



HOLD FUNERAL FOR MR. NICKS

Passes At Winston Hospital After Several Weeks Illness; Funeral Wednesday

Funeral services for B. N. Nicks, 45, of Chatham Heights, Winston-Salem, who died at a local hospital, November 6th, at 3:40 o'clock, after an illness of several weeks, were held from the home on Wednesday morning at 11:30 and at Mountain View Baptist church in Yadkin county at 1 o'clock. He was born April 30, 1888, and married Miss Bessie Holcomb December 29, 1911. He came to Winston-Salem from Yadkin county seven years ago and was employed in the Napping Department of the Winston Mill. He was a member of the Chatham Baptist church.

Survivors are the widow; two sons, Girley and Grant, and his mother, Mrs. Kate Nicks, all of Winston-Salem.

Funeral services were conducted by Rev. J. T. Murray, pastor of Chatham Baptist church, and Rev. V. M. Swaim. Interment was made in the church graveyard at Mountain View. Pallbearers were men from the department in which he worked: Mr. Edd Pfaff, Ruoh Gentry, E. I. White, Bob Newman, Purvy Snow and W. T. Hensley.

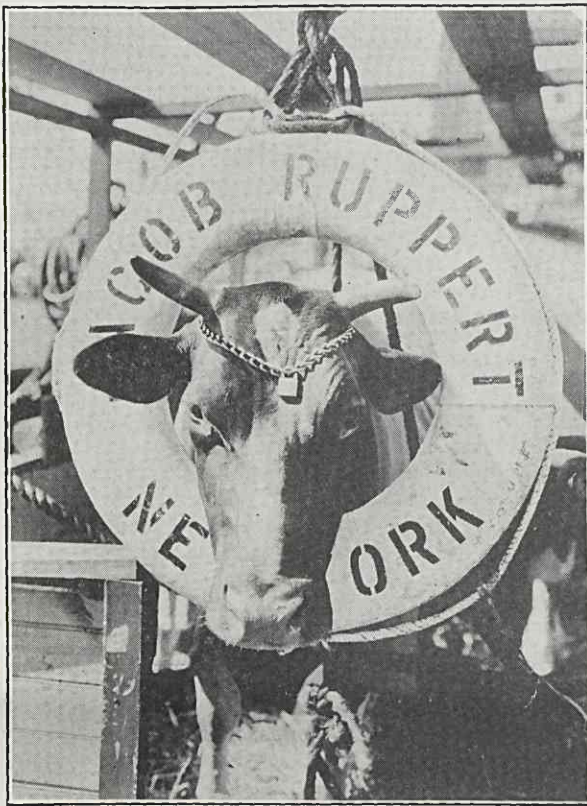
OFFICIALS ARE ABROAD ON TRIP

Will Visit Various Mills In Scotland And England; To Return In December

In keeping with the company's policy of maintaining close touch with all new developments in its field of manufacturing and selling, three of the officials sailed on the U. S. S. Manhattan from New York on Wednesday, Nov. 8th, to visit various mills in Scotland and England. Mr. Albert Butler, Vice-President; Mr. Thos. J. Sheeher, Vice-President and Sales Manager, and Mr. W. A. Neaves, General Superintendent, are the men making the trip. They plan to visit France before their return the latter part of December.

It is interesting to note that both the ship they went over on, and the one that is to bring them back, have Chatham blankets on all the beds.

KLONDIKE NIRA



The cow from Klondike Farm at Elkin that has gone to the South Pole with Admiral Byrd. This picture was taken on board Admiral Byrd's ship, The Jacob Ruppert at Norfolk. She will be away two years and is expected to arrive at Little America about January 1st, 1934.

Our Advertising Plan

(By Thurmond Chatham)

Most of you have known Chatham Blankets a good part of your lives. If you have not been with the Company many years, you have probably lived in this community and have had an intimate knowledge of the product. Now suppose every single person in the United States knew of our blankets as well as we do. We probably would not catch up on our orders for the next twenty years, even if we had a thousand looms and a hundred sets of cards. That is because people like to buy something they know about.

The only way we can tell a lot of people about Chatham Blankets is through advertising. You probably buy many products because they are advertised—tooth paste, baking powder, soap, breakfast food—imagine buying

a car with no name on it. I don't believe any of us would do that. So each year we have been doing a little more national advertising and this Fall more people will read about Chatham Blankets than ever before. We use women's magazines, because we have found from retail stores that practically all the blankets are bought by women.

Again this year we will use what is known as testimonial advertising. That is, where some famous woman tells what she thinks of our blankets. Of course we could not use her name unless she actually uses the blankets in her own home. We think that this type of advertising is more interesting because people like to read what other people are doing and say-

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ABERNETHY AND WEAVER MOVED

Regret Loss Of Elkin And Winston-Salem Pastors; Both Were Much Loved

People regret the leaving of Rev. L. B. Abernethy of Elkin and of Dr. C. C. Weaver of Winston-Salem.

Rev. L. B. Abernethy, pastor of the Elkin Methodist church, who has been transferred to the Methodist church in Newton, leaves behind a multitude of friends who wish him all the success possible. Rev. Abernethy will be greatly missed around the mill where he often came to give inspiration to all the workers. "Elkin's loss is Newton's gain."

Dr. C. C. Weaver, pastor of the Centenary Methodist church, of Winston-Salem, has been transferred to the Central Methodist church at Asheville. The Chatham mill feels that it is losing one of its best friends. This closes Dr. Weaver's ninth year at Centenary and during that time the people of the Winston mill have had no better friend and co-worker. Through years to come Dr. Weaver and his family will be remembered with love and reverence for their splendid help to the community.

The L. H. C. Club wishes to express their appreciation to both Rev. Mr. Abernethy and Dr. Weaver for their kindness to them. They feel that they owe to Dr. Weaver the credit for organizing the first Club, because it was his idea that made the first club possible.

THINKS IT IS SOME BIG POND

Portions Of Mr. Neaves' Letters Written On Board Ship Tell Of the Ocean

"Tell Charles, this pond is most as big as New River."

"Pettie: Found your note in the bottom of my bag, I will try to grant all your requests."

"Big Boy, This is some branch, but I haven't seen a whale large enough to swallow you yet."

"Polly, Birthday dinner for Albert on Tuesday, had cake and everything. Haven't been sea sick at all. The ocean is five miles deep where we are today. —We have permission to see the power plant tomorrow."