



SALES DEPT. IS VERY IMPORTANT

Chatham Mills Maintain Own Sales Force Unlike Many Other Companies

Unlike a great many textile mills whose merchandise is unbranded and distributed through commission houses, our Chatham blankets are sold by a division of the company which is as much a part of the Chatham organization as the dye department.

Mr. Thomas J. Sheeche, our vice president, is in charge of sales. Under him are the selling offices in Winston-Salem, New York, Chicago and San Francisco.

In the early spring we have our formal "opening" in the New York showrooms. This is the first showing of our new line to the trade. After the New York buyers have seen this line, each salesman starts out into his territory with the blankets. He takes a sample room in a hotel and calls the buyer who makes his purchases from the samples. This is one reason why we are so particular that the blankets delivered must be as perfect as the samples shown—to eliminate misunderstanding and causes for returns.

Late in the spring our men go out with summer and camp blankets. The increasing popularity of these items has helped to make the blanket business less seasonal.

In the latter summer months, our selling is concentrated on blankets for the large August and September retail sales. The selling of the regular line of winter blankets continues through the fall.

In late October our plans revolve around the Christmas blanket. This is promoted and sold by salesmen's calls and letters.

December means a blanket for the retailer's January White Goods Events. And this brings us to the opening of another line.

In New York Mr. C. W. Poor heads the advertising department. With our splendid National Advertisements we create the demand for Chatham blankets and thus help further retail sales.

The Service Bureau, which has recently been inaugurated, was devised to be of assistance to the

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Merry Christmas To All!



Christmas Time

By THURMOND CHATHAM

As we approach the end of each year our thoughts naturally turn toward Christmas. What memories it recalls to each of us—childhood and toys, a happy home life, thoughts of those who may have passed on but whose lives are still near and dear to us. It is a time of the year when we should count up our blessings and give thanks that we have so many things to be grateful for.

The very idea of Christmas is that of giving. What though it may be only a cheery word, a sympathetic smile or hand clasp, it is a gift just the same. Can't you think of many times when some one has just by a word or two made you feel happier? I can. Do you feel the Christmas spirit when you see children rushing to their stockings on Christmas morning? And when you have been able to help someone

less fortunate than you? Of course you do, and isn't that what makes Christmas?

It is a time to think of family and friends. The past years have been hard—but what would they have been without family and friends. I think sometimes we take too much for granted—that we take our friends as a matter of course. But just as soon as we have some real trouble we find what they mean to us. Neighbors—we are all neighbors. And yet our neighbors can mean happiness if we give them what we would like to receive. And our associates in business, I can think of many people in our own company who make me feel better every time I talk to them. They have something we would all like to have—sympathetic understanding. Wouldn't it be fine

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WISH FOR ALL A FINE CHRISTMAS

Is the One Day In the Year When Spirit of Giving Is Uppermost

One very nice thing about Christmas is that it does come every year. We can look forward for twelve months to one time of the year when the spirit of giving will be uppermost in our hearts. All of us, even those who may say, "Well, what about it?" are animated by it. Ours may not be rich material gifts, but we can manage to give a bit more of our better selves, showing less irritability and sharing more laughter, fewer frowns. Somehow the Christmas Season makes it easier for us to come to the conclusion that there is wealth in "doing for others" that we give of ourselves is actually that which enriches us most.

Certainly, we can look eagerly at this approaching Christmas, and welcome it as an opportunity to again regain the spirit of little children, thereby capturing some of that inner magic that makes youngsters so expectant. To be expectant is to be fortunate, and the expectant person seems to create his own magic. Let's keep an undimmed faith in Santa Claus and help to create in others the will to do for others as far as lies within our power.

So my wish for all who work for Chatham Manufacturing Co., may approach this Christmas and New Year with a firm belief in the unlimited goodness that exists and that awaits for use of it. May every week of 1934 in its helpfulness and joyousness be to you a Christmas week with Santa Claus actively at work.

Christmas Program For Elkin Club Held

The Lucy Hanes Chatham Club of Elkin, held their annual Christmas program at the Methodist church on Thursday evening, Dec. 21, 1933. The program opened with a piano solo by Miss Edith Neaves, followed by a reading by Miss Dorothy Penfield. Miss Estelle Powers sang a solo that was in keeping with the Christmas season. The main feature of the program was a short

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