January 3d, 1950.

TO ALL GIBSON DEALERS.

Dear Sir:

I am taking this opportunity to wish you a happy and prosperous year in 1950.

The majority of top executives all over the country predict a good year and from my window it looks good too. However, to realize these predictions, I am sure, we will all have to work at least 30% harder than we did in forty-nine, which was slow down in effort on our part as well as the potential purchaser of merchandise.

You can't sell anything by consoling yourself that people are not buying anymore. I call on many dealers in the run of a year, and invariably it's the fellow who quit, because people were slow in buying and wanted to be sold, who lost money in forty-nine.

My records show several dealers on Gibson's who started as late as June 1949 have cut some of the old dealers twenty to one DURING 1949.

I have arranged warehouse facilities for Gibson tractors and equipment in Louisville. This has cut freight rates in half. However, to maintain this set up I will have to have full cooperation from all dealers by ordering their requirements ahead and waiting until their stock is depleted.

A super salesman can't sell apples from an empty wagon, and the time certainly is here when it is imperative for dealers to DISPLAY AND DEMONSTRATE. If you do this, you will get the business and not the dealer who waits for the GEO OD TIMES TO RETURN.

We have a small supply of "S9" and "H" models in the Louisville warehouse now. Order your tractors for show and display without delay and DON'T WAIT UNTIL SPRING TO PLACE YOUR ORDERS, as we again are confronted with the usual spring shortage.

I am also happy to announce that we will have some real news for you, sometime in the early spring, in the addition of a NEW MODEL that will fit into the field of large demand. PLEASE DON'T CONSIDER THIS AS A CHANGE IN THE PRESENT MODEL, for it is to be a NEW ADDITION to our present line.

Again, in closing, PLEASE PUT AS FAST AS YOU CAN AFTER THE FIRST OF THE YEAR. Don't let competition beat you to these early spring orders. I would suggest that you read this letter again. IT IS EXTREMELY IMPORTANT.

Best wishes for a NIFTY instead of SNIFTY 1950.

H. P. Reinmiller
manufacturer's agent.
FOX FIRM TO ADD 200 WORKERS

TRACTOR MANUFACTURING TO BE ESTABLISHED IN DENVER

Acquisition of the inventories of the Gibson Tractor Manufacturing Co., of Longmont and establishment in Denver of a new tractor plant with scheduled production of 5,000 tractors in the next year was announced this week by James Lovatelli, president of the Fox Metal Products Corp.

Gibson Tractor and Implement Co. has been organized as a division of Fox Metal Products.

The new division is entering into an agreement with another newly-organized Colorado corporation to be known as Gibson Tractor & Equipment, Inc., for manufacturing rights to the Gibson tractor.

Approximately 200 new jobs will be created by the establishment of the new tractor division at the present Fox Metal Products plant at 4002 S. Clay St.

The original Gibson firm at Longmont formerly was owned by the Helene Curtis Industries of Chicago and various assets of the Gibson firm are being sold to the new Colorado corporation which in turn will lease its rights to the new Fox division.

The tractor division brings to seven the number of new departments added to Fox Metal Products since Mr. Lovatelli took over management of the reorganized corporation last September.

Some key personnel of the Gibson factory in Longmont will be transferred to Denver, Mr. Lovatelli said.

"We expect to bring our work force to at least 350 men by fall," said Mr. Lovatelli, "assuming we'll be able to get a steady flow of parts and materials for our planned production."

The Fox plant now employs 166, an increase of more than 100 since the company was reorganized nine months ago.

Mr. Lovatelli said more than 35,000 Gibson tractors--designed for use in industrial plants, nurseries and factories and on small farms--are now in service throughout the nation and that more than 500 have been sold in Denver.

Chairman of Gibson Tractor & Equipment, Inc., purchaser of the manufacturing rights of the tractor and other assets of the old firm, will be Gerald Gidwitz of Chicago who is also chairman of Helene Curtis Industries.

Fox Metal products "salvaged" the Gibson firm as a Colorado industry in competition with Eastern manufacturers bidding to move it to an Eastern Industrial city.
Dear Mr. Baumeister:

Thanks for your inquiry concerning the Gibson Farm Tractor for which we are distributors, and enclosed herewith is a circular giving an illustration of the tractor with the equipment now available, which is the plow, coulter, levelling blade and rear wheels weighted with fluid and ready for work. It also has a power take off for two M3 belts, which makes the machine useful for operating a saw, grinder or pumps, etc.

The best general description of the duties of this tractor is that it will do the work of a team of horses. It handles a 10 or 12 inch plowshare and will haul a trailer, as it has a speed of 10 to 12 miles per hour in high gear. It has ample power; in fact, it is impossible at any time to kill the motor when operating on ordinary farm duties. It is equipped with individual rear brakes which make it possible to lock either wheel and turn the tractor on practically its own length. This obviously makes it very maneuverable in small corners and for making turns at the end of the field. The draw bar power is 12 to 14 h.p., and the general operation of the machine is extremely economical.

The price of the Gibson Farm Tractor for farm purposes f.o.b. Vancouver is $750.00 complete with plow and levelling blade, and an additional charge of $12.00 for the coulter and clamp and the weighting of the rear wheels with fluid, making a total of $762.00. The price for non-farm purposes is slightly higher.

We can supply additional equipment such as stiff tooth cultivators, spring tooth cultivators, furrow openers and Fresno excavators immediately, and in the case of the mower bars and discs, these are not yet in supply due to the shortage of high grade steel required for their manufacture, and we expect them in the near future.

The Gibson Farm Tractor is manufactured in the United States and is particularly accessible for parts in view of the fact it is powered with the well-known Wisconsin motor, the transmission is General Motors with three speeds forward and reverse, and the rear end assembly is a Chrysler product, therefore there is no difficulty obtaining replacement parts in any part of the country.

We trust the above information is what you require and would suggest that if purchasing a tractor you should place your order with us as soon as possible, as the demand is far ahead of the supply, and by placing your order we will make delivery as soon as possible.

Yours faithfully,

[Signature]
Gibson Manufacturing
Firm Starts Making
Farm Implements Here

- New Building Being Erected on Third Avenue—50
- Men Already Working—100 Employed at Tractor Plant—One of Leading Industries of Northern Colorado—In Operation But Two Years

The Gibson Manufacturing company has started work on a new building located south of Third avenue, between Colyer and Atwood streets, which will be filled with an increased production of a cross-section of farm implements, including plows, cultivators, drills, hoes, etc. This is in addition to the tractor and implement plant which the company operates on east Ninth street.

Some time ago the Gibson company acquired the Third avenue building, a number of years ago was constructed for other purposes. Machinery was installed and the manufacture of farm implements started with a crew of 50 men, under the supervision of C. W. Wyant. From this plant the company has been turning out 100 plows daily.

It was soon realized that the building was inadequate and that more room was needed. Accordingly it was decided to construct another building just north of the old building.

This new building will be 160x100 feet and will cost approximately $100,000 when complete. Additional machinery and tools will be added, representing an investment of $150,000. When the enlarged plant gets into operation more men will be employed and the force will number nearly 100.

The new plant is ideally located since a railroad spur already serves the building, making it possible to ship raw materials into the plant, and finished machinery out with a minimum of work.

Company in Operation
Here Only Ten Years

The Gibson company decided on locating in Longmont only three years ago. They moved in with little pomp and ceremony and within a year was in actual production, and today the firm operates one of the leading industries in northern Colorado.

Negotiations for locating in Longmont were first started in 1924 when H. A. Gibson came to Longmont from Seattle in pursuit of a location for the manufacture of Gibson tractors and farm implements. The company already had a plant in operation in Seattle and desired to come into the Rocky Mountain territory. Through the cooperation of city officials, chamber of commerce and railroad company a site was selected on east Ninth avenue. No time was lost in erecting the first building and installing necessary machinery.

It was two years ago that actual manufacturing started and since that time an average of about 100 men have been steadily employed, working two shifts of eight hours each.

The plant outgrew its quarters and it became necessary to construct an additional building. Both buildings are now in use and house the large amount of equipment necessary in production of the company's products.

Wilbur F. Gibson
Directs Company Affairs

Wilbur F. Gibson, son of H. A. Gibson, founder of the company, is general manager of the concern in Longmont. He himself is a machinist by trade. He is of a rather retiring disposition and cares little for fan-fare. When asked as to the future plans of his company, Gibson replied: "We do not care to talk in 'future' language, but we are proud of what we have already done. If we have it to do over again we would still select Longmont. The cooperation we have received here has been wonderful."

Market for Gibson tractors and equipment is not only national-wide, but world-wide. These tractors find their way into all sections of the United States, Canada, Mexico, South America, European countries and into the Pacific. Marketing facilities are well organized and the general line of farm implements will be as widely distributed as are the tractors.

Tour of Plant Is Interesting One

A tour of the Ninth avenue and Third avenue plants is most interesting if not too amazing. Equipment is modern and the equal of any to be found anywhere.

Castings are received from various steel mills throughout the country and unloaded from the convenient railroad siding. With the large automatic machines these castings are milled into the many different parts, which go into the tractors or other implements. In a day's time from 60 to 70 finished tractors come off the assembly line.

There are automatic machines for every operation, from small precise machines to machines weighing ten ton. They are capable of turning out from 25 to 50 or more parts an hour, and will drill holes from one to 36 in one operation.

Material used includes a million pounds of steel per month.

Practically all the Longmont employees of the company are local men and have been trained especially for the tasks they are performing.

Grasslands on the premises of the Ninth avenue plant have been landscaped, shrubbery planted and trees laid out. A sprinkling system is now being installed and soon these grounds will present a pleasing appearance in keeping with the neatness of the interior of the manufacturing buildings.

The Third avenue plant is another scene of activity, where machines are constantly pounding away, welders applying their torches and assembly men piecing together the various implements which the company is manufacturing.

The Gibson Manufacturing company, with its payroll of 250 men means much to the economic life of Longmont. The magnitude of their operations is realized by but a comparative few of our citizens.

Mr. Gibson extends an invitation to the public to visit both plants.
U.S. SCORES RUS ON TWO AMERI

52 Tractors Roll Off Gibson Assembly Line As Production Starts

Fifty-two small farm tractors went off the assembly line at the Gibson Manufacturing Company plant here this week as the company went into production, William Carmichael, sales manager reported today.

The first 10 tractors to be manufactured left by truck and trailer Thursday for Denver where they were consigned to Dryden-Thuete, tractor dealers. The serial numbers on the tractors range from one to sixteen.

Distribution of the remaining 36 tractors will be ten to Boise, Idaho, ten to Salt Lake City, and a carload to Phoenix, Arizona. Means of transportation will be by railroad, auto freight, truck and trailer.

The Gibson company manufactures the complete tractor here, including most of the parts with the exception of the engine, and assembles the complete unit.

Approximately 70 men are now employed at the local plant which is situated at a railroad spur and East Ninth Avenue. Forty of the 70 employees are ex-service men.
Gibson Motor Company,
Perrysville, Ind.

Gentlemen:

Our good tractor selling season is here and we have mailed you prices and literature on the new Super "D" and Super "D-2s". These two tractors are all that the buyer has wanted in the past years, as well as you dealers, and now that they are available it rests entirely on our shoulders to prove to the factory that we are happy to have something that fits into the buyer's requirements.

My personal experience, over the past few years, in selling Gibson tractors has proven to me that a few refinements such as a hood, fenders, steering wheel, starter and hydraulic lift were much desired by the public and I know, definitely, that I have missed many sales by not having these features on the Gibson. WE HAVE THEM NOW and at prices that are still below all competitors.

In order to participate in low freight rates from the factory to Louisville, it is imperative that these tractors be shipped in car-load lots, therefore, since all this is available to you, all that is necessary is for me to receive your orders. When making up a car-load lot, you as dealers, know what your prospects want and are in a position to order what you will have the quickest sale for and what you require for display and demonstrating. This new tractor will certainly create many sales and there is no doubt but that all dealers can do a better job in 1950. I will appreciate it, very much, having your orders in not later than April 18th.

Thanking you and trusting to hear from you by return mail, I am

Yours very truly,

[Signature]

H. P. REINMILLER
Manufacturer's Agent.
August 11, 1954

To All Former & Present
Gibson Tractor Dealers

Gentlemen:

You will note from the enclosed newspaper release the manufac-
ture of Gibson Tractors and implements will be resumed immediately by
The Western American Industries. This newly formed organization has
taken over all equipment and parts from the Gibson Manufacturing
Company and the Gibson Tractor Company and all replacement parts will be
purchased directly from the new corporation.

Parts are now available and it is believed that tractors will
be going off the assembly line in the early part of September. At
present the three small models will be manufactured. While there is
quite a backlog of tractor orders, it is hoped that dealers will be
supplied by November 1st.

From records received from the Gibson Manufacturing Company we
learned that you were the Gibson Dealer in your territory and we are
wondering if you would care to continue in that capacity. Our resump-
tion of the manufacture of the Gibson tractor has been enthusiastically
received by dealers who have been contacted and we have learned that
the small tractor is one of the most popular and is in great demand.
Also, dealers welcome the fact that we are handling the replacement
parts, most of which can be shipped immediately.

As soon as our assembly line is in operation we will turn our
attention to our line of implements and hope to be able to give you
information concerning them in the very near future.

We would appreciate hearing from you and would suggest that
you check the potential of your territory.

Very truly yours,

THE WESTERN AMERICAN INDUSTRIES, INC.

Howard Snyder, General Manager
LONGMONT, March 5-- The Gibson Manufacturing Corp., one of Longmont's largest industrial firms, will open its doors Monday, following a three-week shutdown due to financial difficulties.

Reopening of the company was announced tonight by Jay Sullivan, president of the firm, which manufactures motorized fork lifts for warehouses.

"You can say we have managed to arrange adequate financing so that the plant can reopen. I'm not in a position to disclose the source of the money right now," Mr. Sullivan said.

EMPLOYS UP TO 300

The firm closed its doors Monday, Feb. 18. It employs 250 to 300 persons, depending on production.

Friday, Feb. 15, employes were told they would have to take a "vacation without pay." The firm was already two weeks behind in salary payments.

The sudden closing of the firm and the large number of persons out of work was a major upset for the community. Many of the employes were purchasing new homes and buying cars and major appliances on time payments.

Mr. Sullivan said last night that one week's back pay has already been sent to employes.

HAS CONTRACTS

"We'll start calling the men back to work on Monday and should be in full production by the end of the week," he said.

Mr. Sullivan said his firm holds three million dollars worth of government contracts on which it will start work as soon as it reopens next week.

Shortly before it ran into the financial difficulties the firm paid off a $250,000 RFC loan, which had not been due until 1955.

The company opened in Longmont right after World War II.
2000 TRACTORS A MONTH MADE IN NEW LONGMONT PLANT

By Warren B Lowe
Rocky Mountain News Business Editor

Longmont, June 2,- Longmont-made tractors—about 2000 of them a month— are rolling off the assembly lines at the new ultra-modern plant of the Gibson Manufacturing Corp. here. They are going to users throughout the United States, Canada, Mexico and 26 foreign countries.

Although in production only a little more than two years, Gibson tractors already are rated among the leaders in the small riding tractor field.

Three models, powered by air-cooled engines, now are in production and two larger models, to be powered by water-cooled engines, are scheduled to be placed on the market in July.

MAKES IMPLEMENTS ALSO

A branch of the Gibson company—Machinery Products, Inc.—is housed in a separate plant, several blocks from the main plant and is turning out implements for use with Gibson tractors.

Principal products of the implement division are bulldozer blades, plows, disc and spring tooth harrows, cultivators and mowers.

A new and larger building is under construction at the branch plant to help meet a growing demand for the implements. Gibson engineers designed and are supervising construction of the new 100 by 125 foot building.

Several million dollars have been invested in the land, building and equipment at the main plant.

JOBS FOR LONGMONT MEN

Row after row of precision machines, some costing as much as $50,000 each are operated by Longmont residents, trained to their job at the plant.

Gibson employees say that of the 150 employees, only three of the top executives were not residents of the town.

Although the Longmont company is a separate Colorado corporation, it was fathered by the Gibson Manufacturing Corp. of Seattle, manufacturers of special-built rail cars.
When the Colorado company was formed it was planned to manufacture both tractors and rail cars, but before production started it was decided that tractors and tractor implements would be the sole products.

STARTED BUILDING IN 1945

Construction of the first building was started in November, 1945, and production began in March, 1946. Since that time two more buildings have been added, both larger than the original.

Additional land has been purchased recently and further expansion is under consideration.

Railroad spurs serve both plants and 14 freight cars are loaded or unloaded at the dock of the main plant at one time.

Two production lines run the length of the 285 foot-long assembly building and tractors are assembled in an average time of six minutes each. Under ideal conditions, tractors have been assembled in a minute and a half.

PARTS TAKE SKILLED LABOR

Preparation of the many precision parts for the final assembly line, however, is not such a speedy operation, many parts taking many man-hours of labor.

Wilber Gibson, vice president of the Gibson firm and general manager of the Longmont plant, is high in his praise for his employees, few of whom have had experience in machine shop work before starting to work in the plant.

HAVE VARIED USES

Grounds of the plant are carefully landscaped and the gardener claims the plant grounds soon will be more beautiful than Longmont's City Park.

In addition to Mr. Gibson, son of H.A. Gibson, president and founder of the Seattle company, other top executives of the Longmont plant are M.S. Parks, sales manager; Allen Marshall, plant superintendent; and C.D. Wyatt, manager of Machinery Products plant.

While farmers and gardeners provide the largest market for the Gibson tractor, many are used by contractors and in landscape work.

Several tractors are in use in holds of cargo ships to move loose materials, such as grain and coal, and others have been equipped with large rubber squeegees for removal of rain and snow from bus terminals in the East.