

April 26, 1946

Tom Sherfick Speaks Before Lions Club

The Shoals Lions Club met Monday night, April 22, in the Shoals library. The business meeting started promptly at 8:00 p.m. after the regular dinner, which was served at 7:00 p.m. at the Shoals Café. The meeting was opened by Al Friesenhengst, president of the club.

The Loogootee Lions dismissed their meeting and journeyed to Shoals to attend the meeting here. Ora Grays, of Shoals, was present as the guest of Ray Tredway.

Tom Sherfick, the man who has done more to advertise Shoals than any other person, was the speaker of the evening. Mr. Sherfick related how the Sherfick Music Company was started. He related how, in the late thirties, he was in the honey business, and had arranged for a radio broadcast with a station in Terre Haute. The music was not good, so he organized his own band in order to get good music. At this time the great depression was still on, which had closed hundreds of thousands of businesses over the country. As Tom's Honey business went down, he took his band to the famous hotel at French Lick. Here it was hard for his band to furnish music good enough for the patrons of the hotel so Tom began to look around with the Juke box in mind. After noticing an advertisement in "Billboard," the Showman's Magazine of world-wide fame in the show business, he wrote to a company in Chicago, and a representative from Indianapolis immediately journeyed to Shoals to sell Mr. Sherfick five Juke boxes, as the company rules did not permit their salesmen to sell less than five to a customer.

When the salesman told Mr. Sherfick that he must purchase four Juke boxes and that the down payment was sixty dollars on each machine, he was stumped as he did not want his banker friend, Ed Witcher, to know that he was foolish enough to invest his money in Juke boxes. After a hurried discussion of his plight, an arrangement was worked out whereby Mr. Sherfick gave the salesman a check on the French Lick bank, where he had on deposit the sum of \$1.21. Both Mr. Sherfick and the salesman agreed that if the Juke boxes were as profitable as the salesman had painted the picture, he would be able to cover the check in about two weeks. In two weeks the check was sent through and it bounced as the hen had not laid the golden egg in the first two weeks of business. The next time the check was sent through, the money was on deposit and thus the Sherfick Music Company was started. The company now has over one-half million dollars invested and employs forty-seven people.

Mr. Sherfick started over a year ago to re-model the old Hinchler factory and is now installing new wood-working machinery in the plant. He plans to build an addition to the plant, which, when finished, will double the floor space of the present plant. The plant will manufacture knee-hole desks and will employ 125 people when production is started.

Mr. Sherfick stated, however, that the factory was not being started on the same basis as the music company, but that everything was being paid for in advance as they went along. The plant will be in operation in about a year.

The club voted to give a scholarship, sponsored by the Shoals and Loogootee Lions, to the boy in the county with the highest scholastic standing.

John Force presented some concrete plans concerning the School Betterment Program and it was voted to raise \$500. for the hiring of experts to study the school situation.

The following committees were appointed by the president:

ATTENDANCE

- Ora C. Terry
- Darrell W. Cropp
- Sid Queen, Sr.
- Ray Tredway
- Walter Myers

Constitution and By-Laws

- Harry Q. HoltH. Piatt
- Edgar Witcher

CONVENTION

- H.P. Piatt
- J. W. Chambers
- John Edwards

FINANCE

- Harry Tranter
- Dr. Cropp
- Harold McCameron

LIONS EDUCATION

- Father Anthony Roach
- Lawrence Mundy
- George W. Dye
- Alves Kreitzer
- James T. Queen

MEMBERSHIP

- J. W. Chambers
- Wilbur Graves
- James Wilson
- Roy C. Marshall
- Sid Queen, Jr.

PROGRAM

- J. W. Chambers
- Edgar Witcher
- Harold McCameron
- John T. Force
- Joseph Harding

PUBLICITY

- Sanford A. Deckard
- Ray Tredway
- Gerald L. Ross

BOYS & GIRLS

- Wilbur Graves
- Walter Myers
- A. Kreitzer

CITIZENSHIP & PATRIOTISM

- Jesse R. Wood
- George W. Dye
- Earl Wires
- James L. Brown
- Oscar Shipman

CIVIC IMPROVEMENTS

- Allen T. Ross
- Ora C. Terry
- Howard Samson
- Edgar Witcher
- Joe Norman

Community Betterment

- John Force Tom Sherfick
- Oscar Shipman
- Harry Tranter
- Elmer Harding

EDUCATION

- Father Anthony Roach
- L. Mundy
- Howard Samson

HEALTH & WELFARE

- Dr G. M. Cropp
- Walter F. Meyers
- Harold McCameron

SAFETY

- J. Gordon Queen
- L. Mundy
- Roy C. Marshall
- Sid Queen Jr.
- C. W. Slates

SIGHT OONS & BLIND

- Roy Marshall
- Joseph Harding
- James T. Queen

RETAIL DIVISION

- Charles Slates
- Allen Ross
- Ray Tredway
- Howard Samson
- Gordon Queen

