

Snyder observes 44th year

BY SUZANNE KEENE
TAMAQUA — Charles Snyder's grandfather sold five tractors in 1940, the year he founded the Charles S. Snyder, Inc. farm equipment business in Tamaqua, Pa.

Forty-four years later the

business volume has noticeably increased. Last year, Charles Snyder sold 51 new tractors and 85 used ones.

Snyder believes his service department and his long business hours are partly responsible for this growth. During the winter

months Snyder's is open from 7 a.m. to 6 p.m. weekdays and from 7 a.m. to 4 p.m. Saturdays. In the summer, Snyder extends his closing time until 9 p.m. on weekdays and 5 p.m. on Saturdays.

The buildings have had to expand to keep up with the growth in sales. "The more equipment you sell, the bigger you have to get," Snyder explained.

He said the business started with

a 40-square-foot building. The main building now measures 120 feet by 160 feet and another building was added in 1979.

Snyder credits his success to his adherence to the Golden Rule, or as he says, "just treating people the way you want to be treated."

The Snyder's, who sell Ford and New Holland equipment and Claas combines, deal mainly in new equipment, but they do sell their trade-ins, Snyder said. They also offer full service and a complete line of parts

Snyder employs 20 people full

time, including several family members. His wife, Jean, does a lot of the bookwork, with help from sister-in-law Nancy Knadler. Brother-in-law Richard Knadler and father Charles, also lend a hand with the business.

Snyder started working with his father in 1972 and took over the business in 1980.

Instead of vacations, the family spends their free time at tractor pulls, Snyder said. Competing with three Ford tractors in the Superstock class, they have been at the top of the New York competition for the last few years.

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