Hesston Corporation scrapbook

Section 12, Pages 331 - 360

This scrapbook from 1951-1967 is a collection of Hesston Corporation employee materials, promotional pieces, article clippings, and publications. Donated by Barbara Weaver. This publication funded by the National Historical Publications and Records Commission through the Kansas State Historical Records Advisory Board.

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Students Tour Plant

HESSTON — A busload of agricultural engineering students from Oklahoma State University visited Hesston Corporation, Ross Industries and a seed company test plot in this area on a field trip Friday.

The students, accompanied by several professors, were hosted at Hesston by Director of Engineering Ray Adee and spent several hours with the men in Hesston's engineering, research and product development division.

A complete plant tour was on their agenda, along with lunch at Colonial House restaurant as guests of the farm machinry company.

Afternoon visits to the Newton milling company and the DeKalb test plots a few miles south of here concluded the one - day tour.

Hutch News 12/11/66

Farm Journal 1-67

Hydraulic bale wagon

Elevator picks up and lifts the bales; you handle them only once —to build the load. To unload a hydraulic cylinder tilts up the bed; then a big cylinder underneath shoves back the movable front endgate to slide the bales off into a tight stack. To load the stack back on the wagon, loop a cable around the bales and then slide them forward hydraulically. Hesston Corp., Hesston, Kan.

(Continued on next four pages)

Hesston Official Luncheon Speaker

A Kansa nwho has gained national recognition in the farm equipment manufacturing field will be the speaker at the annual Topeka Business - Farm Day luncheon Monday at Hotel Jayhawk.

He is Harold P .Dyck, Hesston, vice president and director of sales for the Hesston Corp.

About 125 farm couples from Shawnee County and the six adjoining counties will be guest of Topeka firms before the luncheon. They will tour various businesses between 9:30 and 11:30 a.m. The event is sponsored by the Agricultural Service Division of the Topeka Chamber of Commerce.

The luncheon will be a joint event with the Downtown Kiwanis Club.

In 1962 Dyck was elected president of the Farm Equipment Manufacturers Assn., an organization of 275 companies in the United States, Canada,

Harold P. Dyck

England and The Netherlands. He received the association's Certificate of Award in 1965, the highest honor conferred on a member.

Dyck has been a key executive of Hesston Corp. since 1949 when the company was little more than one year old. He has spearheaded the expansion of its sales network to all parts of the nation.

Topeka Daily Capital
Thursday, November 17, 1966 17

Hesston Corporation scrapbook

THE SUGARBEET GROWER/Winter 1967

Hesston Reports 32% Increase In Sales For 1966

The Hesston Corporation recorded a remarkable 32.4 per cent increase in consolidated net sales in fiscal 1966, a year in which the farm machinery company passed a number of significant milestones.

In his annual report to stockholders, President Lyle Yost disclosed these highlights of the company's 20th year of operation:

NET SALES OF approximately $22 million surpassing the $20-million mark for the first time;

Retained earnings before dividends exceeded the $1,000,000 mark for the first time;

An employment peak which topped 1,000 for the first time;

Total annual payroll which exceeded the $5-million mark for the first time.

YOST SAID THE COMPANY expects another substantial sales increase in 1967.

Self-propelled windrowers continue as the firm's dominant product. Current models make Hesston the leader in windrower production.

"We are really optimistic, however, about the newer products in our line," Yost declared.

"HESSTON BEET HARVESTERS and beet top savers already are established as machines of high quality, in a specialized farming field.

March 1967
FARM & POWER EQUIPMENT

Hesston Corp. Passes Several Milestones

The Hesston Corporation recorded a 32.4 percent increase in consolidated net sales in fiscal 1966, a year in which the farm machinery company passed a number of significant milestones.

In his annual report to stockholders, President Lyle Yost said the company expects another substantial sales increase in 1967.

"We are confident that this year's major expansion of our sales organization will help us reach many new potential markets for our products," he asserted. He referred to the creation of two new sales branch organizations: one to serve 18 Northeastern states from Indiana to the Atlantic Coast; the other a division of its Southern Branch territory.

Business in Wichita 2-67

Top Advertising Awards Go to 2 State Agencies

Associated Advertising Agency Inc. received top awards recently in National Federation of Advertising Agencies judging in Nassau, the Bahamas. Two gold awards went to material produced for **Hesston Corp., Hesston, Kan.,** and gold awards were given for a sales aid produced for **Davis Manufacturing Inc.;** a series of newspaper ads promoting electric ranges for **Kansas Gas and Electric;** and the public relations program for **Kansas State Fair.**

Detter Appointed At Hesston Firm

John R. Detter, a native of Reno County, has been appointed senior industrial engineer at Hesston Corporation by Ed Melcher, director of manufacturing.

Detter

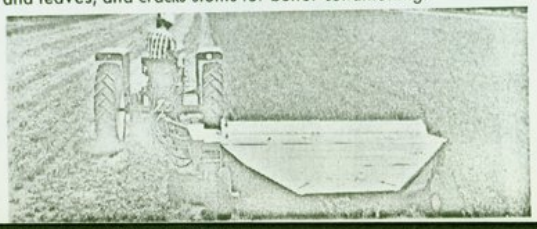
Detter returns from Longview, Tex., where he worked several years as an industrial engineer for Lone Star Steel Co. His main function at Hesston is to develop labor cost estimating data.

He was born in Hutchinson in 1935, but attended schools through high school at Nickerson. He is a graduate of Kansas State Univ. at Manhattan, and served two years in the U.S. Naval Air Forces.

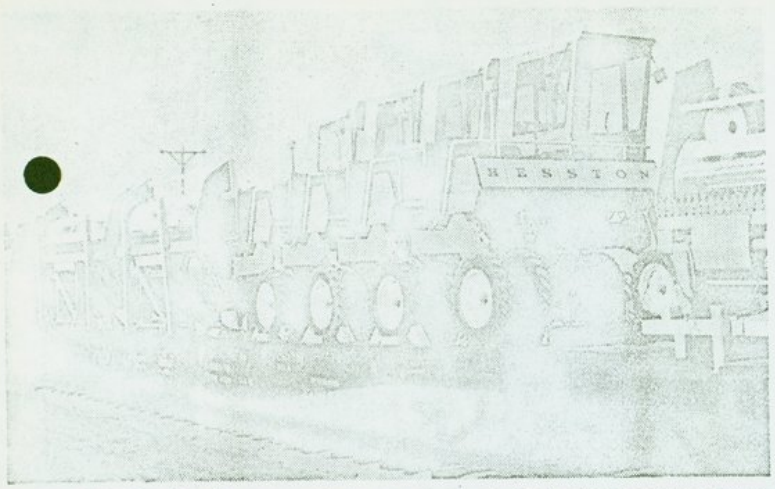
HUTCH NEWS
3/2/67

B. PULL-TYPE WINDROWER 2-67 WESTERN LIVESTOCK JOURNAL

New unit will cut, condition and windrow hay in single operation; will also leave hay in a swath when desired, Engineered to give fast cutting, handles hay gently to preserve tender tips and leaves, and cracks stems for better conditioning.

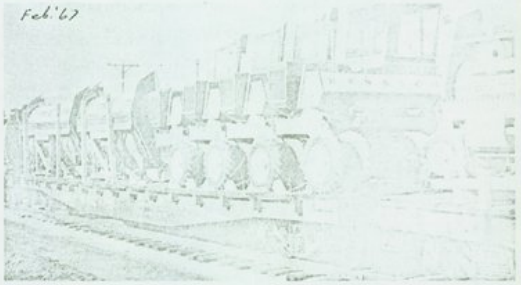


Page 13
The Hutchinson News
Thursday, February 16, 1967



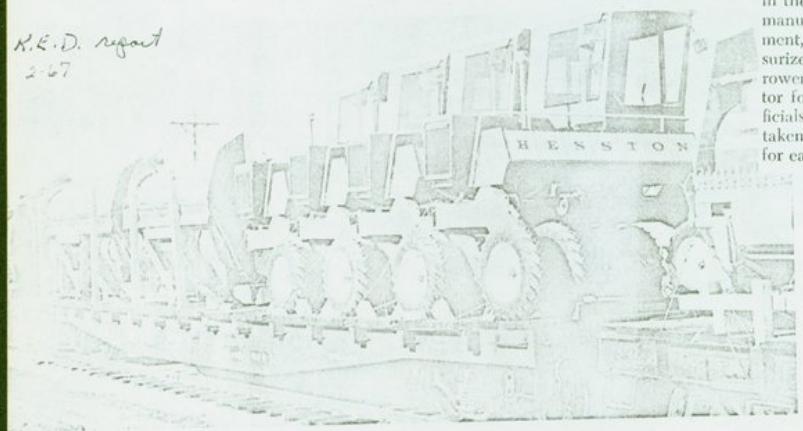
TEAM WORK — Two Kansas manufacturers of farm equipment combined efforts for the first time to speed products by joint train carload to farmers in the Southwest area of the United States. Hesston Corporation, manufacturer of windrowers and other specialized farm equipment, and Excel Industries, Inc., manufacturer of custom pressurized cabs for tractors, combines, cotton pickers, and windrowers, sent the shipment to the H. C. Shaw Company, distributor for both companies in California, Arizona, and Nevada. Officials of the two companies said the joint project was undertaken to insure quick delivery of the new equipment to farmers for early use in field work.

Feb '67



Two Kansas manufacturers of farm equipment combined efforts for the first time to speed products by joint train carload to farmers in the southwest area of the United States. Hesston Corporation, manufacturer of windrowers and other specialized farm equipment, and Excel Industries, Inc., manufacturer of custom pressurized cabs for tractors, combines, cotton pickers, and windrowers, sent the shipment to the H. C. Shaw Company, distributor for both companies in California, Arizona, and Nevada. Officials of the two companies said the joint project was undertaken to insure quick delivery of the new equipment to farmers for early use in field work. FARM + POWER EQUIPMEN

K.E.D. report
2-67



Joint Project Insured Quick Delivery of Equipment

HESSTON—Two Kansas manufacturers of farm equipment combined efforts for the first time to speed products by joint train carload to farmers in the Southwest area of the United States. Hesston Corporation, manufacturer of windrowers and other specialized farm equipment, and Excel Industries, Inc., manufacturer of custom pressurized cabs for tractors, combines, cotton pickers, and windrowers, sent the shipment to the H. C. Shaw Company, distributor for both companies in California, Arizona, and Nevada. Officials of the two companies said the joint project was undertaken to insure quick delivery of the new equipment to farmers for early use in field work.

Business Briefs

Eagle 1-28-67

Hesston Sales Show Gain

HESSTON, Kan. — The Hesston Corp. gained 32.4 per cent in consolidated net sales in fiscal 1966, President Lyle Yost said during the firm's annual stockholders' meeting recently.

He noted that net sales of about $22 million surpassed the $20 million mark for the first time, and that profits before dividends exceeded the $1 million mark — just slightly — for the first time.

Other milestones passed during the fiscal year were employment of more than 1,000, and a total annual payroll of more than $5 million.

Yost said the company expects another substantial sales increase in fiscal 1967.

"We are confident that this year's major expansion of our sales organization will help us reach many new potential markets for our products," he said, referring to the creation of two new sales branch organizations to serve 18 northeastern states, and southern states.

The firm's main product is self-propelled windrowers, with other agricultural machinery gaining in sales.

Total plant and office investments during the year was more than $1,400,000, another 12-month record, with equipment and facility expenditures for the 1967 fiscal year estimated at $1,355,000. Hesston gained last year a plant at Udine, Italy, and has begun building a Common Market sales organization.

Most of the firm's payroll was paid to local workers.

New directors elected at the meeting are Ray Adee, engineering; Lloyd Smith, marketing; Ed Melcher, manufacturing; and John Siemens, industrial relations, all of Newton, Kan.

Board officers elected are: Lyle Yost, Hesston, president; Harold Dyck, Hesston, first vice president; C. G. Stutzman, second vice president; and Raymond C. Schlichting, Hillsboro, Kan., secretary-treasurer.

Hutch News 1-19-67

Hesston Firm Breaks All Previous Records

HESSTON — Hesston Corporation topped all previous records in fiscal 1966.

With net sales of almost $22 million, topping the $20 million mark for the first time, the company recorded a 32.4 per cent increase in 1966.

Other highlights of the year listed in the annual report to stockholders recently included retained earnings before dividends exceeding $1 million, an employment peak which topped 1,000 for the first time, and a total annual payroll which exceeded $5 million.

President Lyle Yost said in the report that self-propelled windrowers continue as the firm's dominant product.

"We are really optimistic, however, about the newer products in our line," he said.

"Hesston beet harvesters and beet top savers already are established as machines of high quality, in a specialized farming field.

"Our new bale wagon, and other hay-handling equipment under development, will be introduced very soon to the hay market, which covers more acres in the United States than any other crop," Yost said.

Hesston's first subsidiary plant, recently completed at Logan, Utah, will produce the hay-handling equipment.

Yost said the company had also taken steps in 1966 to gain a foothold in the international market.

Hesston now has its own European plant, located at Udine, Italy, and has begun to build a sales organization to serve European common market countries.

Hutchinson Herald 2-20-67

Hesston Corporation Gives Annual Report

The Hesston Corporation recorded a 32.4 percent increase in consolidated net sales in fiscal 1966, a year in which the farm machinery company passed a number of significant milestones.

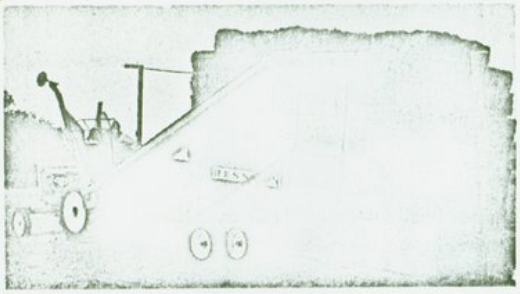
In his annual report to stockholders, president Lyle Yost disclosed recently these highlights of the company's 20th year of operation.

Net sales of approximately $22 million surpassing the $20-million mark for the first time; retained earnings before dividends exceeded the $1,000,000 mark for the first time; an employment peak which topped 1,000 for the first time; Total annual payroll which exceeded the $5-million mark for the first time. Yost said the company expects another substantial sales increase in 1967.

"We are confident that this year's major expansion of our sales organization will help us reach many new potential markets for our products," he asserted. He referred to the creation of two new sales branch organizations: one to serve 18 Northeastern states from Indiana to the Atlantic Coast; the other a division of its Southern Branch territory.

Self-propelled windrowers continued as the firm's dominant product. Current models make Hesston the world leader in windrower production.

Kansas Farmer for July 1, 1967



Hydraulically powered wagon unloads onto ground in 90 seconds, loads 8-10 tons onto a truck in 3 minutes. In stacking, bottom bale layer is hydraulically compressed. This is Hesston-Lundahl Model 400.

18 / THE FARMER, June 3, 1967

The new Hesston-Lundahl Model 400.

Hydraulic bale wagon

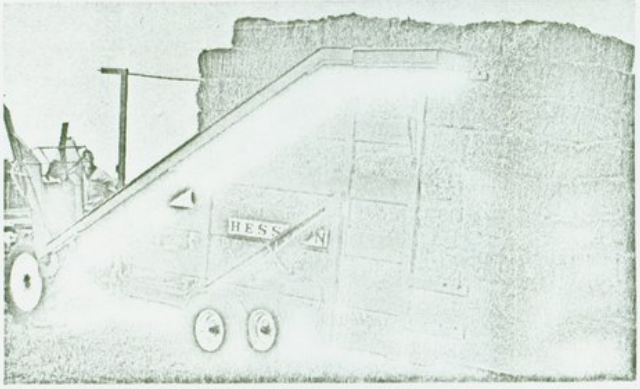
A HYDRAULICALLY-POWERED, baled hay wagon has been introduced by the Hesston Corporation. It's called Hesston-Lundahl Model 400.

Manufacturer says the Model 400 has 8 to 10-ton capacity and can unload onto the ground in 90 seconds, or onto a truck within three minutes.

new and NOTEWORTHY

The bottom layer of bales is hydraulically compressed to resist moisture absorption. Stacks are built by interlocking bales, similar to masonry walls. Two or more loads can be made into stacks of any length. The unit's six-wheel suspension carries a full load over any soil that supports a tractor.

Other suggested uses for the wagon, are: with sides removed, heavy implements can be pulled on, transported and then pushed off by the hydraulic "Stack-O-Matic" front; with wire mesh or hardboard sides, it can be used as an ensilage wagon.



Bale wagon handles 8 to 10 tons. Builds a tight moisture resistant stack as bottom layer of bales is compressed. Hydraulic system unloads in 90 seconds. Can be used as chopper wagon and for moving farm machinery. Hesston Mfg. Co., Inc., Hesston, Kan.

June 24, 1967 WALLACES FARMER

Hesston Corporation scrapbook

Hesston Introduces New Hay Loader

A big hydraulicially powered baled hay wagon has been introduced by Hesston corporation. The new wagon is designated the Hesston-Lundahl Model 400.

With a capacity of 8-10 tons, this newest Hesston product saves hand labor, while preserving the nutrient value of hay by building a tight, moisture-resistant stack.

Hesston hydraulics unload onto the ground in 90 seconds, load 8-10 tons onto a truck in less than three minutes, reload a stack off the ground or off a truck, and even assist with feeding operations. It will rapidly load and-or unload over-the-road trucks of all sizes.

The all-important bottom layer of bales is compressed by hydraulic pressure so it will absorb little ground moisture. Completed stacks are built with an interlocking bale pattern, similar to a masonry wall (seven tiers high for truck-loading, nine for field stacking).

Hesston's six-wheel suspension gives flotation to carry a full load over any soil which will support a tractor. In extreme mud or snow, the wagon's unique "roll-over" axle system gives additional ground clearance.

Equipped with wire mesh or hardboard sides, it can be used as an ensilage wagon—again using the hydraulic front to push off the load.

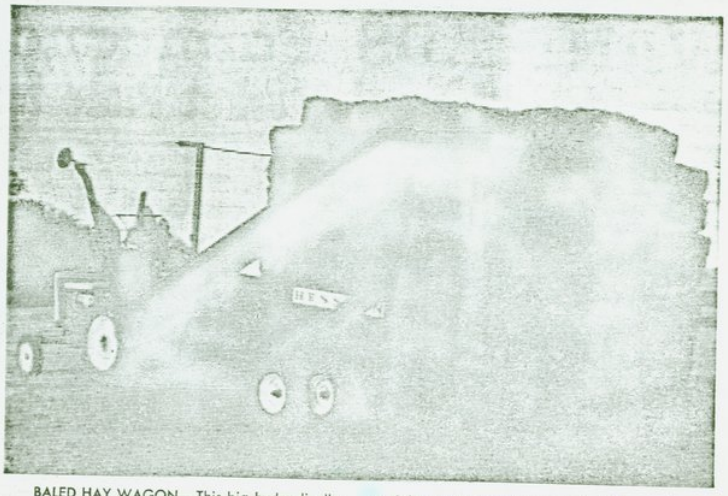
By actual field tests, hay stacked by the Hesston-Lundahl bale wagon can yield up to 10 per cent more feed than from a normal stack, because little is spoiled by moisture seepage. The entire stack holds together solidly, as a unit.

Two or more loads can be "welded" together to make solid stacks of almost any length.

This most recent Hesston product is being manufactured in the company's new factory, located at Logan, Utah. For more information write to Hesston Corporation, Hesston, Kans. 67062

AgriBusiness
News of Farm and Ranch-Oriented industry, business and Service

Page 11 - May 15, 1967
HIGH PLAINS JOURNAL
Western Kansas Edition

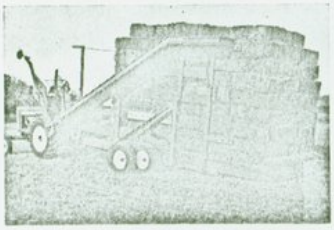


BALED HAY WAGON—This big hydraulically powered hay wagon has been introduced by Hesston corporation. The new wagon has a capacity of 8-10 tons, saves hard labor and preserves the nutrient value of hay by building a tight, moisture-resistant stack. Between haying and feeding time this wagon is not likely to sit idle as the sides may be removed and it becomes a heavy-duty, implement-type wagon.

DAIRY HERD MANAGEMENT
July '67

Hay Wagon

A hydraulically powered baled hay wagon has been introduced by Hesston Corp., Logan, Utah. Called the



Hesston-Lundahl Model 400, the unit has capacity of 8-10 tons.

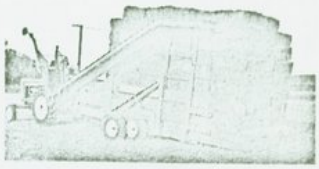
It is said to unload in 90 seconds, load up to 10 tons into a truck in less than three minutes, reload a stack off the ground or off a truck and even assist with feeding operations.

The bottom layer of bales is compressed by hydraulic pressure so it will absorb little ground moisture. Completed stacks are built with an interlocking bale pattern, similar to a masonry wall (seven tiers high for truck-loading, nine for field stacking).

Six-wheel suspension is designed to give flotation to carry a full load over any soil which will support a tractor. A "roll-over" axle system gives additional ground clearance in extreme mud or snow.

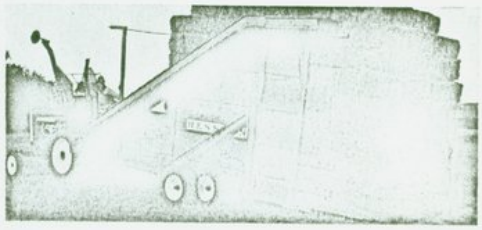
The wagon also can be used for hauling implements or ensilage.

FARM & POWER EQUIPMENT
July '67



This hydraulically powered baled hay wagon, the Hesston-Lundahl Model 400, has a capacity of 8 to 10 tons. It unloads onto the ground in 90 seconds, loads 8 to 10 tons onto a truck in less than 3 minutes, reloads a stack off the ground or off a truck, and even assists with feeding operations. From Hesston Corp.

BALE WAGON: loads onto ground in 90 seconds



The Hesston-Lundahl Model 400 hydraulically powered baled hay wagon has a capacity of 8-10 tons. The manufacturer reports that the unit can unload onto the ground in 90 seconds, load 8-10 tons onto a truck in less than 3 minutes, reload a stack off the ground or off a truck, and even assist with feeding operations. It is designed to rapidly unload and/or load over-the-road trucks of all sizes.

In operation, the bottom layer of bales is compressed by hydraulic pressure so it will absorb little ground moisture. Completed stacks are built with an interlocking bale pattern, similar to a masonry wall (seven tiers high for truck loading, nine for field stacking.)

In the "off" season, the wagon can be converted by removing the sides into a heavy-duty, implement-type wagon. *Hesston Corp.*

For more details, circle No. 23 on Reader Service Coupon

Hesston Corporation scrapbook

THE TURNROW - July

HESSTON INTRODUCES BALED HAY WAGON

HESSTON, KANS. — A big hydraulically powered baled hay wagon has been introduced by Hesston Corp. The new wagon is designated the Hesston - Lundahl Model 400.

With a capacity of 8-10 tons, this newest Hesston product saves hand labor, while preserving the nutrient value of hay by building a tight, moisture-resistant stack.

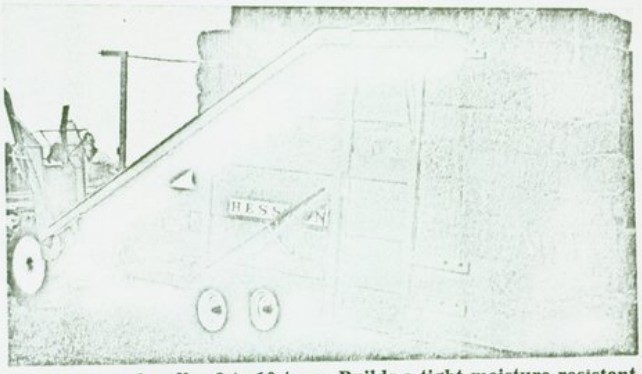
Hesston hydraulics unload onto the ground in 90 seconds, load 8-10 tons onto a truck in less than three minutes, reload a stack off the ground or off a truck, and even assist with feeding operations. It will rapidly load and/or unload over-the-road trucks of all sizes.

The all-important bottom layer of bales is compressed by hydraulic pressure so it will absorb little ground moisture. Completed stacks are built with an interlocking bale pattern, similar to a masonry wall (seven tiers high for truck-loading, nine for field stacking).

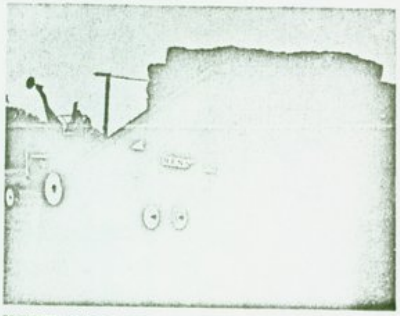
Hesston's six - wheel suspension gives flotation to carry a full load over any soil which will support a tractor. In extreme mud or snow, the wagon's unique "roll-over" axle system gives additional ground clearance.

WALLACES FARMER

June 24, 1967

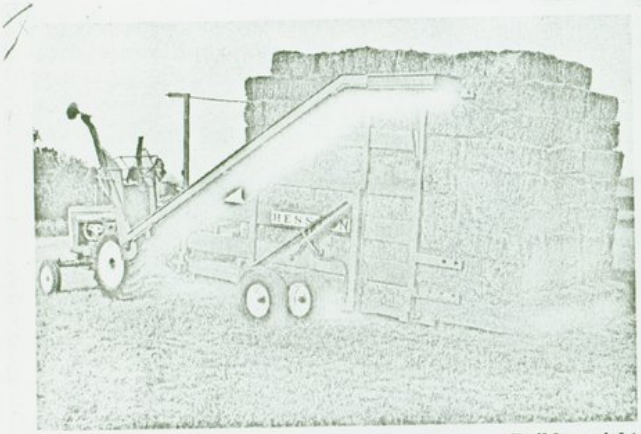


Bale wagon handles 8 to 10 tons. Builds a tight moisture resistant stack as bottom layer of bales is compressed. Hydraulic system unloads in 90 seconds. Can be used as chopper wagon and for moving farm machinery. Hesston Mfg. Co., Inc., Hesston, Kan.



WITH CAPACITY of 8-10 tons, here is the most recent hydraulically powered baled hay wagon introduced by the Hesston Corporation. Designated the Hesston-Lundahl Model 400, the model saves hand labor, while preserving the nutrient value of hay by building a tight, moisture-resistant stack. The product is being manufactured in the company's recently opened factory, located at Logan, Utah.

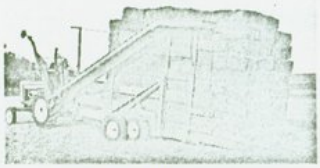
14 Aug '67 The Florida Cattleman



Powered baled hay wagon handles 8 to 10 tons. Builds a tight, moisture-resistant stack as bottom layer of bales is compressed. Hydraulics unload onto the ground in 90 seconds, load 8 to 10 tons onto a truck in less than 3 minutes, and reload a stack off the ground or off a truck. Can be used as chopper wagon and for moving farm machinery. Made by Hesston Manufacturing Company, Inc., Box 545, Hesston, Kansas 67062.

WISCONSIN AGRICULTURIST May 27, 1967

JULY, 1967
FARM & POWER EQUIPMENT

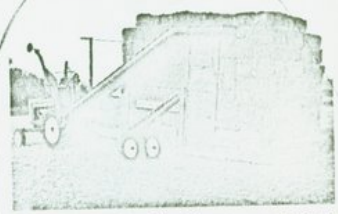


This hydraulically powered baled hay wagon, the Hesston-Lundahl Model 400, has a capacity of 8 to 10 tons. It unloads onto the ground in 90 seconds, loads 8 to 10 tons onto a truck in less than 3 minutes, reloads a stack off the ground or off a truck, and even assists with feeding operations. From Hesston Corp.

For FREE Copy, Circle 312 on REPLY CARD

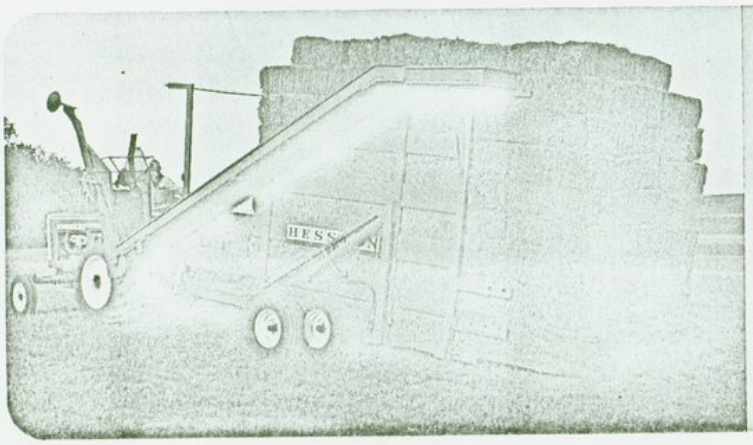
THE DAKOTA FARMER, June 17, 1967

HYDRAULIC BALE WAGON



This new hydraulically powered baled hay wagon (Model 400) has a capacity of eight to ten tons. It can be loaded in less than three minutes and unloaded within 90 seconds. The bottom row of layers is hydraulically compressed so it will absorb little ground moisture. With sides removed, the unit can be used as a heavy-duty implement-type wagon.

— Hesston Corporation



For hay bales—This unit loads and hauls 8-10 tons (225 bales), hydraulically unloads, reloads or transfers hay to transport trailer. It has 6-wheel suspension, with a roll-over axle, to aid flotation, negotiate rough terrain.

July 7, 1967 IMPLEMENT & TRACTOR 25

THE HESSTON RECORD
Hesston, Kansas
Thursday, August 31, 1967

HESSTON AREA MEN APPOINTED TO STATE CHAMBER OF COMMERCE

Five men from the Hesston area have been appointed to serve two year terms on various Councils of the Kansas State Chamber of Commerce, State President Henry Jameson has announced.

Men from the Hesston area are Edward L. Melcher, Director of Manufacturing at Hesston Corporation, to the Education Committee;

Vernon Nikkel, Director of Industrial Relations at Excel Industries, and John Siemens, Director of Industrial Relations at Hesston Corporation, to the Employer-Employee Relations Committee;

Ray Adee, Chief Engineer, Hesston Corporation, to the Industrial and Research Development Committee. Mr. Adee is chairman of the committee and also a Board Member.

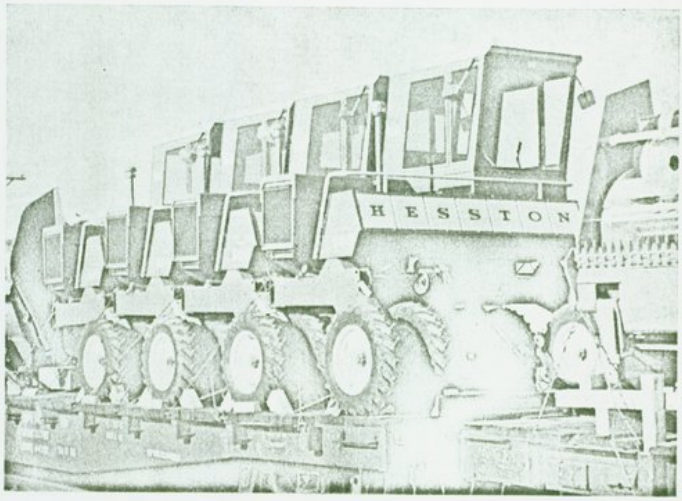
Raymond C. Schlichting, Director of Finances at the Hesston Corporation, to the State Taxation and Finance Committee.

"The State Chamber Councils are comprised of from 37 to over 183 carefully selected, well qualified men and women from all areas of Kansas," President Jameson said.

"Nearly 1,250 Kansans from 134 communities will serve on these Councils," Jameson added. "All 13 Councils are reorganized each two years in order to revitalize them.

"Each Council initiates, formulates and recommends to the Chamber's Board of Directors programs of action within the field of activity of that Council. In effect, they are the State Chamber's task forces," said Jameson.

WINDROWERS, CABS DOUBLE UP FOR SHIPMENT TO THE WEST



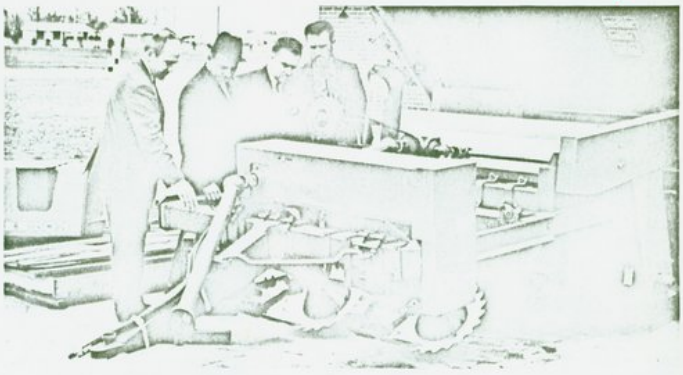
To speed up shipment of their products to the H. C. Shaw Co., Stockton, two Kansas manufacturers came up with this joint train carload of windrowers and cabs.

Hesston Corp. manufactures the windrowers and Excel Industries, Inc., produces the pressurized cabs. Both firms are located in Hesston, Kan.

Officials of the companies said the joint project was undertaken to insure quick delivery of the new equipment to farmers in Shaw's California, Arizona and Nevada sales territory.

APRIL, 1967 Western Farm Equipment

THE SUGARBEET GROWER/Summer 1967



Shown at the Hesston Corporation plant looking over a model of Hesston's new Model 560 beet harvester are, from left: Don Duffy, service manager for Falcon Industries, St. Mary's, Ont.; Charlie Profota, Eberts, Ont. implement dealer; Earl Bishop and Pierre Pinsonnealt.

Canadian Dealer Flies Customers 1,500 Miles to Plant, Makes Sale

A Canadian implement dealer recently flew with two of his customers 1,500 miles to preview a new sugarbeet harvester, and they each bought one at the factory.

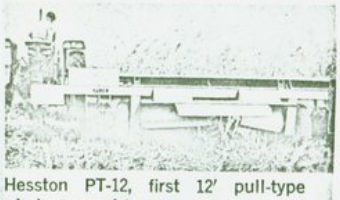
SUCH AGGRESSIVENESS ON the part of Charlie Profota, Eberts, Ont. is inspired by his zeal to promote a successful sugar beet industry in the Chatham area east of Detroit — an industry which has reached $7 million proportions through no small efforts on the part of Profota himself.

The trip was prompted by news of a new high-capacity harvesting machine developed by Hesston Corporation, labeled the Hesston 560. Production on the new model is scheduled for delivery well ahead of harvest, but not in time for prolonged display on their lots. But Profota, owner of Profota's Garage Co. Ltd. which specializes in sugarbeet equipment, and two best customers flew with Don Duffy, service representative for Faclon Industries, St. Mary's Ont., Hesston distributor.

The beet growers, Earl Bishop and Pierre Pinsonnealt, previewed a prototype model at the Hesston factory and signed up for the first two off the production line.

THE FARMER, August 19, 1967

Two new pieces of hay-handling equipment will be on tap for visitors to the Hesston Corporation fair displays. They are the Hesston 600 Hydrostatic Windrower-Conditioner and the Hesston PT-12. The 600 is a new, large capacity machine with unique one-hand Hydro-Trim Control. With one hand on one control, the operator can start, stop, reverse, turn, spin-turn, increase or decrease speed of the windrower. The PT-12 is a 12-foot pull-type windrower with an auger header. Its conditioner is



Hesston PT-12, first 12' pull-type windrower with an auger header, the largest of any pull-type windrower, say company spokesmen.

con. Hutch News 5-8-67

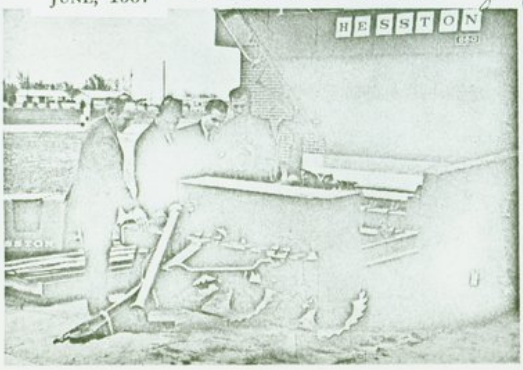
FFA Day at Hesston

HESSTON — Wednesday will be Future Farmer of America day at Hesston Corporation.

About 100 boys from 12 FFA chapters will tour the Hesston Corporation plant, along with their instructors, principals and state FFA officials.

Morning tours will be followed by lunch at the Colonial House. After lunch, the boys will hear speeches by officials of the company.

JUNE, 1967 Western Farm Equipment



They flew 1,500 miles to buy new sugar beet harvesters. From left are Don Duffy, service manager for Falcon Industries, St. Mary's, Ont.; Charles Profota, Eberts, Ont., implement dealers; Earl Bishop and Pierre Pinsonnealt, sugar beet growers in the Chatham area. They're shown here inspecting a new Hesston Model 560 harvester at the plant in Hesston, Kan. Each farmer bought a unit for use this season.

THE HESSTON RECORD
Hesston, Kansas
Thursday, May 25, 1967

HESSTON MANUFACTURERS PLAN FOR FAIR

Two Hesston manufacturers are among the early exhibitors to reserve choice space at the 1967 Kansas State Fair, according to Earl Holloway, fair exhibit director.

A big 8,125 sq. ft. outdoor space has been booked by Hesston Corporation to display their hay-handling equipment. Featured this year will be the new Hesston Bale Wagon, with which a unique new system of handling eight tons of bales automatically will be demonstrated. Don Dunn, territory sales manager, will be in charge.

Excel Industries, Inc. of Hesston will show its machinery cabs in a display just south of the 4-H Encampment Building. Supervising the exhibit will be Jack Stubby and Don Curtis.

All exhibits will be shown throughout Fair Week, from 5 p. m. Friday, September 15 until 8 p. m. Thursday, September 21.

Industrialist Honored

A Kansas industrialist has received one of the 1967 Merit Certificate Awards from the American Forage and Grassland Council for his company's contributions in developing forage harvesting and handling equipment.

Lyle E. Yost, president of Hesston Corp., Hesston, was the only farm equipment manufacturer to be so honored at the third annual National Grasslands Field Day held recently at Mead, Neb.

KED Report 8/67

The Hutchinson News
Thursday, July 27, 1967

Hesston Executive Receives Award

HESSTON — A Kansas industrialist has received one of the 1967 Merit Certificate Awards from the American Forage and Grassland Council for his company's contributions in developing forage harvesting and handling equipment.

Lyle E.Yost, president of Hesston Corp., was the only farm equipment manufacturer to be honored at the third annual National Grasslands Field Day held at Mead, Nebr.

Hesston Corp. has been a leader since 1955 in the development of self - propelled windrower - conditioners, which cut, condition and windrow hay and a variety of other crops in a single operation. The company also is active in developing improved bale - handling equipment.

THE HESSTON RECORD
Hesston, Kansas
Thursday, July 27, 1967

MERIT CERTIFICATE AWARDED TO HESSTON CORPORATION PRESIDENT

A Kansas industrialist has received one of the 1967 Merit Certificate Awards from the American Forage and Grassland Council for his company's contributions in developing forage harvesting and handling equipment.

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AgriBusiness
News of Farm and Ranch-Oriented industry, business and Service

Hesston Corporation Appoints Managers

Two Central Kansans have been appointed to fill key positions in production and sales at Hesston Corporation, major manufacturer of farm equipment.

Lowell Ewert, Newton, joins the company as manager of a sales territory which includes parts of Southeast Iowa, Northeast Missouri, and Northern Illinois. He is responsible for developing the dealer organization in that area, reporting directly to branch manager Paul Williams.

Bill Fish, formerly of Wichita, has been named senior process engineer, in charge of procedures for the manufacture of machine components.

Ewert, 34-year-old native of Hillsboro, has served as sales engineer for a Newton farm equipment company for the past seven years.

Fish, 29, grew up in Wichita. He was plant manager of a small metal products company for nine years before joining Hesston.

Business Briefs

7/2/67

Hesston Firm Fills Key Production, Sales Slots

HESSTON, Kan. — Two central Kansans recently were appointed to fill key production and sales positions at Hesston Corp., farm equipment manufacturers.

EWERT FISH

Lowell Ewert, Newton, has been named manager of the sales territory that includes southeast Iowa, northeast Missouri and northern Illinois. He is a native of Hillsboro, Kan.

Bill Fish, formerly of Wichita, has been named senior process engineer in charge of procedures for manufacture of machine components.

Two Executive Positions Filled

HESSTON — Two executive positions recently filled at Hesston Corporation involve a native Kansan and a Texan.

Promoted to assistant general foreman, in charge of all third-shift production, is Norbert R. Reel. He joined Hesston in September, 1965 as a methods engineer. Formerly he was in management development with Boeing, Wichita. Reel attended the University of Nebraska on a football scholarship following graduation from Miltonvale High School. He and his wife have four children and live in Wichita.

Paul S. Pirkle, formerly of Houston, has joined Hesston as an industrial engineer. He was a senior industrial engineer for Lone Star Steel Co. before the pointment. Pirkle, 27, is a graduate of Texas A. & M. University, is married and has one son. The family lives in Hutchinson.

Hesston names engineer

HESSTON—Norbert R. Reel, formerly a Hesston Corp. methods engineer, has been promoted to assistant general foreman in charge of all third-shift operations.

A Wichita resident, he joined Hesston in September 1965 as a methods engineer assigned to set job standards and sequence of work methods.

He was formerly with The Boeing Co. in Wichita in management development, with Aviation Industries Inc. of Wichita, and The Wichita Eagle in retail sales training. Reel attended the University of Nebraska after graduation from Miltonvale, Kas., High School.

4/25
MIDWEST INDUSTRY MAGAZINE

Two Named At Hesston

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Lowell Ewert, Newton, joined the company as manager of a sales territory which includes parts of Southeast Iowa, Northeast Missouri and Northern Illinois.

Bill Fish, formerly of Wichita, has been named senior process engineer, in charge of procedures for the manufacture of machine components.

HUTCH NEWS - 7/1

THE HESSTON RECORD
Hesston, Kansas
Thursday, July 13, 1967

JOINS HESSTON CORP.

Peter J. Pfeiffer, native of Germany, has joined Hesston Corporation in the position of international sales manager.

Pfeiffer will maintain manufacturing and engineering liason with Hesston's branch operation in Italy and work with Hesston sales contacts in foreign countries, according to International Operations Manager Charles Caviness.

Born in Jena, Germany, 29 years ago, Pfeiffer was educated in schools at Vossberg, Hamburg and Wiesbaden and Ingelheim College.

Pfeiffer and his wife, Serena, have two children, Marius and Bertolt. They are living in North Newton.

HUTCH NEWS 7/12

Native of Germany Joins Hesston Firm

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Pfeiffer and his wife Serena, have two children, Marius and Bertolt. They are living in North Newton.

Page 9 - August 28, 1967
HIGH PLAINS JOURNAL
Western Kansas Edition

Hesston Corp. Has New Sales Engineer

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Windrowers Are Shown

HUTCH NEWS 9/6

HESSTON — The biggest line of windrowers ever produced by a U. S. manufacturer was introduced in Wichita Wednesday by Hesston Corporation, Kansas' largest manufacturer of farm equipment.

More than 100 territory sales managers, distributors, and distributor sales representatives previewed the seven new windrowers for 1968.

A tour of the Hesston plant was set for Thursday morning. Thursday afternoon the group will be briefed on 1968 advertising and promotion plans by executives of Hesston and Associated Advertising Agency.

George M. Beal and Joe M. Bohlen, professors in the sociology department of Iowa State University, will discuss the topic "Tomorrow's Farm Equipment Dealer."

Harold Dyck, Hesston vice-president and director of sales, will conclude the session with a

WICHITA EAGLE 9/6

7 New Windrowers To Be Introduced

The largest line of windrowers producer by a U.S. manufacturer will be introduced at the Broadview Hotel Wednesday by Hesston Corp., Kansas' largest manufacturer of farm equipment, located at Hesston.

More than 100 sales managers, distributors and sales representatives will preview the seven new windrowers.

A tour of the Hesston plant is scheduled for Thursday morning. Returning to Wichita Thursday afternoon, the group will be briefed at Civic Playhouse on 1968 advertising and promotion plans.

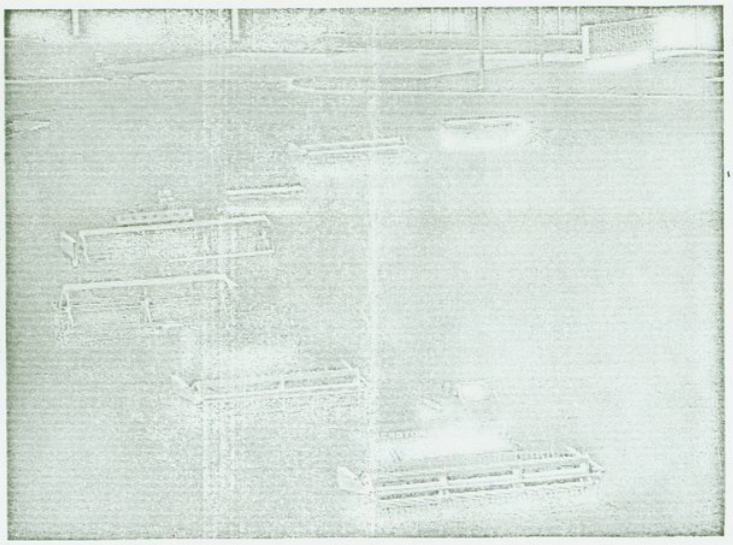
THE WICHITA EAGLE Thursday, September 7, 1967

LINE FOR 1968—Some of the biggest line of windrowers ever produced by a U.S. manufacturer were introduced here Wednesday by Hesston Corp., Hesston, Kan., officials Harold Dyck, left, vice president and director of sales; and Bob Mong, windrower marketing manager. Seven new, 1968 models are being shown to more than 100 Hesston territory sales managers, distributors and sales representatives during a three-day sales meeting ending Thursday at the Broadview Hotel and Civic Playhouse.—(Staff Photo.)

Hesston Corporation scrapbook

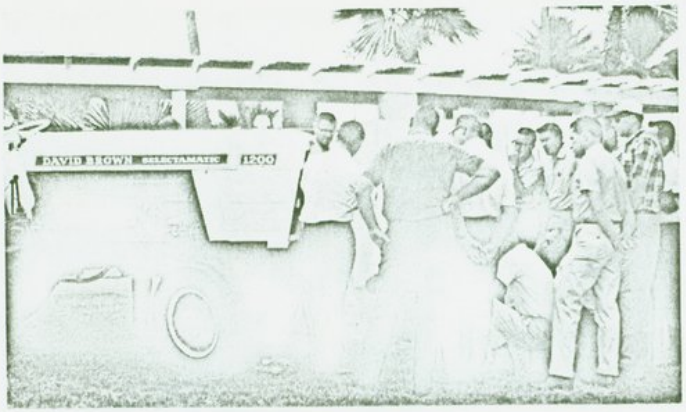
THE HESSTON RECORD

Four Pages Thursday, September 7, 1967



NEW WINDROWER LINEUP—Seven new models pictured here comprise the largest line of windrowers ever offered by Hesston Corporation—or any farm equipment manufacturer, for that matter. The first five machines shown are self-propelled models, and the top two are pulled and powered by tractors. Attracting most attention is the Hydro-Static 600 in the foreground, with a single hand lever to control all direction, speed and braking movements. The line was previewed by Hesston this week.

Bill Hodgson makes a point as he briefs Shaw salesmen on David Brown tractor line.



David Brown 1200 is center of attraction as the H. C. Shaw sales force is instructed on its design features and field performance by company representatives from the firm's British factory.

Eqpt. Co.; and *Boyce Lines*, Lines Eqpt. Co.

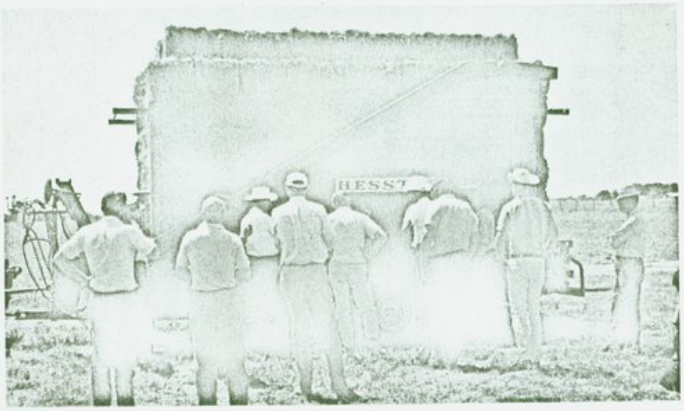
Dealers were not the only ones receiving a new product briefing. Prior to the Hesston demonstration, the entire Shaw sales staff participated in meetings during which officials from the David Brown factory in England and the Wheel Horse tractor plant in South Bend, Ind. introduced and detailed these two new product lines recently added by Shaw.

Bill Hodgson and *Mike Robson* were on hand from England to describe and demonstrate the design features of the 770, 880, 990 and 1200 David Brown tractor models. All four models were on display and were operated in the field by the Shaw sales force. Shaw officials report they are planning further showings of David Brown equipment to dealers this summer.

Wheel Horse tractors were presented by *Joe Kennedy*, sales manager, and *Bill Walton*, service manager, Wheel Horse Products, Inc. Following formal introduction of the tractors and their 42 attaching tools, Shaw's salesmen took to the field with the units.

H. C. Shaw officials noted that the range of tractors offered by Wheel Horse—6 hp. to 12 hp.—and the chance for penetration into a growing small tractor market should have real appeal to equipment dealers. Wheel Horse is the largest producer of compact tractors and builds only for this market. Kennedy noted that his company does not do O.E.M. building for other companies.

Shaw staff members attending these sessions included *Lavar Goulding, Irv Emery, Art Kininmonth, Jack Caldwell, Ed Isler, Charles Sapien, Bob Whaley, Ivan Knight, Bill Schmidlin, Fred Dial, George Lazok, Fred Montez, Jack Neal, Dean Shoup* and *Bill Sanders*.



Dealers inspect the Hesston Lundahl 400 bale wagon which is produced in Hesston's Logan, Utah, plant.

Dealer puts the new Hesston 600 windrower to the test in alfalfa as several interested "hangers-on" check performance as the rig moves through the field.

Photos by George Lazok, H. C. Shaw Co., Phoenix

W Farm Equip

ENGINEWS
FROM THE WORLD'S LARGEST BUILDERS OF HEAVY-DUTY AIR-COOLED ENGINES
WISCONSIN MOTOR CORPORATION • MILWAUKEE, WIS. 53246 U.S.A. MARCH 1967

Hesston Hustles From Dream To Leadership With Windrower Line

Largest Producer Powers Self-Propelled Machines With Wisconsin Engines

America's free enterprise story is told most persuasively through the thousands of small town business ventures which have grown from a dream into successful, permanent organizations. And outstanding among these is the 20-year success story of the Hesston Corporation of Hesston, Kansas.

The first Hesston farm machine was built in a local shop in 1946. It was an unloading auger for combines, sketched out during the wheat harvest by Lyle Yost, a native son with a flair for business as well as mechanics. He formed a small company and several friends invested savings in the venture. Other neighbors with mechanical, engineering, sales and clerical talents went to work for this little industry on the plains.

By 1955, the young company was selling a million dollars worth of equipment a year and in 1958, when it was first written up in ENGINEWS, it was over the $4 million mark. Last year, Hesston Corporation amassed consolidated net sales of nearly $22 million, it employed more than a thousand people, and its total annual payroll exceeded $5 million.

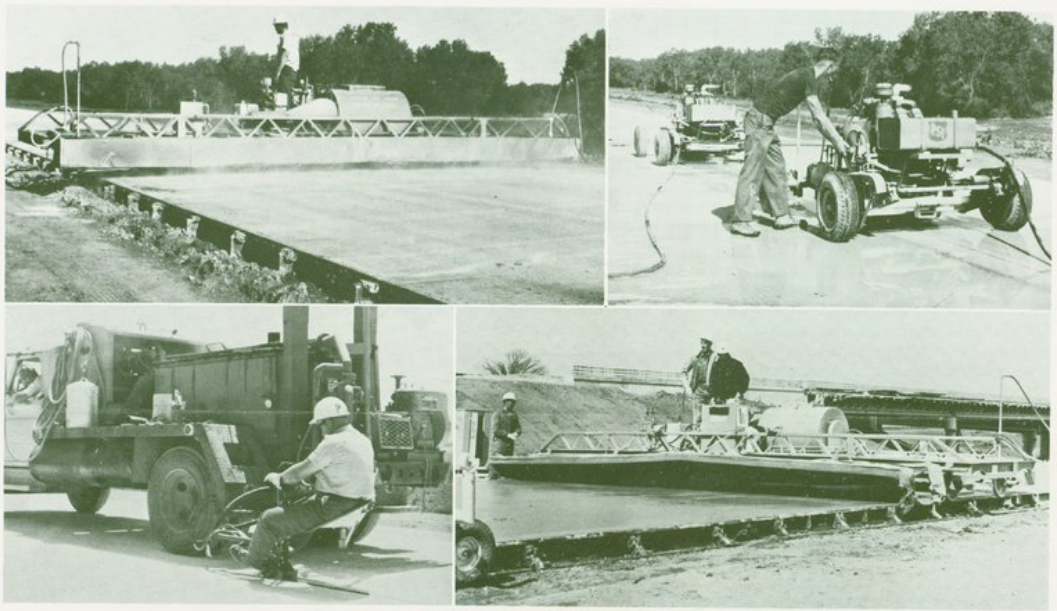
Today, Hesston's line of specialized farm machinery includes windrowers, cotton and beef harvesting equipment, bale wagons, straw chopper and row harvesting attachments for combines. The unloading auger has long been discontinued (it's now standard equipment on all combines).

Hesston is the world leader in the production of windrowers, having built almost 30,000 of them and shipped them to more than 20 countries on six continents. Three of the current line of Hesston Windrowers are self-propelled models powered by Wisconsin heavy-duty air-cooled engines. They have established reputations for durability and efficient service to the farmer. All models do essentially the same job: cut, condition and windrow hay, grasses, small grains and other crops — a job which required three different ma-

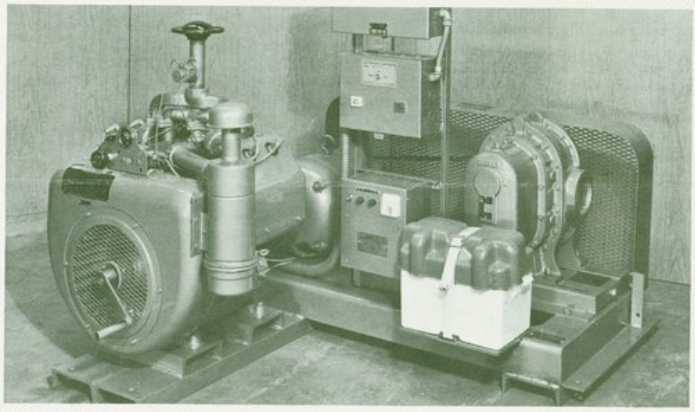
Turn to HESSTON — page 2

NEW FROM HESSTON is the self-propelled Model 280 Grain Windrower shown above. This latest addition to the company's famous Windrower line is as dependably powered by a Wisconsin Engine as thousands of its predecessors produced by this progressive farm machinery manufacturer over the past decade. BELOW is a recent view of the Hesston Corporation's multi-million dollar main plant located at Hesston, Kansas, on land which was a wheat field less than ten years ago. The new 21,500 sq. ft. office expansion in the foreground is one of several facility improvements made in the last year. More major expansion projects are slated for 1967.

ENGINEWS



CLIPPER PAVING PRODUCTS demonstrated their time and money saving potential on two recent freeway projects. UPPER LEFT: The sawing and sealing contractor on a section of Interstate 80 near North Platte, Neb., used a Clipper Jet Speed Curing Machine powered by a THD Wisconsin Engine to spray pigmented curing compound at 100' per minute. UPPER RIGHT: After the cured concrete was sawed transversely by individual Clipper saws, the longitudinal joints were sawed by this Clipper Centerline Saw Train, consisting of two CL-6020 self-propelled saws powered by 60 HP Wisconsin V-461D Engines. Each saw is capable of mounting two diamond blades in tandem, each set to cut a portion of the joint depth required. This "stage cutting" principle not only saved time and labor, but saved 25% in blade costs. LOWER LEFT: All joints were sealed with a Wisconsin Engine powered Clipper Truck-Mounted Joint Sealer capable of treating thousands of feet of joint per hour. LOWER RIGHT: A burlap drag accessory was attached to the Clipper Jet Speed Curing Machine by the paving contractor on the MacDonald-Cartier Freeway at Toronto, enabling him to apply curing compound and give the pavement a non-skid texture in one pass. All machines are products of Clipper Mfg. Co., Kansas City, Mo.



NEAT INSTALLATION shown here is part of the new sewage treatment plant and pumping station assembled for the Town of Canso, Nova Scotia, by Consolidated Engines & Machinery Co., Ltd., distributors of Wisconsin Engines at Mount Royal, Quebec. It comprises a Roots-Connersville Blower, belt-driven by a double-shafted 25 HP Wisconsin VF4D Engine, connected to the electric motor through a spring-controlled centrifugal clutch assembly. The VF4D Engine has electric starting, automatic choke, low-oil pressure switch and high-temperature safety switch. Unit also includes custom-built GRWL control, electric motor lock-out and power failure relays with adjustable delay on both power failure and resumption.

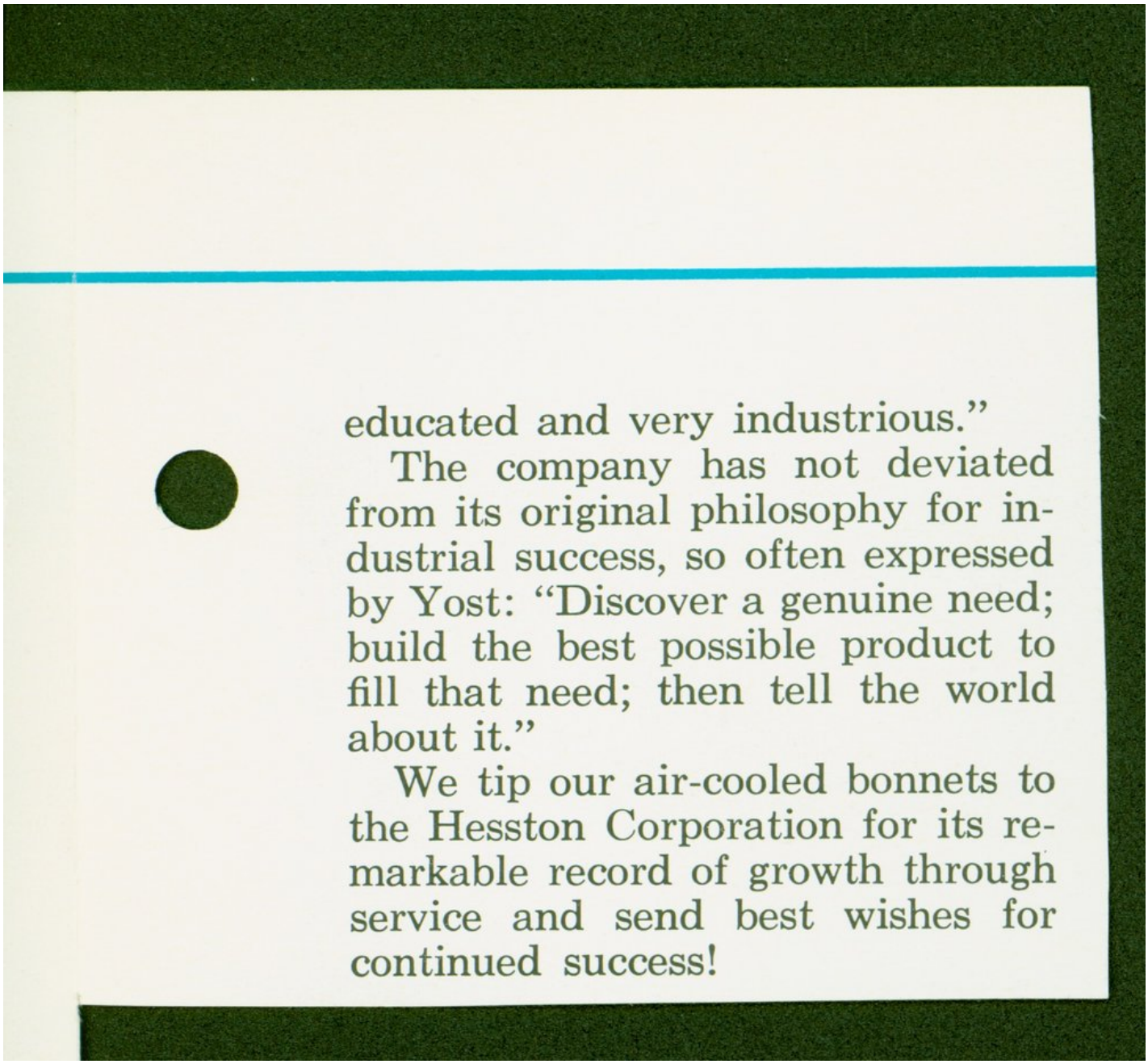
HESSTON — from page 1

chines before Hesston pioneered windrowing in 1955.

Recently Hesston opened branch plants at Logan, Utah (to produce bale wagons) and Udine, Italy, to produce windrowers for European Common Market countries. The main plant at Hesston, now grown to a multi-million dollar facility, is located at the north edge of town in a field where wheat grew less than a decade ago.

President Lyle Yost, now a Director of Farm and Industry Equipment Institute, still heads a veteran team of executives who manage the company. Vice President and Director of Sales, Harold Dyck, is a Past President of Farm Equipment Manufacturers Association. Other Operating Committee members are: Ray Schlichting, Director of Finance; Lloyd Smith, Director of Marketing Development; Edward Melcher, Director of Manufacturing; John Siemens, Director of Industrial relations; and Raymond Adee, Director of Engineering.

Hesston has more than 1,000 employees. Its labor pool is primarily its farming community, extending to several neighboring counties. As personnel boss Siemens points out, "Kansas farmers have worked around tools and engines and welding torches since they were kids. They like to build things and they are of high moral character, well



educated and very industrious."

The company has not deviated from its original philosophy for industrial success, so often expressed by Yost: "Discover a genuine need; build the best possible product to fill that need; then tell the world about it."

We tip our air-cooled bonnets to the Hesston Corporation for its remarkable record of growth through service and send best wishes for continued success!

Eagle 4-67

Kansas Making Its Own Harvesting Machinery

By JIM VEON
Eagle Staff Writer

Traditionally known as the "nation's breadbasket," Kansas more recently has made giant strides in the production of farm machinery for its extensive agricultural industry.

Indicative of a national trend, which has seen the center of farm machinery production moved from eastern centers to newer Midwest production sites, the number of farm equipment producers in Kansas has risen rapidly during the past 20 years, adding many millions of dollars to the state's economy and increasing productivity of Kansas farms.

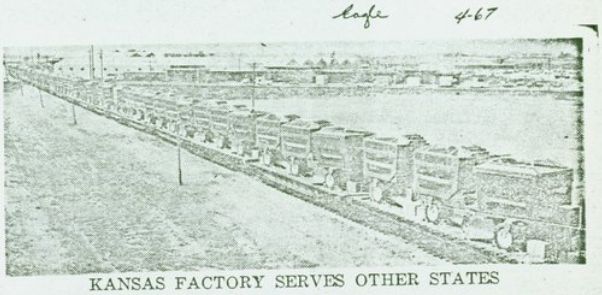
PART of the increase, said Dale Fry, spokesman for the Western Kansas Manufacturers' Association, Garden City, also is based on the fact that farmers know other farmers' needs best. Pointing out that most of the nation's agricultural production is centered in the Midwest, Fry said much of the new machinery production has resulted from ideas of local farmers who knew how a job could be done better. They set up businesses to market their ideas, he said.

"Businesses such as these have grown rapidly in western Kansas during the last six or seven years," Fry continued. "Our association now has 60 member firms, six or eight of which gross $1½ to 3 million annually. Their products include grain beds, tractor and combine parts, harvest and tilling equipment and feeders," he said.

GREAT QUANTITIES of these products are exported outside the United States, Fry added.

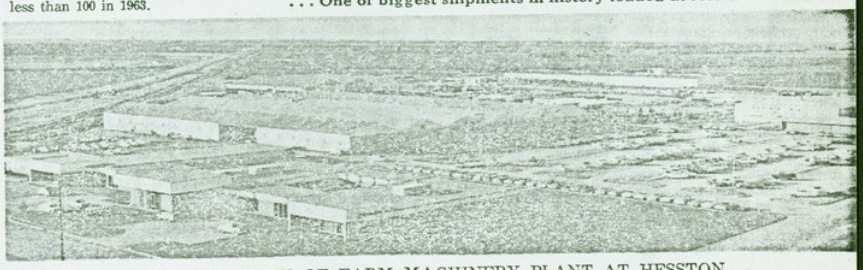
Although not an association member, Hesston Manufacturing Co. is typical of the companies Fry described. Begun in a Hesston, Kan., machine shop in 1947, the company's net sales for 1966 totaled $22 million and its employment topped 1,000 persons.

The total of farm machinery manufacturing firms in Kansas last year was 177. There were less than 100 in 1963.



KANSAS FACTORY SERVES OTHER STATES

. . . One of biggest shipments in history loaded at Hesston . . .



GENERAL VIEW OF FARM MACHINERY PLANT AT HESSTON

. . . Hesston Manufacturing Co. Inc. makes a broad variety of agricultural equipment . . .

Eagle 4-7-67

Hesston Has New Industry

HESSTON — A new industry, specializing in custom manufacturing and upholstering of wood furnishings, has begun operations here under the name of Hesco Furnishings, Inc.

The firm will work with architects and interior decorators building furniture of original design from authentic hardwoods. In the future, lines of furniture for offices, churches, libraries and schools will be developed, according to Leslie Yoder, president and general manager.

Furniture construction and upholstering for private individuals also will be done.

Hesco Furnishings, Inc., hopes to construct plant and office facilities here before the end of 1967. Temporary quarters are leased from Hesston Corp. in the west bay of its original buildings in downtown Hesston.

Yoder formerly was director of the industrial therapy department, Prairie View Hospital in Newton, where he and his wife were on the staff since 1962. He is a graduate of Nebraska Tech College, Milford, Neb., where he specialized in the study of woodworking and wood production. He was raised on a farm near Parnell, Ia.

"We have projected a gradual growth over the next few years which anticipates employment of about 25 persons by the end of 1969," Yoder said.

Incorporating stockholders are, in addition to Yoder: Howard Hershberger, vice - president, and Carl Wohlgemuth, secretary - treasurer. Hershberger and Wohlgemuth are with Hesston Corp., largest of seven industries now located here, which specializes in farm machinery.

Custom Wood Furnishing Firm Opens in Hesston

Special to The Eagle

HESSTON, Kan. — A new industry specializing in custom manufacturing and upholstering of wood furnishings has begun operations here.

The firm, Hesco Furnishings Inc., will work with architects and interior decorators building furniture of original design from authentic hardwoods. In the future, lines of furniture for offices, churches, libraries and schools will be developed, according to Leslie Yoder, president and general manager.

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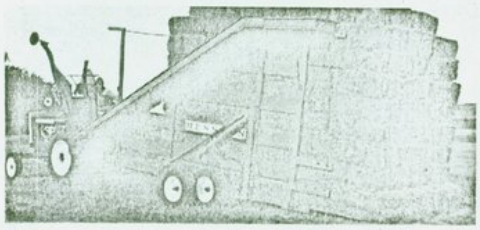
BALE WAGON: loads onto ground in 90 seconds



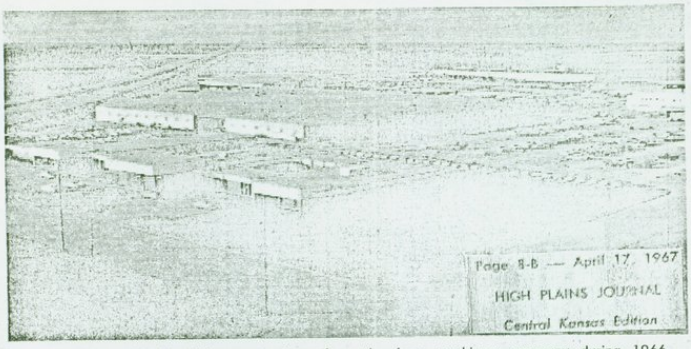
The Hesston-Lundahl Model 400 hydraulically powered baled hay wagon has a capacity of 8-10 tons. The manufacturer reports that the unit can unload onto the ground in 90 seconds, load 8-10 tons onto a truck in less than 3 minutes, reload a stack off the ground or off a truck, and even assist with feeding operations. It is designed to rapidly unload and/or load over-the-road trucks of all sizes.

In operation, the bottom layer of bales is compressed by hydraulic pressure so it will absorb little ground moisture. Completed stacks are built with an interlocking bale pattern, similar to a masonry wall (seven tiers high for truck loading, nine for field stacking.)

In the "off" season, the wagon can be converted by removing the sides into a heavy-duty, implement-type wagon. *Hesston Corp.*

For more details, circle No. 23 on Reader Service Coupon

Western Farm Equip. 3-67



Page 8-B — April 17, 1967
HIGH PLAINS JOURNAL
Central Kansas Edition

INDUSTRIAL GIANT—This recent view of Hesston Coropration, looking northwest toward McPherson, shows its new 21,500-square-foot office expansion in the foreground—one of serveral major facility improvements made by the farm machinery company during 1966. The plant, located on the north edge of Hesston, is due for additional major expansion project in 1967, a year in which another 20 percent sales growth is forecast.

Hesston Corporation Is Kansas' Largest Manufacturer of Agricultural Equipment

America's free enterprise story is told most persuasively through the thousands of small town business ventures which have g own from a dream into sucet sful, permanent organizations. Outstanding among these is the 20-year success story of the Hesston corporation, Kansas' largest farm equipment manufacturer.

The first Hesston farm machine was built in a local machine shop in 1947: an unloading auger for combines, sketched out during the wheat harvest by Lyle Yost, a native son with a flair for business as well as mechanics. He formed a small company. Several friends invested savings in the venture; other neighbors with mechanical, engineering, sales, and clerical skills went to work for this little industry on the plains. By 1955 the little company was selling a million dollars' worth of equipment a year.

In 1966, Hesston corporation amassed consolidated net sales of near $22 million. Its employment surpassed a thousand persons, and its total annual payroll exceeded $5 million!!

Today, Hesston's line of specialized farm machinery includes windrowers and bale wagons, to be displayed at the Three-I Show, as well as cotton and beet harvestin gequipment, straw chopper and row harvester attachments for combines. The unloading auger has long since been discontinued (it's now standard equipment on all combines). Hesston is the world leader in production of windrowers, having built over 30,000 of them and shipped to more than 20 countries on six continents. They have established a reputation for durability and efficient service to the farmer. All models do essentially the same job; cut, condition and windrow hay and grasses, or harvest small grains and other crops—a job which required three different machines before Hesston pioneered hay windrowing in 1955.

Recently Hesston opened branch plants at Logan, Utah (to produce bale wagons) and Udine, Italy to produce windrowers for European Common Market countries. The main plant at Hesston, now grown to a multi-million-dollar facility, is located at the north edge of town in a field where wheat grew less than a decade ago.

President Lyle Yost, now a director of Farm and Industry Equipment institute, still heads a veteran team of executives who manage the company. Vice-president and director of sales Harold Dyck is a past-president of Farm Equipment Manufacturers association. Other operating committee members are: Ray Schlichting, director of finance; Lloyd Smith, director of marketing development; Edward Melcher, director of manufacturing; John Siemens, director of industrial relations and Raymond Adee, director of engineering.

COLORADO Editions April 17, 1967; KANSAS Editions April 17, 1967

compete for awards. Interested Kansans should be on hand by 10 a.m. for the day's activities, Waite says.

This event is co-sponsored by the Cowley County Hereford association and the Winfield Chamber of Commerce in cooperation with the American and Kansas Hereford associations and the Cowley county businessmen.

Entry blanks may be obtained at county extension offices or by writing Dwaine Waite, chairman of the Spring show, Route 2, Winfield, Kans. 67156.

Hesston Executive Sees Opportunities For Farm Youths

The field of agriculture offers a world of opportunity to today's young men with farm backgrounds, declared an executive of the Hesston corporation at the annual F.F.A. banquet in Hillsboro, Kans.

Nelson Galle, employee relations manager for the state's largest farm equipment manufacturer, urged farm-bred youth to stick with the field they know best, either as active farm producers or in specialized vocations in agri-business.

"True, the number of farms is decreasing, but that doesn't tell the complete story of agriculture, which is generally brighter than ever before," said Galle, a former vocational agriculture instructor at Goessel high school.

"Every other farming statistic is increasing," he continued.

"Fewer cows are producing a greatly increased milk supply; fewer hens are laying our tremendously increased number of eggs; yields of crops per acre get higher and higher—all reflecting increased efficiency.

The world population increase, coupled with food-for-peace programs, will put heavier demands upon American agriculture than ever before, he declared. This demand, he added, will extend to agricultural industries, ranging from farm machinery and equipment to chemicals, and scores of specialty fields, such as banks, teaching, technical writing and transportation.

"Put your knowledge of farming to work for you; consider it an advantage in the agri-business job marketplace over the city-bred young man who lacks this background," he advised. Galle said about 75 per cent of the 1,000-plus employees at Hesston have farming backgrounds.

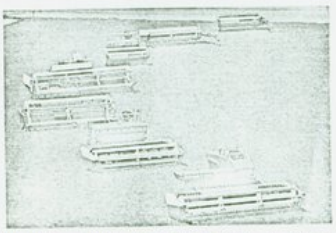
From the November 1967 issue of

DAIRY HERD MANAGEMENT

Windrowers

Hesston Corp., Hesston, Kan., has expanded its line of windrowers from four models to seven for 1968.

The Hydro-Static 600, recently introduced, features Hydro-Trim control for controlling direction, speed and

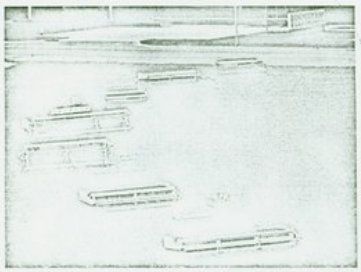


braking with one hand on a lever. Since no gears are involved, there is infinite speed variation up to 14 mph.

The 600 has an 81 in. conditioner. The engine is rear-mounted and two flotation tires drive and steer the machine. Header widths of 10, 12, or 14 ft. are available.

In addition to the 600, the line includes the Auger header 500, the Draper header 300, the model 280 G, which is designed especially for grain, the compact 310 and two pull-type models, the PT-10 and PT-12.

The Florida Cattleman



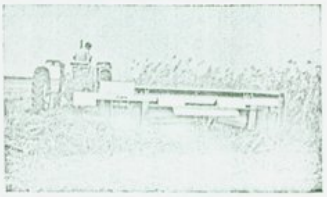
PREVIEWED RECENTLY were these seven 1968 models of windrowers offered by the Hesston Corporation of Hesston, Kansas. The first five machines are self-propelled models, and the top two are pulled and powered by tractors. The Hydro-Static 600 in the foreground, with a single hand lever to control all direction, speed and braking movements, attracted the most attention, spokesmen said.

OCTOBER 1967

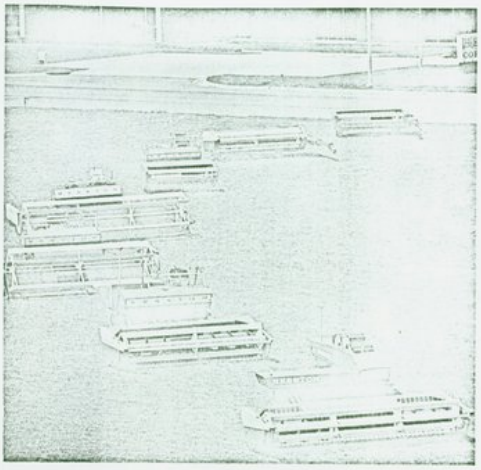
SOUTHERN FARM EQUIPMENT

Hesston Adds A 12-Foot Pull-Type Windrower

A "new dimension" in pull-type



windrowers, the Hesston PT-12, is new from the Hesston Corp. The windrower has a 12 foot cutting width, auger-fed conditioners 81 inches wide, and the overall high mechanical quality of Hesston's widely known windrower line. Windrower forming shields, adjustable in 30 seconds without tools, can be set to build "tall, fluffy windrows or leave swaths the full width of the conditioner". For more details, write Hesston, in Hesston, Kansas.



KDED

New Windrower Lineup

HESSTON—Seven new models pictured here comprise the largest line of windrowers ever offered by Hesston Corporation—or any farm equipment manufacturer, for that matter. The first five machines shown are self-propelled models, and the top two are pulled and powered by tractors. Attracting most attention of all the 1968 models is the Hydro-Static 600 in the foreground, with a single hand lever to control all direction, speed and braking movements.

Manufacturers on the move

WESTERNERS VIEW SEVEN NEW HESSTON WINDROWERS FOR '68

Western wholesalers representing the Hesston Corp., Hesston, Kan., traveled to the factory early last month to see seven new windrower models introduced for 1968.

The expanded Hesston line includes a new Hydro-Static 600, a new Auger-header 500, a new draper-header 300, a model 280G designed especially for grain, the new compact 310, and two pull-type models, the PT-10 and PT-12.

Robert Mong, Hesston's marketing manager for windrowers, explained that the new Hydro-Static 600 is the most pronounced innovation in the field since the company introduced the first auger-header windrower in 1963.

According to Mong, its "Hydro-Trom" control offers effortless control of all direction, speed and braking with only one hand on a single lever. Since no gears are involved, speed is infinitely variable up to 14 mph. The 600 has an 81 in. conditioner, widest on any self-propelled auger-header windrower, which makes possible an even greater capacity to handle the very biggest crops, the Western wholesale delegations were told.

The new 600 has a futuristic look. Its engine is rear-mounted for excellent balance as well as improved operator visibility. Two big flotation tires drive and steer the machine. Header widths of either 10, 12 or 14 ft. are available.

The new auger-header 500 is designed especially for large acreages. A new four-bat metal reel is designed so that more bats can be added. Extra bats give more positive control and feeding action in very light crops, Mong noted.

The versatile, multi-crop 300 with its draper header and hydraulic Varidrive is faster than previous models, with road speeds up to 10 mph.

A new design feature on Hesston's compact 310 is the use of an all-metal drum reel on its 8 ft. header which eliminates the need for a cam track to regulate tine action, and handles both light and heavy crops.

The new PT-12, the industry's first 12 ft. pull-type windrower, features an auger header and an 81 in. conditioner, which combine to give outstanding capacity, Mong said. Its all-metal reel, auger and conditioner are similar to the 600. The PT-12 can handle tough, tall sorghum-sudans and also converts easily to a grain windrower.

The new PT-10 features a full 9 ft., 3 in. cut, vertical as well as radial flotation, direct-feed 110 in. conditioner, a new reel, a new drive system and a longer tongue.

Officials of the H. C. Shaw Co., Stockton, Cal., pose with one of the seven 1968 model Hesston windrowers introduced last month during a three-day meeting in Wichita, Kan. At left is John Hughes, Hesston's West Coast representative, shown with: Lavar Goulding, Fred Dial, Irvin Emery, Robert Whaley, Ivan Knight, Bill Schmidlin, Art Kininmonth, Charlie Sapien (standing on step) and Jack Neal (in operator's seat). This windrower is Hesston's all new Hydro-Static 600.

Two new appointments announced by Puritan

Two new appointments have been announced by *Don Underwood,* president of Puritan Leasing of Santa Barbara, Cal.

John Rasmussen, with Puritan since 1965, will supervise lease documentation and analysis, review the financial status of current leases, and act as liaison with the firm's legal counsel. As lease analyst, Rasmussen will also control cost ratios of the company's lease portfolio and coordinate lease applications with territory managers throughout California.

Puritan's Rasmussen, left, and McVicker.

William J. McVicker has joined Puritan as field financial investigator. This new position was created in answer to the growth of equipment leasing and to assist Puritan's enlarged field force. Puritan now has eight district offices from Sacramento to San Diego.

Three Western Case dealers attend Dealer Council sessions

Three dealers from the 13 Western states participated this summer on J. I. Case's annual Agricultural Dealer Council. *A. Gates* of Gates Tractor & Impl. Co., Willows, Cal.; *M. F. Foster,* Farm Tool, Inc., Quincy, Wash.; and *V. Buttars,* Buttars Tractor & Impl., Logan, Utah, joined colleagues from 20 other Case dealerships for the two-day council sessions in Racine, Wis.

Purpose of the council is to improve communications between the company and its dealers, and to solve mutual problems affecting dealers. Some of the issues discussed at the

AN EDITORIAL—

Boon or bane, the loan comes under inspection

COTTON FARMING POLICY REPORT

Boon or bane? Which would be the case if there were no price support loan program on cotton? The time is at hand for a penetrating look at this subject. A strong effort to eliminate any kind of loan program on cotton is almost certain to be made when basic cotton legislation again comes before Congress.

An outspoken and powerful advocate of such a program is Rep. Bob Poage of Waco, chairman of the House Agriculture Committee, who long has been opposed to the loan concept on cotton.

Poage says he wants the ultimate goal of the cotton program to be a free market at which American and world cotton would compete freely at a single price level and under which farm income would be protected by direct federal payments.

He has reiterated views along these lines on a number of occasions, providing perhaps a preview of his thinking on new cotton legislation which will begin to take shape before the current law expires with the 1969 crop year.

Poage's idea would involve fixing a predetermined price on cotton on the basis of what it should return to the farmer. Cotton then would be sold on the open market for whatever it would bring, with the U. S. Department of Agriculture picking up the tab for the difference between the market price and the predetermined income-level price.

The veteran Texas lawmaker, who talks with a fluency on cotton matters that even those who disagree with some of his views admire, has spoken in support of this concept in these terms:

"For three decades now, the U. S. has been the world's residual supplier of cotton—that is we move our export cotton into whatever part of the world market is left after all other cotton producing countries have moved all the cotton they have to sell.

"This residual status has come near to destroying our world market, and I must remind you that the export of cotton and tobacco first established the financial integrity of the young United States of America among the nations of the world.

"The cotton loan, which has been used since the 1930s to support the prices received by cotton farmers, has, in effect, set the world price of cotton.

"Other cotton-producing nations simply have fixed their export price at a cent or two below our set loan price in the U. S. and thus have taken over the world markets, leaving us only the markets they cannot fill.

"In 1933, before we had a cotton program, the U. S. exported 8 million bales of cotton. This was 29 percent of the world production of cotton. We dominated the world market.

"In 1966, we exported only 3 million bales. This was only 6 percent of world production," Poage continued, pointing out that an export volume of 5 million bales last season still would have amounted to only 10.5 percent of the world output. As it turned out, exports last season are estimated at 4.7 million bales.

"I am saying we are entitled to a greater portion of the market, and we should go after it. . . . The only way to do it is to get rid of the loan, maintain reasonable production restraints, protect our producers with price supplement payments, and place all-out emphasis upon the production of quality cotton."

Virtually everybody in the cotton industry probably would agree that this country certainly is entitled to a bigger slice of the world market. But many won't agree that the "only way" to do that is "to get rid of the loan." Neither will they necessarily agree that the loan program has been primarily responsible for the destruction of healthy exports of American cotton.

Nevertheless, Poage builds a strong case for his viewpoints, which have a widespread support in some trade circles. Producers, if they are to have an effective voice in this matter, must determine their own position and back it with sound and detailed logic.

From purely a High Plains standpoint, it perhaps should be pointed out that this is the last area in the Cotton Belt to harvest its crop. As a result, market pipelines often are beginning to fill by the time cotton in this area is harvested.

This at times has put High Plains farmers in a position of having to use the loan, whether or not they particularly like it, to get operating capital and meet financial notes.

With many millions of bales coming onto the market during the short harvesting period, prices with no loan program could be artificially low at the time large numbers of farmers would have to sell big portions of their crops. That's when a properly functioning loan can contribute to orderly marketing. And orderly marketing adds to farm income and reduces program costs to the government as cotton sells at a price which reflects its utility value.

Although some cogent arguments can be made for abandoning the loan concept, a move of such historic proportions should be preceded by an in-depth study that would facilitate a full and objective appraisal of the advantages and disadvantages of this exceedingly complex subject.

—Duane Howell

Late harvest puts the Plains in a unique class

Western Farm Equipment
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THE BUSINESS MAGAZINE FOR THE WEST'S FARM & IRRIGATION EQUIPMENT INDUSTRY
PUBLISHED BY WESTERN FARM PUBLICATIONS INC.

October 20, 1967

Mr. Jim Priess
Associated Advertising Agency
700 Colorado-Derby Bldg.
Wichita, Kansas 67202

Dear Mr. Priess:

HESTON makes the news again in the WEST.

Thanks again for the order.

Sincerely,

Bob Williams

Bob Williams

RHW:kj

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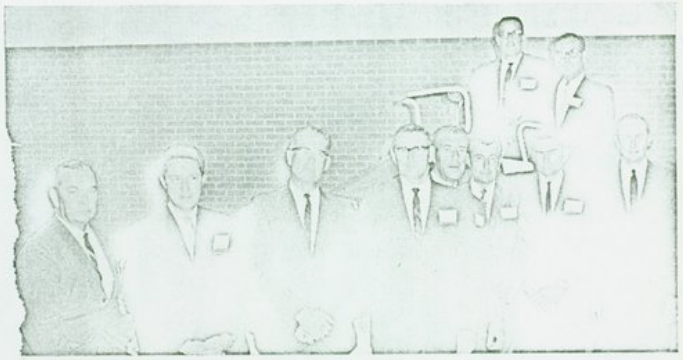

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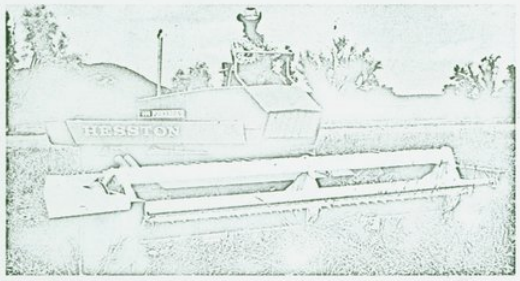
Hesston Corporation scrapbook

the magazine of new farming ideas

FARM industry NEWS

NOVEMBER 1967



Hydrostatic windrower-conditioner

Among seven new windrower models introduced by Hesston is the new Hydro-Static 600 with Hydro-Trim Control for effortless control of all direction, speed and braking. With one hand on a single lever, you start, stop, reverse, spin turn and adjust speed. Using piston-type hydraulic pumps and motors, each drive wheel is powered by a motor on a separate hydraulic circuit with its own pump. Pump controls are coordinated through single lever control.

Since no gears are involved, speed is infinitely variable from 0 to 7 mph in the field, up to 14 mph on the road. The 600 also boasts the widest conditioner—81 inches—of any self-propelled auger-header windrower. Header widths available are 10, 12 or 14 feet. The 600's engine is rear-mounted for balance and operator visibility. □