



OVER 500 ENROLL IN CAMPAIGN OF MUTUAL AID ASSN.

Governing Committee of Chatham Unit Expresses Thanks for Cooperation Shown

SEVERAL BEEN AIDED

The Governing Committee of the Chatham unit of the Elkin Mutual Aid Association desires to thank each and every one of the employees of Chatham Manufacturing Company for the fine spirit of cooperation shown during the Mutual Aid enrollment campaign. Over 500 have joined the Association to date (3-28-34) and are assured of needed hospital care for themselves and their dependents should an emergency arise. Several members have already received benefits under the plan and naturally they are all very enthusiastic in their praise of the Association. Those who have received benefits for themselves or their dependents to date are: John Martin, Richard J. Pardue, Ernest Byrd, Dewey W. Day, Harvey Martin, Vallie Harp, Claude Stuart, Kerley Hall, Ila Martin and Ravon Garriss.

In view of the fact that the plan has been in operation less than two weeks and that the services rendered the above would have cost the members over \$400 00, but will now be paid for by the Association as a whole is sufficient proof that the plan is going to be of inestimable value to its members.

Chatham employees are indeed to be congratulated for their

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State Inspector Visits Our Plants

Mr. J. P. Lang, chief inspector of North Carolina, visited our mills this week and gave us an A rating. Mr. Lang was very complimentary, saying that the Chatham Mills were among the neatest plants he had visited. He was favorably impressed with the First Aid room of the Elkin plant. The idea of an Athletic Association met with his approval. He explained the benefits that the employees will derive from such an organization and ended up by saying, "All work and no play makes Jack a bad boy."

Scene of Chatham New York Style Show



Above photo is one view of the Chatham New York office as it was arranged during the recent style show designed to create new ideas for the retail sales promotion of blankets.

Style Show By Chatham Creates New Retail Ideas

Chatham Manufacturing Company sales office in its recent style show has created new ideas for the retail sales promotion of blankets. The office as it appeared during the show was a model blanket department for any large department store. It was arranged so that the blankets can be displayed effectively in individual cases rather than in bulk quantity. In the center of the room were placed small cases showing individual blankets with these were used ornaments which added to the attractiveness of the display—one a wooden cut-out figure of a woman used to hold up the blanket, was particularly admired by many of the buyers.

The windows were divided into three linen closets, each containing neatly folded blankets assorted so as to give the most pleasing color effect.

Through this arrangement of the office Mr. Chatham has given the retailers an inspiration for more effective blanket display,

which they feel will greatly increase sales.

Many comments were heard on the new Chatham display room with the novel and effective window exhibit.

Every one who attended the style show was very fortunate in having the privilege of hearing Mr. Kenneth Collins, assistant to the President at Gimbel's, in his brief talk to about 160 guests who were present at the time. He was most complimentary to the efforts of Chatham in bringing this new idea to the minds of the retailers. Mr. Collins stated that this type of cooperative efforts on the part of the manufacturer makes a turning point in the selling of textiles. With very few exceptions he felt that the woolen industry generally has been antiquated in its ideas and methods.

Mr. Collins hoped that this helpful suggestion by Chatham would do much to improve the retail selling of blankets. Too many

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LOCAL OFFICIALS ATTEND SHOWING

Go to News York for Opening of 1934 Blanket Line As Guest of the Company

H. C. Graham, R. M. Ogburn, Charles Dixon and Ezra Shamel from the Winston-Salem plant; Gavin Dortch, Richard Chatham, Henry Dobson, Thomas Roth and C. C. Poindexter from the Elkin plant, attended the opening of the 1934 blanket line in our New York offices as guests of the Company. The party left Winston-Salem on March 16th, returning on March 21st. During their stay in New York a part of each day was spent at our Company's offices and show room, 57 Worth St., and the remainder of the time was spent sight-seeing, visiting the big department stores, window shopping, "etc."

On Tuesday, March 20th, the formal opening of the 1934 line was held in the show-rooms. A very inspiring talk by Mr. Kenneth Collins of Gimbel Bros., was heard with intense interest

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