
Box 54, Folder 1  Dealer Sales Promotion Kit-1995 May-1995 July
Box 54, Folder 2  Dealer Sales Promotion Kit-1995 September-1995 November
Box 54, Folder 3  Dealer Sales Promotion Kit-1996 January-1996 February; 1996 April
Box 54, Folder 4  Dealer Sales Promotion Kit-1996 May-1996 July
Box 54, Folder 5  Dealer Sales Promotion Kit-1996 August-1996 October
Box 117, Folder 2  Sales Handbook, 2000

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

Box 54, Folder 6  Co-op Advertising Manual, 1977
Box 54, Folder 7  Co-op Advertising Manual, 1979
Box 54, Folder 8  Co-op Advertising Manual, 1981
Box 55, Folder 1  Co-op Advertising Manual (international edition), 1981
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
Image(s)

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
Image(s)
Box 61, Folder 4  Advertisements (English), 1964
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
Image(s)
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?

Box 110, Folder 5  Bobcat Melroe Mini Excavators, undated

Box 110, Folder 5  Hydraulic Breaker, undated

Box 110, Folder 5  Small Enough to Go Where Others Can't, undated

Box 110, Folder 5  2400 Series, undated

Box 110, Folder O/S Folder 1  Bobcat of Futureville concept drawings on foam core board, 24" x 36" or smaller, undated


Box 62, Folder 1  General, 1954

Box 62, Folder 2  General, 1955

Box 62, Folder 3  General, 1956

Box 62, Folder 4  General, 1957

Box 62, Folder 5  General, 1958
Box 62, Folder 6  Radio announcements, 1958
Box 62, Folder 7  Radio announcements, 1959
Box 62, Folder 8  Industrial dealer list, 1963
Box 62, Folder 9  General, 1964
Box 62, Folder 10  Bobcat loader, 1964
Box 62, Folder 11  Harroweeder, 1964
Box 62, Folder 12  Windrow pick-up, 1964
Box 62, Folder 13  General, 1965
Box 62, Folder 14  Bobcat loader (Canada), 1965
Box 62, Folder 15  Bobcat loader (regional), 1965
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
<table>
<thead>
<tr>
<th>Box 64, Folder 3</th>
<th>Bobcat loader (national construction publications), 1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 64, Folder 4</td>
<td>Harroweeder, 1968</td>
</tr>
<tr>
<td>Box 64, Folder 5</td>
<td>Plow, 1968</td>
</tr>
<tr>
<td>Box 64, Folder 6</td>
<td>Windrow pick-up, 1968</td>
</tr>
<tr>
<td>Box 64, Folder 7</td>
<td>Construction (national), 1969</td>
</tr>
<tr>
<td>Box 64, Folder 8</td>
<td>Construction (regional), 1969</td>
</tr>
<tr>
<td>Box 64, Folder 9</td>
<td>Corporate, 1969</td>
</tr>
<tr>
<td>Box 64, Folder 10</td>
<td>Farm Products, 1969</td>
</tr>
<tr>
<td>Box 64, Folder 11</td>
<td>Agricultural trade publications, 1970</td>
</tr>
<tr>
<td>Box 64, Folder 12</td>
<td>Canadian, 1970</td>
</tr>
<tr>
<td>Box 64, Folder 13</td>
<td>Construction, 1970</td>
</tr>
<tr>
<td>Box 65, Folder 1</td>
<td>Construction (regional) A-C, 1970</td>
</tr>
<tr>
<td>Box 65, Folder 2</td>
<td>Construction (regional) D-Z, 1970</td>
</tr>
<tr>
<td>Box 65, Folder 3</td>
<td>Construction (special), 1970</td>
</tr>
<tr>
<td>Box 65, Folder 4</td>
<td>Corporate, 1970</td>
</tr>
<tr>
<td>Box 65, Folder 5</td>
<td>Industrial, 1970</td>
</tr>
<tr>
<td>Box 65, Folder 6</td>
<td>Agricultural trade publications, 1971</td>
</tr>
<tr>
<td>Box 65, Folder 7</td>
<td>Canadian, 1971</td>
</tr>
<tr>
<td>Box 65, Folder 8</td>
<td>Construction, 1971</td>
</tr>
<tr>
<td>Box 65, Folder 9</td>
<td>Construction (special), 1971</td>
</tr>
<tr>
<td>Box 65, Folder 10</td>
<td>Corporate, 1971</td>
</tr>
<tr>
<td>Box 66, Folder 1</td>
<td>Industrial, 1971</td>
</tr>
<tr>
<td>Box 66, Folder 2</td>
<td>Construction (regional) A-D, 1971</td>
</tr>
<tr>
<td>Box 66, Folder 3</td>
<td>Construction (regional) M-Z, 1971</td>
</tr>
<tr>
<td>Box 66, Folder 4</td>
<td>Westgo Distributing Company, 1971</td>
</tr>
<tr>
<td>Box 66, Folder 5</td>
<td>Farm, 1971</td>
</tr>
<tr>
<td>Box 66, Folder</td>
<td>Topic</td>
</tr>
<tr>
<td>---------------</td>
<td>-------------------------------</td>
</tr>
<tr>
<td>6</td>
<td>Agriculture, 1972</td>
</tr>
<tr>
<td>7</td>
<td>Agricultural products (farm), 1972</td>
</tr>
<tr>
<td>8</td>
<td>Agricultural products (trade), 1972</td>
</tr>
<tr>
<td>9</td>
<td>Buildings and grounds, 1972</td>
</tr>
<tr>
<td>10</td>
<td>Canadian, 1972</td>
</tr>
<tr>
<td>11</td>
<td>Construction, 1972</td>
</tr>
<tr>
<td>12</td>
<td>Construction (regional), 1972</td>
</tr>
<tr>
<td>13</td>
<td>Corporate, 1972</td>
</tr>
<tr>
<td>14</td>
<td>Rental, 1972</td>
</tr>
<tr>
<td>15</td>
<td>Agriculture, 1973</td>
</tr>
<tr>
<td>16</td>
<td>Agriculture (business), 1973</td>
</tr>
<tr>
<td>17</td>
<td>Agriculture (farm), 1973</td>
</tr>
<tr>
<td>18</td>
<td>Buildings and Grounds, 1973</td>
</tr>
<tr>
<td>19</td>
<td>Canadian, 1973</td>
</tr>
<tr>
<td>20</td>
<td>Construction, 1973</td>
</tr>
<tr>
<td>21</td>
<td>Corporate, 1973</td>
</tr>
<tr>
<td>22</td>
<td>Rental, 1973</td>
</tr>
<tr>
<td>23</td>
<td>Ag Farm, 1974</td>
</tr>
<tr>
<td>24</td>
<td>Agriculture, 1974</td>
</tr>
<tr>
<td>25</td>
<td>Agriculture (business), 1974</td>
</tr>
<tr>
<td>26</td>
<td>Agriculture (trade), 1974</td>
</tr>
<tr>
<td>27</td>
<td>Buildings and Grounds, 1974</td>
</tr>
<tr>
<td>28</td>
<td>Canadian, 1974</td>
</tr>
<tr>
<td>29</td>
<td>Construction, 1974</td>
</tr>
<tr>
<td>30</td>
<td>Corporate, 1974</td>
</tr>
<tr>
<td>31</td>
<td>Industry, 1974</td>
</tr>
</tbody>
</table>
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
<table>
<thead>
<tr>
<th>Box 69, Folder</th>
<th>Content</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Ag Farm (A-M), 1977</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Ag Farm (A-N), 1977</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Ag Farm (N-Z), 1977</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Ag Farm (O-Z), 1977</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Agri-Business, 1977</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Agriculture, 1977</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Buildings and Grounds, 1977</td>
<td></td>
</tr>
<tr>
<td>70, Folder</td>
<td>Construction, 1977</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Corporate, 1977</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Forestry, 1977</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Industry, 1977</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Rental, 1977</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Agriculture, 1978</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Ag Farm, 1978</td>
<td></td>
</tr>
<tr>
<td>7-14</td>
<td>Agri-Business, 1978</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Buildings and Grounds, 1978</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Canadian, 1978</td>
<td></td>
</tr>
<tr>
<td>1-14</td>
<td>Construction, 1978</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Corporate, 1978</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Forestry, 1978</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Industry, 1978</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Melroe Industries, 1978</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Mining, 1978</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Rental, 1978</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Agriculture, 1979</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Agri-Business, 1979</td>
<td></td>
</tr>
<tr>
<td>Box 72, Folder 3</td>
<td>Agriculture (farm), A-L, 1979</td>
<td></td>
</tr>
<tr>
<td>-----------------------</td>
<td>---------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Box 72, Folder 4</td>
<td>Agriculture (farm), M-Z, 1979</td>
<td></td>
</tr>
<tr>
<td>Box 72, Folder 5</td>
<td>Associated construction publications, 1981</td>
<td></td>
</tr>
<tr>
<td>Box 72, Folder 6</td>
<td>Buildings and Grounds, 1981</td>
<td></td>
</tr>
<tr>
<td>Box 72, Folder 7</td>
<td>Canadian, 1981</td>
<td></td>
</tr>
<tr>
<td>Box 72, Folder 8</td>
<td>C.E. Melroe, Inc., 1979</td>
<td></td>
</tr>
<tr>
<td>Box 72, Folder 9</td>
<td>Construction, 1979</td>
<td></td>
</tr>
<tr>
<td>Box 72, Folder 10</td>
<td>Corporate, 1979</td>
<td></td>
</tr>
<tr>
<td>Box 72, Folder 11</td>
<td>Forestry, 1979</td>
<td></td>
</tr>
<tr>
<td>Box 72, Folder 12</td>
<td>Industry, 1979</td>
<td></td>
</tr>
<tr>
<td>Box 73, Folder 1</td>
<td>Mining, 1979</td>
<td></td>
</tr>
<tr>
<td>Box 73, Folder 2</td>
<td>Rental, 1979</td>
<td></td>
</tr>
<tr>
<td>Box 73, Folder 3</td>
<td>Agriculture (farm), A-L, 1980</td>
<td></td>
</tr>
<tr>
<td>Box 73, Folder 4</td>
<td>Agriculture (farm), M-Z, 1980</td>
<td></td>
</tr>
<tr>
<td>Box 73, Folder 5</td>
<td>Agriculture, 1980</td>
<td></td>
</tr>
<tr>
<td>Box 73, Folder 6</td>
<td>Agri-business, 1980</td>
<td></td>
</tr>
<tr>
<td>Box 73, Folder 7</td>
<td>Associated construction publications, 1980</td>
<td></td>
</tr>
<tr>
<td>Box 73, Folder 8</td>
<td>Buildings and Grounds, 1980</td>
<td></td>
</tr>
<tr>
<td>Box 73, Folder 9</td>
<td>Canadian, 1980</td>
<td></td>
</tr>
<tr>
<td>Box 73, Folder 10</td>
<td>Construction, 1980</td>
<td></td>
</tr>
<tr>
<td>Box 73, Folder 11</td>
<td>Corporate, 1980</td>
<td></td>
</tr>
<tr>
<td>Box 73, Folder 12</td>
<td>Forestry, 1980</td>
<td></td>
</tr>
<tr>
<td>Box 73, Folder 13</td>
<td>Industry, 1980</td>
<td></td>
</tr>
<tr>
<td>Box 73, Folder 14</td>
<td>Mining, 1980</td>
<td></td>
</tr>
<tr>
<td>Box 73, Folder 15</td>
<td>Rental, 1980</td>
<td></td>
</tr>
<tr>
<td>Box 74, Folder 1</td>
<td>Agriculture, 1981</td>
<td></td>
</tr>
</tbody>
</table>
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
<p>| 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 |</p>
<table>
<thead>
<tr>
<th>Box 87, Folder 9</th>
<th>News articles, 1993</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 87, Folder 10</td>
<td>Rental, 1993</td>
</tr>
<tr>
<td>Box 87, Folder 11</td>
<td>Spra-Coupe, 1993</td>
</tr>
<tr>
<td>Box 87, Folder 12</td>
<td>Spra-Coupe (A-K), 1993</td>
</tr>
<tr>
<td>Box 87, Folder 13</td>
<td>Spra-Coupe (L-Z), 1993</td>
</tr>
</tbody>
</table>


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

**Subseries 6.7: Promotional Ideas/Retail Sales, 1970s-2007**

<table>
<thead>
<tr>
<th>Box 88, Folder 7</th>
<th>Promotional ideas (unidentified), undated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 107, Folder 7</td>
<td>Promotional ideas (unidentified), undated</td>
</tr>
<tr>
<td>Box 112, Folder 5</td>
<td>Promotional ideas (unidentified), undated</td>
</tr>
<tr>
<td>Box 88, Folder 8</td>
<td>Notes and ideas (Ad Center, Flint Communications), 1980s</td>
</tr>
<tr>
<td>Box 88, Folder 9</td>
<td>Advanced Product Quality Planning (APQP), undated</td>
</tr>
<tr>
<td>Box 88, Folder 10</td>
<td>Aftermarket Support System, 2002</td>
</tr>
<tr>
<td>Box 88, Folder 11</td>
<td>Bobcat Boot Camp Survival Training</td>
</tr>
<tr>
<td>Box 88, Folder 12</td>
<td>Bobcat business credit card (VISA), 1999</td>
</tr>
<tr>
<td>Box 88, Folder 13</td>
<td>BobCheck and BobCare Program (includes stickers), 2000</td>
</tr>
<tr>
<td>Box 114, Folder 1</td>
<td>BobCheck and BobCare Program (includes stickers), 2000</td>
</tr>
<tr>
<td>Box 114, Folder 14</td>
<td>Bobcat equipment (on CD-ROM or VHS), 2001-2002</td>
</tr>
</tbody>
</table>
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
                  Image(s)
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
                  Image(s)
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 107, Folder 8  Melroe Reserve Notes, 1983

Box 90, Folder 11  Merchandise (gifts)

Box 90, Folder 12  Municipal bid participation guidelines, 1998

Box 90, Folder 13  Name tags, undated

Box 90, Folder 14  National Accounts Program, 1985

Box 90, Folder 15  National Accounts, 1998

Box 90, Folder 16  National Accounts Fleet Maintenance Parts Program, 1997

Box 90, Folder 17  National Accounts, 2000

Box 90, Folder 18  National Account Policies and Procedures, 2003

Box 114, Folder 3-14  Notebooks (blank), undated

Box 90, Folder 19  Ode to Bobcats (poem), undated

Box 90, Folder 20  Open house (Fargo), 2000 October


Box 90, Folder 22  Owner loyalty certificate, 2003
Box 90, Folder 23  Parts clip art, undated
Box 90, Folder 24  Part Mart (Canadian), 1993
Box 90, Folder 25  Part Mart, 2000
Box 90, Folder 26  Parts and Service Advisory Council, 1997
Box 90, Folder 27  Parts and Service Advisory Council, 2000
Box 90, Folder 28  Parts and Service Advisory Council, 2001
Box 90, Folder 29  Parts and Service Masters Advisory Council, 1989
Box 90, Folder 30  Parts and Service Masters, 1992, 1993
Box 90, Folder 31  Parts and Service Masters (San Antonio, Texas), 1996
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 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
Image(s)
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
Box 92, Folder 12  Free n' Easy, 1983 May
Box 92, Folder 13  Big Deal, 1984
Box 92, Folder 14  Feller Buncher (Buncha Bucks), 1984
Box 112, Folder 4  Feller Buncher (Buncha Bucks), 1984
Box 112, Folder 15  Tickle Your Articulated Heart, 1984
Box 112, Folder 16  Grand Slam, 1985
Box 112, Folder 17  Easy Money (Excavator Express), 1987
Box 112, Folder 18  Two Way Deal, 1987
Box 112, Folder 19  Cash or Carry, 1988
Box 112, Folder 20  Family Value Mailing, 1990
Box 111, Folder 3  Big Value Package (Bobcat 843B), 1990
Box 113, Folder 1  843 B Promotion Package, 1990
Box 92, Folder 21  Rental store promotion, 1991
Box 92, Folder 22  Finance promotions, 1991
Box 92, Folder 23  Competitive free bucket program, 1993
Box 92, Folder 24  Competitive skid-steer loader, 1993 March
Box 92, Folder 25  "Win the free use of" a Bobcat program, 1993
Box 92, Folder 26  Excavator program, 1993
Box 92, Folder 27  Sales program extensions, 1993 October
Box 92, Folder 28  American Rental Association Show, 1993
Box 92, Folder 29  Trade In, Trade Up, 1994
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
          12 ¼" x 23 ½"
Box 111  $25,000 awarded in spectator prizes. Rough rider charity golf tourney, 1980
          14" x 17"
Box 111, Folder 7  Bobcat's Best Part, undated
          14 ¼" x 22"
Box 111  Bobcat exciting new concept for safety and comfort, the seat bar, undated
          17" x 24"
Box 111  Melroe lightens up its finance rate with a 10.75% annual percentage rate, 1982
          16 ¾" x 21 ¼"
Box 111  Clark credit working together with the customer to solve material handling
          needs, undated
          14" x 21 ¼"
Box 111  Remember to keep your Bobcat working like new. Be parts and service smart,
          undated
          16 ¾" x 22"
Box 111  The back-up safety system, the seat bar, undated
          16 ¾" x 22"
Box 111  More Melroe Magic for Bobcat Dealer Salesmen Only. Bobcat Sweepstakes,
          1981
          17 ½" x 23"
Box 111  Bobcat Family Picnic, 1979
          17" x 22"
Box 111  A two-year warranty proof our parts make our pickup better, undated
          18" x 22 ½"
Box 111  ConExpo 2005 The Bobcat Experience, 2005
          16" x 20"
Box 111, Folder O/S  Folder 2  More Melroe Magic. The Amazing New Bobcat "40" Models (800 Series),
          undated
Box 111  More Melroe Magic. The Amazing New Bobcat "40' Models (700 Series), undated
24" x 30"

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  Rent It!, undated
Folder 3  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
Box 110, Folder O/S
Folder 4
Cash in on the Bobcat Silver Anniversary Celebration, 1983
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
Folder 4
BobCheck The Inspection is Free...The Information is Priceless

Box 110, Folder O/S
Folder 8
BobCheck, The Inspeccion es gratis...La informacion es invaluable., undated
22" x 28"

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

Box 110, Folder O/S
Folder 4
Melroe Series II Reset Plows...Simple Plowing Performance, undated
22" x 28"

Box 110
800 Series Featuring Fine-Tuned Engineering, undated
21 ¾" x 29 ½"

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

Box 110, Folder O/S
Folder 4
Any similarities to the original are purely intentional. Ask about Bobcat die-cast and radio-controlled models, undated
22" x 28"

Box 110, Folder O/S
Folder 4
Protect your engine and the environment. Bobcat PG Antifreeze/Coolant, undated
22" x 28"

Box 110, Folder O/S
Folder 4
Farm-Construction-Industry. Low Cost Efficiency, undated
23 ½" x 35"

Box 110
22" x 28"

Box 110
22" x 28"

Box 110
Honor begets honor; trust begets trust; faith begets faith, and hope is the mainspring of life. Bobcat One Tough Animal, 2001
22" x 28"

Box 110, Folder O/S
Folder 5
Our brand fits your brand! Attachment Plus, 2001
Box 110, Folder O/S  
Folder 5  
Down with downtime. BobCare, 1998  
22" x 28"

Box 110, Folder O/S  
Folder 5  
Earn 25,000 American Airlines AAdvantage miles by leasing Bobcat equipment, 2004  
22" x 34"

Box 110  
Bobcat Worksaver. Be Your Own Boss, 2004  
22" x 28"

Box 110  
Ahora…El Cargador Articulado Bobcat 2000, undated  
21 1/2" x 30"

Box 110  
Animal Instinct and Innovation 50 Years Unleashed, 2007  
22" x 28"

Box 110  
Tough Work Made Easy. 50 Years Unleashed, 2007  
22" x 28"

Box 110  
One Incredible Invention 50 Years Unleashed, 2007  
22" x 28"

Box 110  
Down with downtime! BobCare helps keep your equipment up and running., undated  
22" x 28"

Box 110  
The inspection is free. The information is priceless. BobCheck., undated  
22" x 28"

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

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"

Box 110, Folder O/S

Folder 7

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"

Box 110

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

Box 110

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

Box 110

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

Box 110

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

Box 110

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

Box 110

Satu cara yang baik untuk memulai pekerjaan andu. (in Indonesian) Translation: One good way to start work., undated
Box 110, Folder O/S  
Folder 8
Selling Versatility Since 1958, undated
22" x 28"

Box 110
How Do You Make the Melroe Spra-Coupe 40% more powerful?, Undated
22" x 28"

Box 110
Fue el primero y es el major!, undated
22" x 28"

Box 110
Give inflation the one-two knock-out punch, two-fisted finance fighters, 1983
22" x 28"

Box 110
Versatility on Wheels, undated
22" x 28"

Box 110
Two Machines in One, A300 All-Wheel Steer Loader, undated
22" x 28"

Box 110
22" x 28"

Box 110
There's never been a better time to buy Bobcat equipment! Don't miss our savings spectacular 0% financing, undated
22" x 28"

Box 110
Top Traction for Tough Tasks, undated
22" x 28"

Box 110
Sink Your Teeth Into Your Work Without Eating Up Your Budget, undated
22" x 28"

Box 110
Bobcat 763 with landscape rake 6B, undated
22" x 28"

Box 110
Everything you need for the well-oiled machine, undated
22 x 28"

Box 110
Lewis and Clark Would Be Jealous, undated
22 x 28"

Box 110
50 years ago, a small North Dakota company unleashed a way to work better, smarter, faster. Together we'll unleash the next 50!, 2008
22" x 28"

Box 110
Remoste Possibilities. Bobcat Loader Radio Remote., undated
22" x 28"

Box 110
Multiple End Wheel Drill, undated
22" x 28"

Box 110
Traditional, track or two-in-one, Undated
22" x 28"

Box 110  4 x 4 any time you need it. The Bobcat 2200 4x4 utility vehicle, undated

22" x 28"

Box 110  Farm-Construction-Industry, low cost efficiency, undated

22" x 28"

Box 110  Grab a job by the throat and sink your teeth into it, undated

22" x 28"

Box 110  Juego para mantenimiento preventive, undated

22" x 28"

Box 110  Deberian durar las piezas de repuesto tanto como las originals?, undated

22" x 28"

Box 110  Haga mas trabajo sin que le cueste mas, 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

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

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

¾ inch U-Matic, 11 minutes

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

Box 123

OV 1129.29

Box 128

RDVD 1129.29

*Buenos Dias Bobcat* (1985)
¾ inch U-Matic, 36 minutes
Two "morning show" style videos from the 1985 National Dealer Meeting in San Diego, California. The first episode features a 1950s theme party for the meeting attendees, a segment about the circus theme, information about shopping and bargaining in Tijuana, and information about a trip to Sea World. The second episode showcases the "Life's a Beach" party for meeting attendees, clips of Bobcat demonstration at circus-themed activities, information on the San Diego Zoo, old town San Diego, and Seaport Village, as well as an interview with the "Bobcat Singers."

Box 123
OV 1129.30

Box 128
RDVD 1129.30

Circus, Tape 1 (1985)
¾ inch U-Matic, 20 minutes

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

Box 123
OV 1129.31

Box 128
RDVD 1129.31

Circus, Tape 2 (1985)
¾ inch U-Matic, 22 minutes

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

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

Box 123
OV 1129.32

Box 128
RDVD 1129.32

Factory Update II (1987 February 13)
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

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

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

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


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

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

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

Box 121
OV 1129.53

Box 128
RDVD 1129.53

The Book on CD-ROM (1995 June)
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.


**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.

**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.

**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.

**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.
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.

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.

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.

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 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 constructions sites, and in muddy conditions moving dirt.

4. Compact track loaders: Bobcats are seen maneuvering in the mud and assisting with landscaping.

5. Bobcat Attachments: This segment showcases different attachments available through the Bobtach and Excavator Exchange systems including sweepers, borers, grapples, snow machines, and saws.

6. The Bobcat System: This segment suggests using both a Bobcat skid-steer loader and compact excavator instead of a larger piece of construction equipment.

7. Bobcat Components: This segment shows clips of the manufacturing processes, different parts on a variety of Bobcat models, and emphasizes the availability of service and training available to Bobcat owners/operators.

8. Conclusion

Box 126

OCDROM 1129.67

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

Box 126  OCDROM 1129.69

One Tough Animal Bobcat Video Product Catalog (2002 March)

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, econograder, laser grader, backhoes, pallet forks, landscape rake, angle broom, bale handler, breaker, grapples, snow blowers, tiller, stump grinder, trencher, wheel saw, power raker, 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.

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.

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.

Box 128
RDVD 1129.17

Hydrostatics and the Melroe Bobcat (1973-1974)
(Spanish version)

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

Spanish-language version of Hydrostatics and the Melroe Bobcat.

Box 128
RDVD 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"

**Box 125**

**OV 1129.79**

*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.

**Box 125**

**OV 1129.80**

**Box 128**

**RDVD 1129.80**

*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.

Box 120
ODVD 1129.81

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"

Box 125
OV 1129.82

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
OV 1129.83

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  
OV 1129.84  

*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  
OV 1129.85  

*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 121  
OV 1129.86  

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  

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

*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

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)

6. Bobcat Farm 530-310-632 Models

7. Bobcat Construction 632-530 Models (Some Kind of Animal end)

8. Bobcat Construction 632-530 Models (Some Kind of Animal end)

Box 125

OV 1129.95

Box 128

RDVD 1129.95

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

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

Box 120

OV 1129.99
Spra-Coupe: The Premier Class I Ground Sprayer (1995)
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

Return to Table of Contents