

# NEWS BULLETIN

J. WALTER THOMPSON COMPANY

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NOTES FROM THE  
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One of the greatest contributions made during the present war to the number of deadly and effective instruments of warfare is undoubtedly the "tank". From the moment of its sensational entry into the war in the Spring of 1916, it has played both a picturesque and an important role. It was planned and perfected by a British army engineer and to him has been given the credit for the invention. It is well known, however, that the "tank" is not an original invention, but only a clever adaptation to war needs of the American farm tractor which has been in use for years upon many western farms.

It perhaps will not be without interest to readers of the BULLETIN to know that we are handling a very interesting account in advertising a tractor, the Trundaar Tractor. We are therefore devoting our time this week to a study of the account -- not however from the inventor's point of view, as the introduction above would seem to indicate, but purely from the point of view of advertising.

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## TRUNDAAR TRACTOR

The basis of any permanent success of an advertising campaign must be the quality of the product offered. One of the most interesting examples of how far a manufacturer will go to make his product right is to be found in the case of The Buckeye Manufacturing Company -- manufacturers of Trundaar Tractors.

This company began to build tractors in 1897 and during the next twenty years produced eight or ten different models. But the company was never quite satisfied with the results obtained. Consequently it paid much more attention to the improvement of its tractor than to pushing its sales. By the Spring of 1917, however, the company became convinced that it had a tractor whose construction was fundamentally right in all its principles. It believed that the time had come for large-scale production and large-scale selling.

About a year ago we were asked to take charge of the campaign which would make these possible.



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Our first task was to name the new infant. We named it ~~T-r-u-n-d-a-a-r~~. Pronouncing it and then using a bit of imagination will convince one why it has proved ~~also~~ successful. Our next task was a study of the product.

The tractor is a machine which might be used to advantage by road builders, contractors or farmers. Farmers, however, are undoubtedly the best and largest customers for such a product. In agreement with the officers of The Buckeye Manufacturing Company, we decided from the first to concentrate upon the market furnished by farmers.

The advantages of a tractor for farm work are real and important. According to size it may draw from two to six plows, thus enabling the farmer to do his plowing much more rapidly and to cover the desired acreage within the proper season. Its greater power assures plowing of greater depth than by horse-drawn plows, especially in hot weather. The tractor is operated by one man so that it is a great saving in man labor, which is quite an asset in normal times, and of course much more so now. It also reduces very materially the number of horses needed on the farm. It enables a farmer to increase the yield of his farm and add materially to his profits.

One most important element in our campaign is therefore educational. Farmers are conservative and are not easily persuaded to change their ways of doing things. But for the advertiser they have one great virtue -- they will read longer copy than any other readers except women. This is particularly fortunate in this case, because they must be made to see how machinery can be profitably employed both to insure greater economy in labor and to increase the yield of the farm. In other words, they must first be educated to see the advantages of tractors in general. But since our ultimate purpose is to sell, not tractors, but Trundaars, the farmer must also be made to see the advantages of our particular product. Fortunately the twenty-three years spent by The Buckeye Manufacturing Company in experiment have been spent to good advantage, for their machine has many important selling points. It is equipped exclusively with a Buckeye-Deppe Integrator, which burns  $1/2$  kerosene and  $1/2$  gasoline, thus reducing fuel bills to the minimum and making "low grade fuel operate like high grade gasoline." Dust, one of the worst enemies of all kinds of machinery on the wind-swept plains of the West, cannot possibly affect the Trundaar as every vital part runs in oil. A big, strong pulley is conveniently located for stationery work, being always ready to be quickly connected. This makes the tractor serviceable in winter for power transmission of any kind so that "you can work a Trundaar Tractor any day in the year."

