

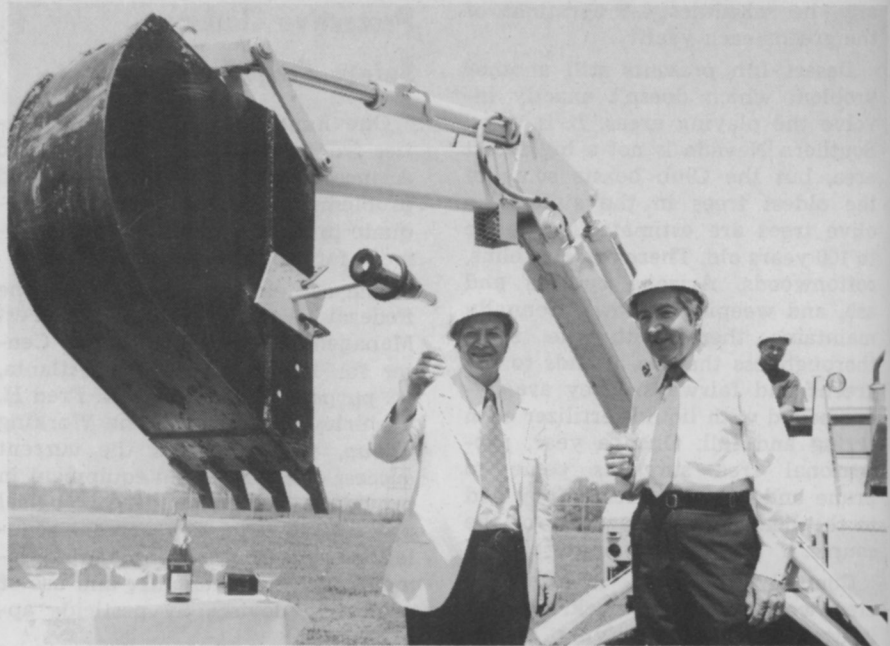
Plant Expansion And Backhoe Announced By Ford

The Ford Motor Company has broken ground for a more than ten-fold expansion of its Romeo, Mich. tractor and equipment plant. The plant will be expanded from its present 100,000 square feet to nearly 1.2 million square feet and provide Ford with a single base for building farm and industrial tractors for the North American market.

The expansion program calls for consolidation at Romeo of manufacturing and assembly of Ford tractors now being done in the Des Moines, Iowa, and Highland Park, Romeo and Royal Oak, Mich., plants. Ford plans to erect the first steel by October and move in the first manufacturing operations from other locations by next May.

Coupled with this announcement is the introduction of a new truck-mounted backhoe (TMB). It is the first unit of its type with all components completely engineered, tested and assembled by a single manufacturer.

"Placing a Ford backhoe on a Ford F-600 series truck represents a natural marriage between time-proven



Introduction of a new truck mounted backhoe at the Romeo tractor and equipment plant calls for a celebration. Here, Arthur V. Edwards, publisher, WEEDS TREES and TURF, holds his glass while Glenn Long of Ford's industrial sales department staff pours the champagne from a bottle which is attached to the bucket of the backhoe. Standing on the right is Robert C. Leary, general operations manager, Ford tractor and implement operations — North America.

leaders in their separate fields," said Robert C. Leary, general operations manager, Ford tractor and implement operations — North America.

Ford's exclusive "Auto-Dig" backhoe system which assures a full bucket every time can be teamed with the TMB.

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