

Dealership Has Open House For New Building

QUARRYVILLE (Lancaster Co.)—For the Herr family at A. L. Herr & Bro., dealership in town, a 100-year-plus commitment to agriculture in the southern end of Lancaster County has taken on a very visible push into the next century. At an open house this week, Ken and Steve Herr hosted their customers in a new building added to the original one that is double the size and many times more convenient to serve their customers' needs.

A new large equipment shop and new facilities for repair of lawn and garden equipment is the heart of the new building project. But a new show room, parts department and offices make a very good impression too.

"We have been here more than 100 years as a family," Ken said. "And we hope to be here another 100 years."

It all started in 1890 when Abraham and Clinton Herr started the dealership. Over the years, other members of the family owned the business. By 1968 Harold Herr became involved, and now his sons Ken and Steve run the business with the next generation coming.

At first, the partnership operated well drilling equipment and custom threshing. They had several farms, a creamery with milk transportation, and sawmills. By 1910 Abe and Clint started to sell the Case line of equipment and



Here you can see the before (left) and after scenes of the dealership's facilities in the town of Quarryville.

received their first Case tractors in 1932. The New Idea line was taken on in the 1930s and the Gehl line in 1972. These are still the major lines of equipment sold at the dealership, along with Bush Hog, Cub Cadet, Ingersoll, SCAG, and Echo.

Over the years, Ken and Steve have seen the development pressures take its toll on farming in the county. To take up the slack of the loss of farmers, they have increased sales of construction equipment and lawn and garden equipment. But they believe because they have remained smaller than some dealerships, they are in a better position to know each customer's needs and satisfy those needs.

"We don't want to be the largest



Ken and Steve Herr continue the 100-year-plus dealership that shows a commitment to the future of agriculture by building double the space for service to customers. The Herrs are shown in their new showroom, parts department, at their grand opening this week.

dealer," Ken said. "but we try to do the best we can for our customers. I would rather do a little and do it better than do a whole lot and do it half. In this respect, we have not grown as big or spread out as much as some other dealers."

Steve agrees. "Our customers know us," Steve said. "And we

know our customers. They are not just a number here.

"We have every intention to continue in the ag community for many years to come. We need customers to support us, but we plan to be here for them with the best-trained, most efficient dealership in southern Lancaster County."



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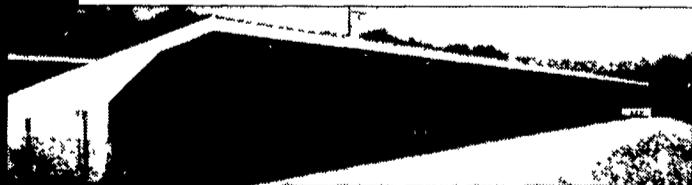
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