

Hesston Corporation booklet

This booklet from the Hesston Corporation highlights the company's leadership and success as a producer of specialized equipment. This publication funded by the National Historical Publications and Records Commission through the Kansas State Historical Records Advisory Board.

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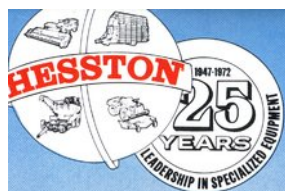
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HESSTON

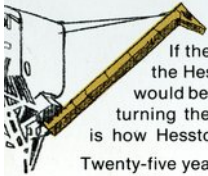
makes it happen



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The story of HESSTON

...turning ideas into productivity



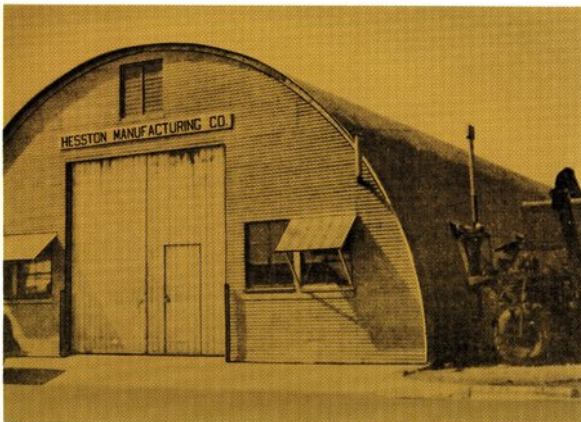
If there were a single phrase that could summarize the Hesston story over the past 25 years, that phrase would be "Hesston makes it happen." Taking ideas and turning them into time- and money-saving productivity is how Hesston began. This is why it continues to grow.

Twenty-five years ago, Lyle Yost counted up the hours of lost productivity while his crew unloaded wheat out of combine bins into trucks. His impatience led to an idea for a better way.

He took his idea to Adin Holdeman, a local machine shop operator, and together they designed their first combine attachment—an unloading auger.

In the next few years, that single idea developed into scores of new products, a sprawling factory in the middle of a quiet Kansas farming community, scattered U.S. and foreign facilities, several subsidiary companies and an international corporation with sales in excess of \$50 million.

This is where it all began



The Hesston Corporation has come a long way from its first quonset hut and its first ten employees in 1947. No sooner had the combine unloading auger caught on with farmers than other new ideas "to make combines better" started coming out of the small factory. Straight-thru platform augers, lowered grain tanks, straw spreaders, cylinder V-Bars and retractable finger augers are just a few Hesston innovations that were destined to eventually become standard equipment on all modern combines. Hesston makes it happen!

In 1955 Hesston took another idea and opened up a whole new era in farming with the introduction of a self-propelled machine that combined mowing, conditioning and windrowing hay into one operation. Farmers were intrigued with the idea of saving 293 miles of field travel in a hundred acres of hay...and the Hesston Windrower propelled the Hesston Corporation well up into the ranks of farm equipment manufacturers.

As other special harvest needs became apparent, other machines were produced. In 1962, the Hesston Brush Cotton Harvester opened a new plan for profit with the Hi-Net Cotton Program. The following year saw Hesston move into the sugar beet fields with a beet topper and windrower. Later, the full range of beet harvesting equipment and a potato harvester were added to the growing Hesston family of specialized farm machinery.

While many of Hesston's innovations became integral components of combines, the company still provides two significant combine attachments that improve productivity. The Hesston Straw Chopper is produced for many of the major combine manufacturers. The Hesston Row Harvester, commonly referred to as the "Head Hunter," saves storm-damaged grain sorghum crops and improves the yield in standing crops.

But the most dramatic innovation by Hesston came with the introduction in 1968 of a true one-man haying system: the Hesston StakHand®. One man with one of the Hesston StakHand systems can handle a complete hay harvest and feeding program, without leaving his tractor seat.

No other Hesston product ever received the immediate acceptance experienced by the StakHand. Again, Hesston makes it happen! To complement the group of hay harvesting products, Hesston added a line of high capacity forage harvesters in 1970.

Kansas Memory

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Hesston products are distributed in North America by eleven of their own company branches.

As Hesston grew in North America, the company cast its eyes toward the worldwide market. In 1966, Hesston S.p.A. opened a plant in Udine, Italy. Rochland S.A., a manufacturer in Coex, France, was granted a license to produce Hesston products in 1968. Recently, controlling interest in Rochland was acquired so it has become an official member of the Hesston family. The company continues to expand its international operations with distributors in most of the agricultural countries of the world and with licensed manufacturers in Australia and Argentina.

In the meantime, Hesston Corporation felt the need to diversify into other markets. The first acquisition was Wood Brothers, Inc., of Oregon, Illinois, in 1969. Operating as a division, Wood Brothers makes a significant contribution to Hesston growth with its broad line of high-quality, heavy-duty agricultural and industrial rotary mowers. This division also manufactures the Hesston "Front Runner," a grounds maintenance tractor and mower that forms the nucleus of Hesston's Industrial Division product line.

In 1971, Hesston purchased Hesco, Inc., a locally-based designer and manufacturer of quality office furniture. These highly styled products are a long way from the agricultural scene, but their simplicity and efficiency meet the Hesston criteria of increasing executive productivity.

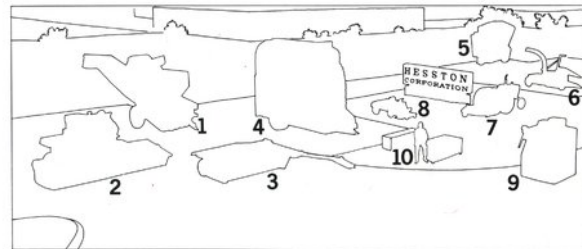
Hesston's diversification has been well planned to broaden the company's base so that it will not be entirely dependent upon one market. Most recently, the company has entered the waste disposal field. The acquisition of two leading commercial and industrial incinerator manufacturers has led to the formation of the Pollution Control Division. Joseph Goder Incinerators of Elk Grove Village, Illinois, and McNaulin Incinerators of Butler, Wisconsin, are the newest names to join the group of Hesston companies.

The key to the future growth of Hesston Corporation remains the same today as it was 25 years ago. Find a need! Fill that need! Make it happen!



The first chapter and the last word in windrowing!

The original Hesston 100 Swather introduced in 1955 and the new Hesston Hydro-Static 620 Windrower demonstrate the tremendous changes the product line has undergone through the years. Hesston has now produced over 50,000 windrowers.



The photograph on the front cover shows products of the various Hesston companies with President Lyle E. Yost on the front lawn of the corporate offices in Hesston, Kansas. The Hesston Beet Harvester (1) represents the sugar beet and potato harvesting equipment manufactured by the Logan Division. The Hesston self-propelled 620 windrower (2), pull-type windrower (3), StakHand (4), self-propelled cotton harvester (5), and pull-type forage harvester (6) are indicative of products manufactured at the main plant in Hesston. Windrowers are also manufactured in Europe at Udine, Italy and Coex, France. Wood's mowers (7) and Hesston's Front Runner GMT (8) come from the Wood Brothers Division. Industrial incinerators (9) represent products from Joseph Goder Incinerators and McNaulin Incinerators. Mr. Yost is posed with the elegant executive desk and credenza from the Hesco Division (10).

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These people make it happen!

The more than 1100 employees from the main plant at Hesston, Kansas, pause a few minutes to form the figure "25" commemorating the company's anniversary. These are an industrious hard working people with a high regard for honesty and integrity.

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It happens here...

The company that started with a single quonset hut 25 years ago, with only 2,000 square feet of floor space, now occupies a complex of buildings that sprawl over 100 acres. The number of employees of the main office and plant is almost triple the population of the community when the company first started. But instead of disappearing into the drab surroundings of an industrial complex, the community and the company have maintained an overall plan to beautify and grow together in harmony. The little town of Hesston is the hub of an international operation...but the small-town atmosphere of hard work and integrity still prevails. The corporation and the community both enjoy the benefits.

...and around the world.



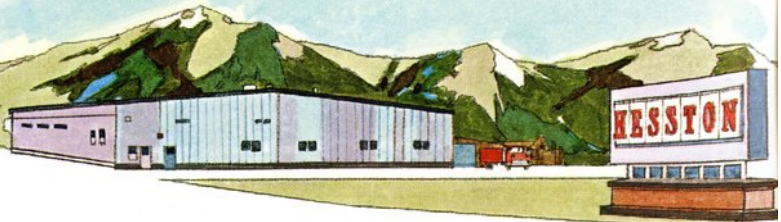
Hesston S.p.A. in Udine, Italy, a wholly-owned subsidiary, manufactures the self-propelled windrower for the European market.



Rochland S.A., in Coex, France, has been producing pull-type windrowers under a license agreement since 1968. Controlling interest in the company has recently been acquired by Hesston.

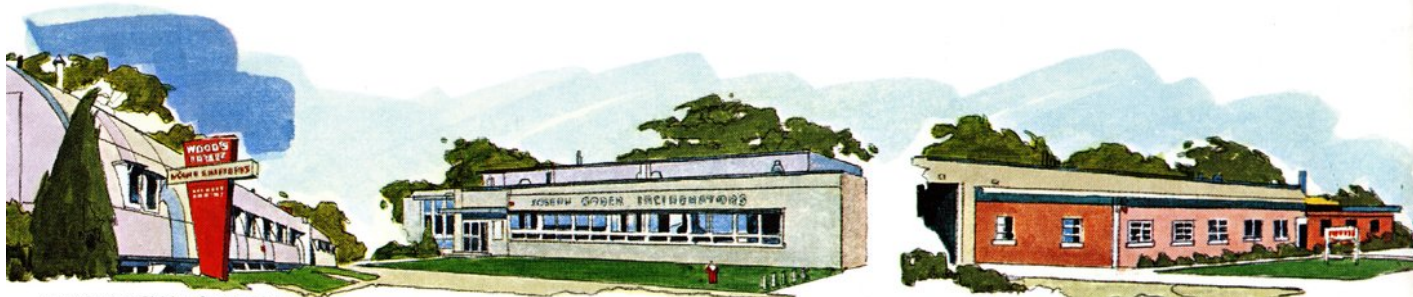


Hesco Division, Hesston, Kansas, is designer and manufacturer of quality office furniture, specializing in all-wood desks, credenzas and files.



Logan Division, Logan, Utah, manufactures Hesston beet and potato equipment and other agricultural products.

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Wood Brothers Division, Oregon, Illinois, manufactures a complete line of industrial and agricultural mowing equipment. The Hesston Front Runner, an industrial grounds maintenance tractor, is also produced at this factory.

Joseph Goder Incinerators, Elk Grove Village, Illinois, represents Hesston's first entry into the pollution control field.

McNaulin Incinerators, Butler, Wisconsin, is the newest of the Hesston companies. This plant, along with the Goder plant, form the new Pollution Control Division of Hesston.

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Footnote from Lyle E. Yost, President

This photo is especially meaningful to me because it places our company firmly in the jet age. During the next 25 years, Hesston will continue to "make it happen."



HESSTON CORPORATION, Hesston, Kansas 67062

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