

1890 — 70TH ANNIVERSARY — 1960

In 1960, our farm equipment business will be celebrating its 70th anniversary.

Beginning in 1890, my father, A. B. Groff, started in the farm machinery business on a small farm at the edge of New Holland Boro. In 1893, he built a small warehouse and store building on the farm. Ten years later, he built a much larger and up-to-date building in New Holland Boro, where our present building now stands to take care of the growing business. Then in 1928, the present 4-floor building containing 20,000 sq. ft. was built for the individual purpose of selling and servicing of farm equipment.

The business was operated by my father until 1920 when the sons were taken in the business by incorporation under the name of A. B. Groff and Sons. A full line of hardware and building materials were added to the line.

In 1934, after the death of my father, the business was divided. The Hardware Department was taken over by Groff's Hardware and the Farm Machinery Department by A. B. C. Groff, the present owner and operator.

During these 70 years of selling and servicing of farm machinery, we have always tried to give good and efficient service to our farmers in our surrounding territory at reasonable prices.

We want to thank our good farmer customers—their sons and grandsons and great-grandsons who have so faithfully given us their support during these years.

We believe, that by curtailing some of our sales expense and free service expenses, etc., we can better the farmer a great deal and save him money and cut down our overhead. It would divert some of our sales effort to our service department so as to give you the service you need when you want it at reasonable cost.

Our aim is to give you prompt and efficient emergency service on the farm equipment you purchased from us. We try to have the best trained mechanics to take care of this service for you. We try to carry in stock the best possible lines of farm equipment to do your work the way you want it done. We also carry an extra large stock of repair parts and attachments for the farm equipment lines we sell.

During 1960 we are celebrating our 70th Anniversary and want to thank all of you for the business and loyal support you have given us during the past years and to show you our appreciation by making some concessions to our farmer customers in our trading area this anniversary year.

During our 70th anniversary, we are going to save our customers \$20,000 on orders for new farm machinery. First come — first served.

Please stop in to see us as early as possible in 1960.



A. B. GROFF, FOUNDER
1860 - 1926

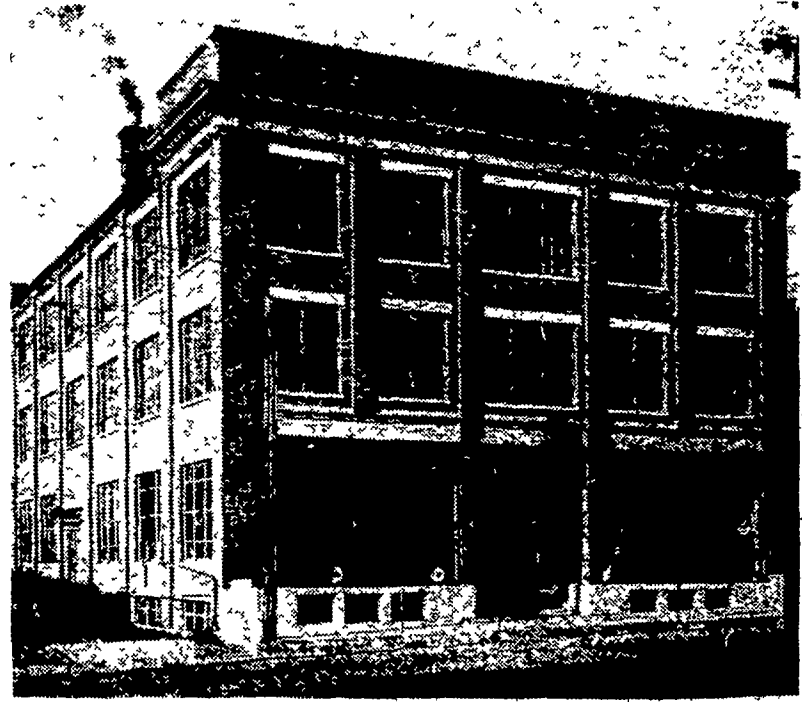


A. B. C. GROFF

A. B. Groff



ORIGINAL BUILDING — BUILT 1893



PRESENT BUILDING — BUILT 1928

**Our Customers are going to
SAVE \$20,000
on orders for new farm machinery during our
70th ANNIVERSARY**

First Come — First Served

On all tractor valve or re-ring jobs in January or February, a M & W Dynamometer test will be given FREE OF CHARGE.

We carry a full line of John Deere Tractors and power farming equipment (first contract dated 1915), New Holland Grassland Machinery (first contract dated 1903), New Idea Spreaders and Haying Tools (first contract dated 1904), Wisconsin Engines, Kool Blowers, Brillion special machinery, Planet Jr. Garden Tools, McCulloch Chain Saws, Paxstock Feeders and Waterers, and many more well established lines of equipment.

After January 1st, 1960, Parts and Service will be sold for cash unless you have filed a request for service, and credit has been approved by our office. Ask us for application blank.

A. B. C. GROFF

NEW HOLLAND, PENNA.

Ph. ELgin 4-8001