

# Shaffer Equipment Co. incorporates

Last year Allis-Chalmers dealer Shaffer Equipment Co., Inc. installed a computer system in their parts department to give their customers more efficient service.

Shaffers has been an Allis-Chalmers dealer since 1960 when Walter Shaffer founded the Denton, Md. business.

On January 16 of this year, the business was incorporated. Shaffer is now the vice-president of the company and his son, Marty, who has been involved in the business

for 20 of its 24 years, is the president.

The business is still in the same location where it started, but a new building to house offices, parts and the shop was added three years ago. Shaffers offers both new and used equipment, a service department and a large inventory of parts. Service trips are arranged by radio to provide fast service.

Dawn Knox, Marty's daughter, is a secretary for the company and his son, Dale, is also employed

with the business.

Other employees include Mike

Judge, parts and small engines; Gordon Chance, mechanic; and

Bruce Watson, mechanic Dale Shortall works in the shop.



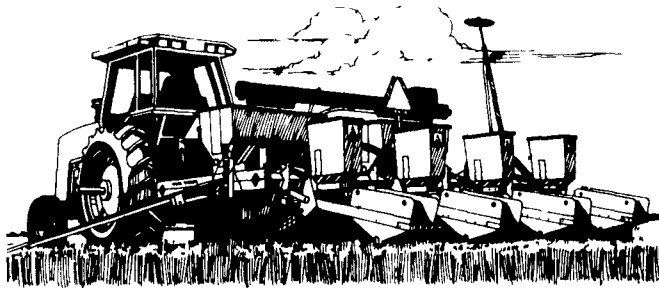
## 1914-1984 ALLIS CHALMERS TRACTORS AND THE WORLD'S FINEST FARMERS

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## Branchville's Roy Co. has long history

With origins dating back to 1877, the Roy Co., Inc. of Branchville, NJ has been an Allis Chalmers dealer for 26 years. Founded as the A.N. Roe Co. in 1877, the business was later renamed the Roe Co.

In 1926 Richard Roy's father and uncle bought the company, which at that time was a feed store, and called in The Roy Co. They first offered farm equipment in 1947 and added their Allis Chalmers line in 1954.

Headed by owners Richard and Ruth Roy, the company now offers a variety of goods, including feed, lawn and garden equipment, new and used farm machinery, a large supply of parts and a service department.

Roy said they carry an extensive inventory of Allis Chalmers parts - so many, in fact, that "we've had some factories call here for parts," he said.

The company's employees include Richard Roy, treasurer and sales manager; Ruth Roy, secretary and office manager; Milton Jager, service manager and Gary Vanhoughten, parts.

Roy is also an avid collector. In the last two or three years he said he has collected about 20 older-model tractors, including a Peerless steam tractor that was made in Waynesboro, Pa. His collection includes a number of gasoline tractors as well.

## AC Gleaner Warranty Expanded

RENO, Nev. — The Allis-Chalmers Two-Season "Peace-of-Mind" warranty for GLEANER rotary combines has been expanded to include conventional as well as rotary combines sold in 1984, according to Thomas Stadtmueller, Combine Division marketing manager.

"We've expanded this warranty because we are committed to making ownership of a new GLEANER combine a worry-free experience," he said. "GLEANER combines are quality built products. Allis-Chalmers stands behind them with this new warranty which is an industry first."

Stadtmueller explained that the two-season "Peace-of-Mind" combine warranty, introduced in 1983 for rotary models, is being expanded because of its popularity among farmers across North America. He said, "GLEANER combines are worth more in terms of features, productivity, and, now 'Peace-of-Mind'."

The warranty covers almost all repair costs, parts and labor, or at its option, replacement, any part except tires, tubes and batteries, excluding normal maintenance terms.

Backing the warranty is the Allis-Chalmers Total Quality Assurance (TQA) program. The TQA program subjects each

combine to 375 separate quality checks during manufacture, plus a full-power test run before shipping.



### There's a lot of Allis-Chalmers big-farm tractor thinking in the new 5015's

Both the 2WD and 4WD versions bring new dimensions in tractor design to this size class. The result: performance and reliability that reflect the A-C "Better by Design" philosophy. And the 5015's carry you in style, with a wide comfortable seat that adjusts to make all controls within easy reach.

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