

Keller Brothers Tractor Co. Enters Third Generation

Mark B. Keller, a farmer's son, left home at the age of 17 and traveled to Detroit, Mich. to learn about the new motorized highway vehicles.

Some years earlier another 17 year old farmer's son had also gone to Detroit. Henry Ford had the idea that the motor car and the tractor could be produced in sufficient quantity to be affordable to the average working man. By 1927 he had produced 15 million Model Ts and many tractors—with the help of the assembly line which he invented.

After two and a half years of assembling and rebuilding cars and trucks, Mark Keller returned home to Buffalo Springs to open a Ford sale dealership. The year was 1921 and the garage was built on his father's front lawn. Two years later the new company became a franchised Ford dealer.

In ten years the business was doing so well that a large modern facility was constructed about two blocks to the east, toward Schaefferstown. Mark bought a second Ford dealership in Lititz, Pa. in 1939 and in 1966 an automobile outlet was built in 2300 W. Cumberland St., Lebanon, Pa.

When the founder of the business

died in 1948, Mark's five sons were made officers, directors and owners of the Keller Bros. Corporations. Mark, Norman, Nathan, Monroe and Titus are all still active in the business. A third generation member of the Keller family, Thomas N. Keller, was named an officer and director and

given management of the Buffalo Springs, Lititz and Lebanon corporations in 1978. Many of his contemporaries also are active in the various operations.

The Keller Bros. Tractor Co. has been managed by Chester Nicary since 1982. This company handles all of the farm and industrial

tractors and equipment.

To meet the growing needs of the tractor division, some recent improvements have been made at the Buffalo Springs facility. In 1978, an 80 foot by 170 foot warehouse was built to house tractors and equipment and a 65 foot by 85 foot addition was built

onto the shop. "We feel that with the warehouse, we are able to buy right and deliver a good looking piece of equipment to the customer," said a company spokesman. The shop addition was to improve the efficiency of the dealer's mechanics.

This year a two-story parts room was added to support the needs of Keller Bros. customers and the sales lot has been expanded to display more of the inventory.

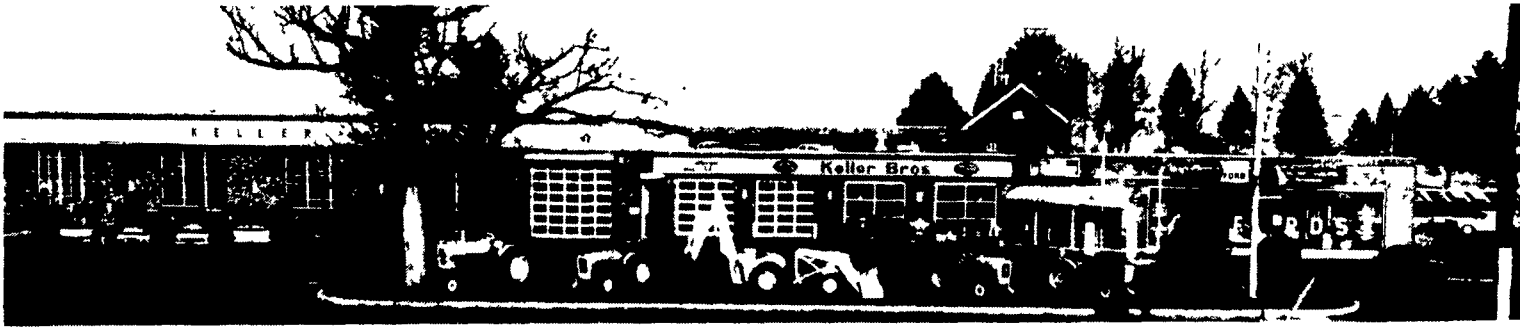
One of Keller Bros. more unique services is the company airport which is located right across the street for the benefit of their flying-farmer customers

Just last year the company added a special event that is destined to become an annual event—the Pedal Tractor Pull for customers' children. They call it a

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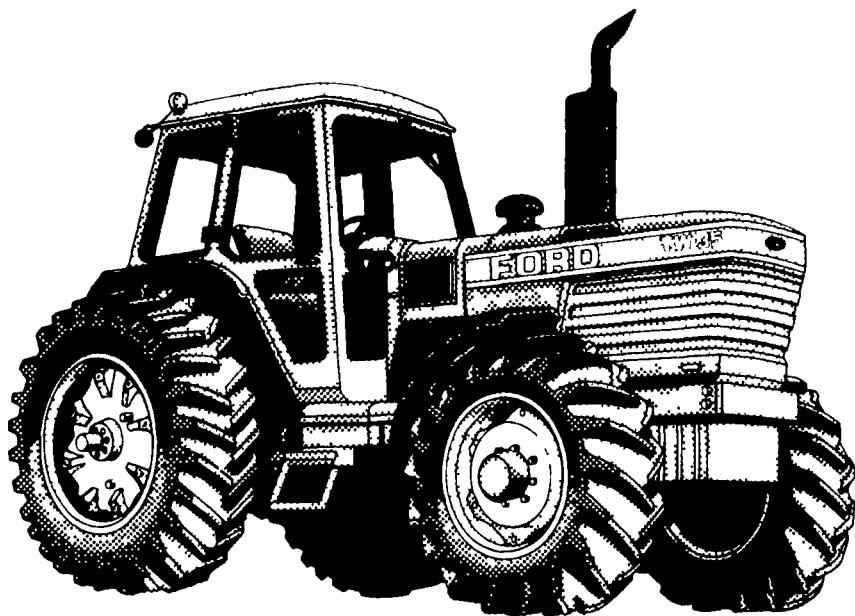


The original Ford dealership in Buffalo Springs, Pa. with a 1936 Ford V-8 pick-up parked outside.



Agricultural, industrial and garden tractors make up part of the Keller Bros. inventory.

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