BUSINESS ◆ NEWS

First Union Names Officer

LANCASTER (Lanc. Co.) — First Union National Bank has announced that Maureen Deibert, Lancaster, has been promoted to banking officer in the agri-finance department.

In her role as portfolio analyst, Deibert is responsible for the financial analysis and risk assessment of existing and prospective commercial customers, and for hiring, training, and evaluating the department's interns.

Deibert began her banking career at the former CoreStates Bank in 1984 as a customer service representative. She previously worked in the Lancaster Wholesale Credit Department.

She has graduated from Lancaster Business School and has completed courses at Millersville University, Lebanon Valley College, and the American Institute of Banking.

Brand Returns to Ag Tire Market

GREENVILLE, S.C. — Michelin North America Inc. has announced the return of its BFGoodrich® brand to the agricultural tire market.

The brand is re-entering the market to offer today's American farmers affordable, quality solutions to their tire needs.

"The return of the legendary BFGoodrich brand name and the 'Power' farm product line is an event the American farmer will embrace because of the tremendous equity built over the decades," said Brent Robertson, manager — BFGoodrich® Farm and Ranch Tires

"These tires are geared to the farm whose equipment demands quality performance at an affordable cost. It is our goal to provide this segment of the market with new products to help increase productivity through less soil compaction, improved fuel economy and longer tire life."

Two radials and one bias ply tire make up the product line. These tires are designed to deliver the value and consistent performance traditionally associated with the BFGoodrich brand while offering cost effective access to today's more advanced technology.

The radials feature an R-1W design that offers extra lug depth which maximized their performance, especially in wet, heavy soils Additional benefits from radial construction include a larger contact patch for maximum traction and flexible sidewalls for a smooth ride.

The bias tire incorporates a traditional design proven to provide long-lasting, durable wear

Massey Ferguson Introduces Rotary Combine

ATLANTA, Ga — Massey Ferguson introduced the new MF 8780 rotary combine at its North American Dealer Meeting in Kansas City in July The MF 8780, a large Class VI combine, improves upon the successful MF 8570 rotary combine

"The new 8780 rotary is a unique combination of proven technology and new features for large harvest capacity, superior grain quality, and low grain loss," said Tom Draper, Massey Ferguson product marketing manager

"But we didn't stop there," said Draper "We designed an operating environment in this new combine that literally redefines comfort and convenience. Operating the Massey Ferguson 8780 rotary now turns combining into an enjoyable aspect of the harvest — not just a necessary one "

The unique Massey Ferguson rotary technology and wide choice of headers make the MF 8780 rotary havesting system productive for both individual farms and large custom harvesting operations The combine excels in operations that demand minimum crop damage, clean samples, and a forgiving and simple threshing system.

Massey Ferguson's new MF 8780 Class VI Rotary Combine features a larger, more comfortable cab with excellent header visibility, new controls for easier operation, expanded choice of headers, and new lateral header control to reduce header losses.

MF 8780 technology has been proven in crops such as rice, grass seeds, corn, wheat, oats, flax, barley, canola, and many similar crops The advanced hydrostatic rotor drive with accurate rotor load monitoring makes both experienced and inexperienced operators highly productive.

The MF 8780 is powered by a new Cummins "C" Series 8.3 liter diesel engine, rated at 260 hp at 2200 rpm, and features a Power Bulge to 275 hp at 2000 rpm to maintain combine performance in tough harvesting conditions and when unloading on-the-go.

The new MF 8780 rotary combine features load-sensing hydraulics, hydrostatic drive, four-speed constant-mesh transmission, and heavy-duty final drives.

The hydrostatic drive combined with the four-speed transmission provides an excellent range of travel speeds, minimizes gear changes, saves time, increases efficiency, and is easy to operate.

Simplicity of design with fewer moving parts — only nine drive belts and four drive chains for the entire threshing unit, including the hydrostatic ground drive — results in easier servicing, less down time, and reduced operating costs.

The large-capacity 230-bushel grain tank features a fast-filling clean grain auger and can be unloaded in approximately two minutes on-the-go with electrohydraulic control of turret unloader position and engagement.

Case IH X Series To Tour

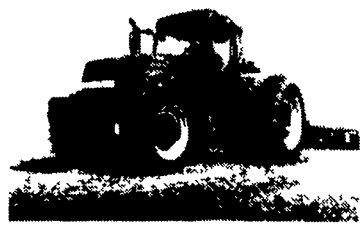
LITITZ (Lancaster Co.) — Farmers interested in learning more about the revolutionary Case IH X Series tractors are invited to an upcoming tractor demonstration event sponsored by Binkley & Hurst Bros. Inc., in Lititz.

Binkley & Hurst will host the Case IH X Series Tour on August 4 to demonstrate features of the X Series tractors, including the popular MX Series, MXC Series and CX
Series of tractors.

The demonstration will be held from 7 a.m. to 5 p.m. at the Binkley & Hurst dealership in Lititz, in conjunction with seminars in agronomy, as well as other programs.

Binkley & Hurst noted that with 21 new models ranging from 40 to 145 horsepower, there's an X Series tractor for every farm.

According to the dealership, with unmatched power, durability and comfort, the new X Series maximizes productivity across all farming applications, and the event is a great opportunity to see the versatility and ease of operation these tractors offer under everyday conditions.



Case IH MX 170 with Case IH 770 disk harrow, one of several tractors to be featured at Binkley & Hurst Bros. Inc. during an August 4 stop of the Case IH X Series Tour.

Dealership personnel and a special Case IH field support team will demonstrate key X Series features and advantages. According to the dealership, farmers also will have the opportunity to drive the tractors.

The X Series represents a new era in tractors for Case. Case engineers developed these machines for specific applications, relying heavily on what farmers told them they needed in a tractor.

The customer input has created a line of tractors with unique advantages for livestock and row crop applications, which the dealership sayas farmers will see once they're behind the wheel.

In addition to Case IH X Series tractors, Binkley & Hurst Bros. Inc. offers a full line of agricultural equipment, including MAGNUM tractors; EARLY RISER planters, and other seeding equipment; hay and forage machines; tillage implements and material-handling equipment.

Case Corporation, a leading worldwide designer, manufacturer and distributor of agricultural and construction equipment, is headquartered in Racine, Wis. The company had 1997 revenues of $6 billion, and its products are sold through a network of about 4,900 independent dealers and distributors in more than 150 countries.

Case Credit Corporation, a wholly owned subsidary of the company, services a portfolio of $5.3 billion of agricultural and construction equipment financing and leasing contracts.

For more information about Case, visit the company's Web site at http://www.casecorp.com.

Pioneer Tool Helps Producers Manage Potential Corn Herbicide Interaction

DES MOINES, Iowa — Corn producers have a new tool they can use to help reduce corn injury potential that may occur from the application of some herbicide families.

A "Corn Herbicide Hybrid Management Guide" that rates the herbicide/hybrid interaction of more than 100 Pioneer® brand hybrids to three major herbicide families is available from Pioneer Hi-Bred International, Inc.

"Pioneer has been conducting herbicide-by-hybrid research for more than 20 years," said Paul Gaspar, Pioneer research manager in Mankato, Minn. "This guide is the result of four years of intensive rating of herbicide tolerance. It is designed to provide our customers with the information they will need to receive the maximum return from our hybrid corn products."

Gaspar points out that the results of Pioneer's research generally show the primary reason for crop response is due to environmental conditions the herbicide and hybrid encounter rather than to the tolerance of the hybrid. However, with the introduction of many new herbicides, some interactions have been identified.

The "Corn Herbicide Hybrid Management Guide" indicates hybrid response to three commonly used herbicide families: chloracetamides, growth regulators, and sulfonylureas.

Each herbicide family received one of four ratings with each Pioneer brand hybrid, based on research trials and field observations. They are:

• "Adequate tolerance": The herbicide/hybrid combination has acceptable tolerance to the herbicide. Therefore, under normal growing conditions, injury is unlikely to occur when label directions are followed.

• "Requires additional management": Under challenging environments such as sandy soils, low organic matter soils, high pH soils, cool wet conditions or hot and humid conditions, additional management is warranted to avoid herbicide injury. The management needed to reduce injury potential depends on the specific herbicide family.

• "Not recommended": The herbicide should not be applied to the hybrid.

• "Insufficient data": Additional testing is needed to evaluate the herbicide/hybrid combination.

An important key to avoiding herbicide injury is to carefully follow label directions, points out Jerome Lensing, Pioneer agronomist from Rochester, Minn.

"It's important that producers understand the different growth stages of the crop and the weeds. Use of a ruler to measure weeds can go a long way to getting improved weed control," Lensing said. "Once you've determined your game plan, applying herbicides should be done just like taking prescription medicine. Measure carefully and administer according to directions."

Dekalb Brings Space Age Technology To Breeding

DEKALB, Ill. — Dekalb Genetics Corporation announced today that it was granted a patent (#5,764,819) by the U.S. Patent and Trademark Office directed to using remote sensing technology as a plant breeding tool.

The patented method utilizes advanced energy, sensing technology to capture information regarding the emission and reflectance of electromagnetic radiation from plants, which can be used to predict plant performance for breeding and crop advancement.

The National Aeronautical and Space Association (NASA) pioneered the early development of remote sensing technology for space applications. Dekalb began studying the application of this technology to corn breeding in the 1980s, leading to the discovery that corn lines grown under the same conditions differed in emission and reflectance of heat and light, and that these differences are related to performance. Since this information can be gathered via satellite or airplane, a vast amount of data can be collected in a short period of time.

"The additional information provided by remote sensing of plant traits that are invisible to the breeder should improve plant breeding productivity," said Dr. Catherine Mackey, vice president, research. "This patent is an important addition to Dekalb's portfolio of intellectual property."