

# Wonsidler continues award-winning performance

C.J. Wonsidler Bros., began in 1969 as an Allis-Chalmers dealership located four miles southwest of Quakertown along Trumbauersville Rd. The firm grew quickly, building an addition in 1974 that doubled its floor space.

Expansion continued with the construction of a Lehigh County branch store at the junction of Routes 300 and 100. The new store enabled Wonsidlers to meet the A-C needs of farmers located in the counties north of Allentown.

The firm's growth continued in 1980 with the purchase and remodeling of the A.J. Noss dealership in Lobachsville, Oley, Pa.

The company's success was reflected in growth at the home office, as well, and in 1981 the office, parts and showroom areas were enlarged to their present size.

Co-founders Charles and Jesse Wonsidler, along with their wives, Ruth and Darlene, currently employ 23 at their three store locations.

Throughout the years, C.J. Wonsidler Bros. has been instrumental in promoting A-C

products, holding the Allis-Chalmers Expos through the 1970's, and sponsoring Buy and Fly sales incentive programs, with lucky customers traveling to Milwaukee, Nashville, Tenn., and Honolulu, Hawaii.

The company's commitment to quality A-C sales and service has attracted customers from areas such as the Pocono region, Berks County, Philadelphia, and central New Jersey.

The results of all this hard work have manifested themselves in Wonsidler's award-winning sales and service record. A member of the Century Club and Circle of Honor recipient since 1972, C.J. Wonsidler Bros. is one of Allis-Chalmers' top 100 dealers throughout the U.S. and Canada, a distinction held by no other eastcoast dealership.

Charlie Wonsidler reminds farmers that now is the time to purchase Allis-Chalmers equipment, with company-sponsored interest waivers on all tractors, implements and combines until Jan. 1, 1985.



C.J. Wonsidler Bros.' philosophy of doing business has placed the firm among the top 100 Allis-Chalmers dealerships throughout the U.S. and Canada. Pictured above, from left, are A-C Credit Rep. Steve Jerome, dealer Charles J. Wonsidler, and customer Warren Yothers.

## Dotterer and Kolesar invests in Future

Though Dotterer and Kolesar Equipment, Inc., has been in business since 1972, Paul Dotterer's Allis-Chalmers experience actually dates to 1953 when he and his brother, Lawrence, established a dealership about 1½ miles north of the company's present location along Rt. 64 near Mill Hall.

In 1968 this business was sold and the Allis-Chalmers franchise was

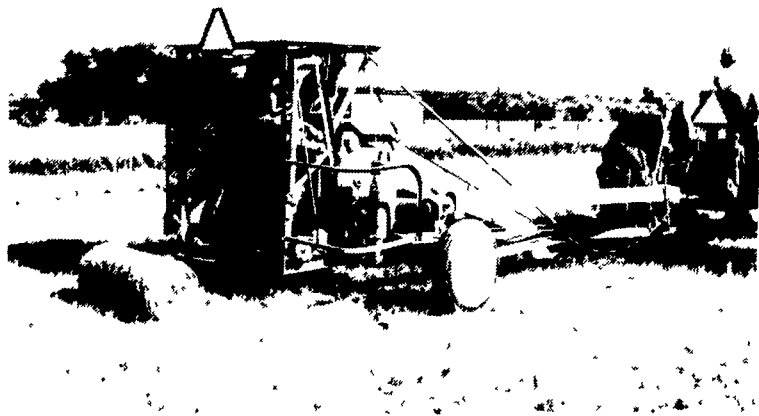
dropped. After three years, however, Allis-Chalmers dealers just north and south of Dotterer's location had gone out of business, and the company approached Paul with a proposal to reopen.

Dotterer accepted, teaming up with Bob Kolesar to form Dotterer and Kolesar on the farmer's dairy farm.

The two owners are currently building new facilities about a half mile from the farm. Slated to be completed in six weeks, the new establishment will have three times as much area, with a large showroom, four offices and a spacious, two-story parts area.

With additional hiring planned to staff the growing operation, key members of the company's seven-employee work force include sales manager Karl Walizer, and bookkeeper Jean Dotterer. Co-owner Bob Kolesar manages the service department.

A 1983 Circle of Honor winner offering a full line of agricultural and industrial Allis-Chalmers equipment, Dotterer and Kolesar Equipment Inc., is very proud of its commitment to northcentral Pennsylvania's agricultural community.



The introduction of Allis-Chalmers' Roto-Baler in the early 40's represented a turning point in haymaking for every family farm. Now hay could be packaged with a home-owned, one-man field baler priced to fit the individual farm. A-C advertisements heralded the "weather resistant" rolled bale that "sheds rain like a thatched roof." The bale unrolled into a wide, soft, leafy mat, appetizing to livestock, and which could also be fed whole in the feedrack without waste.







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