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DOCUMENT DESCRIPTION: Memo to All Salesman RE Purchasing Basic Inc.

THE GIBSONBURG LIME PRODUCTS COMPANY
ORGANIZATION CORRESPONDENCE

DATE January 19, 1962

FROM W. H. Price II

TO All Salesmen

Gentlemen:

Last Saturday, January 13, we signed an agreement with Basic, Inc. to purchase Basic's lime producing facilities at Gibsonburg. In addition to them an agreement was also reached whereby we have purchased the various trade names and trade-marks of Basic and their Subsidiary, Tiger Brands, Inc., pertaining to lime and Kilnwise. The closing of this transaction will be on Friday, January 19, 1962. This will also become the effective date.

We are in the process of organizing a new division similar to the Blubag Division, except that this division will be called Tiger Brands Division. We have employed one of Basic's former employees who will be in charge of the Tiger Brands Division. His name is Harry Rourke, an ex-plastering contractor who we feel will have considerable ability in administering this Division as assistant to Jim Garn.

As with the acquisition of the Blubag Division an announcement will be mailed Friday afternoon, after the closing, to all dealers. There will be literature, brochures, stationery, acknowledgement forms, invoices, bills of lading, etc. for this Division, which will be headquartered here in Gibsonburg. There will also be a separate telephone number.

We hope to be able to retain all of the present Tiger sales representatives who will function under Harry Rourke's supervision.

We hope that there will be no conflict between any of you and the representatives of Tiger, since this will function as an almost independent sales organization. We hope that you will compete with the Tiger representatives on the same basis as you have in the past, on a friendly basis, and that you all compete against our mutual competitors. In order to avoid conflict we do not anticipate the exchange of products between the combined Blubag and Gibsonburg organizations with the Tiger Division.

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We are very pleased with the way that the Gibsonburg and Blabag salesmen are cooperating. We also feel that generally speaking a good job has been done and we are pleased with your efforts. We sincerely hope that there are no problems with the Tiger organization for you, and we want and desire that all of you remain within and be a part of our organization, the same as it has always been in the past.

If there are any questions on the above, please feel free to raise them with either Jim Garm or myself.

W. H. Price II
W. H. Price II
Vice-President
WHP

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