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Company Truck
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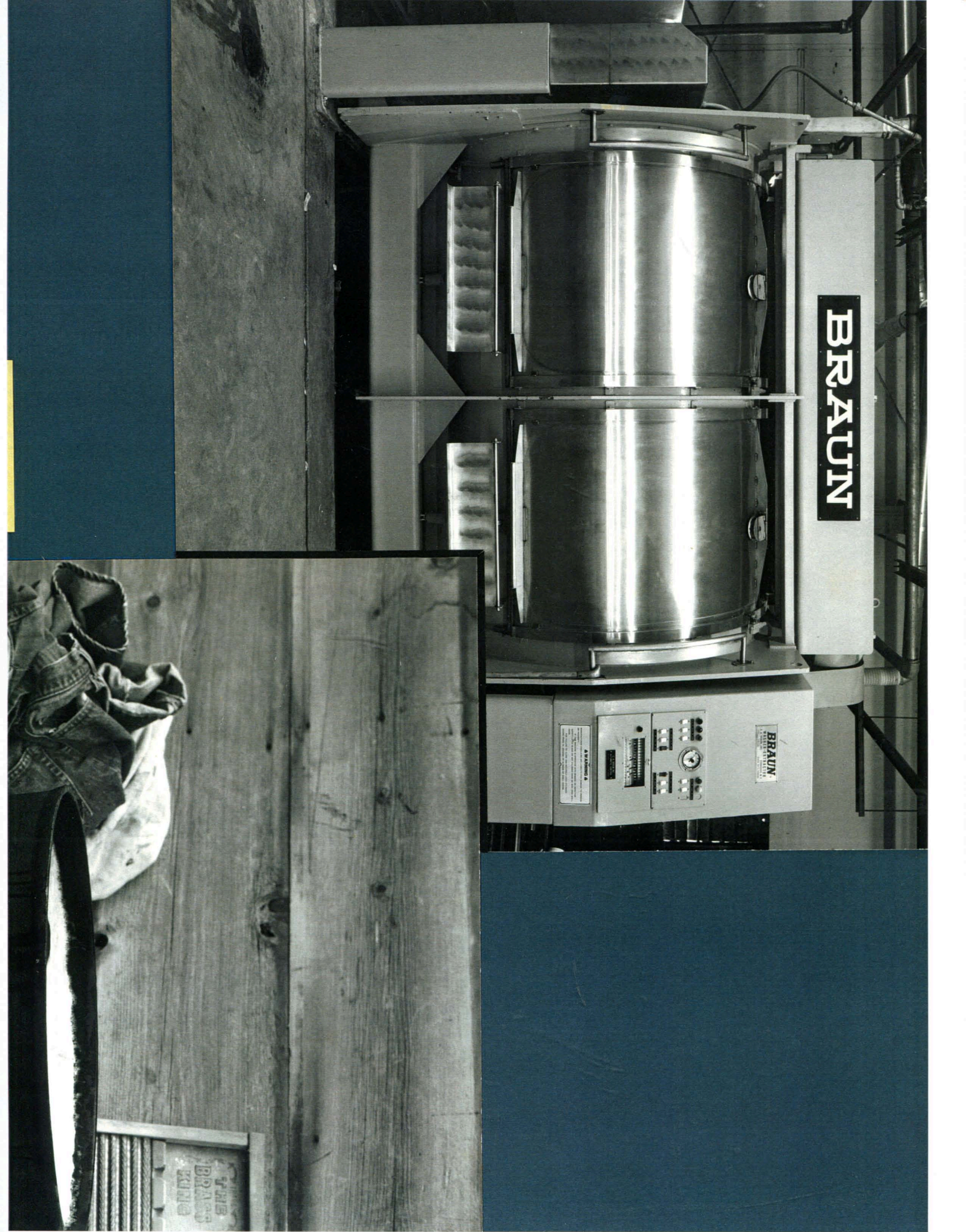


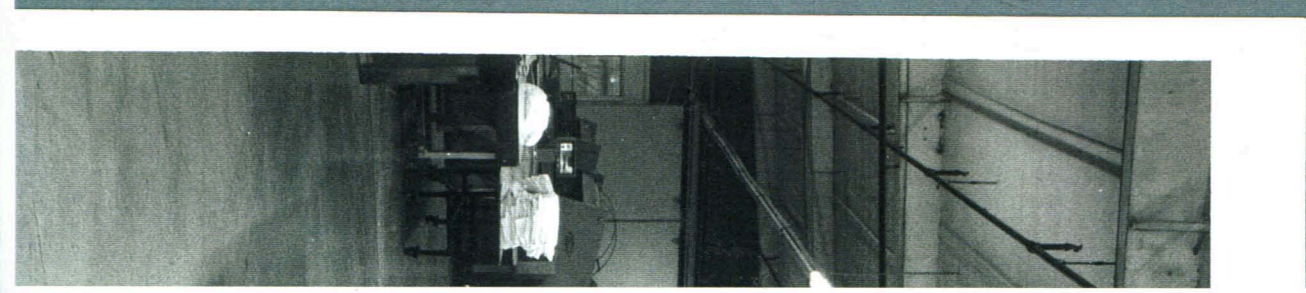
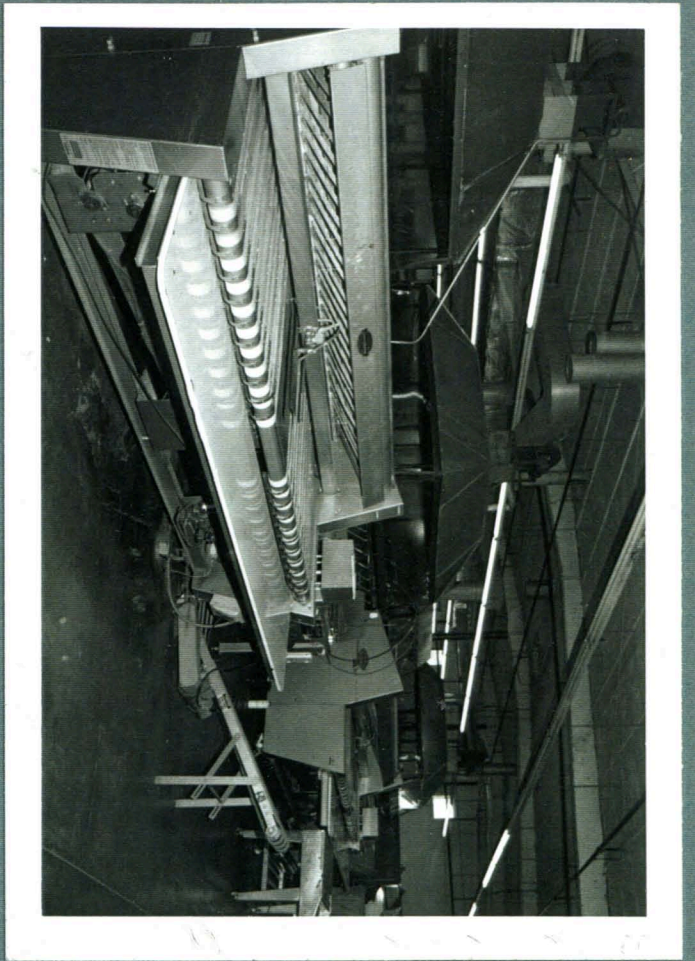
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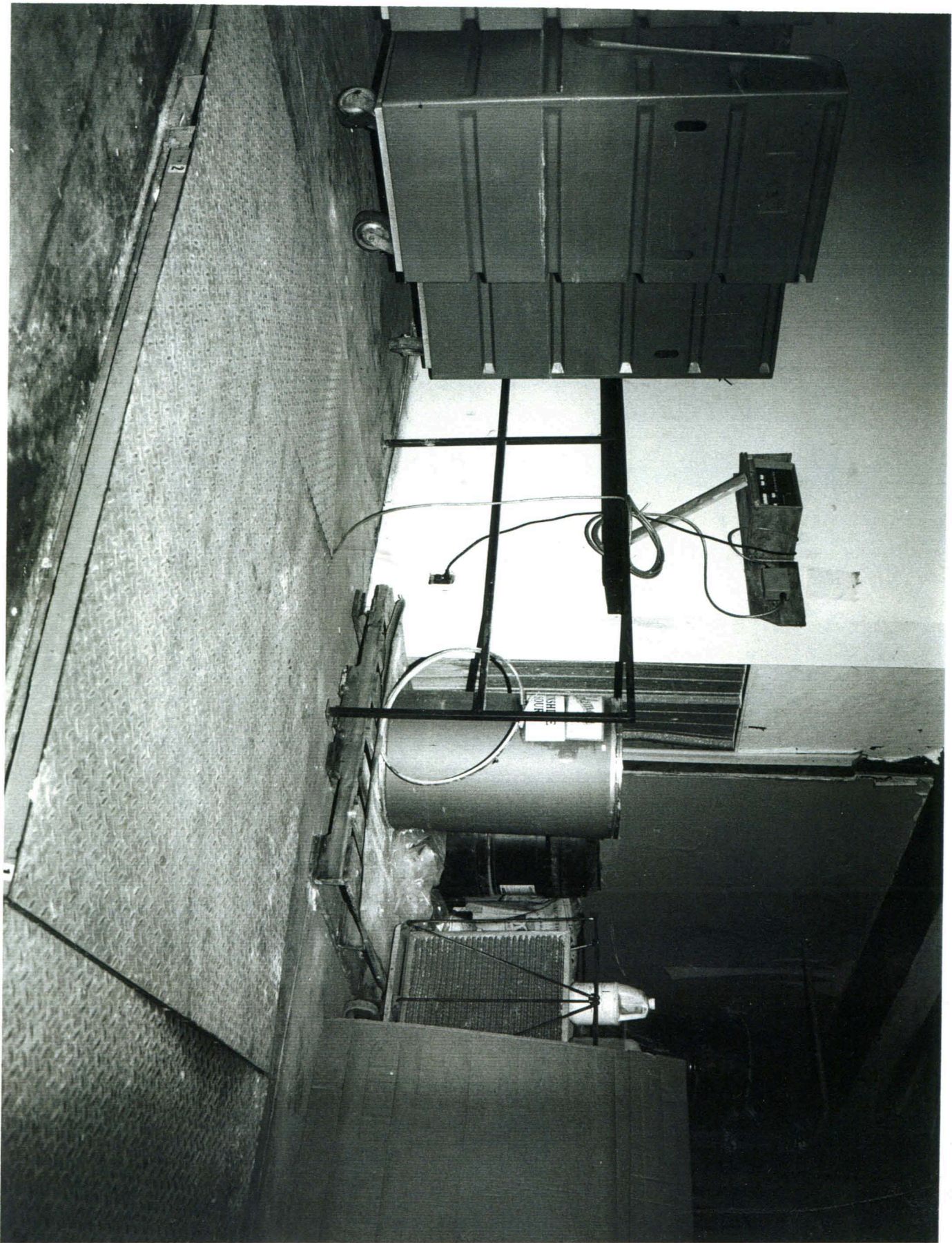


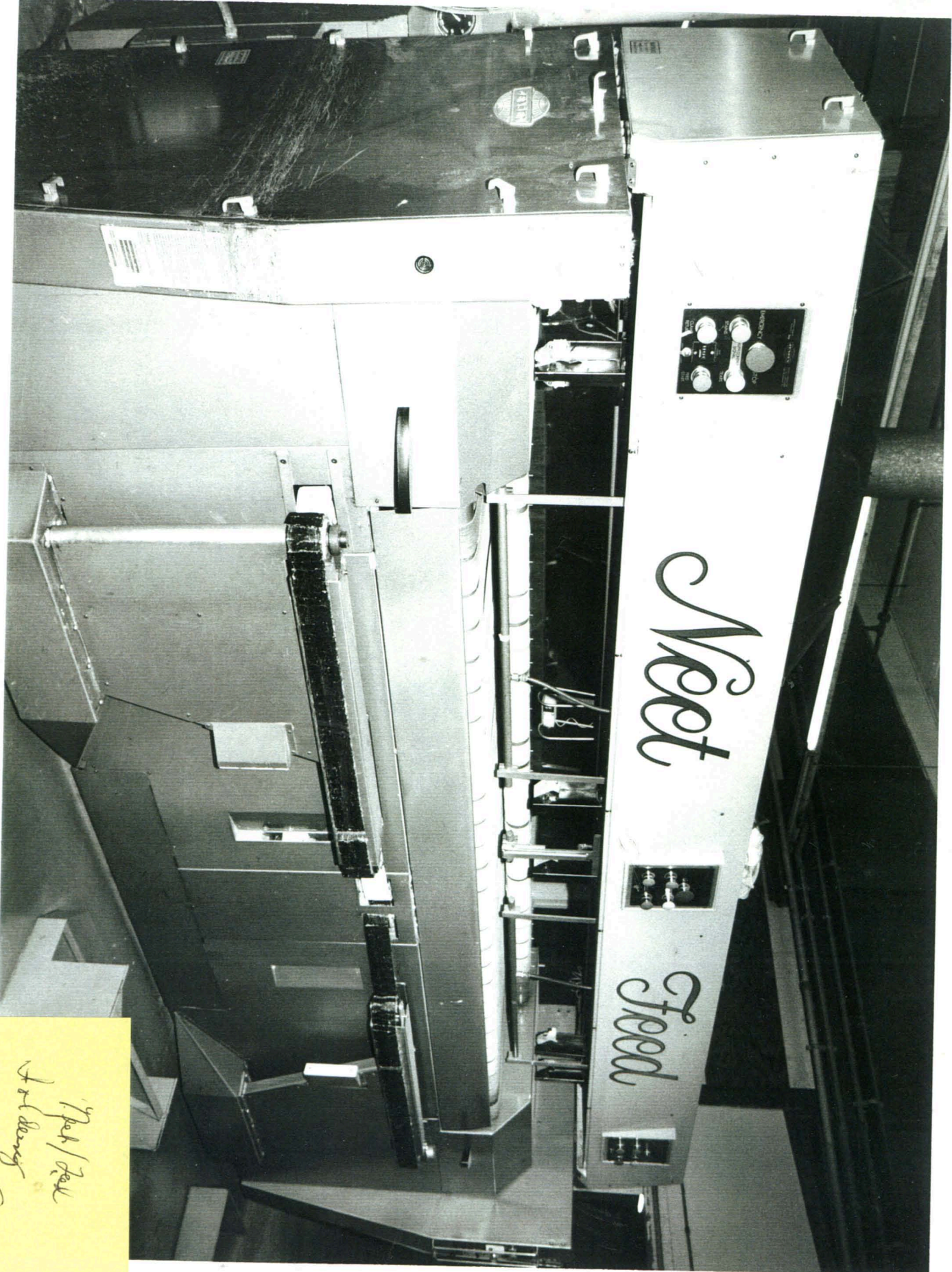




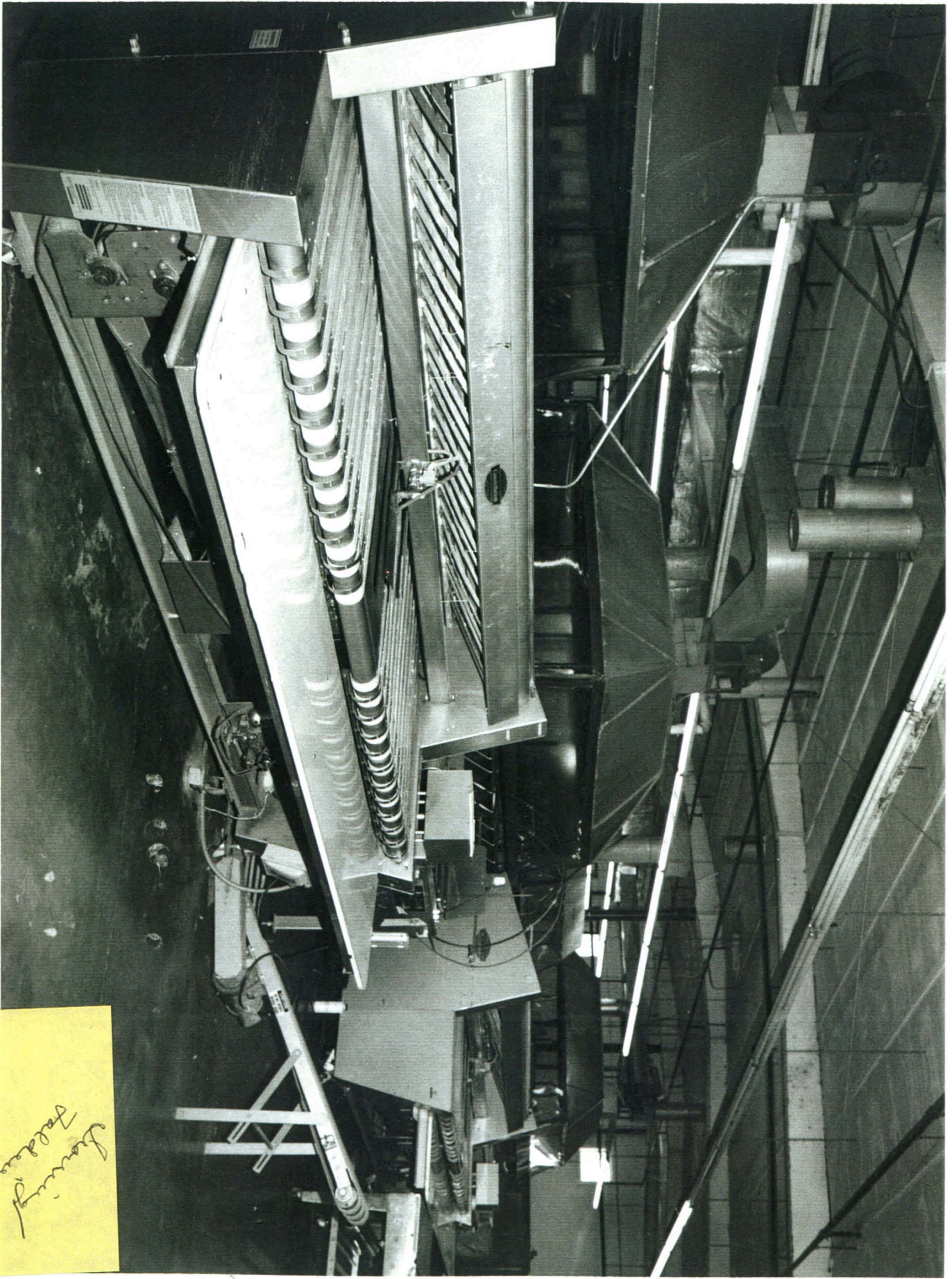








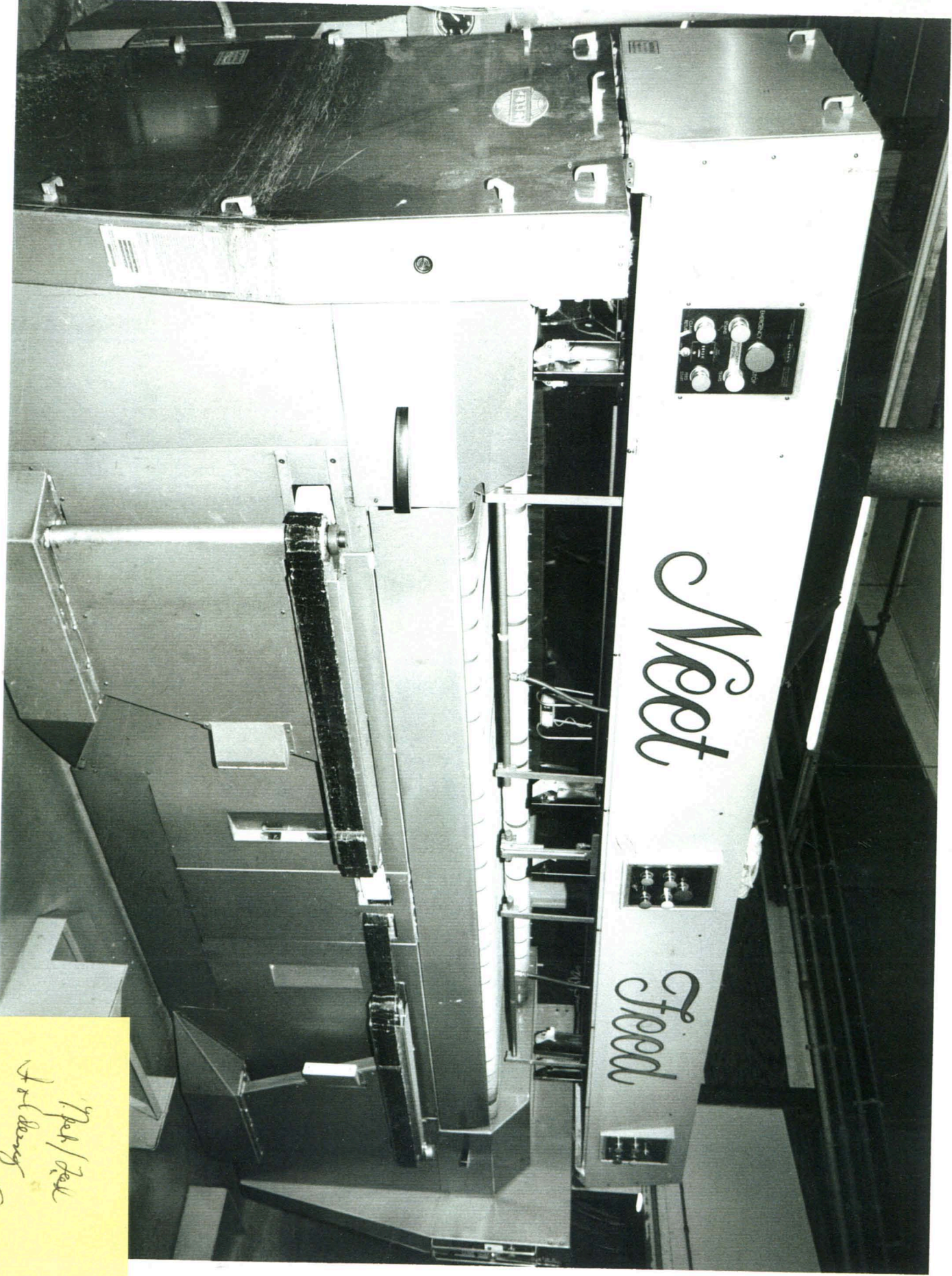
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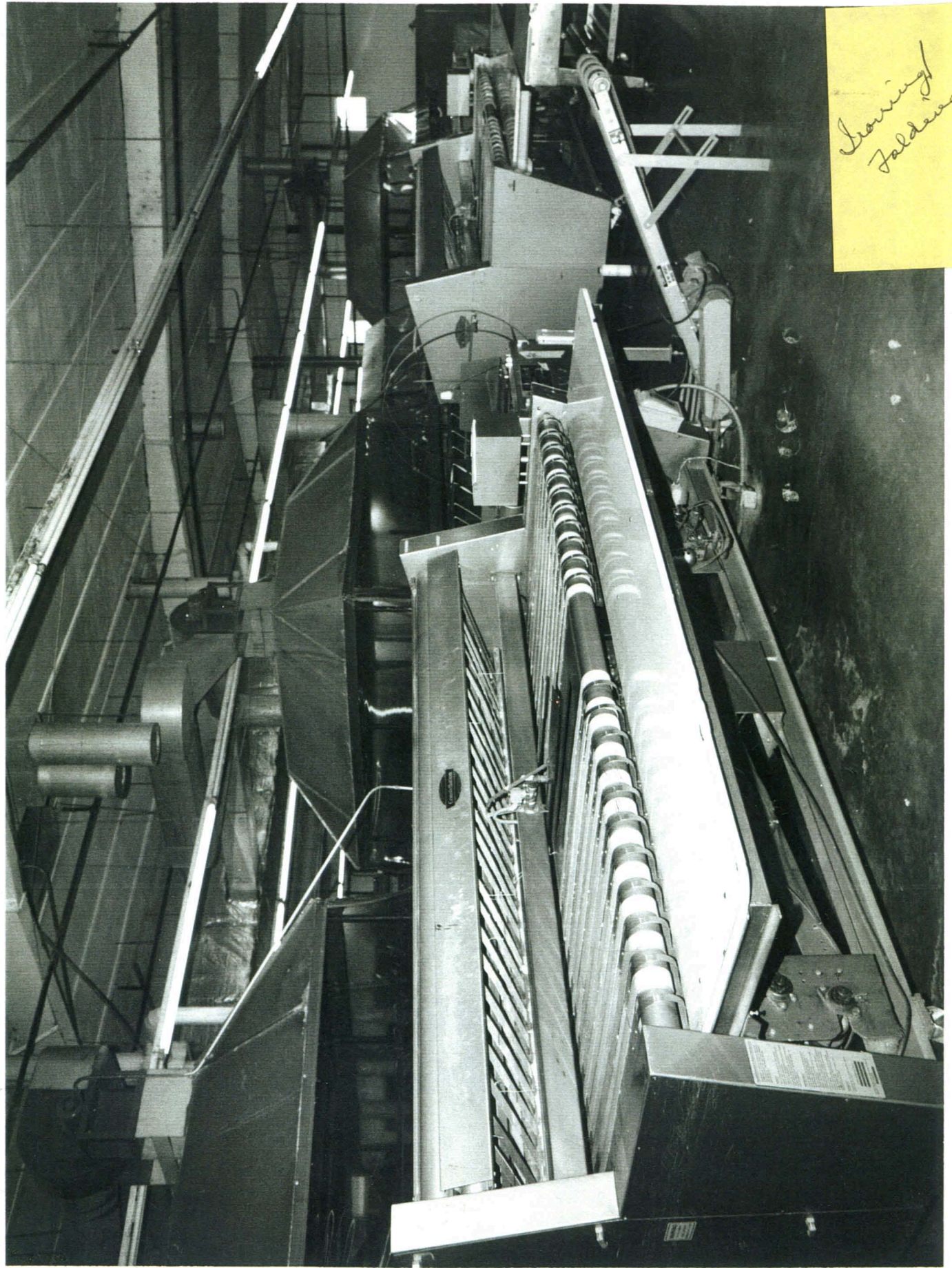
Showing
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Dryer



Hot / Roll
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*Sewing
Folding*



Plant
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BRA
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BROS. P. & S. S. BROS.
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WASHER
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BRAUTN

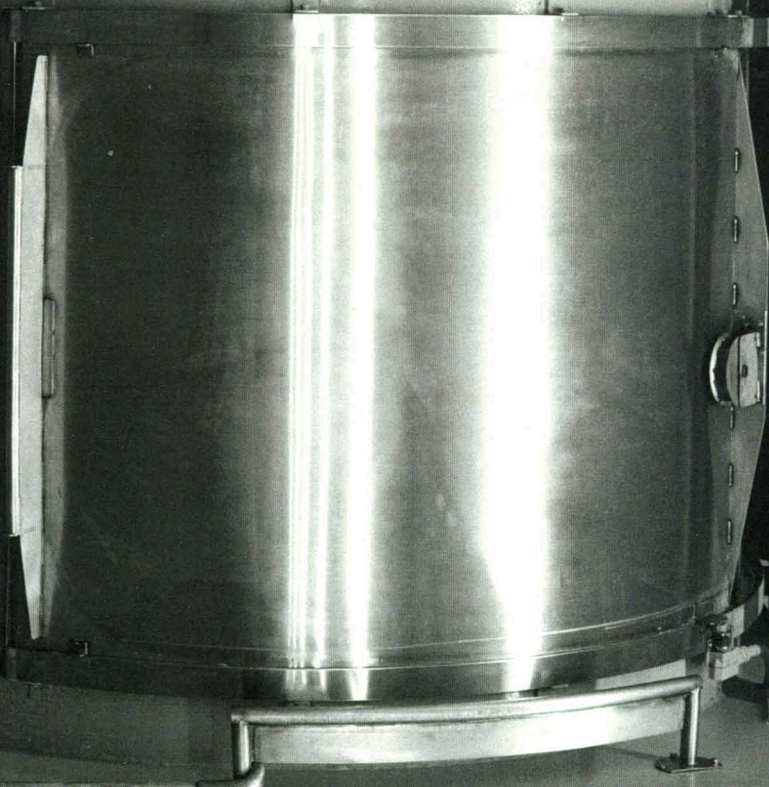
MANUFACTURED BY
BRAUTN
L.A. BRAUTN INC.
1000 S. GARDEN ST.
LOS ANGELES, CALIF. 90006

Control panel with various knobs, switches, and a digital display.

BR
WASHER
L.A. BRAUTN INC.



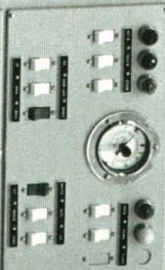
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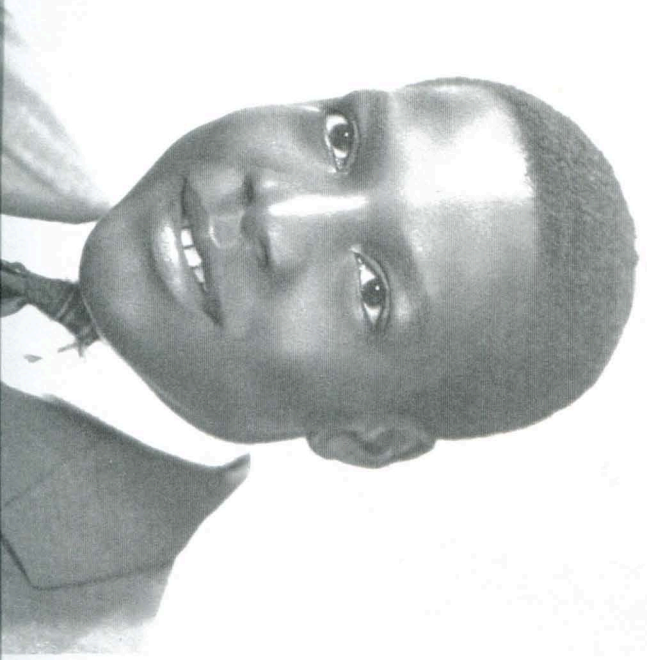
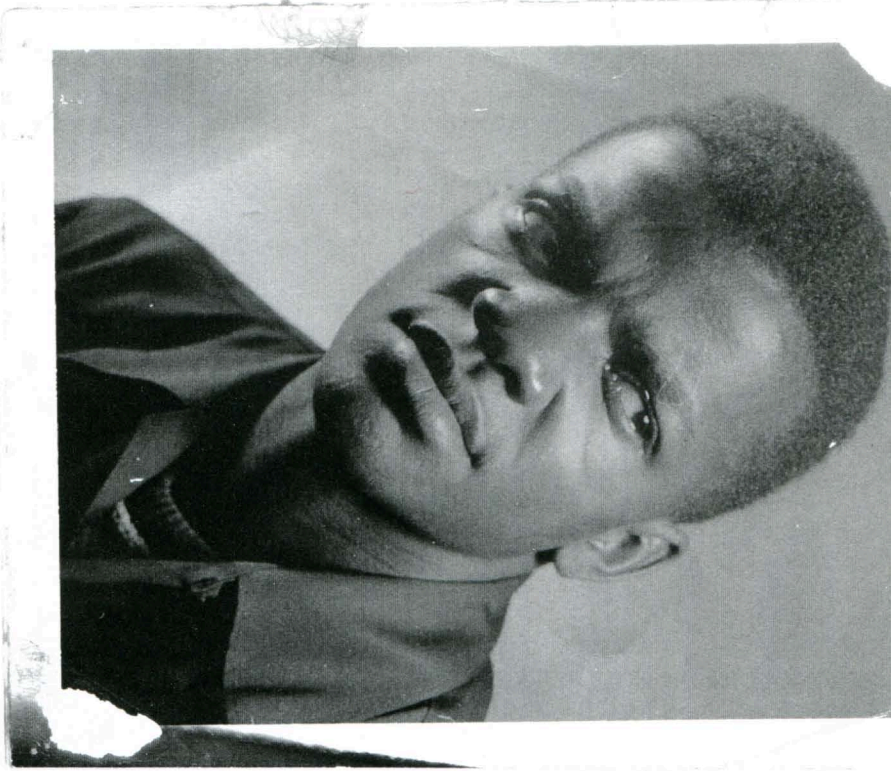
BRAUN
WASHING MACHINES
& DRYERS
SINCE 1921

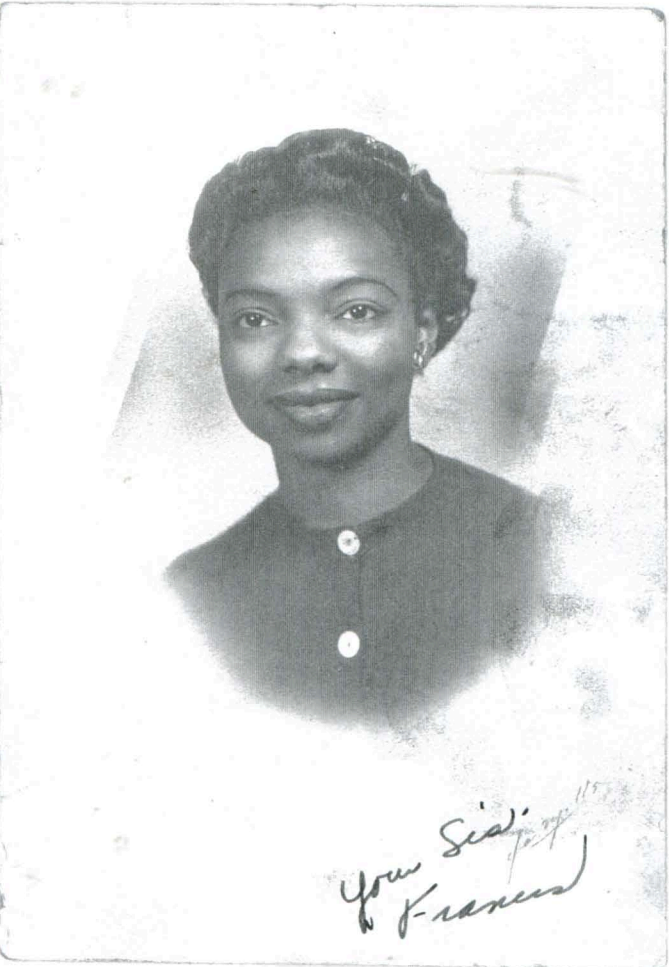
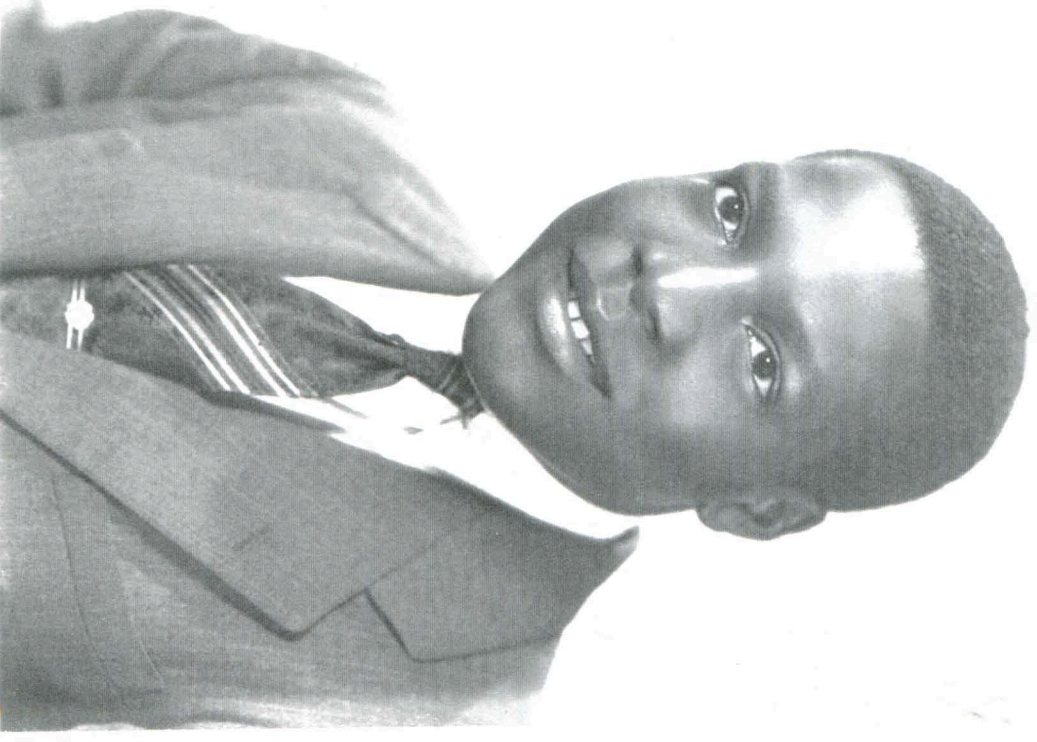
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REPAIRS AND PARTS SHOULD BE OBTAINED FROM THE BRAUN CORPORATION.
SAFETY: When used on wet clothes, the machine should be used with care.
Always use the correct amount of detergent and fabric conditioner.
Always use the correct amount of fabric conditioner.

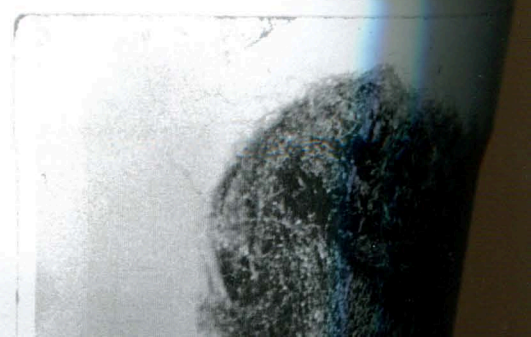


Washers





*Your Sis,
Frances*





Neville said the university does not object to the project as such but does object to the rezoning, which, he charged, "seems to conflict" with the Schellie Plan.

He admitted that the university has no time-table for expanding the College of Engineering, moving M. H. Kinch, commissioner of public works and a member of the Commission to remark:

"I think you ought to have a time-table. You can't just go on forever and ever."

Perpetual Action

Replied Neville, "That's what planning is, Mr. Kinch, something that goes on forever and ever."

Neville said a report spelling out the university's specific objections will be furnished commission members in time enough for them to study the objections before arriving at a decision.

Commission member Robert Finrock pointed out that the commission merely will pass on the advisability of rezoning the required site, and not on the project itself.

According to the developers, the towering structure will house 200 apartment units and will be designed to be "student-oriented."

There are 100 two-bedroom units of 1,080 square feet each, 75 one-bedroom units of 807 square feet each and 25 studio apartments of 560 square feet each planned for the building.

In addition there will be two electrically-operated elevators, two enclosed stair-wells and an incinerator within the building.

Fireproof Building

Metcoff told commission members that in addition to being fireproof, the building can be serviced by existing units of the Urbana and University fire departments in case of emergency.

The building will occupy only 21 per cent of the total site. The remainder, according to the planners, will be given over to a landscaped park.

Each of the full-sized apartments will have a large entry foyer and the two bedroom suites will contain two full baths.

Laundry and storage rooms together with 30,000 square feet of parking, adequate for parking over 100 cars, will be located on the lower level.

Traffic will be circulated so that pedestrians, passenger vehicles and service trucks will enter and travel over separate thoroughfares on the grounds, the developers said.

It is hoped by the developers that the project will be ready

CHAMPAIGN-URBANA COURIER



'TOWER' PLANNERS

Shown above are developers of "Urbana Towers," the proposed 26-story apartment building for University of Illinois students. Left to right are Chicago architect James Metcoff; John F. Hoover, repre-

senting Mid-Central Mortgage Co., of Chicago, financial backers; and Mrs. Frances Moreland, of Urbana, who conceived the idea of the structure. The plan for the building was presented to the

City Plan Commission Monday afternoon. The meeting was continued for one week to allow Commission members to study various reports before passing on the requested rezoning of the site.

Urbana

(Continued From Page 3)

for occupancy by September of 1970.

Hoover told the commission that "a reasonable delay" would not hamper the development. He had said earlier that "an unreasonable delay would have serious repercussions."

(Please Turn To Page 9)

Urbana Speeds Action On 26-story Building

By William C. Groninger

Action is expected to be taken next Monday by the Urbana City Plan Commission on a proposed 26-story, \$3.7 million apartment house to be built immediately adjacent to the University of Illinois campus.

The project was outlined Monday afternoon to the Commission by the developers: Architect James L. Metcoff, of Chicago; Mrs. Frances Moreland, of Urbana, and John Hoover, representing the financial backer, Mid-Central Mortgage Co. of Chicago.

Commission members appeared enthusiastic over the possibilities of the project, to be called "Urbana Towers," but referred the matter to the regional planner, Richard Maltby, for study and report to the commission next Monday.

An indication of the commission's feeling toward the project was that members voted to waive the usual five-day notice period and proceed directly with Maltby's report.

Maltby customarily mails commission members his report five days prior to the next meeting, but this was waived in order to give him time to complete his report and still meet Monday's date.

U. of I. Objects

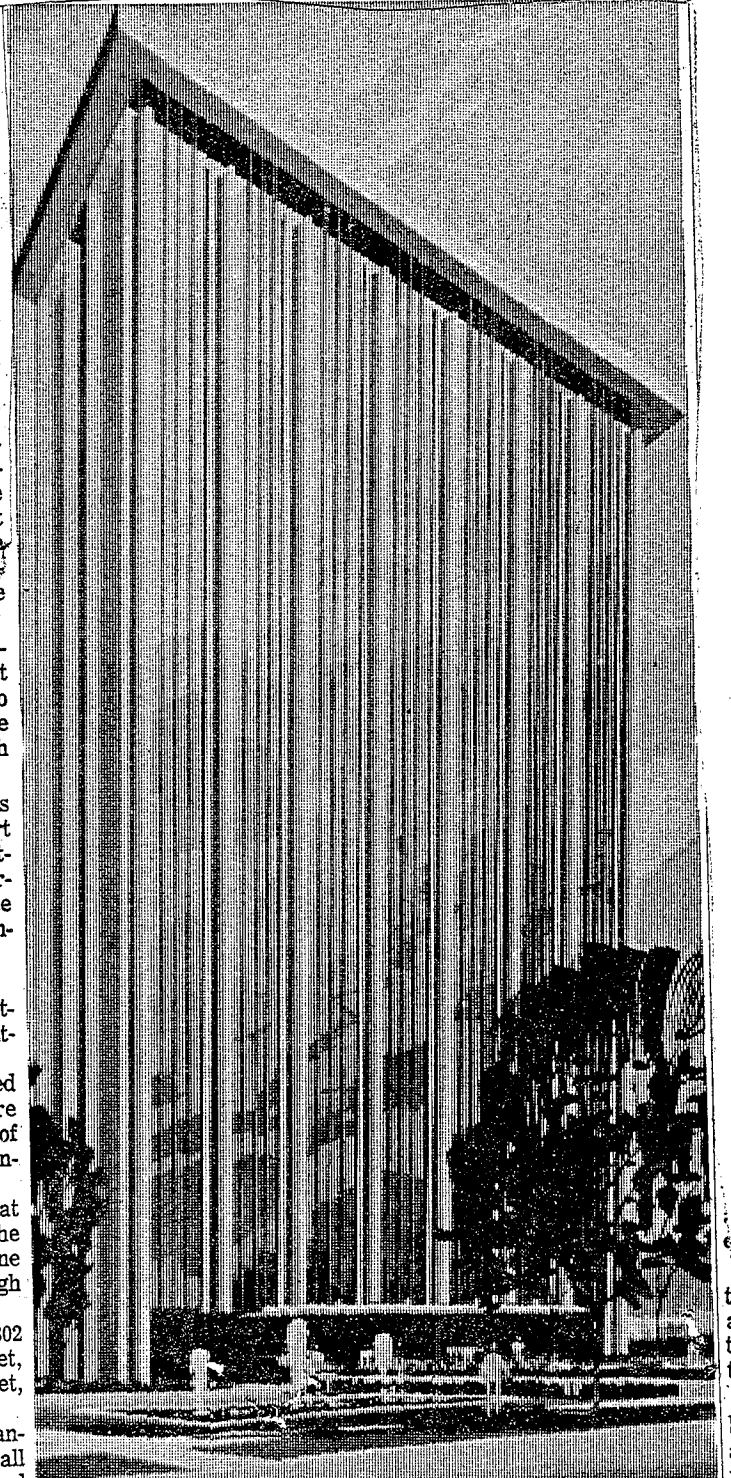
The only objector at the meeting was Don Neville, representing the University of Illinois.

Neville said that the proposed site of the project will interfere with the planned expansion of the University's College of Engineering.

The planners have asked that the site be rezoned from the present R-2 multiple family zone to the R-4, multiple family high density classification.

The site is composed of 1302 through 1308 W. Clark Street, 402 and 402½ N. Romine Street, and 403 N. Mathews Avenue.

According to Maltby, the planned 26-story building meets all qualifications of the proposed zone.



The Proposed 'Urbana Towers,' as Designed by James Metcoff

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News-Gazette Photo by Joe McNamara

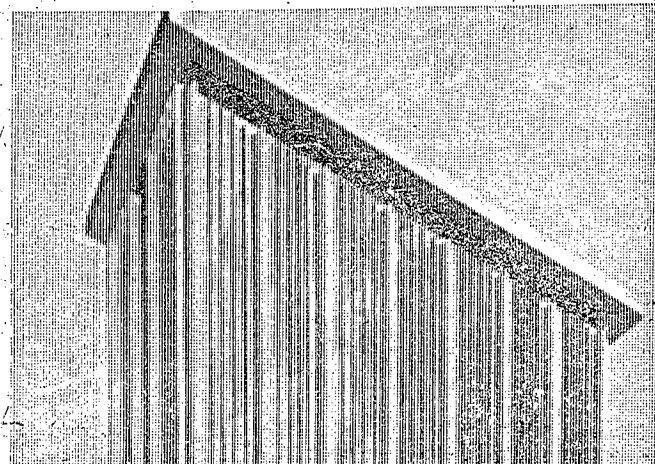
HIGH RISE APARTMENT SPONSORS: Looking over the plans for the proposed 26-story Urbana Towers apartment building during a press conference Monday were, from left, James L. Metcoff,

whose Chicago firm is architect and developers; Mrs. Frances Moreland of Urbana; and John L. Hoover, of Mid-Central Mortgage Co. of Chicago.

★ ★ ★ ★

Plan 26-Story Apartment For Students

By CAROLYN MARSHALL
News-Gazette Staff Writer
Announcement of a proposed 200-unit, 26-story apartment building to be constructed by the fall term of 1970 for student occupancy was made at a news conference Monday by the pro-



Construction is to be started once the site on Clark between Romine and Mathews, has been cleared of the existing buildings. Construction of the building, to be known as Urbana Towers, is estimated to take about 18 months.

Cost of the proposed project was given by the architects at about \$3.7 million with both permanent and construction mortgage financing arranged by Mid-Central Mortgage Co. of Chicago.

Mrs. Moreland, who was present at the meeting to make a statement at the meeting to make a short statement, said she had given the architects "sketches of things I had in mind," and they had developed the plans from that point. "I feel this is something worthwhile and will be an asset to the town and the people therein," she added.

Present Plans

Metcoff said the plans for the project would be presented to the Regional Planning Commission immediately. When asked if he foresees any difficulty in getting approval for the structure from the Urbana City Council, he replied in the negative.

"We feel this project is a definite asset to the community and we feel the council will approve it as such," Metcoff said.

At present, a limit of seven stories is provided for by the City of Urbana's zoning ordinance. In order to approve the project the council would probably have to change the ordinance or grant a variance. "Actually, I don't know what course the council would take," said Ald. Jeanne-Marie Wyld, who was present at the news conference. "We've never had anything like this come up before."

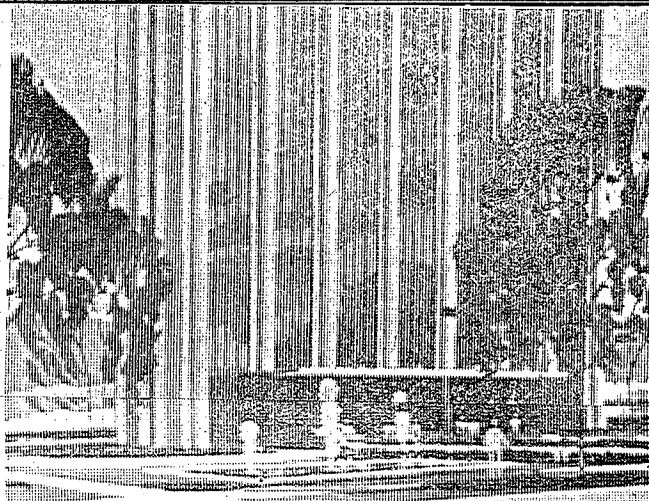
A prime feature of the building, according to Metcoff, will be the selection available to prospective tenants in choosing either north or south exposure for either one or two-bedroom apartments. There are 100 two-bedroom units of 1,080 square feet each, 75 one-bedroom units of 807 square feet each and 25 studio apartments of 560 square feet.

Entry Foyers

Each of the full-size apartments will, according to the plans, have a large entry foyer and the two-bedroom suites will contain two full baths. Laundry and storage rooms together with 30,000 square feet of parking will be located on the lower level.

The center of the building will be in the form of a portico-lounge with recessed private sitting areas, and the various levels will be served by two high-speed electric elevators, said Metcoff.

On the east side of the grounds the plans show a landscaped park with traffic circulated so that pedestrians, passenger vehicles and service trucks will enter and travel over separate



PROPOSED APARTMENT BUILDING. An architect's drawing of the proposed Urbana Towers apartment building shows the design of the 258-foot structure which would consist of 26 stories with 200 units. The architects say the building will be located on Clark between Romine and Mathews in Urbana

mainly student-oriented, area residents will be welcomed.

'\$3.7 Million Miracle' Forecast By Pastor

God may enact a \$3.7 million miracle in Urbana, according to the prophecy of "Brother Billy" Melker, pastor of the Great Holy Temple Interdenominational Church of Christ, Urbana.

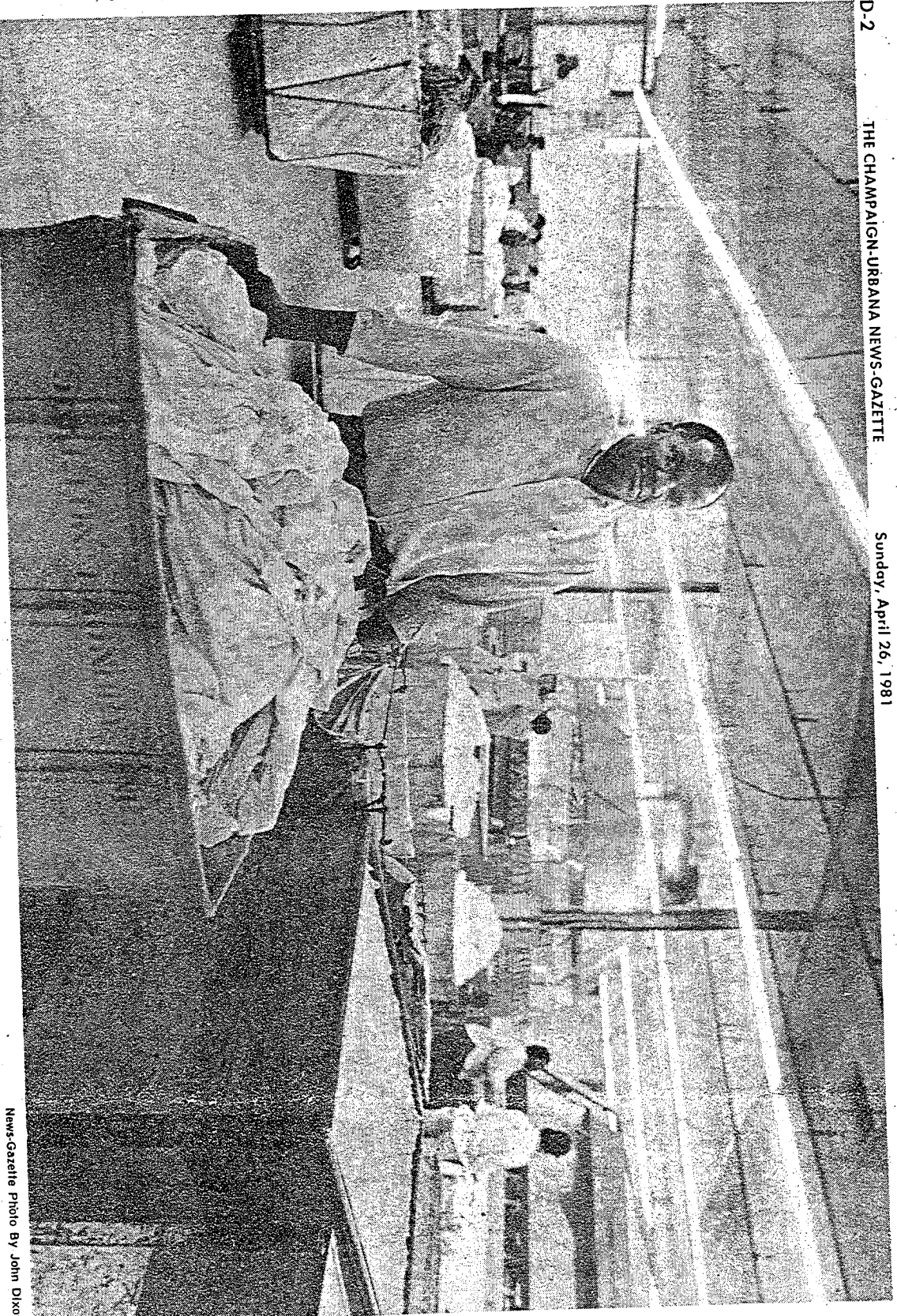
According to Mrs. Frances Moreland, sponsor of Urbana Towers, a proposed 26-story apartment building, Melker prophesied during a church service in October of 1965 that she would come into property, houses and impossible riches.

Mrs. Moreland said she envisioned the completed Urbana Towers in a dream about eight months after the prophecy. On faith, she paced off the part of the block she lives in, which is now the proposed site for the proposed structure.

"I don't remember the words of the prophecy," said Melker. "My people write my prophecies down word for word, but I don't remember the words," he said. He stated that he is aware he is making a prophecy when it is happening.

He said he often makes prophecies during his church services. "The Lord gives actual dates," he said.

"When the Lord told me it was her time, I told Mrs. Moreland and she went out and sought means," Melker said in reply to a question of how the 200-apartment building was being financed. He would not answer how Mrs. Moreland arranged financing or why she went to Chicago to find money.



News-Gazette Photo By John Dixon

ALBERT SHELTON, OWNER OF SHELTON LAUNDRY, 1981 ILLINOIS SMALL-BUSINESS PERSON ...in Urbana facility — he and his mother started business in their back yard

'81 State Small-Business Person Hard Work Shelton's Winning Secret

By JOHN HALLADAY
News-Gazette Staff Writer

Albert E. Shelton of Urbana is a winner.

The 45-year-old Shelton, owner of Shelton Laundry Inc., 1104 N. Goodwin Ave., U is the 1981 Illinois Small-Business Person of the Year.

Shelton was honored this past week during ceremonies co-sponsored by the U.S. Small Business Administration and the Champaign and Urbana chambers of commerce.

Along with that honor, Shelton also received a certificate of appreciation from Governor James Thompson in recognition of his "courage, tenacity, and management initiative and desire to learn."

Shelton was named by the SBA as Small Business Subcontractor of the Year "in recognition of outstanding contribution and service to the nation's need."

The awards grew out of his Shelton's operation of a firm laundry business, a firm that was begun in his backyard and now has annual sales of more than \$1.2 million.

Phil Ramos, manager of the SBA's Springfield branch office, said Shelton's accomplishments are

"a veritable Horatio Alger story."

Ramos said, "Al Shelton's ascent to the top in the commercial laundry industry reflects his unique understanding of all those ingredients which contribute to the profitability and longevity of a small business."

Shelton said Friday, "Anything you do, you have to work hard to get to the top — we're not at the top yet, but we're working to get to that point."

Asked to comment on the honors he has received, Shelton said, "I don't really have much to say — it's nice for the company; it's nice."

Shelton's involvement in the laundry business began in 1942 when his mother created the business to support a growing family.

Shelton still remembers his mother washing with a washboard and large kettle in the backyard of their home. That big black kettle now sits in Shelton's office as a memorial to his mother's hard work and a reminder of the firm's humble origins.

Today, Shelton Laundry is the largest Illinois commercial laundry south of Chicago.

Asked to comment on the secret of his success, Shelton said, "It's hard work and listening good," using "all the good ideas you can get" in your business, and "keeping your mind open." Shelton said he aims to

"do my best" and to "give people good quality service."

Shelton said his desire for accomplishment was sparked when he was attending University High School in Urbana. While there, he won 13 varsity athletic letters, but he had to forego playing on the high school football team (of which he was captain) to re-establish the business after a fire in 1950.

Going to UHS, Shelton said, "made me want to do something" because his classmates were also obviously headed for success.

Two years after the 1950 fire, the business Shelton had re-established in the basement of the family home had generated enough work to build a block facility in the Shelton's backyard.

After graduation from high school, Shelton rejected athletic scholarships to three universities to pursue the goal of being "the best laundryman in

the business."

The SBA says in a news release that "Shelton's marriage to Verma McNair in 1955 formed the basis of a strong management team. The Sheltons have come a long way from a joint income of \$35 a week, but success has only strengthened their teamwork and Mrs. Shelton remains indispensable to the business."

The business grew and began to penetrate commercial markets during the 1950s and '60s and was incorporated and relocated to its present 14,000-square-foot facility in 1968.

In 1972, Shelton assumed control and sole ownership of the company from his mother.

He retired the company's home delivery trucks and concentrated on penetrating commercial markets, upgrading equipment and increasing plant capacity. By the end of 1972, Shelton had 23 employees, sales of about \$120,000, and con-

tracts with Chanute Air Force Base, Scott Air Force Base, Illinois State University and several local nursing homes.

As the SBA says, "Today, Shelton Laundry bears no resemblance to the backyard operation of 1942. Its washers process more than 3,300 pounds of laundry per hour and a fleet of trucks delivers the finished product within a 250 mile radius. Service is offered within 24 hours six days a week."

Sales in 1980 exceeded \$1.2 million, and the company's labor force has grown to 70, the bulk of them Vietnamese and minority individuals. "They needed jobs; we needed help — so it worked out good for both of us," Shelton said.

Shelton is now eligible to become National Small Business Person of the Year. The winner of that award will be announced in Washington during Small Business Week, May 10-16.

2 Grocery Developmen

Two new outbursts of competition in food merchandising promise to cut costs for consumers (meaning all of us). The rise of low-cost (no-frills) stores and of unbranded ("generic") products are related developments and could become a revolution in the grocery business.

The no-frills stores, sometimes called warehouse or box stores, are located mainly in large cities so far. They stack cut-open boxes of canned, bottled and packaged foods on shelves or on the floor

than supermarkets (less an 1,000 as compared with 12,000) and many of the items are unbranded.

By cutting service — no bagging or carry-out — these stores sharply trim prices. According to a study by the Economics and Statistics Service of the Department of Agriculture, box stores can make a profit on a markup of 12 to 13 percent, as compared with 18 to 21 percent for conventional supermarkets.

The USDA researchers estimated that the no-frills stores had only about 2

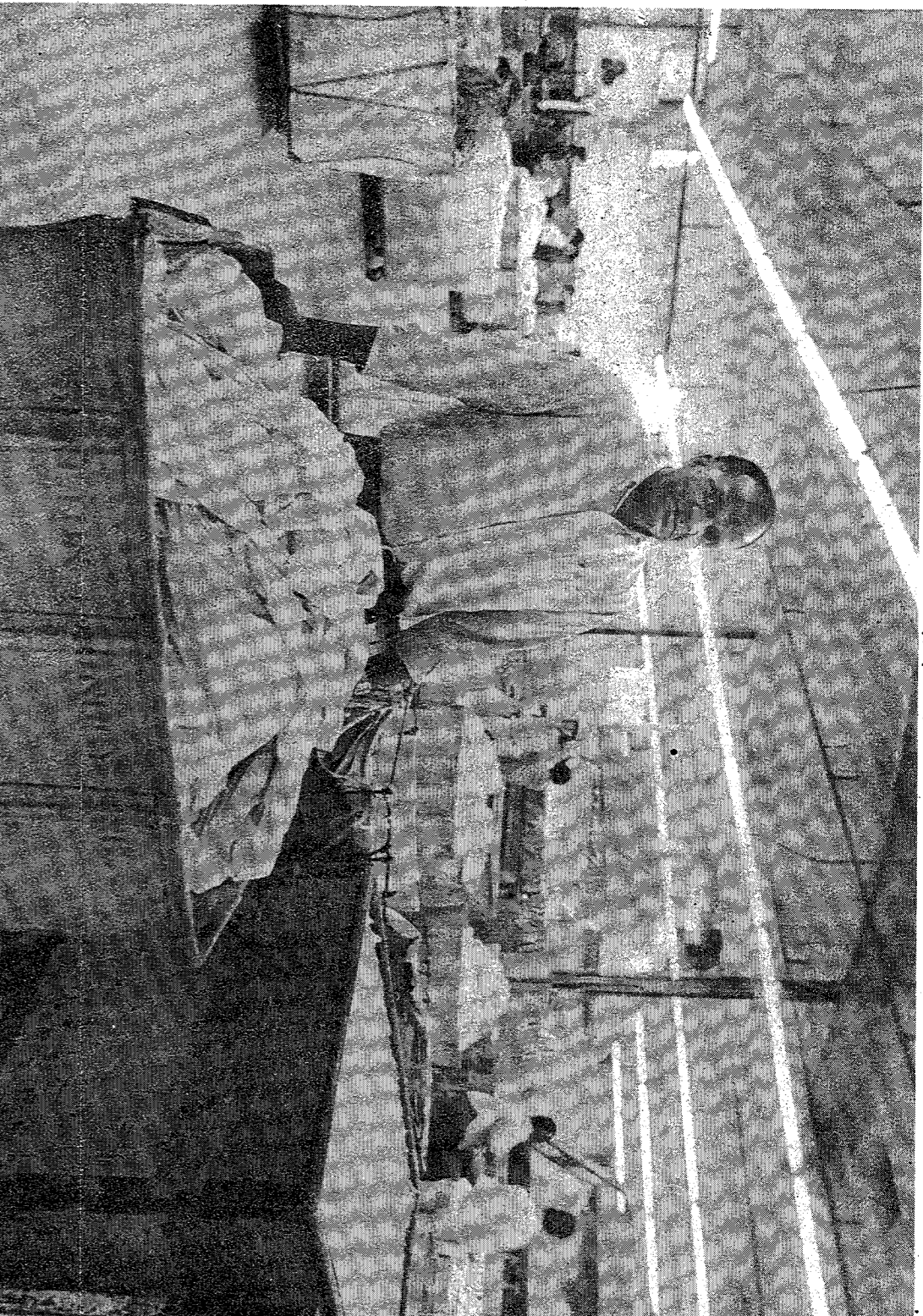


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ucts each week. It displays its own cheaper brands more prominently than before. I visited a new no-frills store in Des Moines at mid-week. It was jammed. Prices on most items were lower than in my

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ALBERT SHELTON, OWNER OF SHELTON LAUNDRY, 1981 ILLINOIS SMALL-BUSINESS PERSON
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News-Gazette Photo By

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Business Horizons

Urbana Laundry Outgrows Wash Tub, Scrub Board

BY KAY SWEIKAR
Gazette Staff Writer

Urbana Laundry, 1104 N. 1st Ave., U, found its beginning with a wash tub, scrub board and a determined mother who supported a family of six. It was the days when the wash tubs were used for buttermilk and soda to remove rust, and hot, soapy water was used for black grease. The late Mrs. Arah Shelton started taking in laundry in her home back in Urbana. The laundry has extensive services considera-



ARAH SHELTON
... started business

is currently has contracts with large institutions such as the University of Illinois, the Clinic, Chanutte Air Base, Fort Harrison at Muncie, Ind., and even Illinois State University, during the war.

According to Mrs. Verma who owns the laundry along with her husband Albert, nearly 25,000 sheets, bath towels, 12,000 pil-

low cases and 10,000 wash cloths are run through the laundry here every week. This volume of washing, drying and pressing, which would take weeks with normal-sized household machines, is accomplished

with the aid of five 400-pound washers, five 200-pound dryers, three flat irons, a folder, three flat press units for uniforms, a shirt and a pants unit, and 35 employees to keep all this moving.

Mrs. Shelton explained the workers can feed the pressing machine with about 100 sheets in 20 minutes, and they come out pressed, folded and stacked.

The other pressing units are used for hospital uniforms. Bulky towels, like the ones used for the UI Intramural Physical Education Building, are folded by hand.

Loved Her Work

Mrs. Shelton recalled how her mother-in-law, Arah Mae, loved her work: "I've never seen a person like her. She must have loved the business. If she could, she would have worked 'til the day she died. She said she would have made the deliveries if she could drive."

The late Mrs. Shelton, who was 72 when she died in 1973, worked until Sept. 19 of that year and died two months la-

ter. A native of Covington, Tenn., the late Mrs. Shelton grew up with the laundry business.

Her daughter, Mrs. Frances Moreland, believes "Mother must have gone into the laundry every day of her life."

Mrs. Moreland said she was trained to iron a shirt every three minutes by the time she reached third grade. She recalls how her mother did the laundry for the UI sorority and fraternity houses back in the 1940s. Since she washed and pressed the students' personal items, they all were marked with some kind of identification.

"If we would ruin something, like shrink it, mother would always replace it," she said.

Mrs. Shelton reportedly put the entire family to work when the laundry business first began. Even seven-year-old Albert, the youngest, started the fire to heat the wash water. He later made laundry deliveries with his wagon, and eventually with a truck when he was older.

Larger Laundromat

A fire destroyed Mrs. Shelton's first simple laundry set up in the garage at her Urbana home. Undaunted, she took out a money loan and built a larger laundromat so she could expand the business.

Next came the modern wringer - washers and the electrical irons that eased the workload somewhat and encouraged the hard-working woman to take on more and more customers.

The Albert Sheltons have been working in the laundry since the 1950s. And as Mrs. Shelton explains it, they stay there each night until the work gets done.

Shelton himself seems impatient to get things done. He recently drove to Virginia just to ship back a new clothes dryer. He couldn't wait for any kind of shipment delay, Mrs. Shelton said.

The Sheltons seem content with their present work load, but if they contract more laundry, another Shelton Laundry may expand the present operation someday, according to Mrs. Shelton.



MRS. VERMA SHELTON AT URBANA'S SHELTON LAUNDRY
... has seen mother-in-law's hard work pay off

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By MARY KAY SWEIKAR
News-Gazette Staff Writer

Shelton Laundry, 1104 N. Goodwin Ave., U, found its modest beginning with a wash tub, a scrub board and a determined mother who supported her family of six.

Those were the days when the black "Gone With the Wind" pots were used for washing, buttermilk and soda were used to remove rust, and lard and hot, soapy water was the antidote for black grease.

Since the late Mrs. Arah Mae Shelton started taking in laundry in her home back in 1942, the laundry has expanded its services considerably.

Sheltons currently has contracts with large institutions like the University of Illinois, Christie Clinic, Chanute Air Force Base, Fort Harrison at Indianapolis, Ind., and even Illinois State University, during the summer.

According to Mrs. Verma Shelton, who owns the laundry business with her husband Albert, nearly 25,000 sheets, 15,000 bath towels, 12,000 pil-



ARAH SHELTON
... started business

low cases and 10,000 wash cloths are run through the laundry here every week.

This volume of washing, drying and pressing, which would take weeks with normal-sized household machines, is accomplished

with the aid of five 400-pound washers, five 200-pound dryers, three flat irons, a folder, three flat press units for uniforms, a shirt and a pants unit, and 35 employees to keep all this moving.

Mrs. Shelton explained the workers can feed the pressing machine with about 100 sheets in 20 minutes, and they come out pressed, folded and stacked.

The other pressing units are used for hospital uniforms. Bulky towels, like the ones used for the UI Intramural Physical Education Building, are folded by hand.

Loved Her Work

Mrs. Shelton recalled how her mother-in-law, Arah Mae, loved her work: "I've never seen a person like her. She must have loved the business. If she could, she would have worked 'til the day she died. She said she would have made the deliveries if she could drive."

The late Mrs. Shelton, who was 72 when she died in 1973, worked until Sept. 19 of that year and died two months la-

ter. A native of Covington, Tenn., the late Mrs. Shelton grew up with the laundry business.

Her daughter, Mrs. Frances Moreland, believes "Mother must have gone into the laundry every day of her life."

Mrs. Moreland said she was trained to iron a shirt every three minutes by the time she reached third grade. She recalls how her mother did the laundry for the UI sorority and fraternity houses back in the 1940s. Since she washed and pressed the students' personal items, they all were marked with some kind of identification.

"If we would ruin something, like shrink it, mother would always replace it," she said.

Mrs. Shelton reportedly put the entire family to work when the laundry business first began. Even seven-year-old Albert, the youngest, started the fire to heat the wash water. He later made laundry deliveries with his wagon, and eventually with a truck when he was older.

Larger Laundromat

A fire destroyed Mrs. Shelton's first simple laundry set up in the garage at her Urbana home. Undaunted, she took out a money loan and built a larger laundromat so she could expand the business.

Next came the modern wringer - washers and the electrical irons that eased the workload somewhat and encouraged the hard-working woman to take on more and more customers.

The Albert Sheltons have been working in the laundry since the 1950s. And as Mrs. Shelton explains it, they stay there each night until the work gets done.

Shelton himself seems impatient to get things done. He recently drove to Virginia just to ship back a new clothes dryer. He couldn't wait for any kind of shipment delay, Mrs. Shelton said.

The Sheltons seem content with their present work load, but if they contract more laundry, another Shelton Laundry may expand the present operation someday, according to Mrs. Shelton.



MRS. VERMA SHELTON AT URBANA'S SHELTON LAUNDRY
... has seen mother-in-law's hard work pay off



Pearl Griffin ironing . . .



Dorothy Spence at folder . . .

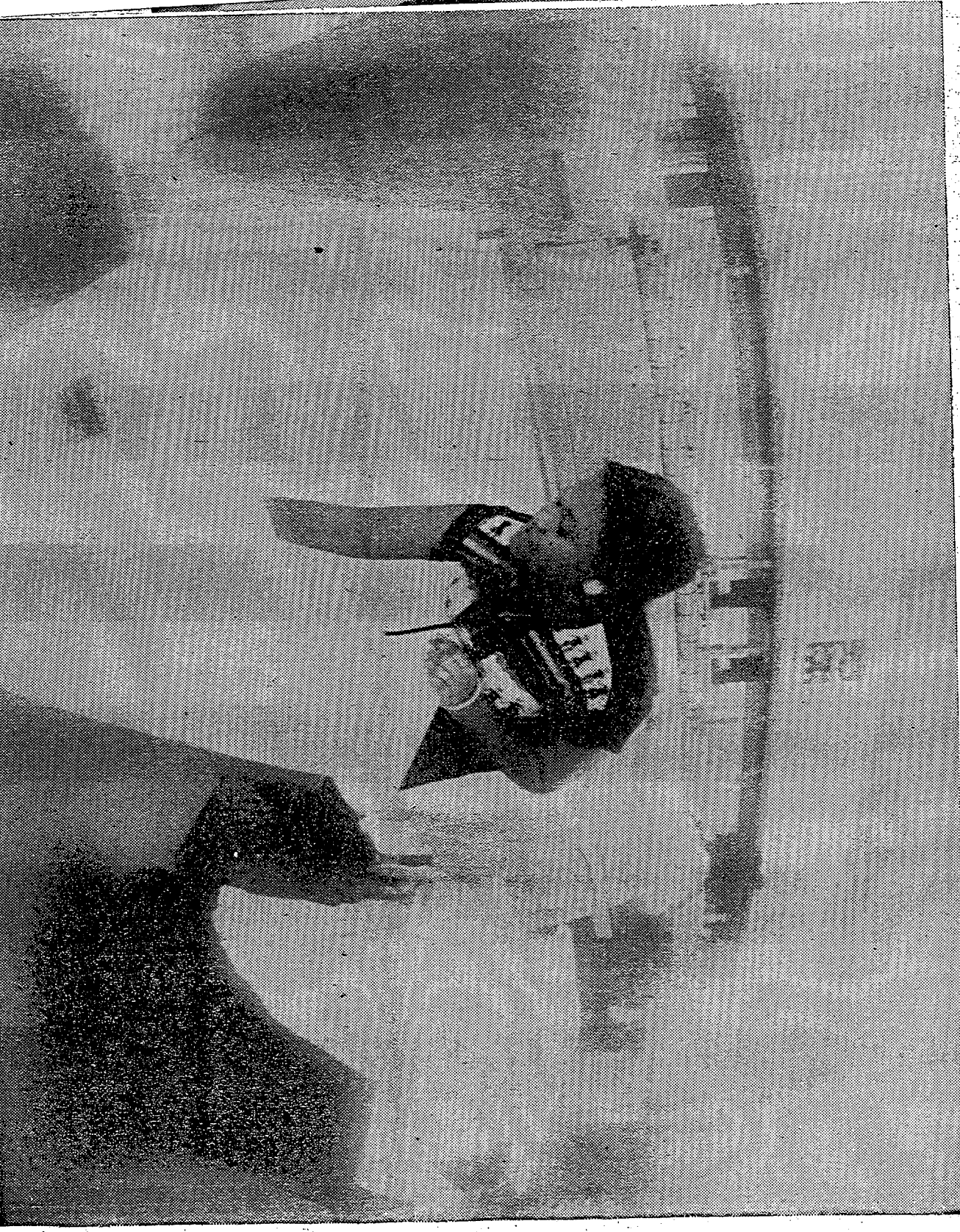
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dance reports
FROM OFFICIALS OF THE ROOM
made in front of the room
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Albert Shelton surveys his domain, grown from a back yard business started by his mother



Steam softens the view as Mary Jane Moore loads massive new Neef Feed machinery for sheets

January 21, 1979

Shelton Laundry outgrew origins

By Michael Murphy
Morning Courier Staff

Shelton Laundry Inc. is an up-to-the-minute business that, in some respects, remains old fashioned.

Take the principles of hard work and quality service. They provided the foundation for the Urbana laundry when it opened 36 years ago in a back yard on West Eades Street.

The setting is different today, and so is the volume of business. Yet the principles endure, according to President Albert Shelton.

"We simply want to do the best job in the business," he said. "We want to have the quality not only to stay in the field but be above it in order to get the work and keep the work."

Shelton's business now operates inside a modern plant at 1104 N. Goodwin Ave. The company handles millions of pounds of laundry each year, and Shelton has landed a handful of six-figure commercial contracts.

Nevertheless, Shelton still remembers how his mother, the late Mrs. Arrah Mae Shelton, used to stand for hours over a washboard and a large tub in her back yard — taking in all kinds of laundry in order to feed her six children.

That tub is sitting in the rear of the current Shelton plant. It serves as a reminder, no doubt, of the company's humble beginnings.

Near the tub, however, stand five large washers that can handle 2,250 pounds of laundry at a time. Next to them are three 10-foot-tall dryers, each of which can accommodate 400 pounds of wet clothing, blainkets and other bedding.

A quick tour of the plant clearly shows that Shelton's is out of the family-laundry business. It has been since the early 1970s.

Instead, a fleet of six trucks makes daily pick-up and delivery runs to the University of

Illinois, Chanute Air Force Base, Scott Air Force Base, near Belleville, and the U.S. Army's Ft. Harrison, near Indianapolis.

Albert Shelton, who bought the laundry from his mother in April 1972, obtained the contract for Chanute that same year.

"They closed their own laundry plant down at the time, and they sent out requests to bid to 81 firms, but we sent in the only bid," said Shelton.

The contracts for laundry service at Scott and Ft. Harrison provide healthy supplements — about \$220,000 annually for the Scott contract — to U of I business, some of which Shelton's first picked up during the 1950s.

Shelton, who still handles sales and contracts himself, already is "working on some new business" in the event that the Air Force would shut down Chanute.

"You can't stay in business if you just rely on one account," he said of the \$220,000 annual Chanute laundry contract.

Having obtained the large military contracts, Shelton's indirectly has assured good service to other clients and a relatively good wage to the company's 45 laundry workers.

To qualify for the Scott Air Force Base contract, Shelton said he agreed to pay union prevailing wages — \$3.41 an hour — for laundry workers in the St. Louis metropolitan area. Furthermore, Shelton believes that the need for close supervision rises if employees are not treated fairly.

"I've found in this business that, if you treat the people right, pay them a decent living, they will do good work," he said.

Strict military contract specifications also play a major role in quality control, according to Shelton, who added:

"We must meet military standards, which are high. If you meet their standards, you

can meet anybody's."

The laundry was doing about \$100,000 worth of business a year in 1969, when a \$125,000 loan, guaranteed by the federal Small Business Administration, provided the capital to build the north Urbana plant.

At the time, Shelton's was accepting virtually any kind of laundry business, much of it still coming from families, fraternity and sorority houses and elsewhere on the U of I campus.

"We had no big contracts in those days," the company president said. "We just couldn't get them. People apparently didn't trust us, didn't think we would be around that long."

Not only is Shelton's still around, it is thriving and constantly expanding its laundry handling capacity in the 15,000 sq. ft. plant.

Recently, for example, the company bought two large pieces of automated folding equipment.

One apparatus, known as a Jensen Neet Feed, opens up sheets to full size before feeding them into a large ironing machine.

At the other end of the machine, a Jensen Folder has been installed to expedite work previously done by hand.

"It doubles the production on this machine," said Shelton of the new equipment, more of which is on order.

Shelton, whose sister, Frances Moreland, still works at the laundry, bought the business from his mother in April 1972, "when things weren't going so well," he said.

The late Mrs. Shelton stayed on to work for another year. She died in 1974.

Mrs. Shelton came to Urbana from Tennessee in 1923 and opened her laundry operation in her back yard at 1206 W. Eades St.

"I've been working here for as long as I can remember, after school and during the summers when I was young," said Shelton, now a youthful-looking 43-year-old.

In those days, making your own soap and bleach was a prerequisite to laundry business. So the vats of lye, too, were stored in the backyard.

Shelton said he remembers vividly the day that his mother bought a used wringer-washer, a large technological advance from the backyard tub and washboards.

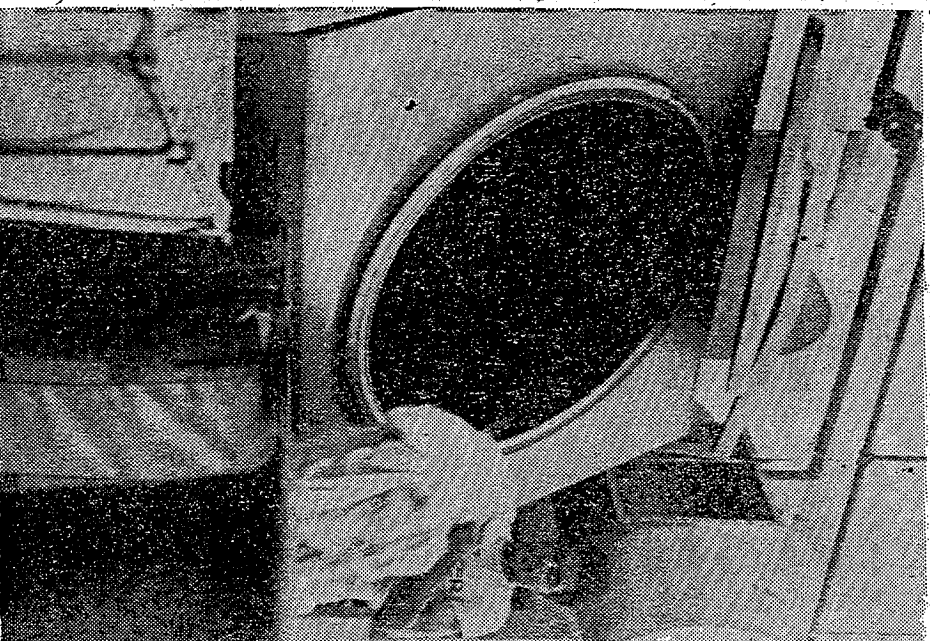
Next came a new Maytag washer, and the laundry family moved down to 1408 Eades St. Within two years, though, the garage in which the laundry was located caught fire and burned to the ground.

"We had the building insured, but nothing else," said Shelton, "so we paid off what we owed, and I went out and worked construction for a year or so."

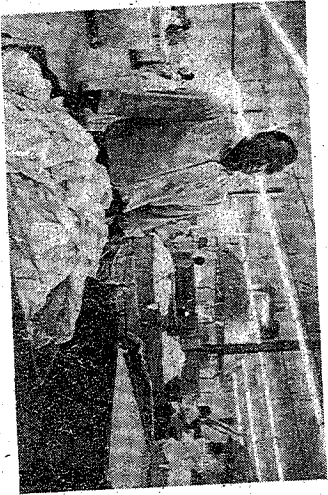
The irrepressible Mrs. Shelton went back to doing wash in her yard.

Since then, Shelton Laundry Inc. has been on an upswing, and Albert Shelton said plant expansion is being considered.

As for business, Shelton said a contract is being negotiated to clean meat-cutters' coats for the A & P supermarket chain.



Jeff Underwood loads huge dryer



A Winning Business Man

Albert E. Shelton of Urbana is a winner. The 45-year-old Shelton, owner of Shelton Laundry Inc. in Urbana, is the 1981 Illinois Small-Business Person of the Year. The local entrepreneur is a model of tenacity — he and his mother started their firm in their back yard, and he has since built the firm into thriving business.

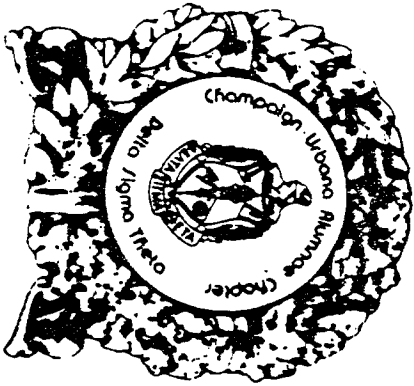
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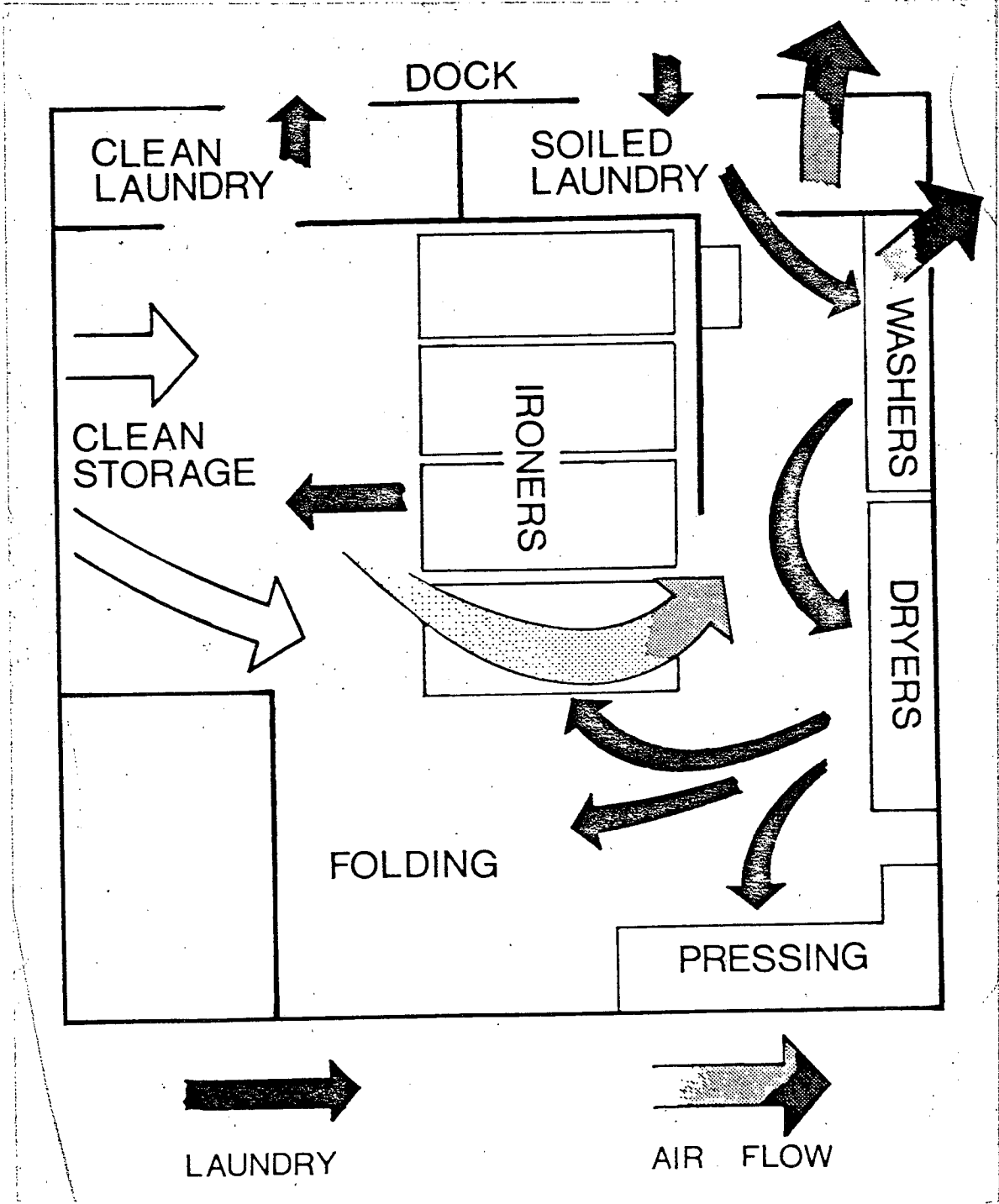
Albert Shelton

this certificate with sincere appreciation for your endeavor to
serve the community in which you live.



signature:

Clarice J. Copeland
date: March 2, 1985



K4. 1/26/42

Shelton Laundry Increases Capacity

Shelton Laundry at 1104 N. Goodwin Ave., U, has announced the addition of several new machines that greatly increases the plant's capacity.

The new items, according to president Albert Shelton, are a Jensen Neet Feed, Jensen Folder and three Channel Cook Dryers.

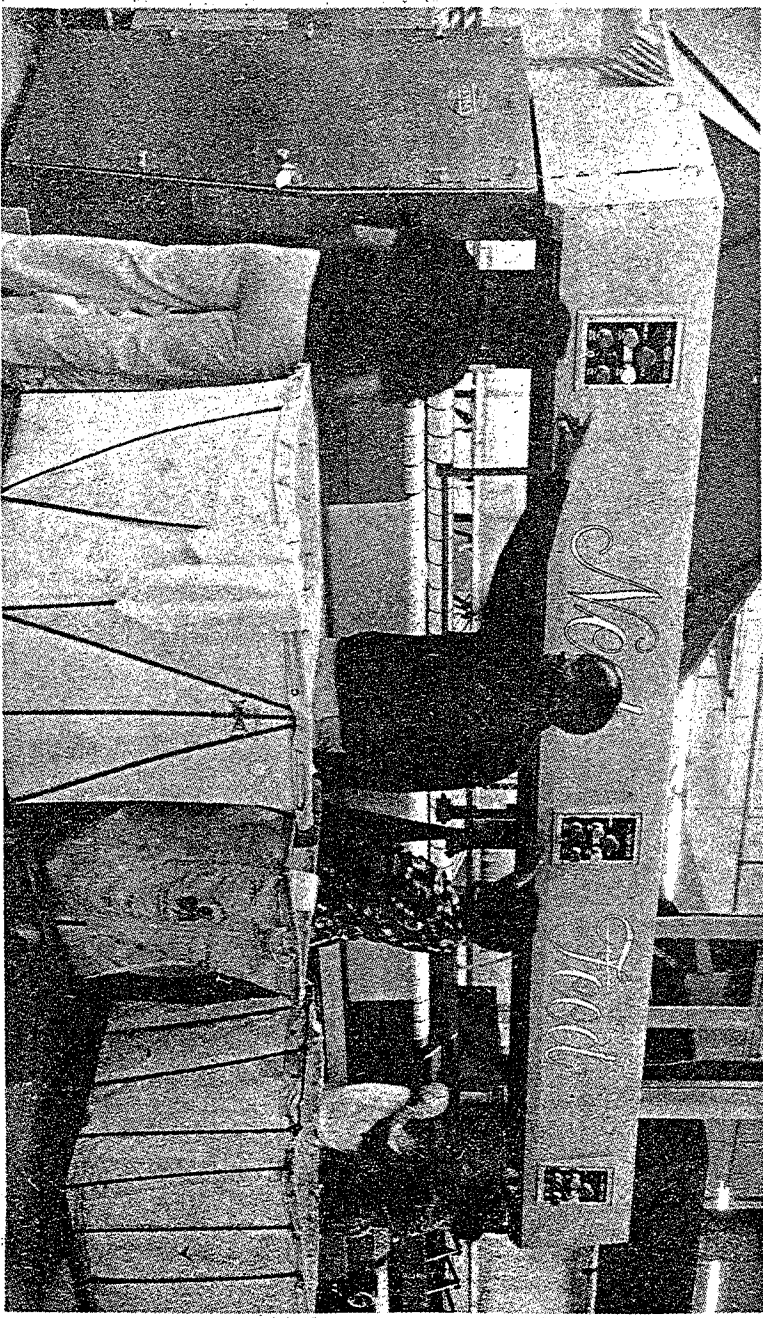
Shelton said the new equipment makes the laundry "more efficient and competitive."

"Just one of the new 400-pound capacity gas dryers does the work of all five of the previous 100-pound capacity steam dryers," Shelton said.

This enables the laundry to dry 9,600 pounds of laundry per hour. The Jensen Neet Feed and Folder have doubled Shelton's sheet processing capabilities to about 4,000 sheets per hour.

Shelton Laundry is accredited by the Joint Commission for Accreditation of Hospital Requirements, thought to be the only institutional laundry in Illinois to be so honored. The laundry provides service for the University of Illinois, Chanute Air Force Base, Fort Benjamin Harrison in Indianapolis and several other large institutions.

Shelton also does the laundry for many hospitals and other businesses in a 250-mile radius of Champaign-Urbana. Mrs. Arah Shelton started the

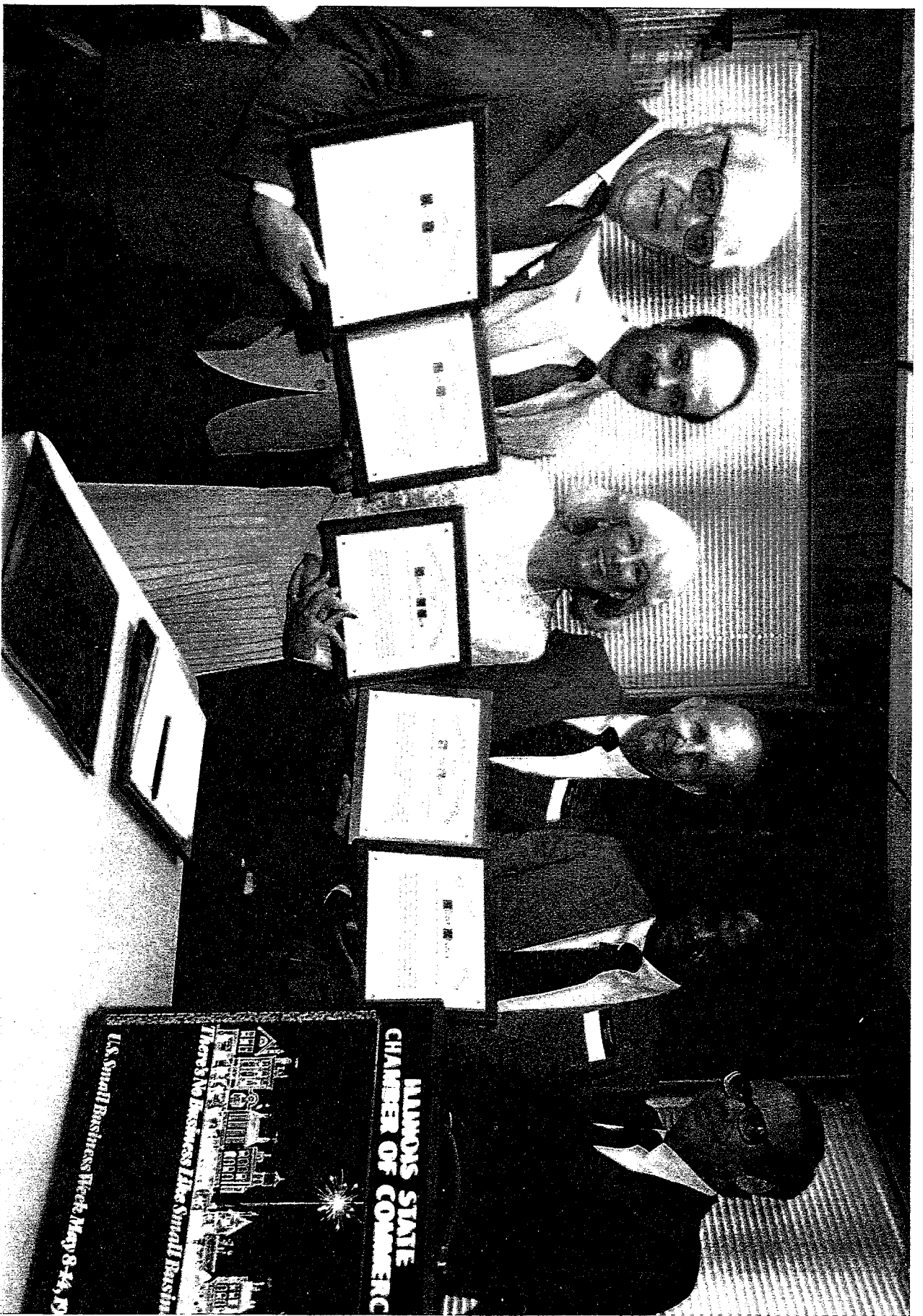


SHELTON LAUNDRY PRESIDENT ALBERT SHELTON WITH 'NEET FEED' MACHINE
...new equipment greatly adds to capacity of Goodwin Avenue business

laundry business in 1942, when she began taking in laundry, and from this small beginning it has grown to be the largest institutional laundry

in Illinois outside of Chicago. The business now occupies 15,000 square feet, employs 45 persons and has a fleet of six delivery

trucks. Plans are on the drawing board for adding 7,200 square feet of floor space.



Champion's Chamber of Commerce 1983





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Visit our website at:

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The Champaign County African-American History Committee gratefully acknowledges both The Champaign-Urbana Convention & Visitors Bureau and Busey Bank for sponsoring the printing of *Through the Years*.

Champaign-Urbana Convention & Visitors Bureau

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The *Through the Years* newsletter is a semi-annual publication of the Champaign County African-American History Committee. *Editor*, Cheryl Kennedy; *Graphic designer*, Cheri Mayberry; *Writers*, Doris Hoskins, Frances Friedman, Sister Esther Matthew, Erma Bridgewater.

In Recognition of Committee Members Through the Years:

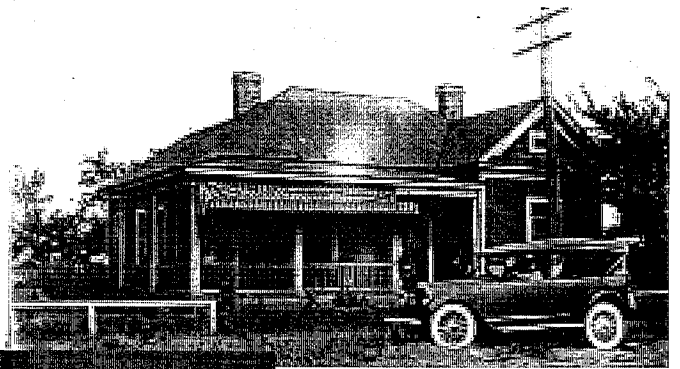
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*Carrie Banks
*Erma Bridgewater
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Preston Williams
*Barbara Wysocki

* denotes active members

A LOOK BACK...

*Through
the
Years*



Early Occupations

By Erma Bridgewater

From a transcript found at the Urbana Archives, the committee discovered the following occupations listed for African Americans in 1870: farm laborer, day laborer, barber, and teamster. Added to this list in 1878-79 were: pastor, cook, porter, mason, washwoman, gardener or yardman, janitor, farmer, waiter, and plasterer. By 1900: domestic, hair dresser, park and/or merchant police, coachman, drayman, wallpaper cleaner, bricklayer, carpet layer, white washer, and carpenter. By 1912 there were a significant number of listings with the Illinois Central Railroad. Several were listed as propri-

etors of show shining shops, barber shops, and hairdressing salons.

Some common employers included: Doane House, Beardsley Hotel, St. Nicholas Hotel, St. James Hotel, Inman Hotel, Griggs House, Sigma Chi House, White Star Laundry, King Restaurant, Crescent Cafe, McCormick's Cafe, Big 4 Dining Car, Swanell and Son Champaign Creamery Company, Champaign National Bank, and J.P. Grubb.

This is just a beginning, please send us your recollections of early Champaign County history.

Committee Seeking Photographs for Millenium Issue

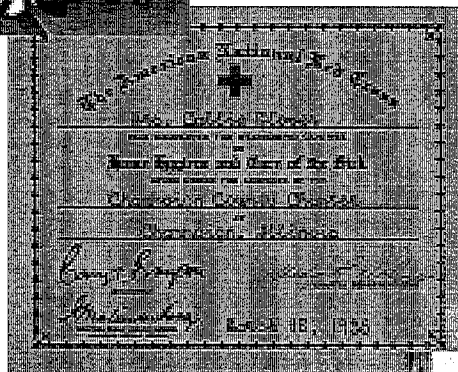
The Champaign-Urbana Convention & Visitors Bureau and the African American History Committee propose to publish a third newsletter this year and the success of this special printing will be totally dependant upon your support! This issue would offer a look at the African American experience in Champaign County through photographs that have been shared by members of the community like you. With your permission, this information will be added to a growing archive of Champaign County African American history and may well be featured in future newsletters!

Again, we need your help! We are looking for pictures that depict business and church happening and milestones, school activities, sports events, military and/or legion activities, social and fraternal club activities, or family and individual civic contributions. We encourage you to bring your pictures and any background information you might be willing to share with us to the Douglass Branch Library on Tuesday, may 16th from 10:00 a.m. to 5:00 p.m. or to the NAACP Local Office at 310 E. Bradley in Champaign on Saturday, May 20th from 10:00 a.m. to 5:00 p.m. If you no longer live in this area but have pictures and information you are willing to share, please contact any member of the committee or Cheryl Kennedy at the Early American Museum, 217/586-2612, to let us know you are interested. Thank you



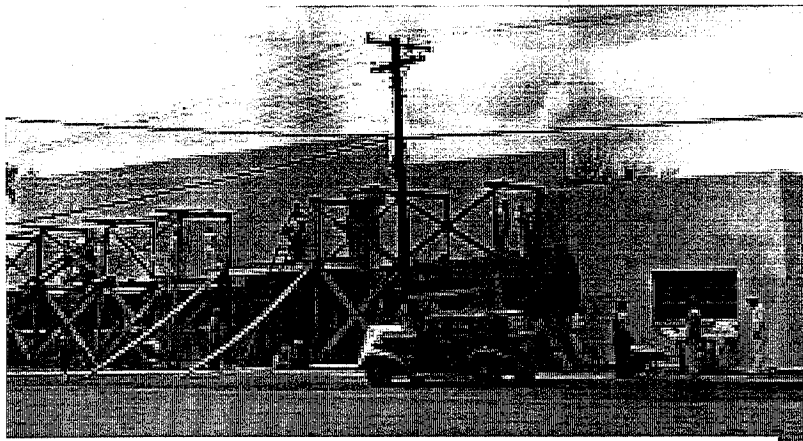
Above: In 1935 black health females were trained and certified for Home Hygiene and Care of the Sick by the Champaign County Chapter of the Red Cross. This allowed them to go into homes and provide for the sick. Most of these women provided home services for wealthy white homebound or bedridden patients. Only in the major urban areas where Negro nurses given full nursing degrees. Minorities were not admitted to local nursing programs until the 1950's. This group was sponsored by the local black chapter of the Elks. They are seen here with Edgar Harris, an officer in that Elks, who was a local editor and publisher of "The Illinois Times", the popular Black news weekly.

Below: This certificate of completion was discovered in papers of the late Callie Glover.

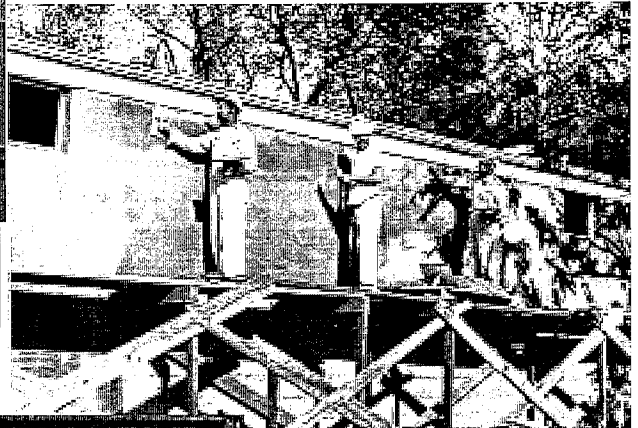


Right: The local black community played an active role in support campus events. Students in the earlier years relied upon the "townies" as a support system. This group of women from all walks of life - domestics, maids, cooks, local mothers, and a few professionals - recognized the calue of education and organized to supply this greatly needed service. ...circa 1941

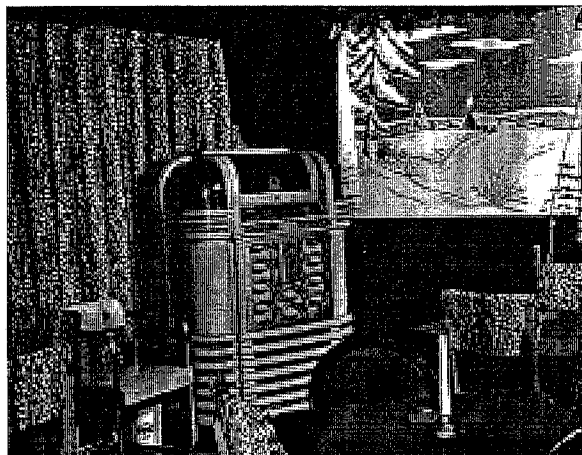




Left and below: One of the most prominent black businesses in the country during the late 40's and fifties was Picken's Plastering. John Pickens, a skilled plasterer, was denied membership in the local union even though he held a valid union card from California. He decided to start his own nonunion business training members locally and recruiting black plasterers from Kentucky and Tennessee



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LUCILLE CLARK'S
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 DELIVERED
 1302 W. Dublin Street
 Urbana, Illinois

Shown are four advertisements for locally owned black businesses, circa 1920-1940's.

WE CUT AND SHAVE
 Specialize in All-Grades of
 Hair—Women and Men.
William M. Varnado
 411 East Tremont St.

Many restaurants were operated as extensions to residences as shown in this photo of "The Leopard Room" which was located in the 400 block of Vine Street.

FOOT TROUBLE? Dr. F. J. JORDAN
 PHONE MAIN 1222 OVER 26 MAIN ST. DUBLIN, ILL.

Black Owned Businesses

Just east of the Illinois Central Railroad tracks in the early 1900s was a triangle shaped area bounded by First Street on the east and Water Street on the west that contained businesses owned by members of the black community. They included restaurants and a pool hall. The Harris and Dixon Taxi Cab Company was located in this area as well and catered primarily to women who were cooks on the campus of the University of Illinois. These women had to be on the job at very early hours in the morning; however street cars were usually available to them in the evenings when they returned home from work.

Many hairdressers worked in their homes with other businesses located in homes as well. At this time there were no parking requirements for businesses. One such business was located at 503 E. Grove Street in the home of Mr. and Mrs. Will McDuff. It was known as the "Chicken Shack." It was open until late at night and was an ideal place to go after a party or dance. In the 600 block of Grove Street was a miniature golf course created in the back yard of a home across the street from what is now the Washington Grade School. It became a good place for young people to go on Sunday afternoon.



SHELTON
 continued from page 2

stead of Chapter 13 — and by gathering all of our assets, we managed to pay off all of our bills. The building, which still stands at 1104 North Goodwin, was worth \$750,000, added to that our equipment helped us to clear all indebtedness. Our mother always taught us the value of honesty and integrity. To our family, the legacy ended here but we will always remember our status as the family who owned and operated "The Shelton Laundry" from 1934 to 1986 — more than five decades."

SHELTON

continued from page 1

West Eads and went to a vacant house on the corner of 6th and Vine Streets where they would do the laundry. This arrangement did not prove satisfactory to Mother so we went back to the basement at 1206 West Eads. Needing more space, we moved to 1408 West Eads where there was an old garage building which she converted into a laundry. She and my youngest brother Albert would go to Chicago to negotiate with dealers and purchase machinery. We had a wooden washer that was motor driven and mangles to sit down to use and hand irons. At that time, we were doing work for fraternities and sororities, plus McKinley Hospital and the Illini Union. In 1950, we had a terrible fire which destroyed the garage, but with the help of the insurance settlement, we were able to put up a cement block building. We had two more fires in 1953 & 54, but by it being built of block, the damage was confined to the ceiling and Mother rebuilt and we continued our business there until around 1965.

Because of the increase in clients, and the need for more space, Mother went to the Small Business Association in Chicago and was able to negotiate a loan of 1/4 million dollars. With that we purchased the building at 1104 North Goodwin Avenue in Urbana. We started expanding the business doing not only laundry, fraternities and sororities, but continued doing the sheets and linens for the Illini Union and McKinley Hospital. It was still a family business encompassing the help of all of us. In 1972, Albert, who was Acting President, purchased the business from Mother and was instrumental in getting large contracts from Chanute Air Force Base, Scott Air Force Base near Belleville, the U.S. Army's Fort Benjamin Harrison near Indianapolis, Indiana, and St. Elizabeth's Hospital in Danville. Mother continued to work with us until her death in 1973. Having secured all of the large contracts, newer and more sophisticated equipment was bought — no longer was it necessary to measure soap and bleach — the computerized equipment took care of that. A new fleet of trucks with semis were added to



Merritt Jr.



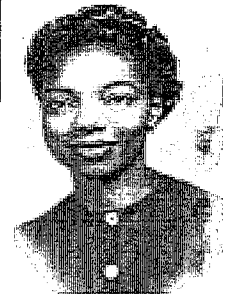
Mary



Ethel



Martha



Frances

haul laundry to and from outside the Chicago area. At that time, Shelton's Laundry was labeled the largest Illinois Commercial Laundry outside of Chicago, Illinois. We were very proud of that distinction but never forgot that it came about because my mother was a very hard working individual who always wanted the best for her children. Albert always said, "You can't get anything without hard work." I've always said, "no pain, no gain." Pain entertains a lot of doing without in order to get. Mother didn't mind that because she knew how to sew, and made our clothes. That saved a lot. She was very frugal. Mother left us a legacy. It's your integrity, your honesty and how to put whatever it takes to put it together to make the most of it. She took an old black pot, a washboard and an old iron and turned it into a multimillion dollar business, so all the credit goes to my mother and father, Arah and Merritt Shelton. Father did his part even though he worked for the railroad. He died in 1972.

Our employees were a 'melting pot', made up of Africans, Hispanics, a young man from India (who later married into the family), African Americans and Caucasians. We were the first business to hire the "Boat People" from North and South Vietnam. Full wages and benefits were provided for all. There was a break room with the latest amenities, including a microwave. There were pop vending machines and a Canteen. Due to the fact that we had government contracts, unan-

nounced inspections occurred often, one inspector noted that our place of business was always "spic and span", and that the floor was clean enough to eat off of. Albert always insisted on it being that way.

In 1981, Albert was selected the 1981 Illinois Small Business Person by Phil Ramos, manager of the SBA's Springfield Office who said, "Shelton's accomplishments are a veritable Horatio Alger's story." Albert in return credited our mother's hard work beginning with a scrub board and big black kettle which sat in his office — a reminder of the firm's humble beginning. Albert's marriage to Verma McNair in 1955 formed the basis of a strong management team along with other family members. The business grew and began to penetrate the larger commercial markets. By that time our employees had grown to 75, the bulk of them Vietnamese and other minority individuals.

We did all bid work which included all the local hospitals. We lost one or two bids, but sometimes they came back.

In 1986, Albert found himself in a "bid war" in Indianapolis, Indiana. Out of that experience he was underbid and we lost many contracts, so the business began a downswing and we were forced to close the operation, and to declare bankruptcy. We chose Chapter 7 — in-

continued on page 3

T HROUGH THE YEARS

AFRICAN - AMERICAN HISTORY IN CHAMPAIGN COUNTY

Spring/Summer 2000

THE SHELTON LAUNDRY 1934 - 1986

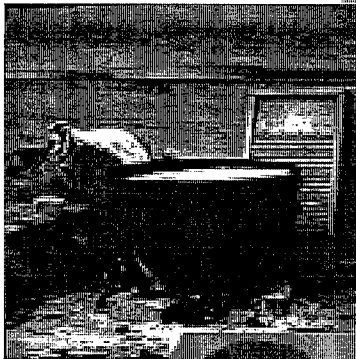
By Doris Hoskins as told by
Frances Shelton Moreland

From a humble beginning in 1934, the Shelton Laundry grew to a state of the art "business," spanning more than five decades.

Frances Shelton Moreland, 76, tells us her story:

"I was six months old when my parents, Arah Mae and Merritt Shelton moved to Champaign in 1923 from Covington, Tennessee. In Tennessee, they were farmers. In Champaign, Pop Shelton worked for the Illinois Central Railroad. Our first home in Champaign was in an area called 'Happy Hollow,' near the railroad tracks. From there we moved to Poplar Street (now called Phillips Drive) and from there we moved to 1206 West Eads Street in Urbana where the laundry actually started in the backyard and later in the basement. I had three sisters: Ethel mae Shelton-Jones, Mary Shelton-Jones (both deceased), Martha Freeman and two brothers, Merritt, Jr. and Albert (deceased).

When the 'crash' of 1929 occurred, many families found themselves in dire financial crisis, and through the government subsidies offered, we would stand in line at a local site (a church at 5th and Vine) to receive our share of milk and other commodities. Because of disputes as to who was first in line, my mother felt that there must be a better way than this to help support our family, so she decided



Counterclockwise from top: Arah Mae Shelton, mother who started the business; Shelton Laundry, circa 1965; Albert Shelton who bought the business from his mother; the original start-up equipment in the home, circa 1934.



to start taking in washings, in addition to doing laundry in the homes of families. Since there was no form of public transportation at that time, she to walk great distances to and from those homes, so in 1934, she started bringing washings to our home. It was our (the children's) job to pick up and deliver the laundry, using an old-fashioned laundry basket with two handles. Our first family to do laundry for was Mrs. Morgan who lived on South State Street in Champaign. We graduated from a two-handled basket to a wagon to put the basket on to pick up and deliver. In the summer, Mother would do the washings on the back porch using the scrub board. The water was heated in a large black iron pot which her father

sent to her from Tennessee. She would heat the water by placing the large black pot on bricks and building a fire under it. In the winter, the water was heated on top of the coal stove and the washings were done in the kitchen as we had no basement to the house at that time. We used the old-fashioned flat irons that were heated on top of the stove to do the ironing, then we graduated to an iron that used kerosene and a pump to heat. Later on when we had electricity in the house, we were able to have electric irons and could do better work with the American Beauty Irons that weighed about 5 pounds. As income increased, Mother was able to have a basement dug and finished so we moved our laundry operations to the basement. We hung lines to dry clothes and did the ironing there.

Mother had a dear friend named Carrie Burks who joined us, so we left 1206

continued on page 2

Pictures from "The Skilton Laundry"
Partials furnished by ~~the~~ Lynn Davis Skilton

letter which sat in his office - a reminder of the firm's business beginning. Albert's marriage to Verma Mc Nair in 1955 formed the basis of a strong management team along with other family members. The business grew and began to penetrate the larger commercial markets. By that time our employees has grown to 75, the bulk of them Vietnamese and minority individuals.

We did all bid work which included all the local hospitals. We lost one or two bids, but sometimes they came back.

In 1986, Albert found himself in a "big war" in Indianapolis, Ind. Out of that experience he was undeterred and we lost many contracts, so the business began a downward swing and we were forced to close the operations and to de-clare bankruptcy. We chose Chapter 7 ^{instead of 11} and by gathering all of our assets we managed to pay off all of our bills. The building which still stands @ 1104 N. Locke road, was worth \$750,000, added to that, our equipment helped us to clear all indebtedness. Our mother had always taught us the values of honesty and integrity. To our family, the legacy ended here but we will always remember our status as this family who owned and operated "Dr. Shelton Lamson" from 1954 to 1986 - more than five decades.

Thank you for your interest in our family business.

Pain sustained a lot of doing without in order to get. Mother didn't mind that because she knew how to sew and make our clothes. That saved a lot. She was very frugal. Mother left us a legacy. It's your integrity, your honesty and how to put whatever it takes to put it together to make the most of it. She took an old black top, a washboard and an old broom and turned it into a multi-million dollar business, so all the credit goes to my mother ^{and} stepfather, Merritt Sutton. He did his part even though he worked for the railroad, he did in 1972.

Our employees were a "melting pot" made up of Africans, Hispanics, A young man from India (who later married into the family) African American and Caucasians. We were the first business to hire the "boat people" from North and South ~~Korea~~, Vietnam

All working together. Full wages and benefits were provided for all. A break room with the latest amenities including a television. There were vending machines and a coffee machine.

* Due to the fact we had government contracts Unannounced inspections occurred often. One inspector noted that our place of business was always "spice and steam", and that the floor was clean enough to eat off. Always insisted on it being that way.

that we purchased the building at 1104 N. Goodwin Avenue in Urbana. We started expanding the business doing not only family laundry, ~~and~~ Fraternity and Sororities but continued doing the sheets and linens for the Illinois Union and Mc Kinley Hospital. It was still a family business in compassing the help of act of Mrs. Sue Albert, who was acting President increased the business from Mother and was instrumental in getting large contracts from the Chanute Air Force Base, Scott Air Force Base near Belleville, + the U.S. Army's Ft. Benjamin Harrison near Indianapolis ^{and St. Elizabeth Hospital in Danville} Indiana. Mother continued to work until her death in 1973. Having secured all of the large contracts, newer and more sophisticated equipment was bought - no longer was it necessary to measure soap and bleach - the computerized equipment took care of that. ^a New fleet of trucks with semis were added to haul laundry to and from outside the Chicago area. At that time Speltz's Laundry was labeled the largest Illinois Commercial Laundry outside of Chicago Illinois. We were very proud of that distinction but never forgot that it came about because my Mother was a very hard working individual who always wanted the best for her children. Albert always said "you can't get anything without hard work". I've always said "no pain no gain".

The Shelton Laundry

1934 - 1986

From its humble beginning in 1924, the Shelton Laundry grew to a "state of the art" business, spanning more than five decades.

Franca Shelton Marchant 76, who lives at 703 N. Matthews Avenue, Urbana, Illinois, tells us her story:

I was six months old when my parents Owen Mac and Merrill Shelton moved to Champaign in 1923 from Covington, Tennessee. In Tennessee they were farmers. In Champaign Pop Shelton worked for the Illinois Central Railroad. In Champaign, our first home was in an area called "Happy Hollow" near the railroad tracks. From there we moved to Poplar Street (now called Phillips Drive) and from there we moved to 1826 W. Edge St. in Urbana where the laundry actually started in the backyard and later the basement. I had three sisters Ethel Mae Shelton James, Mary Shelton Jones (both deceased), Martha Freeman and two brothers Merritt, Jr., and Albert (deceased).

When the "Crisis" of 1929 occurred, many families found themselves in dire financial crisis, and thus the government's Subsidized Agency, we would stand in line as a local site (across at 5th and Union) to receive our share of milk and other commodities. My mother felt that there must be a better way than this to help support our family so she decided

to start taking in washings, in addition to doing
 laundry in the homes of families. Since there was
 no form of public transportation at that time, she
 had to walk great distances to and from these homes,
 so in 1934, she started bringing washings into the
 home, it was our job to pick up and deliver the
 laundry, using an old-fashioned laundry basket
 with two handles. Our first family ^{was} a Mrs. Morgan
 lived on State Street in Champaign. We graduated to
 a wagon to put the basket on to pick up and deliver.
 In the summer, Mother would do the washings on
 the ^{back porch} using the scrub board. The water was heated
 in a large black iron pot which her father sent
 from Germany, she would heat the water by
 placing the large black pot on large rocks and
 building a fire under it. In the winter, the
 water was heated on the top of the coal stove,
 and the washings were done in the kitchen area.
 We had no bathroom to Dr. Lawrence at that time. We used
 the old-fashioned flat irons that were heated on
 top of the stove to do the ironing, there was gradu-
 ated to an ironing box and kernele and a pump to
 heat water ^{on wagon} for electricity in the house, we
 were able to have electric irons and could do
 a better work with the American Power iron
 which weighed about 5 pounds. As income increased
 Mother was able to have a basement dug ^{and finished} so
 we moved our laundry operations to the basement.

We hung lines to dry the clothes and did the
washing there.

Mother had a dear friend named Carrie
Kurtz who joined us, so we left 1806 W. Cass and
went to a vacant house on the corner of 6th & W. th
where they would do laundry. This arrangement
did not prove satisfactory to Mother so she went
back to the basement at 1806 ^{W. Cass}. ~~Needling~~ ^{Needling} ~~space~~ ^{space}
we moved to 1403 W. Cass where there was
an old garage building which she converted into
a laundry. She and my younger brother Robert
would go to Chicago to negotiate with dealers and
purchase machinery. We had a woman Wacker that
was master driver and manager to sit down to use
and hand iron. At that time we were doing work
for fraternal & societies plus Mc Kinney Hospital and
the Public Union. In 1950 we had a terrible fire which
destroyed the garage, but with the help of the insurance
attorney, we were able to put up a cement block
building. We had two more fires in 1953 + 54, but
by it being built of block - the damage was con-
fined to the ceiling - so mother rebuilt that and
we continued our business there until around 1968

Because of ^{**}the decrease of clients, and the ^{*}need
for more ⁺space, Mother went to the Small
Business Association in Chicago and was able
to negotiate a loan of \$4 million dollars. With

and always wanted the best for her children. Albert said "you can't get anything without hard work." I've always said, "No pain, No gain." Pain entertains a lot of doing without in order to get. Mother didn't mind that because she knew how to sew, she would sew our clothes and that saved. She was very frugal. She would send us to ^{the old} Busey Bank with two dollars to put in a savings account. Mother left us a legacy, it's your integrity, your honesty and how to put whatever it takes to put it together to make the most of it. Mother took an old black pot, a washboard and an old iron, turned it into a multi-million dollar business. So all the credit goes to my Mother and Stepfather, he did his part even though he worked for the railroad. He did his part. We were the first business to take in the "boat people". Had a "melting pot", Africans, Spanish, a young man from India. Finally married into the family. Boat people were from both North Korea and South Korea, realizing that they were in conflict in their country, also Afro-Americans and Caucasians. So it really was a melting pot.

At Christmas, special gifts were given to all employees - Full wages and benefits for all. Also provided a break room with the latest amenities. Would have "surprise" inspections, we always passed. Albert kept the place spic and span. If health officials had come in and found it was not up to health codes, they'd shut the place down. Steam was used to disinfect everything for sanitary purposes. Modern office.

I still see some of the boat people who always ask "when are you going to stack up the laundry again?"

We also had vending machines, Paper machines, and also a microwave!

We used to wear gloves to sort the clothes. The health officials came in + told us to just put them in the machine + the steam will sanitize them.

back to 1206 Eads back to the basement and in later years, we left there and moved to 1408 West Eads to an old garage and she converted that into a laundry. Mother would go to Chicago, at this time my brother, Albert, was 17 years old and they would negotiate with people in Chicago and that's where she got some of the machinery she used in the laundry. We had a wooden washer that was motor driven and mangles that you would sit down and use and the hand-irons. We had to put out the work and at that time we were doing work for the University fraternity and sorority houses we did sheets and -----? And we had about 4 or 5 fraternities & sororities plus McKinley Hospital on the University. We also did the work for the Illini Union. We had that terrible fire in 1950 we were able to come up from that thus having to build a "block" building. We had two fires, one in 1953 or 1954, we had another but by it being block, it only destroyed the ceiling, so Mother re-did that and we stayed there until about 1965 or thereabouts and they were able to negotiate with a small business loan company, U.S. Small Business Administrations in Chicago for a loan and of course they got a 1/4 million dollar loan. The building is still standing at 1109 North Goodwin Avenue, Urbana, Illinois. We stayed there until 1968 at that time we started spreading out in the business doing not only family laundry and sororities houses, except we kept the sheets and the linen. Chanutte was getting ready to go private and our business was big enough, so our first big account was Chanutte Air Force Base, which we kept until 1980. We ended up with Scott Air Force Base, Benjamin Franklin and Elizabeth Hospital in Indiana, the one that was in Danville. We had all the hospitals here in Champaign-Urbana except McKinley, they discontinued -----?----- and Mercy. We did all bid work, we lost one or two bids, but then they came back, cause the people didn't keep their contracts. We had Carle, all those hospitals. Albert didn't realize in 1985 or 1986 he was in a "bid war" in Indianapolis. Two people bidding against one another. The person that has the lowest bid gets it. Albert had terribly underbid; in order to keep the deal, so that was lost. Carle left us and came back to us because they didn't like what was going on, promised to stay with us but they re-nigged on their contract, so here we were losing these big contracts and everything was bid. All washing machines in the laundry were computerized. They were able to tell if right amount of soap or bleach was put in the machine, by pushing a button. In all there was about 6 of those. Had three mangies and two were "almost self-efficient". Had it so you could put sheets in overlapped, it didn't matter, cause when they came out, they were pressed & folded, the machine also counted them, after 10 sheets, the conveyor belt would move up. There would be as high as 30 sheets on the conveyor belt. All that needed to be done was to tie the bundles and put them in the proper place. There were two of them. Another mangle for smaller items. Had three dryers one dryer cost \$90,000 - second-hand, when door was opened, and it looked like a big whale, it also would tilt. We had big long tubs as long as the dining table and it would be filled. So from, 1934 until 1986, we jumped from nothing. My brother Merrit, Jr., went to the Courthouse to look for something and found the laundry listed for \$10,000. We went bankrupt and my brother declared bankruptcy. We got Chapter 7, and paid all our debts. Parents always taught us that we make a bill, we pay it. So Albert would not take the 13. The building was worth \$750,000. And it's still standing ^{down} propane & gas tanks, mechanics for our fleet of trucks and semi-trucks, hauled laundry to outside of Chicago, Illinois. Shelton's Laundry was labeled as the largest Illinois Commercial Laundry outside of Chicago. It was all because my Mother was a very hard working individual

INTERVIEW OF
FRANCES SHELTON MORELAND

My name is Frances Shelton Moreland, I live at 703 N. Matthews, in Urbana, IL and I've lived here for 75 years. My family moved here when I was 6 mos. Old, my mother is Arah Mae Shelton and my father was Merrit Shelton, I had 3 sisters and 2 brothers, my sisters were Ethel Mae Shelton-Jones, deceased; Mary Jones, deceased; Martha Freeman, and my brothers were, Merrit, Shelton, Jr. and Albert, deceased. Merrit, Jr. lives in California. My parents came up from Covington, Tennessee, they had lived there most of their lives, they farmed there and my step-father moved up here after my father, which was Mr. Brooks, and we have been here ever since. Our first home was in Champaign, in a place they called "Happy Hollow". After that we moved to Poplar Street, which is now called Phillips Drive from there we moved to 1206 West Eads Street, Urbana that is where the laundry actually started. My mother, after a few years there, she went to 1408 West Eads, Urbana, from there she moved to 1805 South Anderson, Urbana and that was her last home. Pop Shelton died in 1972 and he worked for the Illinois Central Railroad.

Crash in 1929 - back then there were no cars or busses; you had to walk EVERYWHERE. An old church on the corner of Grove & 5th Streets (new church there now, tore old one down), they had what they called "Milk Lines", one had to stand in line for milk and other commodities that they were giving, people started fighting as to who was first in line and Mother didn't like that and thought there was a better way. There was, so that was our last line. Decided to start taking in washings, no cars or busses back then, one had to walk and Mother worked for a woman that lived out on Springfield about two blocks East of Prospect, and Mother would walk from 1206 Eads Street to there, so she was more-or-less telling this woman about her plight. Mother started in 1934 thereabouts in bringing washings into the home. Remember her using the washboard, we had a coal stove she would heat water in the wintertime on top of this coal stove, in the summer she would heat it in this old black pot that her father sent her from Tennessee. She would use that and a scrub board. First family we ever did washings for was a Mrs. Morgan who lived on State Street in Champaign; we would walk there and back with the laundry, with an old fashioned laundry basket with one on each handle. Then we graduated to a wagon and put the laundry in the basket on the wagon and pull it home. In the summer Mother would do her washings out on the back porch in the summer, in winter in the kitchen because there was no basement to the house at that time. Before that we used those old fashioned irons, the kind you heated on top of the stove, then we graduated to an iron that you'd put kerosene or some type of oil in it and you had to pump it, but if you slowed down or stopped, you'd have to pump it again. We moved from there and some of the very best irons that were made were called the American Beauty it was about a five pound iron. By then we had electric, so were able to do this work better. After Mother was able to have a basement put in at 1206, we went down to the basement and did the washings & ironing. Mother had a very dear friend, by the name of Carrie Burks, she came in, we left there for a little while and went over to a vacant house on the corner of 6th & Vine, they would do laundry there. Mother wanted something a bit larger, but Mrs. Burks wasn't in for that, so they more-or-less parted ways. Mrs. Burks went home and she had a small laundry in her garage, so mother went

individuals.

We did all bid work which included all the local hospitals. We lost one or two bids, but sometimes they came back.

In 1986, Albert found himself in a "bid war" in Indianapolis, Indiana. Out of that experience he was underbid and we lost many contracts, so the business began a downswing and we were forced to close the operation, and to declare bankruptcy. We chose Chapter 7 - instead of Chapter 13 and by gathering all of our assets, we managed to pay off all of our bills. The building, which still stands at 1104 North Goodwin, was worth \$750,000, added to that our equipment helped us to clear all indebtedness. Our Mother always taught us the value of honesty and integrity. To our family, the legacy ended here but we will always remember our status as the family who owned and operated "The Shelton Laundry" from 1934 to 1986 - more than five decades.

Pictures of "The Shelton Laundry".

Portfolio furnished by Lynn Davis Shelton.

Family pictures furnished by Francis Shelton Moreland.

Interviewer: Mrs. Doris K. Hoskins.

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Our employees were a "melting pot", made up of Africans, Hispanics, a young man from India (who later married into the family), African-Americans and Caucasians. We were the first business to hire the "Boat people" from North and South Vietnam. Full wages and benefits were provided for all. A break room with the latest amenities, including a Microwave. There were pop vending machines and a Canteen. Due to the fact that, we had Government contracts, unannounced inspections occurred often, one inspector noted that our place of business was always "spic and span", and that the floor was clean enough to eat off of. Albert always insisted on it being that way.

In 1981, Albert was selected the 1981 State of Illinois Small-Business Person by Phil Ramos, Manager of the SBA's Springfield Office who said "Shelton's accomplishments are a veritable Horatio Alger's Story." Albert in return credited our Mother's hard work beginning with a scrub board and big black kettle which sat in his office - a reminder of the firm's humble beginning. Albert's marriage to Verma McNair in 1955 formed the basis of a strong management team along with other family members. The business grew and began to penetrate the larger commercial markets. By that time our employees had grown to 75, the bulk of them Vietnamese and other minority

plus McKinley Hospital and the Illini Union. In 1950, we had a terrible fire which destroyed the garage, but with the help of the insurance settlement, we were able to put up a cement block building. We had two more fires in 1953 & 54, but by it being built of block - the damage was confined to the ceiling - so Mother rebuilt that and we continued our business there until around 1965.

Because of the increase in clients, and the need for more space, Mother went to the Small Business Association in Chicago and was able to negotiate a loan of ¼ Million dollars. With that we purchased the building at 1104 North Goodwin Avenue in Urbana. We started expanding the business doing not only family laundry, fraternity and sororities but continued doing the sheets and linens for the Illini Union and McKinley Hospital. It was still a family business encompassing the help of all of us. In 1972, Albert, who was Acting President, purchased the business from Mother and was instrumental in getting large contracts from the Chanute Air Force Base, Scott Air Force Base near Belleville, and the U. S. Army's Fort Benjamin Harrison near Indianapolis, Indiana, and St. Elizabeth's Hospital in Danville. Mother continued to work with us until her death in 1973. Having secured all of the large contracts, newer and more sophisticated equipment was bought - no longer was it necessary to measure soap and bleach - the computerized equipment took care of that. A new fleet of trucks with semis were added to haul laundry to and from outside the Chicago area. At that time Shelton's Laundry was labeled the largest Illinois Commercial Laundry outside of Chicago, Illinois. We were very proud of that distinction but never forgot that it came about because my Mother was a very hard working individual who always wanted the best for her children. Albert always said "you can't get anything without hard work." I've always said "no pain, no gain." Pain

first family, to do laundry for, was a Mrs. Morgan who Lived on South State Street in Champaign. We graduated from a two-handled basket to a wagon to put the basket on to pick up and deliver. In the summer, Mother would do the washings on the back porch using the scrub board. The water was heated in a large black iron pot which her father sent to her from Tennessee. She would heat the water by placing the large black pot on bricks and building a fire under it. In the winter, the water was heated on top of the coal stove and the washings were done in the kitchen as we had no basement to the house at that time. We used the old-fashioned flat irons that were heated on top of the stove to do the ironing, then we graduated to an iron that used Kerosene and a pump to heat. Later on when we had electricity in the house, we were able to have electric irons and could do better work with the American Beauty Irons that weighed about 5 pounds. As income increased, Mother was able to have a basement dug and finished so we moved our laundry operations to the basement. We hung lines to dry the clothes and did the ironing there.

Mother had a dear friend named Carrie Burks who joined us, so we left 1206 West Eads and went to a vacant house on the corner of 6th & Vine Streets where they would do laundry. This arrangement did not prove satisfactory to Mother so we went back to the basement at 1206 W. Eads, needing more space, we moved to 1408 West Eads, where there was an old garage building which she converted into a laundry. She and my youngest brother Albert would go to Chicago to negotiate with dealers and purchase machinery. We had a wooden washer that was motor driven and mangles to sit down to use and hand irons. At that time, we were doing work for fraternity & sororities,

THE SHELTON LAUNDRY

1934- 1986

From a humble beginning in 1934, the Shelton Laundry grew to a state of the art "business", spanning more than five decades.

Frances Shelton Moreland 76, who lives at 703 North Matthews Avenue, Urbana, Illinois, tells us her story:

"I was six months old when my parents, Arah Mae and Merritt Shelton moved to Champaign in 1923 from Covington, Tennessee. In Tennessee, they were farmers. In Champaign, Pop Shelton worked for the Illinois Central Railroad. Our first home in Champaign was in an area called 'Happy Hallow', near the railroad tracks. From there we moved to Poplar Street (now called Phillips Drive) and from there we moved to 1206 West Eads Street in Urbana where the laundry actually started in the backyard and later the basement. I had three sisters: Ethel Mae Shelton-Jones, Mary Shelton-Jones (both deceased), Martha Freeman and two brothers, Merritt, Jr., and Albert (deceased).

When the "crash" of 1929 occurred, many families found themselves in dire financial crisis, and thru the government subsidies offered, we would stand in line at a local site (a church at 5th and Vine) to receive our share of milk and other commodities. Because of disputes as to who was first in line, my Mother felt that there must be a better way than this to help support our family, so she decided to start taking in washings, in addition to doing laundry in the homes of families. Since there was no form of public transportation at that time, she had to walk great distances to and from those homes, so in 1934, she started bringing washings into our home. It was our (the children's) job to pick up and deliver the laundry, using an old-fashioned laundry basket with two handles. Our