

Distributor Spotlight

LUSCO BRICK & STONE CO. CELEBRATES 100 YEARS IN THE WICHITA COMMUNITY

This October marks an epic milestone in the history of one of Wichita's oldest and most reputable businesses. The Lusco Brick & Stone Company, located at 929 East 14th St., will celebrate its centennial anniversary on October 21. The date marks the 100th anniversary of the founding meeting of the investors in the enterprise which was originally known as The Lumberman's Supply Company. The business was renamed and reincorporated as The Lusco Brick & Stone Company in 1927.

Since it's founding, Lusco Brick & Stone has consistently followed a business plan that fosters growth by staying ahead of product trends and offering the cutting edge of industry innovations to its customers. Seeking and establishing strong relationships with quality suppliers and knowing their products well is the basis of Lusco's service model. While working at times in its history to expand geographically to other metropolitan areas such as Kansas City and Oklahoma City, the company has also worked to sink deeper roots into the brick and masonry industry by acquiring ownership interests in brick and cast-stone plants throughout the region.

Throughout the last century, Lusco has left a significant mark on the Wichita community and the surrounding region by providing brick and other masonry products for some of the city's more well-known buildings and landmarks. The long list of notable structures includes City Hall, the Sedgwick County Courthouse and Wesley Medical Center.

Of historic note, in the 1920s and 30s, one of Lusco's affiliated companies, The Cement Stone Company developed a product known as "Carthalite". Featured in the August-November issue of American Bungalow magazine, this colored cast-stone product was used for aesthetic adornment. Rumored to have used various colors of ground up glass from medicine bottles to achieve vivid and durable coloration, the product was used on many structures in town and can still be seen to this day. The historic Dockum Building at Hillside and Douglas and the Minisa Bridge on 13th Street west of Waco are among the remaining structures that feature Carthalite.

Lusco's hometown has always remained in Wichita, largely due to the leadership of one family. For the past 100 years, three generations of the Gilkeson family have been at the helm of the company. Founder Hunter B. Gilkeson II served as president from 1907 until his death in 1953. His son, Hunter B. Gilkeson III, led the company from that point. His son, Bruce Gilkeson, assumed operational responsibilities in 1977, becoming president

in 1988. Gilkeson II remained active in day-to-day activities until his death in 1998.

For more information about the company, its services and long history in the Wichita community, see www.luscobrick.com.

Company History

The year 1907 saw the birth of one of Wichita's oldest and most reputable companies. The Lumberman's Supply Company was launched in that year with investors and backers that included prominent lumbermen A.C. Houston and J.W. Metz. The business sold brick, coal, cement and various other construction materials that were in high demand in the region at the time. Hunter B. Gilkeson II was the first president of the new enterprise and it wasn't long before Gilkeson and his partners were able to buy out their backers and make it on their own.

Lumberman's Supply experienced solid growth in the beginning years and in time, several satellite branches were opened extending the company's operations and customer base from Kansas City in the north to Oklahoma City in the south. The headquarters always remained in Wichita, Gilkeson's base of operation.

In addition to geographic expansion, the company started to sink deeper roots in its market areas. It began offering both natural and manufactured stone and metal building specialties including hollow metal doors, frames and windows. The owners also acquired The V.V.V. Brick Company in Neodesha, Kansas as well as two cast-stone manufacturers, The Cement Stone Company in Wichita and The Trusswall Stone Company in Kansas City.

While the company expanded it's offerings, the focus remained brick, stone and masonry construction materials. Therefore, in 1927 the company was renamed and reincorporated as The Lusco Brick & Stone Company. It was a natural transition since by this time the shortened "Lusco" had become the name by which the company was generally known.

In Wichita, the company offices were located in various locations over time in the downtown area including an innovative showroom at the corner of Water and Douglas in the late 20s. Later, offices moved to the AVI building on West Douglas with warehousing on North Waco.

The successes of the Roaring Twenties gave way to the Great Depression of the 30s. Lusco's fortunes followed the highs and lows of these periods in our nation's history. By World War II, Lusco had downsized substantially but the basics of the business

remained intact. V.V.V Brick and the Cement Stone Company had become unviable and were closed by the time the post-war building boom of the late 40s arrived. In the post-war era, the consolidated Lusco was well prepared to prosper greatly in Wichita, Kansas City and Oklahoma City.

By this time, it became apparent that Gilkeson's son Hunter B. III would take over the future of the company. Although Gilkeson III had entered the business prior to World War II, during which he served as a Lieutenant Commander in the U.S. Navy, the late 40s was the time when H.B.G.III

embraced the brick business. When Gilkeson II died in 1953, the leadership of the company was assumed by Gilkeson III and T.R. Steele of Oklahoma City. Steele was a contemporary of Gilkeson II and one of his partners in the early years of the company. Under Gilkeson III and Steele, all of the remaining operations continued and prospered including The Trusswall Stone Company.

In the late 40s Lusco built new Wichita offices at 242 N. Waco on the same site of the Lusco warehouse. The company remained at this location until the City of Wichita took the property for urban renewal in the mid 70s. In the mid 60s, Gilkeson II and Steele acquired the Excelsior Brick Company, a manufacturing facility in Fredonia, Kan.

The mid and late 70s saw much change and consolidation within the brick and building industry. With another generational change emerging in the Lusco organization, the company transformed markedly as well. In the 70s the Trusswall Stone Company was closed and T.R. Steele passed away in 1976 at the age of 94 only six months after his retirement. The Excelsior Brick Company was sold as were the properties where Lusco (and Trusswall) operated in Kansas City and Oklahoma City. By the end of the decade, Lusco's operations were consolidated to focus on serving the Wichita market area as the premier brick and masonry products distributor. In 1976, Lusco Brick & Stone moved to the site of their current location at 929 E. 14th Street.

Another important leadership change came in 1977. Bruce Gilkeson, son of H.B.G.III and grandson of H.B.G.II assumed operational responsibilities in the company. Under father and son, the ownership of Lusco was consolidated solely into the Gilkeson family's hands. The new streamlined Lusco Brick, unburdened from the requirements of running remote manufacturing and distribution operations, was now free to focus on serving the Wichita market area. In the years that followed, Lusco worked hard to build strong relationships with many new suppliers of brick and other masonry products. The company continued to enjoy and enhance its position as the leader in service, masonry expertise and reputation to the architectural and residential construction communities of the greater Wichita area.

In 1988, Bruce Gilkeson became president of Lusco Brick & Stone. Ten years later Hunter B. Gilkeson III passed away at the age of 89 while still active in the day-to-day operations of the company. In 1999, Lusco acquired interest in General Finance, Inc. of Concordia, Kan., the owner of three brick plants in the state of Kansas.

Today, Lusco Brick & Stone Company continues as the leader in providing and introducing architectural and residential masonry products to the Wichita market area.



Lusco represents the finest brick manufacturers from around the country and has access to brick from more than 100 different plants providing the widest variety of brick selection for architectural, residential and paving applications.

In recent years, Lusco has again seen tremendous growth in the sale of natural and manufactured stone products to both the architectural and residential markets.

Another rapidly growing class of masonry material sales for Lusco is in "thin-adhered" products including "thin" brick, natural stone and manufactured stone.

Glass block has been offered since the 1930s but in recent years. In recent years Lusco has expanded their glass block offerings to include panels and windows that are pre-assembled in-house at Lusco.

Rounding out the product line are architectural concrete masonry units, concrete hardscape retaining wall and paving products, fireplace and refractory materials and other masonry accessories.

The company has also taken great efforts to stay involved in industry and community associations and to encourage and promote continuing education on masonry construction to the design and construction community.

2007 Employee Anniversaries

50 YEARS

Abe Yoder

35 YEARS

Dave Ely
Ted Miller
Thomas Scott
Glen Reneker
Douglas Burky

30 YEARS

Timothy Brown
Thomas Brown
Rex Arnold
Clifford Yosick
Andrew Miller, Jr.
Joel Miller
Jeff McIntire, Sr.
Raymond Troyer
Keneth Balder
Desmond Frame
William Wolfe

20 YEARS

Ronald Powell
James Parson
Tom Immel
Larry Shetler
Dennis Little
Wayne Miller
Michael Rininger
Garrett Stein
Dale Miller
Terry Burkhardt
Scott Miller

15 YEARS

James Klein
Jon Johnson
Mike Miller
Judy Harstine

10 YEARS

James Leahy
Brian Belden
Victor Miller, Jr.
Timothy Ritenour
David Brink
Mike Wallick
Bobby Kieffer
Shauna Ross
Emery Yoder
Michael Dean
James Shull
Ryan Vickers
Michael Tucker

5 YEARS

Robert T. Belden
Harry Allman
Chris Derr
Dolly Kozak
Michael Farley II
Richard Brink
Thad Fox
Michael Shull
Larry Digirolamo
Josh Phillips
Gary Sproull
Christopher Rogers
Steven Butler II
Michael Kail
Sue Lint
Richard Jones
Nathan Dursik
Jamie Jones
Holly Lane
Roy Hershberger

One Cool Cat

If you happened to have read the article in the Belden News, Winter 2005-2006, there was a story about one very lucky dog by the name of Flash. I am happy to report that there is an equally lucky cat by the name of Pronk. Pronk is a survivor. During the month of October 2006, four stray kittens were dropped off near the home of our Plant #6 Superintendent, Jim Myers. At that particular time, Jim's daughter Sue was visiting from Montana with Jim and his wife Barb at their home. Sue tried to approach the kittens several times. Only one would respond, and come to Sue. Looking for a home for the lucky cat, Jim asked anyone in the office at Plant #6 if they were interested in adopting a kitten. After a great deal of discussion, it was decided that the kitten would become the "office cat".

After several attempts and much debate, Lisa Armbrust and Scott Gerber finally settled on the name "Pronk". Pronk stands for half project, half donkey. His name sake is Cleveland Indian, Travis Hafner. Pronk now has complete control of the office, and spends most of his time in Lisa's office. He is quite popular with visitors and truck drivers who come into the office every day. The office is truly Pronk's domain. He has no desire to go



outside or into the plant. Sue Lint comes in on the weekend to spend a little time with the most popular cat in Sugarcreek. Lisa, who operates the switchboard for all six plants in Sugarcreek, tells of the times Pronk has accidentally called different telephone extensions from time to time. The one he has called the most is Bob T. Belden. Pronk goes right to the top. When he's not calling Bob, he spends a great deal of time playing with toys, turkey feathers and the fax machine. I am told that Pronk is a big Cleveland Indian fan, and dislikes the Boston Red Sox, for whatever reason.

If you are ever at Plant #6, please stop in and say hello to the coolest cat in Sugarcreek.

Quality/Safety Corner

Tradition as a Supplier of High Quality Brick.

Belden is known as the Standard of Comparison because of its tradition as a supplier of the highest quality of brick. ISO 9001-2000, the International Quality Standard, is a road map that we follow for this status.

Health and Safety is also an important part of our business as it has to do with those who directly or indirectly produce these fine products. Beginning in January 2008, the company will again follow a road map called ANSI Z10, an International Health and Safety Standard, to assist in managing employee health and safety. More to follow in future issues as we pursue yet another milestone continuing our reputation as the Standard of Comparison.

William M. Babington, Jr. Memorial Award

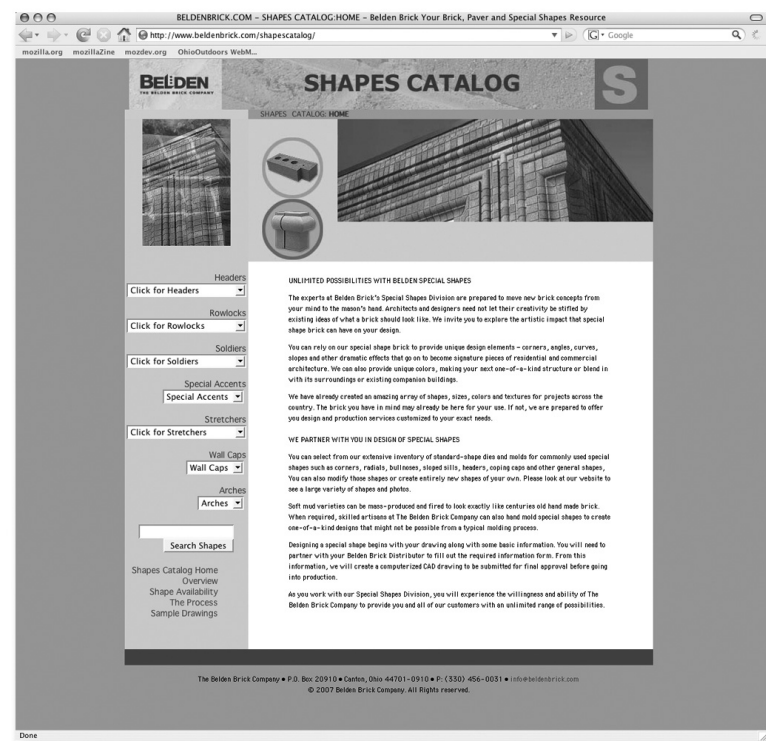
On September 19, 2007, The Ohio Manufacturers' Association recently gave John Jensen the William M. Babington, Jr. Memorial Award. The Babington Award recognizes outstanding volunteer service by an individual on behalf of all Ohio manufacturers. This award was presented in memory of John for his dedication and leadership to the cause of manufacturing competitiveness. John Jensen recently lost a battle with cancer, but will always be remembered for the zeal in which he approached regulatory reform and for the service which he performed on behalf of The Belden Brick Company. Brad Belden accepted the award on John's behalf during a luncheon where Governor Strickland was the keynote speaker.

webnews

New Special Shapes On-line.

Search in the Catalog Online
www.beldenbrick.com

Search or click through Special Shapes and get more information than ever before! Now online are drawings, photos and CAD drawings.



Calendar of Events January

January 22-23
Carolina Brick Forum
Greensboro, NC

January 28-February 1
Brick University - Brick Fundamentals
TBD
Denver, CO.

February

February 11
Belden Brick Annual Distributor
Dinner & Forum
Canton, OH

March

March 10-13
Brick University – Advanced Brick
Technology
TBD
Atlanta, GA

March 17-19
Belden Brick Annual Sales Training Class
McKinley Grand Hotel
Canton, OH

April

April 17-19
Brick Show 2008
Hyatt Regency Hill Country Resort & Spa
San Antonio, TX

Belden Brick Saves... by Cutting Energy Use.

SUGARCREEK – Belden Brick Co. was recently recognized by the U.S. Department of Energy as an Energy Champion, the highest energy-saving level industries can achieve. Belden's Plant No. 9 reduced its natural gas consumption by an estimated 16 percent.

It takes plenty of energy to make 16 million brick per year and energy is costly. That's what spurred the 100-year-old brick maker to participate in the DOE Industrial Technologies Save Energy Now program, according to Bradley Belden, manager of occupational and regulatory services at Belden.

"Sixteen percent is significant when you consider the price volatility of the natural gas market," he said. "The company has formed an Energy Management Council to identify similar energy reduction opportunities at all of our facilities."

Plant No. 9 has been producing brick since 1901. It was acquired by Belden Brick in 1973. The plant houses two, tunnel kilns which produce millions of brick each year.

Belden Brick invited DOE experts to conduct energy assessments and to help identify immediate opportunities to save energy and money. DOE also helped predict the effectiveness of the energy-saving projects the company was considering, according to Belden.

So far, the company has completed four energy-saving projects at Plant No. 9. They range from adding fan controls and insulation to ductwork to moving a thermocouple in a drying oven to a location that better indicates the need for more heat.

According to DOE Save Energy Now statistics, small to medium-sized industrial plants have saved an average of \$117,000 per year since 2001. But it's not just about the money, according to Belden.

"Less consumption of natural gas reduces greenhouse gases and allows for a more sustainable manufacturing process," he said. "Our family has dedicated more than 100 years to this business and the community. A large part of responsible manufacturing is doing what's right."

Belden Brick Co. is the industry leader in architectural brick.

Today, the fourth and fifth generations of Beldens lead the firm and its 500 employees. The company operates six plants and more than 160 producing gas wells.

New Colors. Shapes. Pavers.
[http:// www.beldenbrick.com](http://www.beldenbrick.com)

BELDEN NEWS

W I N T E R 2 0 0 7

From the Chairman's Desk

Dear Employees and Friends:

In the last newsletter I mentioned that this time we might discuss the global warming-climate change issue, phenomenon, religion, political movement, or whatever term you want to utilize. Words we should be using include "science, reason, thorough and fair". Time and space does not permit a full revelation of my opinions, but I do know that climate always has fluctuated and only a small portion of greenhouse gases are man made. I hope all of you ask the tough questions before our politicians decide to roll back the industrial age. The economic impact of decisions made in Washington could be staggering to the manufacturing sector in this country.



Before it becomes politically incorrect to do so, let me wish each of you a very Merry Christmas and Happy New Year. Your continued dedication to making and selling a top quality product is getting us through a difficult year and will serve all of us well in what probably will be another competitive year in 2008.

Sincerely,



William H. Belden, Jr.
Chairman and CEO

in this issue

QUALITY/SAFETY CORNER

DISTRIBUTOR SPOTLIGHT

LETTER FROM THE CHAIRMAN

I.T. Update

The employees at Belden Brick have been working hard on a project to upgrade our internal Enterprise Resource Planning (ERP) package. As of December 3rd, we will be operating on this new system. Our ERP package is tightly integrated with our extranet and a variety of other systems. We anticipate a smooth transition and look forward to the benefits the new system will provide. Once completed, we will be adding new capabilities to our Information Technology system which are aimed at continuing to improve our industry leading service and demonstrate our continuous commitment to be "The Standard of Comparison."