

# Ford Announces Restructure Plans

TROY, Mich. — Ford Motor Company will restructure Ford Tractor Operations (FTO) and New Holland Inc. into a worldwide unified operating organization, effective Jan. 1, 1987.

The action will coincide with the reorganization of Ford Tractor Operations from a Ford Motor Company division to a subsidiary — Ford New Holland, Inc. It represents a major move by the company to broaden its role in the highly competitive agricultural and industrial equipment industry.

"This enterprise will be a major force in the industry," said Edson P. Williams, vice president - Ford Diversified Products Operations, who made the announcement.

There will be three major product components within the organization — Tractor Operations, New Holland and Diesel Engine Operations. Tractor Operations produces a wide range

of agricultural and industrial tractors. New Holland makes harvesting and haying machinery plus industrial equipment. Diesel Engine Operations manufactures diesel engines for tractors, New Holland products, Ford trucks, and for other manufacturers for a variety of uses.

Major activities will be headquartered in two locations. Tractor and Diesel Engine Operations will be headquartered in Troy, Mich., in the present FTO facilities. Corporate world headquarters will be consolidated in New Holland, Pa., during the latter part of 1987. The master tractor parts depot and a branch sales office will remain in Troy.

The sales and marketing of Tractor Operations and New Holland products will be handled by a single group which will be based in New Holland, starting in early 1987.

The supply, finance and employee relations functions also will be consolidated in the new enterprise.

As part of the restructuring, a number of branch sales offices and parts depots in North America will be combined, starting in early 1987. During the first quarter, New Holland parts facilities in Memphis, Tenn.; Arlington, Texas; and St. Paul, Minn. will be relocated into existing Ford Tractor parts depots in Memphis, Dallas and

Minneapolis, respectively. Later in the year, New Holland's Columbus, Ohio parts operation will relocate to Ford Tractor's Troy, Mich. facility. Other parts depot consolidations are still under study.

Also starting in 1987, the consolidated North American sales and marketing organization will operate out of nine branch offices and one sub-branch. FTO and New Holland now have a total of 15 regional locations. The nine ex-

panded branches will be located in New Holland, Pa.; Troy, Mich.; Atlanta, Ga.; Minneapolis, Minn.; Dallas, Texas; Lenexa, Kan.; and Oakland, Calif. The sub-branch will be in Denver, Col. Canadian offices will be in Bramalea, Ontario and Calgary, Alberta.

Sales offices in Columbus, Memphis, Fresno, Calif., and Overland Park, Kan., will be closed. The exact number of positions affected by these actions has not yet been determined.

## Martin Attends Growers Chemical Meeting

Melvin Martin, of Lititz, attended the annual sales meeting of Growers Chemical Corporation Dec. 9 and 10, in Milan, Ohio. Nearly 120 people from Missouri to Maine, North Carolina to Minnesota, including Ontario, Canada attended the two day event.

Growers fertilizer solutions were

developed by Dr. V. A. Tiedjens, former director of the Virginia Truck Experimental Station at Norfolk. Dr. Tiedjens performed 30 years of fundamental research, much of which was in hydroponics, before perfecting his formulation currently in use. Hydroponics is a method of growing plants without soil, enabling Dr. Tiedjens to determine the nutrients necessary

for crop growth. He also used farm fields with known histories for plot work rather than research station farms which tend to have plots on top of plots.

Growers, now with 32 years of commercial on-the-farm use, is credited with the development of foliage fertilization and direct-to-seed application in field crops.

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