

# Classic Tractor Fever

**A** favorite on RFD-TV, the popular program "Classic Tractor Fever" was the brainchild of John Harvey, a Missouri farm boy whose entire career has centered on writing for and about American farm families.

Harvey's experience spans more than four decades and includes stints at his hometown weekly newspaper (*Savannah [Mo.] Reporter*), a state farm magazine (*Missouri Farmer*), a regional publication (*Successful Farming*) and a national magazine (*Farm Journal*).

He helped write and produce the USDA Bicentennial Yearbook of Agriculture, a picture book depicting what farming was like in America in 1976.

As a public relations manager for DuPont Agricultural Products, he conceived the idea of a calendar comprised of antique tractors to promote a new DuPont soybean herbicide called Classic. Though the Classic Farm Tractors Calendar was officially launched in 1990, it actually made its debut at the Farm Progress Show in Rochester, Indiana, the last week of September 1989, and was an instant hit with farmers - and people throughout the nation with rural roots.

"Along with the calendar, I wanted to make sure we interviewed and recorded each tractor owner, gathering the important facts and figures about that particular model and its significant contributions to the tractor industry and American agriculture," Harvey explains.

This was the genesis of the "tractor video," and the foundation for Classic Tractor Fever, the company Harvey formed after exiting DuPont.

That first video in 1990 was entitled, "Conversations with Collectors." The format was simple and straightforward: the classic tractor owners were questioned about their beautifully-

restored Hart-Parr, or Ford-Ferguson, John Deere, Farmall, Caterpillar, Oliver, Massey-Harris, Minneapolis-Moline, or Allis Chalmers.

Each owner did a proud "walk around," describing each and every feature of his tractor from stem to stern. He showed precisely how to start the engine - no easy task on many of the early tractors. You hear the engine roar.

Then each owner drove his tractor as the video crew recorded every movement and sound. Detail shots were taken. When the tractor owner pointed out the unique characteristics of the engine, the red eye of the camera focused on the engine. If the tractor featured steel lugs rather than rubber tires, the video focused on the lugs. And so on.

The calendar companion video produced in 2000 shows how the American tractor evolved during the 20th century. Its name: "The American Tractor, Century of Success."

Classic Tractor Fever is a family business founded by Harvey, his wife, Carol and daughter Jenny. This family business is designed to serve people who collect, restore and have a passion for classic tractors, with high-quality products and personal service.

---

## Contact Information

Classic Tractor Fever  
Box 437 Rockland, DE 19732  
Toll-free: 1-800-888-8979  
Phone: (302) 478-2939  
Fax: (302) 478-3606  
Web Site: [www.classictractors.com](http://www.classictractors.com)

