

Medium sized tractors in the 50 to 90 pto horsepower range will form the core of Hesston's new line of tractors which are manufactured by Fiat.

## Hesston introduces tractors

HESSTON, KANSAS — A new line of farm tractors, a new "family" color and other new farm machinery highlighted the Hesston Corporation's national dealer sales meeting in Wichita, Kansas.

Before a crowd of over 1600 dealer representatives and company sales personnel, Hesston introduced its "Prime Line" of products, featuring 29 new tractor models manufactured by Fiat Trattori S.p.A. of Turin, Italy, which will be marketed by Hesston in North America.

In addition, the company unveiled a new family color, Autumn Prime, which will replace the traditional Hesston Red on all of the products offered by the farm equipment firm.

The meeting also featured the introduction of several other new pieces of farm equipment from Hesston. New forage boxes and wagon gears, a new forage blower and a new two-row corn snapper header for pull-type forage harvesters made their debut along with two new rotary mowers, three new hay rakes and a 21' shifting draper header for self-propelled windrowers.

Along with its current line

of farm equipment, the new products brought together the largest display of Hesston equipment ever assembled under one roof.

The presentation of a full line of tractors by Hesston came less than one full year after the company had announced more new additions to its product line at one time than at any other point in its history. Eight new pieces of farm equipment were unveiled during the firm's "Bold New Breeds" show in Phoenix, last fall.

Beginning with utility tractors and ranging up to the top-of-the-line 100+ horsepower models, the full

range of 29 tractors was presented along with an impressive list of comfort and convenience features and accessories.

They feature fuel-efficient Fiat diesel engines and all wheeled models are available with 2- or 4-wheel drive. The 4-wheel drive models are designated with "DT" for Dual Traction.

EPHRATA — International Salestars, a nationwide recognition program for new agricultural equipment salesmen, has announced a winner at Heritage International, a local farm equipment dealer.

Dean Bicksler is a district winner for the month of July, and joins an exclusive International Harvester organization of Salestars. His total sales to date in 1980 have qualified him to compete for I.H. regional honors this fall with other winning sales men in the Northeastern U.S.

"Salestars" was introduced to the company's dealers for their new salesmen - especially those recruited and trained during 1979 and 1980. It is a part of the I.H. Upward Bound salesman's development program, an ongoing company training plan unique in the agricultural equipment industry.

Each year new sales employees at dealerships are eligible to participate in various I.H. subsidized product and sales training classes. Such classes are held at both regional locations and the I.H. Resource Development Center for North America

located in Ottawa, Illinois. Additional sales guidance continues at the local dealer level.

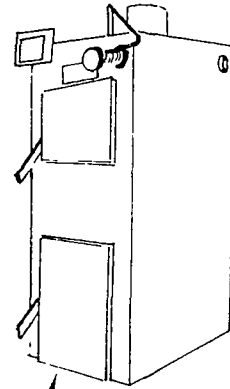
The "Salestars" program is a further effort to help the sales person deal more effectively with the farmer's changing needs - and is one more indication of In-

ternational Harvester's commitment to be Number 1 in the agricultural equipment industry.

Each salesman competes for top honors within his District and Region, and you can bet that Dean Bicksler will be giving his best wind-up effort this fall.

## Dealer named salestar

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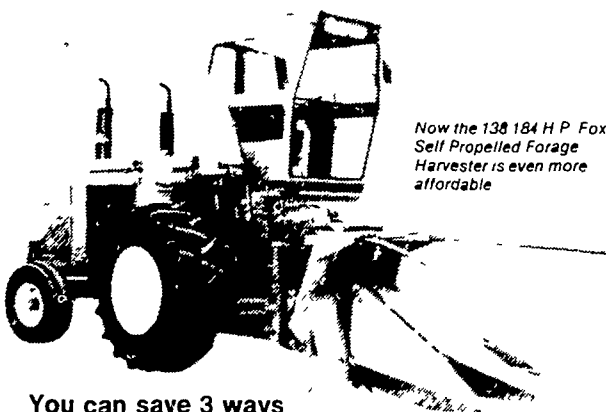
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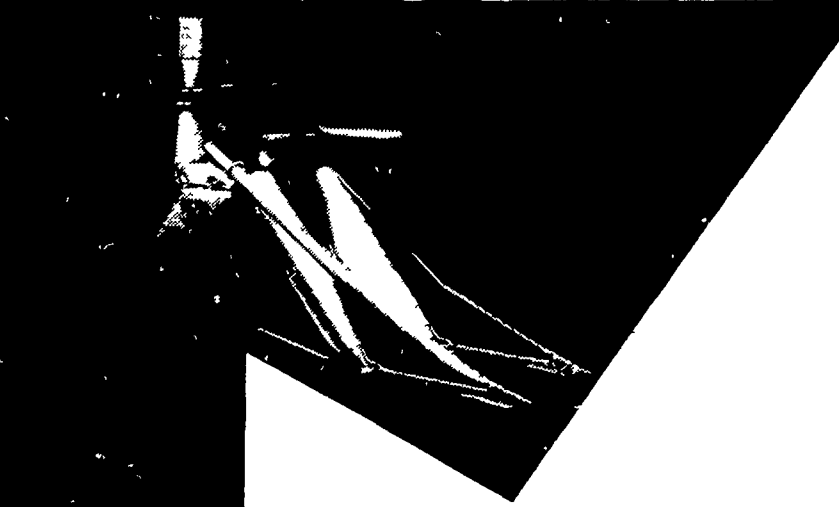
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