

Business News



The new 62 HP Model 5030 Ford tractor is powered by a four-cylinder, 256 cubic inch liquid cooled engine. Customer options include 8x2, 8x8 synchronized shuttle shift, and 16x8 Dual Power synchronized shuttle shift transmissions, cabs, fixed or telescoping ROPS, 8.5 GPM or 14 GPM hydraulics, and up to four hydraulic remotes. The new tractor is available in all purpose or low-profile versions.

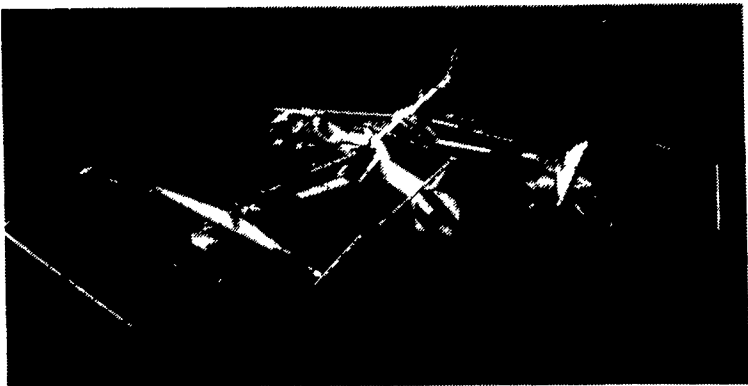
Tractor Available In All-Purpose Design

NEW HOLLAND (Lancaster Co.) — The new 62HP Ford Model 5030 diesel tractor is powered by a 256 cubic-inch engine. Designed for all types of operations including landscaping, orchards, specialty farming and farmsteads, the new tractor is available in all-purpose or low-profile design.

A variety of options let "5030" buyers "design" their own new tractor for individual applications, said Ford New Holland Product Manager Dave Dell. He points out the tractor is available in 2WD or 4WD. Drive options include 8x2, 8x8 synchronized shuttle shift, and 16x8 Dual Power synchronized shuttle shift transmissions.

"5030" hydraulics rated at 8.5 GPM to the remotes can be upgraded to more than 14 GPM with closed center remotes for auxiliary hydraulic drive to implements and attachments. Up to four remotes are available. Cabs are available and buyers can choose fixed or telescoping ROPS.

An adjustable suspension seat and the long "5030" wheelbase provide comfortable operator ride. Top-link sensing offers dependable draft control and weight transfer for more traction and better performance. Large electrical capacity improves cold-weather starting and provides ample current for accessories.



The Claas® Liner 1500 rotary rake with contour undercarriage adapts to uneven, rough ground conditions, even at high working speeds to deliver a thorough, clean harvest, increasing yield.

Rake Adapts To Ground Conditions

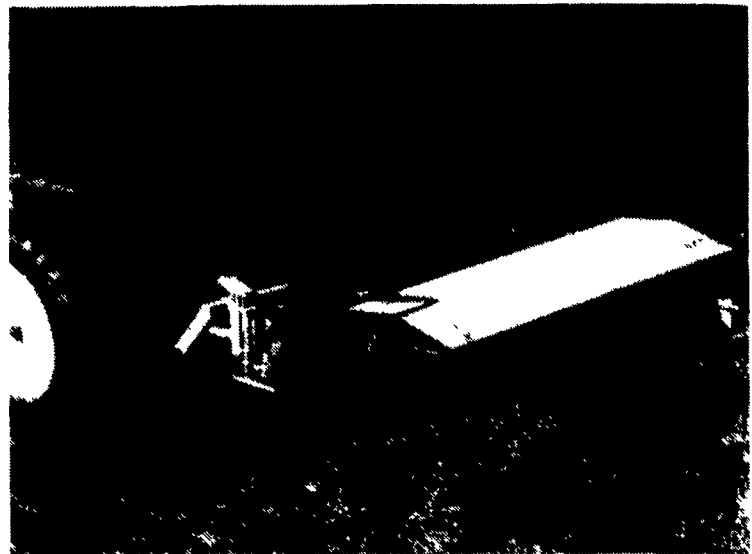
COLUMBUS, Ind. — The Liner 1500 rotary rake from Claas of America, Inc., with contour undercarriage, adapts to uneven, rough ground conditions, even at high working speeds to deliver a thorough, clean harvest, increasing yield.

It has an adjustable working width up to 21'4", allowing the rake to be adapted to harvester or mower pickup. Transport width is 10'.

Equipped with twin rotors, the 1500 provides a neat, loose windrow to the side while rotor weight compensation with strong

Belleville type springs protect the crop. The rotors are driven by double universal joints, permitting the 1500 to be lifted from the tractor seat without disengaging the PTO and allowing operation of one rotor where space is limited. A flow divider ensures that both rotors are raised completely, equally. Each rotor has ten tine arms and each tine carrier has four double tines. Electric height adjustment is optional.

For more information, contact Claas of America, Inc., 3030 Norcross Drive, Columbus, IN 47202, (800) 368-1516.



The new Vermeer 8020 Gator Mower, a rugged disc-style hay mowing unit has a cutting width of 10'3" and is capable of operating at speeds up to 8 mph.

Disc-Style Cutter Features Extra Protection

PELLA, Iowa — The new Vermeer 8020 Gator Mower, a rugged disc-style hay mowing unit — featuring solid steel hood protection, heavy-duty side curtains, and an easy-to-maintain drive system — has recently been introduced.

The rugged low profile 1,390-pound unit has a cutting width of 10'3" and is capable of operating at speeds up to 8 mph. However, according to Vermeer officials, the major emphasis in the Gator Mower design is operator protection.

"This new Gator Mower combines the cutting efficiency and speed of a quality-built disc-style mower with the kind of operator safety and protection that's sorely needed in today's hay mowing equipment," said Jim VanderWerff, national sales manager of the Vermeer Agricultural Division.

According to VanderWerff, "the Vermeer 8020 Gator Mower is built with a unique folding steel hood that not only provides the operator with complete access to the cutting bed but also an extra measure of protection not found on conventional curtain-only mowers. In addition, Vermeer has put its side curtain material through an extensive puncture testing process. As a result, today all new Gator Mowers come equipped with heavy-duty singleply rubber curtains that actually measure up to 250 percent thicker

than those found on competitive units. The replaceable swing-away cutting knives are also heat-treated, shatter-resistant and reversible," he said.

The Vermeer 8020 is built for aggressive cutting speeds in all kinds of terrain. The adjustable cutter bar features eight counter-rotating, synchronized cutting discs for dependable performance even in wet, trampled, or wiry hay conditions. The entire cutting bed is powered by a continuous through-drive shaft, rather than a series of gears. In effect, each cutting disc is self-contained and pre-packed with its own set of gears, bearings, and lubricant.

The efficient modular design makes it easy to service. Simply by removing the end panel and one hex nut, the operator can slide individual discs off the cutting bar for repair or replacement. This design also extends the life of the cutting head, especially in hilly conditions.

The 8020 Gator Mower also features a smooth hydraulic lift system for quicker turns and better handling on the run, plus a breakaway frame design that prevents damage from large unseen obstacles. The unit lifts vertically for narrow transport at a width of only 6'9".

The Vermeer Gator Mower is also available in three other models with mowing capabilities of 7-, 8-, and 9-foot widths.

Ciba-Geigy Launches New Logo, Identity

GREENSBORO, N.C. — Ciba-Geigy Corporation, the wholly-owned American subsidiary of the Swiss pharmaceutical, agricultural and industrial company, announced a new logo and corporate identity: Ciba. The move is part of a worldwide program designed to reflect the changing face of Ciba-Geigy.

In 1990, Ciba introduced a strategic business philosophy called "Vision 2000," which outlines the company's balanced commitment to economic growth, social responsibility, and environmental protection. This new identity reflects that commitment, said Emilio (Leo) J. Bontempo, president, Ciba plant protection, and a member of the corporation's board of directors.

An internal design team based its choice on several criteria, including the distinctive typeface of the red and blue logo, the fact that Ciba is easily pronounced internationally, and is currently in use in some operations (Ciba Vision and Ciba Corning Diagnos-

tics). Use of the new logo and the Ciba name will be phased in over the next several months.

"Ciba represents the new face of our company, a more dynamic, open and ambitious character as we look ahead to the next century," said Bontempo. He said this change is part of a series of key decisions made by Ciba management to position the company for growth in the future.

Allowing greater autonomy and responsibility for business decisions at the divisional level is an inherent part of the philosophy, Bontempo said. This change is in place and has allowed Ciba's divisions greater flexibility to address challenges and opportunities. At the same time, the new logo and identity will serve to unite the company's 14 divisions.

Other changes that reflect the new philosophy include:

- Responding to social and environmental concerns by exceeding regulatory standards and meeting strict internal policies. For example, water recovery efforts at one

facility reduced waste water by 99 percent.

- More open communication with employees, customers, shareholders, communities where Ciba has operations, and the news media. For instance, in 1992 the company began to release regular earnings and performance statements and will convert to GAP accounting standards in 1993.

- Greater emphasis on Ciba's contributions to society and education, through programs such as "The Chemistry Institute" and "Science Teacher Update Seminars," which support science and chemistry education in secondary schools and colleges.

"This new business philosophy is based on our belief in sustaining long-term growth through a commitment to social and environmental concerns and by being the leader in research, technology and the application of science," said Bontempo.

The legal name for the U.S. company will remain Ciba-Geigy Corporation.