

Farm Implement News

These five images are from the Farm Implement News issue of September 10, 1951. This article is about the history of the Hesston Manufacturing Company. It is illustrated with monochrome pictures and accompanying text. This publication funded by the National Historical Publications and Records Commission through the Kansas State Historical Records Advisory Board.

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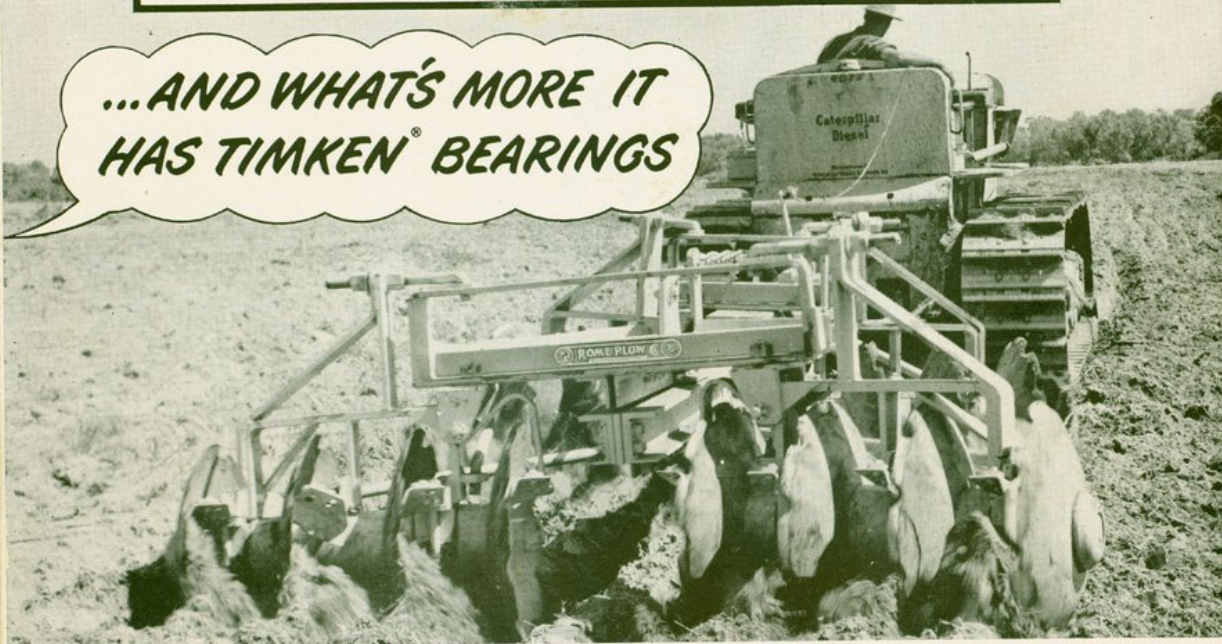


Hessford corp story - 001

FARM IMPLEMENT NEWS

FOUNDED 1882 • CHICAGO • SEPT. 10, 1951

*...AND WHAT'S MORE IT
HAS TIMKEN® BEARINGS*



HOW ROME DISK PLOWING HARROW CHURNS SOIL. 16 TIMKEN BEARINGS ARE IN THE PLOW: THE "CATERPILLAR" D7 TRACTOR IS ALSO TIMKEN BEARING EQUIPPED.

THE Rome Plow Company's disk plowing harrow does a three-fold job. It plows, pulverizes surface trash, and thoroughly mixes the vegetation into the soil—all in one pass.

And what's more it has Timken® bearings! That's an important sales point with farmers because they know Timken tapered roller bearings in an implement mean once-a-season lubrication, fewer breakdowns on the job, easier operation,

higher towing speeds, greater implement availability, and longer life.

That's why any implement or tractor sells easier when you can point out that it's Timken bearing equipped. The Timken Roller Bearing Company, Canton 6, Ohio. Cable address: "TIMROSCO".

**EVERY NEW FARM TRACTOR HAS TIMKEN BEARINGS;
MORE AND MORE IMPLEMENTS ARE USING THEM, TOO!**

*Always point to your
extra sales point—→*



NOT JUST A BALL NOT JUST A ROLLER THE TIMKEN TAPERED ROLLER BEARING TAKES RADIAL AND THRUST LOADS OR ANY COMBINATION

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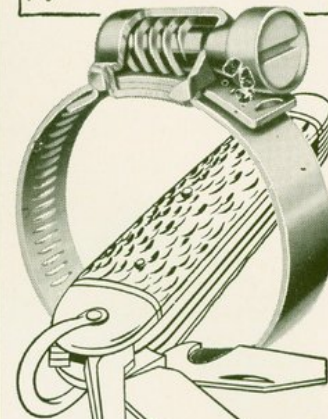
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 Founded 1882

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"Aero-Seal" HOSE CLAMPS



As many uses as a Jackknife

The Aero-Seal runs the jackknife a close second as the handy man's best friend. It's unbeatable for its original use—a hose clamp that forms a leak-proof, shake-proof hose clamp on cars, trucks, tractors ... that doesn't crimp hose, may be used again and again.



1001 FARM USES

But farmers are buying Aero-Seals for an unlimited number of other uses. Wherever two or more objects must be clamped together, an Aero-Seal forms an unshakeable bond.

ONE-HAND INSTALLATION

You can install an Aero-Seal any place you can reach with the thumb and one finger. Threads engage automatically when band slips under worm. No screws or nuts to lose.



Use Again and Again ...

The Aero-Seals that hold "splints" on a broken machinery part today may hold pipe to a post tomorrow ... do another job next week. Threads in worm-drive engage deep into slots in stainless steel band—hold tight indefinitely. Bands conform to any shape. Stainless steel resists corrosion ... lasts indefinitely indoors or out.

**ALL AERO-SEALS HAVE
STAINLESS STEEL BANDS**
Write today for FREE SAMPLE.



ANOTHER BREEZE PRODUCT

BREEZE CORPORATIONS, INC.

41 South Sixth St., Newark, N. J.



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Farm



Located in the northwest part of the town, the Hesston Mfg. Co. employs 40 men. It was organized in 1947 to produce combine unloading augers. The company also produces other parts for harvesting machines. Ninety-five percent of the products are conceived originally by farmers.

A "Small-Business" Success Story

IN 1908 the town of Hesston, Kansas, was nothing more than a cream station, a post office, and a few other store buildings. The 1950 census recorded a population of 705.

The primary reason for Hesston's growth is the fact that Hesston College is located here. Were it not for the school, Hesston would be little more than a grain elevator town.

Hesston College and the Mennonites have had a dominant role in the development of the town. There are twenty-three business houses in town, of which nine are Mennonite-owned. Owners of many of the businesses, the president of the local bank, and the postmaster are among the college's alumni.

The largest business in town is the Hesston Mfg. Co. The company was organized in 1947 for the sole purpose of manufacturing combine unloading augers. The idea came to Lyle Yost, now president of the firm, as the result of a need on the part of custom combiners to save time for more efficient operation. During the summer of 1946 Lyle was sitting in his pick-up in a wheat field in eastern Colorado, keeping track of the time his men lost stopping to unload their combines. He figured that his two self-propelled combines

In the publication — Mennonite Community — for August, Editor Grant M. Stoltzfus, whose grandfather was once president of the New Holland Machine Co., ran an article by Daniel Kauffman entitled "The Growth of Industries at Hesston, Kansas," with illustrations from photos by Clayton Beyler. Mr. Kauffman is business manager of the Mennonite Hesston College. He has noted and here writes about the social and economic outlet for Mennonite energy and fecundity in small business enterprises when agricultural opportunity, which is the basis of Mennonite life, becomes constricted by population growth and lack of land. The Hesston Mfg. Co., here described, is an example of such non-agricultural expansion, although it is an outgrowth of farm mechanization and its insatiable demand for better equipment. Many implement dealers are already acquainted with Hesston products. Undoubtedly more will be in the years to come.

could gain five hours per day of valuable cutting time if they could unload on the go or at least unload in two minutes at a stop. It was that afternoon that

the Hesston Mfg. Co. was conceived. Lyle came home and took his idea of an unloading auger to Aden Holderman, the local blacksmith man. The idea

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seemed to click with local farmers and the two of them, along with Elmer Berner, organized the firm and started production. The company slogan is, "To Make Good Combines Better." They are now manufacturing 71 different items in the agricultural field. Most of them are combine improvement parts. Ninety-five per cent of the products they manufacture are conceived originally by the farmer himself. As the farmer is working in the field he may have a problem with the mechanical workings of his combine. As he is there on the combine and conceives an idea of how it might work better, he will bring his idea into the manufacturing firm and together they discuss the plan. Before long the manufacturing company is in the process of putting the item into production. To the dealer and distributor the Hesston Mfg. Co. is filling a large place in the farm machinery field by making combine improvements conceived by farmers, operators, and dealers. They oftentimes fill a need which cannot be met by the major manufacturer because the changes in manufacturing procedures in assembly lines cannot be made easily and quickly enough. Most of the larger manufacturers are manufacturing items which were conceived several years in advance. A small organization like the Hesston Mfg. Co. can be in production



Lyle Yost at his desk at the Hesston Mfg. Co. In the summer of 1946 he thought of an improvement for a combine while at work in a wheat field. The idea was practical, and it led to the founding of the company.

in just a matter of days after an idea is conceived. Most of the major companies are in the industrial section of the country. Hesston Mfg. Co. is located in the center of the agriculture section in the nation. Because of this strategic location they are in position to receive these excellent ideas from the farmers who use the machine.

Hesston Mfg. Co. also meets another need. The company frequently supplies necessary parts when a major company, such as John Deere or International, cannot meet the need or the demand. For instance, last fall while John Deere

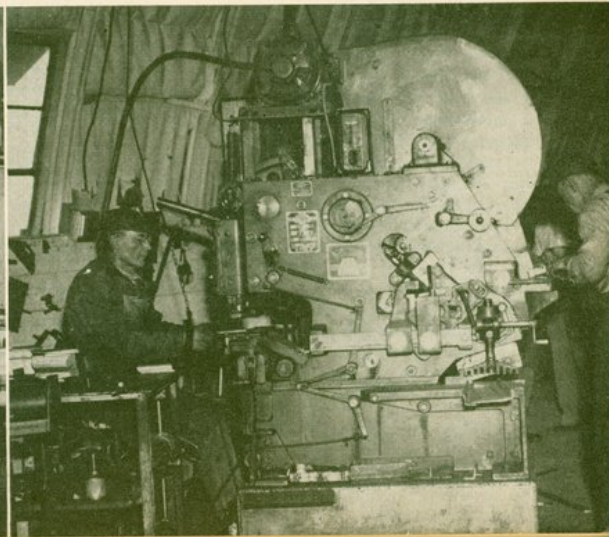
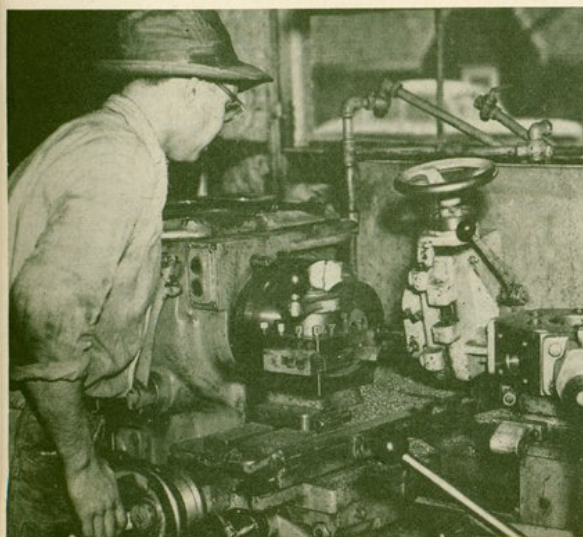
was on strike they made sprockets to fill a demand in the harvesting of maize in Texas, Oklahoma, Kansas, and Colorado. Massey-Harris for the past several years has been unable to fill their needs for sorghum attachments and slow-down sprockets on this self-propelled machine. Hesston Mfg. receives the work order direct from the larger companies and they then manufacture for the original John Deere and Massey-Harris dealers. The Hesston Mfg. Co. now employs 40 men.

The company has now grown to an international concern. There is a distributor in Cuba. Orders are received from China, Lebanon, Indo-China, North Africa, and Canada. The largest order ever shipped out of Hesston at one time was valued at \$90,000. During the year 1950 gross sales amounted to over \$500,000. There are now more than 3,000 dealers scattered throughout the United States and Cuba.

Lyle Yost has stated that they have been a success because they are small. They are able to get into production fast after an idea comes to them and because their ideas are always farmer-tested originally. An idea conceived on paper does not always work, but usually a farmer's idea for improvement of a machine after he has run it for several years will work. Mr. Yost stated it has been hard work and that it has taken a

(Continued on Page 73)

Below, left: John Culp, formerly of Tiskilwa, Ill., operates a lathe at the Hesston Mfg. Co. Because the company is small it can go into production of a new item in just a few days after the idea is conceived. Below, right: Jacob K. Schmidt and Henry Reimer operate the company's steelworker. The farmer-tested products of this company are shipped to points as distant as North Africa and China. More than 3,000 dealers throughout the United States and Cuba handle the products.





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Success Story

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lot of drive and promotion to get their ideas across but because of good co-operation and a big advertising program, they have succeeded in the field. The future looks good. Yost seems to feel they will be able to get enough steel to go through this war period because they are manufacturing agricultural products. At this time the U. S. Government recognizes the value of having agriculture machines in first-class condition at all times. The U. S. Government has declared agriculture as an essential industry. There is no reason at all why the firm should not experience a steady growth through the coming years.

Boost Tree Planters

A tree-planting machine is valuable property in any of the many communities where the soil is not too rough or too stony for effective operation. With a tractor to pull the machine two men can plant roughly ten times as many trees in a day as they can plant by hand. This experience is reported by the Forest Service of the U. S. Department of Agriculture. A good many lumber companies and pulp and paper companies and a few large owners of timberlands own the equipment they use for reforestation.

In the East and South, tree-planting machines are used mainly for planting abandoned farms and burned-over and cut-over lands that are better suited for forest growth than for cropping. In the Great Plains States, much of the planting is for windbreaks and shelterbelts, living snow fences, and wildlife habitat. An individual farmer is not likely to have enough planting to warrant investing in the equipment. Some type of purchase and ownership that will make it possible for many farmers to use the equipment on a loan or rental basis is needed to get the benefits for the community, the Forest Service observes.

This need is being met in many ways. Purchase of a planting machine by a soil conservation district for use of its cooperators is one practical way of meeting the need. Some machines are owned by individuals who do custom work.

A bankers' association in Georgia has encouraged member banks to buy planters for rent to customers. Chambers of commerce have raised funds for similar purchases.

Some railroads, looking ahead to future freight business, are renting or lending machines. Forest industry associations have bought equipment for community use.

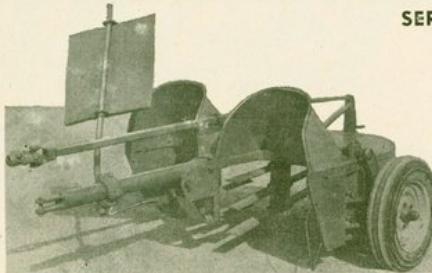
Women's clubs, luncheon clubs, recreation groups, and others interested in conservation have financed the cost of planters as an economical way of promoting their programs.

The Forest Service is confident that several times the number of tree-planting machines now in use could be used to advantage, and is encouraging group purchase arrangements.



FIELD PROVEN
Sales Leaders!

SERVIS MULTIPLE-BLADE STALK SHREDDER



Three horizontally rotating blades, four stationary blades cut full 57" swath. Sturdy rear hitch for disc harrow permits shredding and turning under toughest stalks in one operation

to enrich soil. Excellent for cutting cotton, corn, broom corn, sage brush, wildrose, pecan sprigs, etc. with minimum power.



"WHIRLWIND" TERRACER AND SERVIS ANGLEDOZER

The "Whirlwind" builds one mile of broadbase or channel type Govt. terrace in 10 hrs. More than 5,000 in service. Over 10 yrs. proven quality. Excellent for wide drainage ditches. Servis "Angledozer" is a sturdy multi-purpose implement easily attached and operated for making fills, road work, and as snow plow.

HUDSON

AUTOMATIC ROW MARKER



Lays off straight evenly spaced rows *automatically*! Free-swinging boom and coil spring direct marker into proper position. Driver never leaves seat. No ropes or chains to pull. Makes sharp turns. Easy to attach. Fits most model tractors. For 2—3—4 row operation.



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☐ SERVIS ANGLEDOZER ☐ SERVIS STALK SHREDDER
☐ INTERESTED IN DEALERSHIP.....
(TYPE OF EQUIPMENT NOW SOLD)

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