



# Tiger Tractor

"AMERICAS FINEST SMALL TRACTOR"

TIGER TRACTOR CORPORATION

PHONE · KEYSER 3471

MAIN OFFICE AND FACTORY · KEYSER, W. VA.

November 20, 1952

Mr. E. J. Czerniak  
Czerniak's Hardware  
289 East Street  
Ludlow, Massachusetts



Dear Mr. Czerniak:

Thanks very much for your letter of November 17th advising us of your interest in the Tiger Tractor dealership. Your original communication was apparently misunderstood in this office as we understood you were inquiring as a customer only in the territory where we had not established a dealer. As you now know, it is our policy, where we have not established a dealer, to sell any customer at a 15 percent discount in order to introduce the tractor in any given area. However, as soon as we establish a dealer we withdraw all of these offers and put everything through the dealer to whom we give an exclusive dealer's franchise.

Accordingly, we would be most pleased to establish you as our exclusive dealer in the Ludlow, Massachusetts area and we are attaching literature and other information giving complete details on the dealer set up. As you will note, your discount is 25 percent from list and our sole requirement is that you sell one tractor per month during the season and one tractor every other month during the off season.

After you have had an opportunity to look over this material, we will look forward with pleasure to receiving your order as a new dealer and welcoming you into the family of Tiger Tractor dealers.

Cordially yours,

TIGER TRACTOR CORPORATION

*John F. Somerville, Jr.*  
John F. Somerville, Jr.

Attachments

JFS/elw

P. S. We are taking the liberty of attaching your exclusive dealer contract for Ludlow, Massachusetts and vicinity which will become effective immediately on receipt of your check and order for your first tractor.