

# MTS Serves Customers At Fourth Location In Jerseyville

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## JERSEYVILLE, ILL.

Two multi-store dealerships have developed a new partnership in Jerseyville, Ill., so they can serve their customers growing needs better. Midwest Tractor Sales and Quincy Tractor finished construction of their new Jerseyville store in September 2012.

Owners Don Clark and Mike Cripe of Midwest Tractor Sales (MTS) joined with Lance Carlson of Quincy Tractor when they saw a better way to offer customer service in the Jersey County and surrounding areas by working together. By doing this, they have created a strong dealer network in Central Illinois and Eastern Missouri. All locations employ local members of the community, building personal relationships with customers and the community.

"This is people doing business with people," says Cripe. "We are dedicated to treating our customers right," added Clark.

Quincy Tractor's roots actually began in Jersey County. Everett and Elva Carlson, Lance's grandparents, purchased a Minneapolis Moline dealership in Dow, Ill. Everett was a part-time farmer and mechanic at that time. Their son, Roger, soon joined the business in September of 1962. Along with Minneapolis Moline, they also carried the New Idea line of farm equipment.

In 1975 the Carlson family purchased the Walter Chatten Company located in Quincy, Ill. They continued selling Minneapolis Moline and New Idea equipment while adding White and Sperry-New Holland to the lineup. In 2008, Lance purchased the business and changed the name to Quincy Tractor. He added a second location in 2010 by purchasing the New Holland dealership in Bowling Green, Mo. More growth followed in 2011 with the acquisition of a location in Hannibal, Mo which made this his third dealership. With the opening of the Jerseyville location in 2012, Quincy Tractor has made a full circle, coming back to its original roots in Jersey County.

Midwest Tractor Sales was founded in 1999 by owners Mike Cripe and Don Clark. The business began with the purchase of Clark Tractor Sales in Newton, Ill., a business that was owned by members of the Clark family. During this time, Cripe was a salesman for Vandalia Tractor and Equipment in Vandalia, Ill. He started with the company in 1986 when the business was Eakin and Emerick in Pittsburg, Ill. The opportunity arose for MTS to purchase A&W Equipment in St. Rose, Ill. The owners of A&W were



MTS staff shown are from left to right: Mary Kate Huebener, secretary; Adam Heitzig, store manager; Brad Loellke, service manager; Marcus Groppe, parts manager; Dewayne Hart, sales; Chris Mossman, service and Mitch Bandy, service. Photo by

going to close their business but wanted to retain jobs for their loyal employees as well as provide for the strong following of customers that still needed parts and service. Cripe and Clark made this purchase which created the third location for MTS.

With this new partnership, customers now have a better selection of whole goods, a larger parts inventory, and greater service knowledge.  $\Delta$

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