

BROWN SHOE FACTORY SPECIAL VICTORY BULLETIN

EXTRA THE SULLIVAN PROGRESS EXTRA

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Shoe Factory Special -- Monday, October 7th, 1929

BROWN'S COMING TO TOWN; SHOE FACTORY ASSURED; CONTRACT SIGNED

Four Year's of Effort on the Part of City Results in Victory and Future looks bright with promise. Plenty of Work and Big Payroll, Places Sullivan In An Enviably Position.

Sticking everlastingly to it has brought success. A little more than four years ago a group of Sullivan men reached the conclusion that what this city needed was a big shoe factory.

A campaign was begun. It was persistently prosecuted. It has ended in success.

This afternoon the officials of the Brown Shoe company came to this city and signed up a contract by which they agree to build here a three-story shoe factory, 250 feet in length and 46 1/4 feet in width with a stem about one third the size of the main building. A power plant will be built in connection.

The site had not been selected at time this EXTRA went to press. Several places are under consideration. One most often spoken of is the J. B. Martin site South of the Lowe School building and running up to Hamilton street. It is not at all certain, however, at this writing, that this is the site that the company will select. This matter is entirely up to them.

Plans for the building will at once go to contractors for bids and there will be a letting as soon as is possible for the company is anxious to get this factory built and in operation. A conservative estimate places the time for erecting and equipping the building at about 7 months. By this time next year it will be in operation.

The present successful campaign was inaugurated about three weeks ago after a committee from the Community Club had called on Mr. McCarthy at St. Louis. At that time he gave assurance that Sullivan was the only city under consideration as a site for their next factory. He told us that if we could raise the necessary funds and meet other contract obligations the factory would come here. Mr. Coslow for the company had been here a week previous to that time and given the city a thorough investigation and went away greatly pleased with the prospect.

Following Mr. McCarthy's assurance the committee returned to Sullivan. Several preliminary meetings were held, culminating in a big mass meeting in the court house. The consensus of opinion was that it was advisable for Sullivan to undertake the huge task of raising \$125,000 and get this factory.

Mr. Don Lacey, secretary of the Mattoon Chamber of Commerce came here and advised as to how to organize for the drive. This plan was successfully followed. It enlisted about 200 workers, most of whom were rarin' to go when the actual drive started Wednesday, September 25th.

At a final meeting of the workers Monday night preceding the drive about \$35,000 was subscribed. Tuesday was put in coaching the workers and getting as many as possible of them signed up.

Wednesday morning the big drive started. It brought the total up to over \$70,000 that day. From then on until Saturday night there was no letup and when the headquarters closed Saturday night \$100,000 had been subscribed. From then on it was slow picking. The thousands came in slowly. Time began to drag.

Workers began to get discouraged, but knowing of experiences of similar campaigns in neighboring cities, they never gave up hope. They battled valiantly and brought to headquarters the signed pledges.

Just ten days of solicitation. That's what it took to put this factory proposition over. They were ten days of hard and persistent effort, but the success achieved has filled the workers with satisfaction and joy.

In other nearby cities of bigger population it took longer than this to put the factory drive across. In our neighboring cities of Mattoon and Charleston the campaign lasted two to three weeks.

Most of the workers were convinced after the \$100,000 mark was passed on Saturday night, September 28th, that in some manner the other \$25,000 would be forthcoming. It was a hard battle to get this last \$25,000. It came in in small dribs. Holdout

business men seeing that the factory drive would succeed, came in with their share.

The cleanup squad of the workers' committees worked hard and their pleas were earnest and eloquent. It took super-salesmanship to sell the idea to some that they should give toward the factory fund.

Thursday the sub-executive committee decided that it had reached a stage in its work, where more decisive measures were needed to put on the finishing touches.

Thursday morning Vice President McCarthy of the Brown Shoe Co., had called J. L. McLaughlin and informed him that the company was anxious to close the lo-

CELEBRATE TONITE

The big parade will organize at 7 o'clock in Freeland Grove and will start down town at 7:30.

About thirty business men and organizations have signified their intention to participate in this parade with floats.

After the parade disbands, there will be a band concert on the Court House square by the High School band.

Brown Shoe Company officials will be introduced to the crowd from the platform.

There will be speaking.

Plenty of fireworks—Big shipment of fireworks was received this morning. The sky will be illuminated and the exploding bombs will tell the world that Sullivan has gone victoriously over the top.

Please Note—Cars will not be permitted on the square or on the first block north on main and first block west of Harrison street after five o'clock. We invite your kindly co-operation.

Everybody come uptown tonight and help celebrate. The lid's off. Let's celebrate as we have never done since Armistice Day, for the battle is won and Sullivan's future prosperity and growth is assured.

cal deal and that he and some more of the officials would like to come to Sullivan Monday afternoon to sign the contract with the city and begin work on the factory.

Announcement of this was made in Friday's papers. A statement by the executive committee was attached calling a mass meeting for Friday night in the circuit court room.

The Cleanup Squad In the meantime the workers had been instructed to visit all who had not as yet signed their full quota and get their pledges for whatever amount they would give.

The business and professional men's committee took the same action relative to some of the business men who had not met their quota. These men were visited and asked what they would give and with a list of such offers Paul M. Hankla and Dr. J. F. Lawson made the rounds and asked those business men who had signed their full quota, what they desired done. The unanimous opinion of these men was "take what you can get."

One or two offers made were so manifestly unfair, however, that they were not accepted by the business men's committee. The percentage of the quota offered was unjust insofar as others in the same line of business, who had signed their full quota, were concerned.

A Busy Friday Friday was a busy day. Odds and ends were looked after. Telephones were kept busy. One committee went to Decatur and solicited wholesale houses there that do considerable Sullivan business.

Upon their return they reported that their efforts had resulted in a "100 Per Cent result", that is to say the Decatur folks had given them a 100 per cent turn down. There had been the usual good will wishes, etc., but those seen, if they did not stave the matter off in some way, passed the buck to some member of the firm who was out of town, for final consideration. Some support has come from Decatur. One or two wholesalers have made contributions and some former Sullivan residents who now live there have also given liberal support.

A complete tabulation was made Friday of the figures in the drive up to that time. When the meeting opened Friday night, these figures were right up to the minute.

With a rainy, threatening night, a good crowd had gathered in the circuit court room. The high school band had played several selections before Chester Horn, general chairman of the drive, opened the meeting.

The Big Mass Meeting The first of the workers called on to report was C. R. Patterson. He had handled the solicitation of the out of town property owners and former Sullivan residents. He told of the manner in which

he secured these names and the method of solicitation. During the early days of the campaign about 350 pieces of letter mail were sent out of his office daily to those people on his list.

Returns were rather gratifying. From all over the country came letters of encouragement and good will, usually accompanied by signed pledges and in many cases accompanied by checks. Contributions were received from every point of the compass. They were from Oregon, New York, California and Florida; from the southern most part of Texas and from Colorado and Michigan; from Mississippi and Missouri and from many other states. A complete list of these will be published as soon as compiled.

The total reported by Mr. Patterson was \$4,486.

Figures Presented Secretary Purvis Tabor then made his financial report up to the minute.

Total number of subscribers 826.

Total amount pledged, consisting of full quotas, farmers' contributions and non resident receipts \$113,009.80.

Partial quota pledges, not yet accepted \$4113.

Grand total \$117,122.80.

McLaughlin Speaks J. L. McLaughlin was the next and main speaker of the evening. He went into detail explaining what had been done in the three weeks since the Brown Shoe Co. told us we could have the factory if we met its financial stipulations. He stated how the 1100 quotas had been arranged for the people. Without a quota, it was Mr. McLaughlin's opinion that not as much as \$50,000 could have been pledged.

The quotas were divided into two groups—business and professional men and ward folks. Of the business and professional men all but about 15 signed up for their full quota. A few signed for less and a few isolated ones did not sign at all. He stated how the matter of those who signed reduced quotas had been submitted to the business men who had

SPECIAL NOTICE

Pledges are still being taken. Every pledge signed takes just that much from the amount that the 100 guarantors have signed for. In Friday's Sullivan newspapers the complete list of signers up to that time will be published.

Will your name be in the list?

signed in full and how they had agreed to accept them.

He then got right to the heart of the object for which the meeting had been called.

Vote for Partial Pledges

That was the matter of whether or not the people who had subscribed their full quota wanted to accept the pledges signed by those who for various reasons, had refused to sign the full quota but had signed for some. Mr. McLaughlin held in his hand these partial quota pledges. The amount he stated was \$4113. He gave it as his opinion that nothing more could be gotten out of these signers, that the committees had exhausted every effort and every argument. "If you turn these down" said he "I don't know what we can do. We need them, if we want this matter to go over, but the accepting of them is entirely up to you, for this is your proposition."

A motion was made and seconded that the pledges be accepted as signed and by standing vote, it was passed unanimously, there being no votes against it.

This brought the total pledged up to \$117,122.80 as per the statement of Secretary Tabor and Treasurer Thompson.

Where Do We Go From Here?

When the matter reached this status, Mr. McLaughlin remarked, "That leaves approximately \$8,000 more to raise. Where do we go from here?"

He then stated that a plan had been worked out, whereby this balance could be guaranteed, in a way that would prove satisfactory to the Brown Shoe Company, so as to insure signing of the contract Monday.

Guarantee Agreement

C. R. Patterson read an agreement that had been prepared. This agreement provided that one hundred signers be secured to guarantee the balance necessary to be raised, with the understanding that none so signing would ever be called upon for more than \$100 on this guarantee fund. It was explained that such signing would be in addition to the amounts that the individual signers had already pledged. It was also stated that it might not be necessary to call upon these guarantee signers for any part of this \$100, but in no case was more than the \$100 to be paid.

Mr. McLaughlin asked the meeting what it thought of this plan. Several voiced their approval. "How many here tonight will sign a guarantee?" he asked and 46 arose to signify that they would. They started a march toward the table inside the court railing where the agreement was and in a few minutes 48 signatures were attached to the guarantee.

It was explained that the solicitation committees would not cease on their job, but, despite this guarantee, would continue to seek and solicit additional pledges to the regular fund.

At the conclusion of Friday night's meeting, all assembled sang one verse of "America" and Rev. C. E. Barnett gave thanks for the task accomplished and asked a blessing on the future activities pertaining to this community project.

After adjournment of the meeting many of the workers went to headquarters. The faithful old bell was given a good workout to tell the community the tidings that "The Drive has gone over."

A call was put in for Mr. McCarthy at St. Louis to tell him the good news.

Business houses asked to keep their lights on tonight.

The Progress DeSoto Sedan which is being offered as the capital prize in the circulation contest which closes on October 26th will be in the big parade tonight. Watch for it.

The meeting with the Brown Shoe Company officials this afternoon was held in the office of the Master in Chancery in the court house.

Victory Shouts To Ring Tonite

Sullivan will celebrate tonight. The whole community is invited to join in.

The factory drive has gone over the top.

Mr. McCarthy and other officials of the Brown Shoe Company of St. Louis came to this city this afternoon and the contract with the community was signed.

So tonight (Monday, October 7th) there will be a big victory celebration. It will be a spontaneous combustion of pent-up feelings. It will dispel all doubt and all fear, for victory is won.

There will be a big parade at 7:30. Those participating will meet in Freeland Grove at 7 o'clock.

The following firms have agreed to have floats in the parade: Daughters of Veterans, American Legion Auxiliary, Sullivan Grain Co., Shirey, Newbould & Hankla, J. H. Alumbaugh, Charles F. McClure, Davis Oil Company, Superior Oil Company, Shell Oil Company, Standard Oil Company, Capitol Chevrolet Sales, Carl C. Wolf, Fireproof Garage, Fred Booker, Sullivan Progress, Alexander Lumber Company, Hagerman & Harshman, Shasteen Brothers, American Express Co., Luke & McHwain, Swift & Co., S. T. Bolin Implement Co., W. E. Martini, Sullivan Dairy, Grote Garage, Bupp's Transfer, W. H. Walker Co., Hugh Franklin, Wadley & Company, David Hardware.

The parade will be headed by a cavalry brigade with colors. The members of this staff are Col. O. C. Worsham, Major S. J. Lewis, Lieut. D. K. Campbell and Corporal Clifton Miller.

Following this will be the local Headquarters company of the 130 Inf. of the National Guard; the Campfire Girls and Boy Scouts. The Dutch Band will bring up the rear.

The Sullivan Township High School band and the Decatur American Legion Drum Corps will furnish the music, both for parade and for the band concert following.

Sullivan did what seemed impossible. Neighboring cities said it was impossible. They smiled at our efforts.

Now we invite them to rejoice with us.

Sullivan now confidently faces its future—for it is assured of a future.

The years when one day was about like another day—when there was no incentive to improve and be ambitious—have now been relegated to the past.

No one has dumped a fortune into our midst and asked us to help ourselves to it. Far from it.

The business and professional man will still have to work and plan. The wage earner will still have to work for his wages. The coming of the factory has done nothing toward a solution of the farm relief problem.

Let us be reasonable. Let us not expect too much.

Here is what the factory will do for us. It will bring people to this city—business people and working people. When they come there will be a demand for houses. There are not many vacant houses here now. Building operations will begin. Vacant lots will blossom forth, not only in new buildings, but in homes—and homes are what makes a happy community.

The people living in these homes will have employment in the factory, or in other activities of this city. For other industries may come.

As the years go by, the shoe factory will develop. It may in time employ as many as 700 people—and who can tell, the day may come when we will ask the Brown Shoe Company to build an addition.

The building of the factory this winter will give people employment. The money which the people of this community are investing in this project will to a great extent remain here, to be spent in this city.

We have shown the world that Sullivan is far from dead. By a mighty effort we have redeemed ourselves, from a future that looked gloomy and without a ray of promise.

The people have rallied to Sullivan. They have shown their faith in the old town.

And let us close this editorial with one thought, which kindly always bear in mind—If the business people of Sullivan had not backed this proposition, it would have fallen flat. The home-owned business concerns have given their support. Neighboring cities did but an infinitesimal bit. Remember this when you spend your money. Kindly give the home merchant—the fellow who is 100 per cent for you and your community—every favorable consideration.

They were for you and for Sullivan—now you folks be for them. Do you get the idea?