

Conner Motors/Sternberg Ford: Treating customers like family

by Lisa W. Hoppenjans

The Town of Dale got its first car dealership in 1951. Narl Conner, formerly of Boonville, and a partner, Paul Middleton, opened a Ford dealership near what is now the intersection of Medcalf and Washington streets. Both had worked at Hullett Motors in Boonville, an Olds, GMC and Allis Chalmers dealership.

Middleton sold out in 1952, leaving Conner

the sole owner.

For 59 years, Conner Motors provided vehicles to the citizens of Dale, Indiana, with the motto: *We treat you like family.*

The Sternberg Group purchased the dealership in 2010 with the same philosophy, and retained all Conner Motors employees who wished to stay.

Deann (Conner) Siegel retired a while

ago, but General Manager Gary Snow is still around. Some salespeople and mechanics are also

And, Keith Conner (who said he'd stay

for six months — eight years ago) now sits in Narl's former office, still selling cars and

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The original building at Medcalf and Washington streets in 1951. The Conner family lived next door, in the house to the left of the picture. Every day after school, the Conner kids changed out of their school clothes to help sweep floors, stoke the coal furnace, empty trash, clean cars — whatever needed to be done. All four worked in the family's dealerships at one time or another, carrying on the family tradition.

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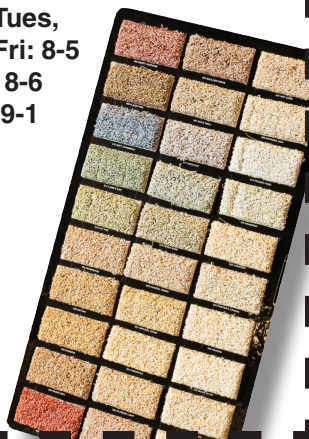
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