

Tuffy Tractor

By George Gordon

As an avid collector of brow cover Hardy Boys and old Thornton W. Burgess books I am often in the habit of frequenting used book stores to see what treasures they might have. On one such visit to Attic Books in London, Ontario, I enquired if they might happen to have any books about tractors. The Clerk said that they might just have something. He returned shortly with "The Tuffy Tractor Coloring Book". Being interested in Massey Harris, I was delighted. For \$7.50 I now had a very unusual item. In spite of some crayon left by the books original owner, all the pages were in good shape. Some were even left uncoloured.

The book told the story of Johnny who had asked Santa for a toy Tractor just like his Dads big Massey Harris Tractor "Tuffy." Santa brings the Toy and takes the boy on a dream trip through the history of Agriculture. Toward the end it describes various other Massey Harris machines.

The "Tuffy Tractor Coloring Book" had been given to the children of customers by Massey Harris Dealers. On the back of my copy it says 1952 Massey- Harris Company, Toronto, Canada. On E-Bay from time to time I started seeing other books about "Tuffy". Later on I purchased a story book "Tuffy Tractor" by Emilie Hall and Illustrated by Dorothy Woy. It was a great little book with beautiful art work. It told the story of how "Tuffy" came to the farm and along with various other pieces of Massey Harris Machinery, how he had made life easier for the Brown Family; including Johnny, Lucy and their Parents. This book again from the Massey - Harris Company, this time from Racine Wisconsin had been published in 1951. Along with this purchase came a Massey Harris "M-H Fun Book" full of games and puzzles again featuring "Tuffy Tractor" along with two boys Matt and Henry.

These books appear to have been part of an advertising campaign aimed at the Children of Massey Harris customers. Much like the prizes that used to come in the cereal boxes these items would make the local Massey Dealership a Kid friendly place. I would love to hear from other members who remember "Tuffy". It would be interesting to know who thought up this ad campaign and if there are other pieces of "Tuffy" literature floating around out there.

Following are some pictures from the "Tuffy" books.



