One Year On Strike Against O'Sullivan

"America's No. 1 Heel"

On May 13, 1956, 400 members of United Rubber Workers Local 511 in Winchester, Virginia went on strike against the O'Sullivan Rubber Corporation for living wages and a union contract.

More than one year later these proud Virginians are still fighting for their jobs and their families. The company has imported strikebreakers from other states. Under the Taft-Hartley Law, these job thieves can vote on whether or not they want a union while the strikers are prohibited by law from voting.

Every union effort to settle the strike has been callously rebuffed by this arrogant corporation. At the union's suggestion that negotiators meet with the Federal Mediation Board, the company sarcastically replied, "Ain't that nice."

The company has refused to arbitrate the dispute. It has turned down the good offices of clergymen and the Chamber of Commerce. The company will not budge an inch.

It is impossible for strikers to get jobs in other plants. Because the O'Sullivan workers have principles and are standing up for them they may be forced to leave their homes and the town in which they were born and brought up.

The company has refused to discuss the fundamental issue of reinstating strikers. It is openly determined to break the union.

The URW has launched a nationwide boycott against O'Sullivan heels and soles because it is the only possible way to get a settlement from this company. To help these strikers who are fighting for what is right and just the URW urges all people—

Don't Buy O'Sullivan Heels — Made by Strikebreakers.

More than one year on strike has not dampened the spirit of pretty Lorine Sandridge. You can help Lorine and the other O'Sullivan strikers by refusing to buy O'Sullivan heels and soles. When purchasing shoes check the heels. If they are O'Sullivan's, don't buy and tell the clerk why.

Conditions at O'Sullivan's

Compared To Organized Heel Plants

O'SULLIVAN . 5c an hour increase in three years.
OTHERS . . . 25c an hour increase in three years.

O'SULLIVAN . No paid holidays.
OTHERS . . . Six to eight paid holidays.

O'SULLIVAN . Pensions to salaried employees only.
OTHERS . . . Pensions for all employees.

O'SULLIVAN . Inadequate insurance and hospitalization program (worker contributes).
OTHERS . . . Comprehensive hospitalization and insurance program for worker and family, company paid.

WAGES: O'Sullivan is one of the lowest paying heel and sole plants in the country. O'Sullivan pays 40c to 60c an hour less than most URW organized plants.

O'Sullivan Locks Out Faithful Employees

Take a good look at the picture to your right. These are men and women who have worked a greater part of their lives at the O'Sullivan Rubber Corporation. They have been frozen out of their jobs because they wanted a union—because they wanted to improve their conditions.

There is Ed Headley of the Press Room with 28 years' service; Norman Gardiner also of the Press Room with 27 years' service; Lloyd McDonald of the Mechanical Department with 27 years' service. There are hard-working women like Effie Hawk, 25 years of service, and Bertha Muse, 24 years of service. Effie worked in the Trimming Department, making between $1.25 and $1.40 an hour. She helps support her husband who is a disabled veteran. Bertha also worked in the Trimming Department, making between $1.40 and $1.50 an hour. Says Bertha: "You spend your whole life working with a company and then they treat you like this."

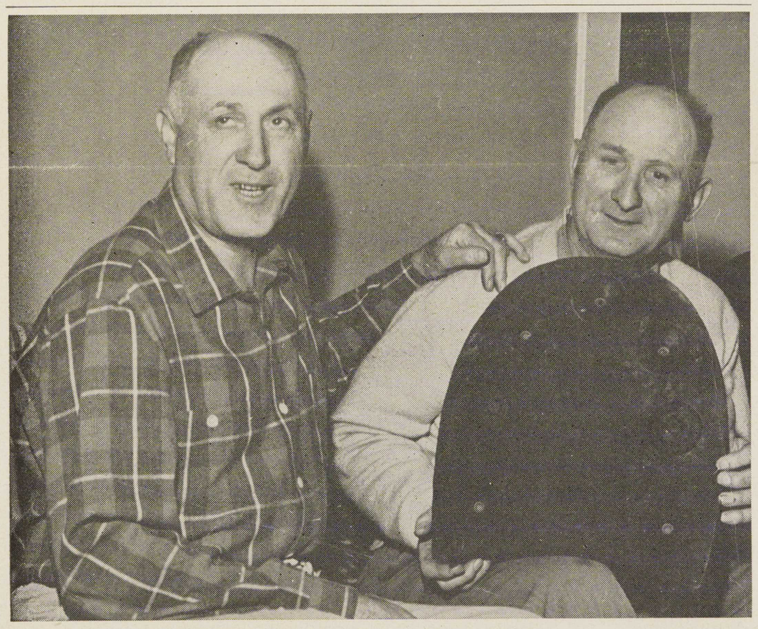
There are Bruce Muse, George Driver, Virginia Coffelt, Beulah Hardy, Thomas Jones, Elsie Barr, and the Smith brothers, Arthur and Asa—all with 25 or more years' service.

ONE-THOUSAND YEARS IS A LONG TIME. That's how long this group of strikers has worked at O'Sullivan's. All of these workers have from 15 to 30 years' service.

They are hard workers, faithful workers. Winchester is their home. Most of them were born and raised there. If O'Sullivan succeeds in crushing their union they must break up their homes, leave their friends and neighbors, and at the age of 40, 50, and 60, begin the hunt for new jobs in strange cities.

You can help these good people by refusing to buy O'Sullivan heels.

59 Years at O'Sullivan



Arthur and Asa Smith are typical of O'Sullivan workers on strike for more than one year. After a lifetime of service they are locked out.

Meet The Smith Brothers

What is the O'Sullivan strike all about? It is about men like the Smith brothers, Arthur and Asa, who have given their entire lives to a company and find themselves displaced by strikebreakers. These two brothers have given almost 60 years of their lives to O'Sullivan. Arthur is number one in seniority; Asa is number two.

Thirty-one years ago Arthur helped to build the plant, and "I have seen many a man come and go," said Arthur. "Many a day I would walk in snow drifts three and four miles only to find there was no work and I'd go home."

Asa remembers starting at O'Sullivan twenty-eight years ago for 15 cents an hour.

These two men helped build O'Sullivan. What did they get? "During all these years I got something extra twice," said Arthur. "One Christmas I got a $2 bill; another year I got a two pound fruit cake. I was supposed to get a gold watch at the end of thirty years but they haven't even given me that."