

# Tyler Celebrates 70th

Tyler Equipment Corp. of East Longmeadow, MA and Wallingford, CT marks another milestone of service to the construction and public works industries



Brook Tyler III, President; Bill Tyler, Executive V.P.; M. Brooke Tyler Jr., Chairman of the Board; Grant Tyler, Vice Chairman of the Board; Grant Tyler Jr., Executive V.P.



Dick Gorman, Sales Administrator, East Longmeadow.



Avy Palazzi, Executive Secretary, East Longmeadow.

**F**or 70 years and three generations, the Tyler family has been selling and servicing equipment to the construction and public works industries of western New England — a supplier that customers could always rely on despite the change and economic turbulence that has marked the region and the nation during this period.

Founded in 1922 by M. Brooke Tyler, Sr. and his wife, Pauline, Tyler Equipment Corp. began selling machines to local contractors and town officials from space rented on Columbus Avenue in Springfield, MA.

The two young entrepreneurs launched the new business as America was recovering from a post-World War

I recession, and was entering a period of rapid change and prosperity. Republican Warren Harding was in the second year of his presidential term, and the government had adopted a laissez-faire attitude towards business. The most important factors shaping American society and business at the time were the radio, the "movies" and the automobile. Assembly lines at Ford and General Motors and smaller carmakers were bustling then, and some ten million cars were travelling nearly 500,000 miles of surfaced highways.

As this second American industrial revolution unfolded, contractors and highway superintendents were able to select from an increasingly wide range of equipment made from a large number of manufacturers, many of whom

have since disappeared from the ranks of America's corporations. In those days, machines bearing the trademarks of Marion Power Shovels, Oliver Tractors and Smith Concrete Mixers were sold by the Tylers to buyers throughout western Massachusetts.

By Paul Fournier