

BLANKETEER

Vol. 54 - No. 8

Chatham Manufacturing Company, Elkin, North Carolina 28621

December 5, 1988

Northern Feather Poised For Growth

by Jena Knobler Taylor

ELIZABETH, N.J. - Northern Feather Inc. is spreading its wings, preparing to become a larger player in the highly competitive pillow and comforter category.

The acquisition of Chatham Manufacturing, a blanket and upholstery mill, by parent company Northern Feather Group Ltd. has given the U.S. division additional production capacity and a strategic shipping location in the South.

John Hansen, President and Chief Executive of Northern Feather Inc., recently announced plans to install machinery in Chatham's North Carolina plant for the manufacture of down and synthetic bedding products by year's end.

According to Hansen, who has served as president since 1973, the combined annual sales volume of Chatham and Northern Feather Inc. falls between \$180 million and \$200 million.

To service the West Coast, Northern Feather has a plant in Southern California, and the company recently established a Seattle warehouse to accommodate retail customers there.

Northern Feather has a total of eight factories in the United States. Some, such as its 120,000-square-foot facility in Elk Grove Village, Ill., are cut-and-sew operations, while others, such as the Newark plant down the road from company headquarters, processes bulk feather and down.



"We provide Chatham with a worldwide organization. We will export some of their products and provide an infusion of sales."

-John Hansen,
President and Chief Executive
Northern Feather Inc.

The parent company, based in Denmark, has approximately 29 factories stretching across Europe and to the Far East and Australia.

"We provide Chatham with a worldwide organization," Hansen said. "We will export some of their products and provide an infusion of sales."

So far, the change in Chatham's ownership this past June has not resulted in either a redirection of the manufacturer's product lines or management.

"There are areas where blankets and comforters conflict (in terms of sales), but they don't in products such as stadium blankets or throws," Hansen said. "There are all kinds of products we can develop that we don't feel interfere with our businesses."

At last month's Domestic Market, Chatham rolled out Downelle, an upscale acrylic blanket made from Monsanto's FiLana II fiber. The pro-

duct had been under development for more than two years - well before Northern came into the picture.

Senior management at Chatham remains intact, with Alan Payne, President and Chief Executive, at the helm.

"In my opinion, we bought a company that is very well run," Hansen com-

mented. "Our plan is to keep Chatham's management intact. We have very little expertise in almost two-thirds of their business areas."

Although the parent company's marketing strategy and product mix differ from country to country, Northern's game plan is to capitalize on a steadily growing consumer interest in down and feather products.

The parent company launched its U.S. division in 1917 as strictly a bulk feather and down supplier to the furniture industry, Hansen explained. Later the company started producing synthetic-filled pillows.

In the early 1970s the company began manufacturing down comforters. After the oil crisis sales really took off, Hansen said, but at that time Northern's production capacity was just getting off the ground. Sales doubled annually during the first 10

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Part of the cut-and-sew operation at Northern Feather's Elizabeth, N.J. plant.

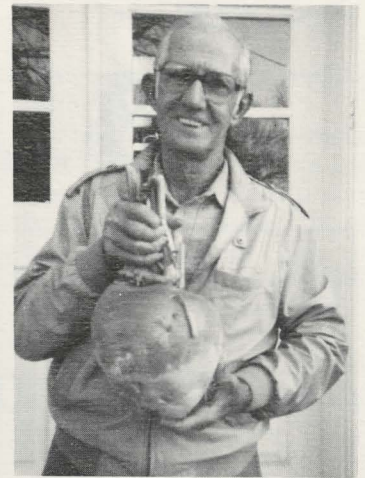


Why sit around and be bored when you can be doing something productive? That's what **Comas Groce** decided when he became disabled. Sitting at home during the winter months, Comas decided there had to be a better way to pass the time. His wife, Lucile, works in the Binding Department on the second shift, so that leaves Comas with lots of time to kill. He thought maybe he would try to make a quilt. That one quilt grew into one for each of his four children as the time passed. Now he has made seven full size quilts and two baby quilts. He made a couple to sell, but hasn't tried to get into that in a big way. He has even made one quilt using his own design. Comas and Lucile have a son that works here, Seth. He works in the Cloth Department.

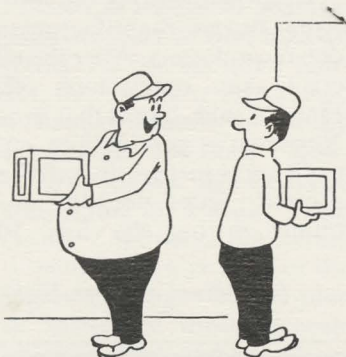
Club News

The Chatham Fellowship Club is enjoying an outstanding year. The yearly sale of raffle tickets for a quilt, hand-made by club members, brought the club's earnings up to an all time high. The raffle of the quilt and the Annual Elkin Bazaar are the main money makers for the club. Members sell quilt raffle tickets several weeks in advance of the bazaar. This year the members sold approximately 2,800 tickets. One club member, Ruby Freeman, sold one thousand tickets. The tickets sell for twenty-five cents each.

The Fellowship Club will be using their proceeds from the quilt and the bazaar to donate to local charities. So far they have voted to give \$100.00 to the Tri-County Christian Crises Ministry, \$50.00 to the Hugh Chatham Hospital Auxiliary, and help a needy family buy firewood. There are several other special projects the club members participate in during the year including taking baskets of fruit to retired members who are now in rest homes.



Frank Gambill, who is a retired Chatham employee, stopped by the employment offices a few weeks ago to show off his prize turnip. The turnip weighed ten pounds and came from Frank's own garden where he says the bounty was plenty good this year. Frank has been retired ten years from the Carding.



"I don't have to worry about anything dropping on my toes but I still wear safety shoes!"

In Memoriam

Cleve W. Wilmoth
November 6
Father of James C. Wilmoth,
Extrusion.

Vergie V. Pardue
November 13
Wife of Lester W. Pardue,
retired.

W. Howard Lyon
November 14
Retired Employee
Husband of Eunice V. Lyon,
Quality Control; brother of
Roy G. Lyon, Binding.

Calvin C. Osborne
November 14
Retired Employee

Laura O'Brien
November 14
Sister of Fred D. Burcham,
retired.

Judy K. Walls
November 16
Employee



Lillie and Clem Holcomb celebrated their golden wedding anniversary on November 20 at Mt. View Fellowship Hall at Hamptonville. Hosts for the occasion were their children: Delphine Tester, Dean Holcomb, and Phyllis Wagoner and their families. Lillie is an employee of Chatham and Clem is a Chatham retiree. They have six grandchildren.

Chatham Blanketeer

published bi-weekly by
Chatham Manufacturing Co.
P.O. Box 620
Elkin, North Carolina 28621
Phone: 919-835-2211

Its goal is to provide information and communication for the employees and retirees of Chatham.

Comments, suggestions, and story ideas are encouraged and should be directed to the Editor.

Kathie McDaniel, Editor

Printed by Chatham Print Shop

Help Your Heart R · E · C · I · P · E · S

 American Heart Association

Roast Stuffed Cornish Hen

Give thanks for a delicious, heart-healthy entree! And Cornish Game Hens are an elegant, exciting alternative for Christmas.

- 6 Cornish Hens (about 14 ounces each)
- 1 package wild rice mix or long grain and wild rice combination
- 1 medium onion, chopped
- 2 tablespoons margarine
- 1 teaspoon sage or thyme, savory or tarragon
- ¼ cup brandy
- 1 cup orange sections

To make the stuffing, cook rice until it is still slightly firm. Drain. In a skillet, melt margarine and cook chopped onion until browned. Add rice and sage; toss gently.

Clean, wash and dry hens. Stuff lightly and skewer or sew the vents closed.

Brush hens with ½ cup melted margarine and place breasts side up on a rack in a shallow pan. Roast at 350 degrees, uncovered about 1 hour, basting occasionally with the melted margarine.

Make a sauce by adding ½ cup water to the drippings in the roasting pan, stirring to dislodge browned particles from the pan. Add ¼ cup

New England Fish Chowder

Here's a foul-weather friend. And fish are an important source of protein, iron and other minerals and vitamins. Cup or bowl, this recipe will help your heart while warming you up inside.

- ½ tablespoon margarine
- ¾ cup onion, chopped
- 1 clove garlic
- 1 bay leaf
- 1 sprig parsley
- 1½ cups water
- ½ teaspoon thyme
- Freshly ground black pepper
- ½ cup skim milk
- 1 pound frozen or fresh had-dock or cod fillets

Melt margarine in pan, saute onions and garlic. Add all other ingredients. Simmer soup for 45 minutes. Yield: 4 Servings.

185 Calories	58 mg. Chol.
19.2 g. Protein	9.4 g. Carbo.
7.3 g. Total Fat (est.)	87.8 mg. Calcium
1.2 g. Sat. Fat	420 mg. Potassium
.5 g. Poly. Fat	193 mg. Sodium
.7 g. Mono. Fat	

brandy and 1 cup orange sections. Cook 2 minutes. Serve with hens. Yield: 12 servings.

198 Calories	44 mg. Cholesterol
15.3 g. Protein	24.6 g. Carbo.
4 g. Total Fat (est.)	28.2 mg. Calcium
.9 g. Sat. Fat	236 mg. Potassium
1 g. Poly. Fat	58 mg. Sodium
1 g. Mono. Fat	

The Blanketeer is published for:

employees and retirees like **Leonard Holleman** who retired from Chatham Manufacturing Company in 1972. He started out in the Spinning Department in 1942 and during his years here he also worked in the Worsted Department and the Technical Department.



Service Anniversary Dates, November 1988 30 Years

Larry G. Simmons, Burling - November 12
Emelene Y. Miller, Burling - November 14
Billy P. Wilmoth, Weave - November 28
Edward R. Long, Blending - November 28

20 Years

Betty J. Cothren, Spinning - November 5
Lucille Y. Woodie, Spinning - November 11
Linda E. Thompson, Data Processing - November 18
A. Carolyn Collins, Spinning - November 21
Geraldine Luffman, Yarn Manufacturing - November 25

December 1988

30 Years

Alan L. Payne, President and CEO - December 10

Retirements Effective November 1, 1988

Betty A. Atkinson, Fiber Reclamation, 1st shift; 12 years and 8 months
Mary T. Taylor, Cloth, 3rd shift; 16 years and 1 month



How To Pick And Care For Your Christmas Tree

Look for freshness, say tree growers.

Bend a needle. If it springs back, it's fresh. If it snaps, it's not.

Lift the tree, stamp its stump on the earth. Some needles will fall, but if a lot of outer needles drop, find another.

After taking it home, keep the tree in the cold, away from wind and sun, until it's ready to decorate.

Saw off the trunk an inch or so and stand in water. It should drink from a quart to a gallon of water a day. Keep the water level above the end of the stump or it will seal and must be sawed again.

Before bringing the tree into the house, let it gradually adjust to indoor temperatures by keeping it in a partly heated area such as a basement or porch the night before.

Keep the tree away from heat such as radiators or a fireplace.



1. _____



2. _____



3. _____



4. _____



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6. _____



7. _____



8. _____



9. _____



10. _____



11. _____



12. _____



13. _____

*Then an**at Bo*

and Now

(Answer on Page Six)

onville



Bonnie Mathis
Yarn Manufacturing, 3rd



Tammy Cheek
Yarn Finishing, 2nd



Lisa Pardue
Yarn Finishing, 3rd



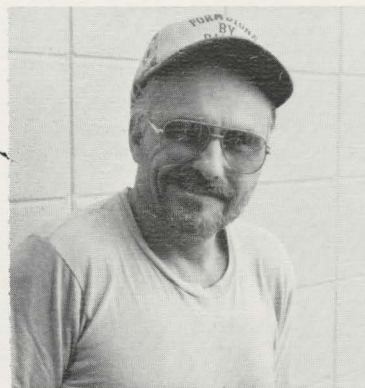
Pauline Sale
Yarn Finishing, 1st



Robert Jolley
Yarn Finishing, 1st



Geraldine Luffman
Yarn Manufacturing, 1st



Roy Hartwell
Yarn Manufacturing, 1st



Donna Melton
Yarn Manufacturing, 1st



Wilma Cox
Yarn Manufacturing, 2nd



Earl Burgess
Department Head
Yarn Finishing



Donna Church
Yarn Manufacturing, 1st



Gary Sebastian
Department Head
Yarn Manufacturing



Connie Vestal
Yarn Manufacturing, 2nd

Chatham Trader

FREE: Part Collie dog. 5 years old. Call 835-8818 after 4 p.m.

WANTED: Very good used truck body. Call 874-2737.

FOR SALE: White Pine Christmas trees, choice - \$10.00. Call 366-2980.

FOR SALE: 1975 Malibu Classic, 4-door, 350 automatic, runs good. \$400. Call 526-2204 between 8:00 a.m. and 3:00 p.m.

FOR SALE: 8 old English Boxwood bushes, 24 in. high and 24 in. wide. Call 874-2134.

FOR SALE: China cabinet. \$75. Call 835-4981.

FOR SALE: RCA 24" TV, 6 months old, remote control. \$300. Call 835-4981.

FOR SALE: 1972 Colt wagon, 30 m.p.g., new tires and carburetor. Call 835-3072 evenings.

FOR SALE: Stamp book, USA and Foreign. \$25. Call 835-6434.

FOR SALE: 25" Magnavox TV, cabinet style. Call 957-2535.

FOR SALE: Approx. 800 ft. curly/tiger maple, air dried nine years, never wet, cut for making furniture. Make offer. Call 835-2703.

FOR SALE: House in Ronda. Two-bedrooms, 1½ baths, L.R., large den or beauty shop with private entrance, fenced back yard, heat pump and wood stove, garage and half basement. \$48,000. Call 835-7544.

FOR SALE: Remington 870 Wingmaster Pump 12-gauge shotgun. \$200.00. Call 835-7026 after 5 p.m.

FOR SALE: Remington mod 6 30-06 pump action rifle, 4x9 40 mm tasco scope, like new. \$400.00. Call 835-7026 after 5 p.m.

FOR SALE: Franchie 12-gauge automatic shotgun. Vent rib. Sold for \$479.00, will sale for \$300.00. Call 835-7026 after 5 p.m.

FOR SALE: Gun cabinet, oak, 6-gun with glass, front ammo drawer and light, sold for \$400.00, will sale for \$200.00. Call 835-7026 after 5 p.m.

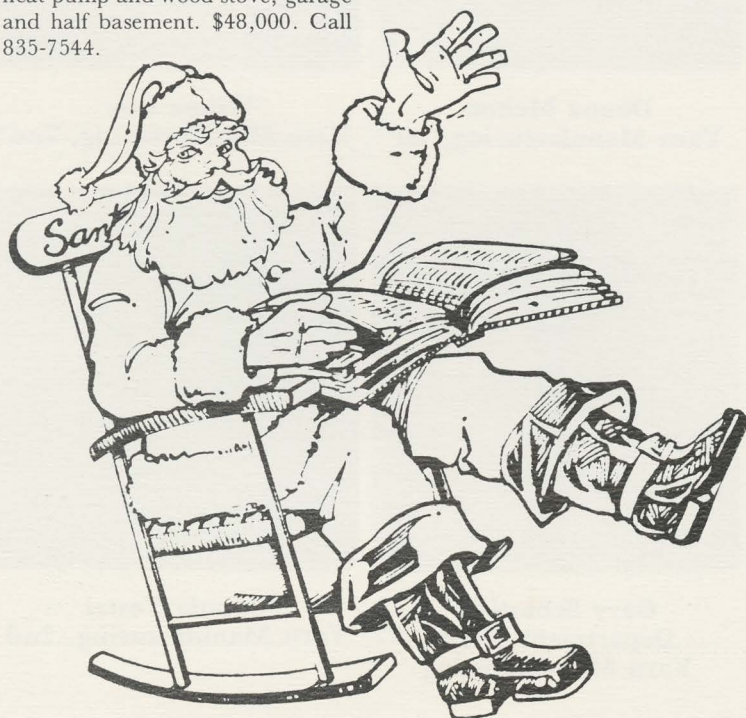
FOR SALE: 1985 Trans Am black with gray ground effects, AM-FM cassette stereo, automatic, over-drive, PS, PB, factory guages, air, new white letter tires, front and rear spoiler. 48R miles, excellent shape. \$7,500.00. Call 835-7026 after 5 p.m.

FOR SALE: 1983 Mercury LN7, blue, AC, PS, PB, AM-FM Cas-sette, 5-speed, extra clean. Call 874-3035 after 5:30 p.m.

FOR SALE: 1983 Volkswagen GTI, 4-cylinder, fuel injected, 5-speed, silver and black, new tires, 65,000 actual miles. \$2,400 - negotiable. Call 366-4374 after 5:30 p.m.

FOR SALE: 30" electric range. Good condition. \$100. Call 366-2412 after 4:00 p.m.

FOR SALE: Madam Alexander dolls. Call 874-2133.



Self-Esteem, High or Low

Feeling good about yourself or having high self-esteem enables you to accept challenges, enrich your life, maintain self-confidence and remain flexible. With high self-esteem, you can be the person you want to be, enjoy others more fully, and offer more of yourself to the world.

When you have high self-esteem, you're not afraid to develop your abilities. You're willing to risk trying new things. If you don't try, you can't grow.

Happy people are a joy to be around. By being happier with yourself, you'll be eager to meet new friends. By being more comfortable and open about yourself, you'll develop closer relationships.

Believing you can do something is half the battle; it allows you to involve yourself completely with whatever you're doing. Whole-hearted effort helps to bring improvement to performance.

Change isn't easy. It's unfamiliar and frightening at times. However, a positive self-image makes it easier to accept new ideas and ways of doing things.

The effects of low self-esteem can create a vicious cycle. Some common effects of low self-esteem are the lack of self-confidence, poor performance, a distorted view of self and others and an unhappy personal life.

People with low self-esteem often have little confidence in their abilities. They may think they're doomed to fail again because they've failed before. Lack of self-confidence may result in making little or no effort toward realizing projects or goals. But failures that result from a lack of effort are not a true reflection of a person's abilities.

Some people won't give themselves credit for their accomplishments. These people may think others look better in comparison. They may also believe that things just happen to them--that they don't make them happen.

Negative people aren't fun to be around. People with low self-esteem find it hard to develop close relationships. The result may be a lonesome and unhappy personal life. But the cycle can be broken by taking positive steps to raise your self-esteem.

Changing self-esteem means taking a hard look at yourself, then changing the things you don't like. This takes time, but the results will be well worth the effort. If you've tried but aren't making any progress, consider seeking help from a qualified counselor.

High self-esteem does not guarantee success but it does guarantee feeling good about yourself and others no matter what happens. Let your positive attitudes rub off on others by offering encouragement. Help them to open up. Don't put others down. Be patient with their faults and weaknesses; everyone has them.

High self-esteem does **not** mean self-centeredness. It's not egotism or snobbishness. These are usually false fronts for feelings of insecurity and low self-esteem. Having high self-esteem is appreciating your uniqueness so you can respond to others in positive and productive ways.

For more information about self-esteem and how to feel good about yourself, contact CROSSROADS in Elkin at 130-A Hawthorne Road (behind Hugh Chatham Nursing Center) or contact Suzanne Kelly at 679-8882 or 835-6781.

Then and Now Answers

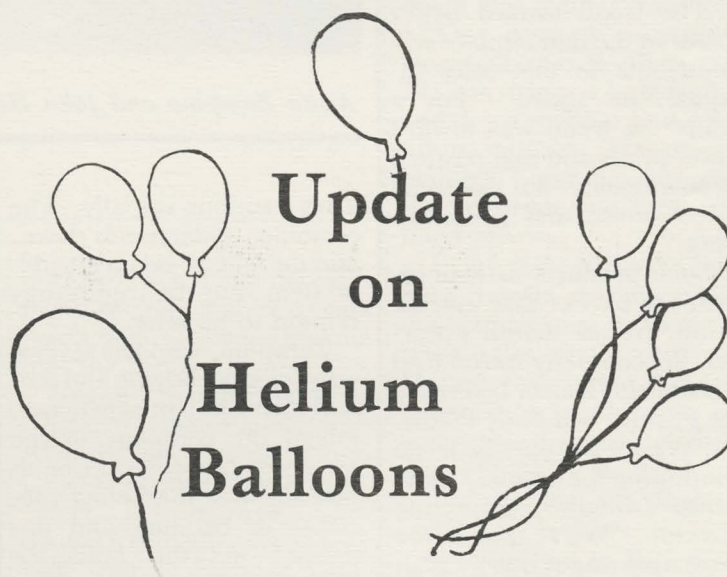
1 - Wilma Cox, 2 - Roy Hartwell, 3 - Pauline Sale, 4 - Earl Burgess, 5 - Bonnie Mathis, 6 - Connie Vestal, 7 - Gary Sebastian, 8 - Tammie Cheek, 9 - Donna Church, 10 - Donna Melton, 11 - Robert Jolley, 12 - Lisa Pardue, 13 - Geraldine Luffman.

Ronda High School Class Of 1953

held their thirty-five year reunion October 15 and 16. The former classmates dined at Shadrack's of Boone on Saturday. They met at the Holiday Inn in Jonesville for a social and lunch on Sunday. (l-r) Nancy Poplin Dimmette, Faye Barker Pettyjohn, Claris Sparks Howell, Wanda Pettyjohn Boles, Agnes McCann Childress, Helen Lawrence Sparks. Back row, left to right - T.D. Carter, Mitchell Mastin, E.J. Anderson, Clyde Laster, Albert Howell, L.G. Welborn, Allen Carter, and Clyde Pardue. Out of twenty-eight class members fourteen attended.



Preston L. and Mary C. Baity will celebrate their 50th wedding anniversary from 2 to 5 p.m. on December 18th with a reception at the Boonville Methodist Hut. All friends and relatives are invited to attend. The host will be their daughters: Aileen Terrell, Carolyn Foreman, Linda Key and their families. The couple have six grandchildren and one great-grandchild. Mr. Baity is retired from Chatham. Mrs. Baity is a homemaker.



For the second year, helium filled balloons were released as part of the festivities at the Annual Chatham Picnic. This special event for our retired and long service employees was held October 6 and one hundred of the balloons contained a card printed with the name and address of Nelson Lowe, our Vice President of Industrial Relations. The cards also asked that the finder please return the card giving their name and address so that we could find out just how far the balloons traveled. Since we promised to let you know how the project went, we're doing just that.

As the balloons lifted to the sky, the air currents pulled them toward the south and southwest. So, we were surprised when all the balloons that were returned came from the east of us. The longest distance balloon recorded was returned from Eden, which is sixty to sixty-five miles "as the crow flies" which is the way we measured.

But, the "most unusual" find would have to be the balloon found by a fellow from Belew Creek, North Carolina. He was deer hunting when he found the balloon hanging high in a pine tree.

Northern Feather

(Continued from Page One)

years; in the past five years, the category has experienced 15 to 20 percent growth annually.

"I think people are finding out that down comforters are very comfortable and functional. The concepts of luxury and keeping warm without weight are important factors in peoples' choices," Hansen explained.

"There is still growth potential in that area," he added. "In Germany and Scandinavia, they've been sleeping with down comforters for years in practically every household. We expect a sales increase of 20 percent over last year for comforters."

The trend toward better goods in the marketplace will contribute to that sales increase, he added. "For a while the trend was toward lower prices and that resulted in poor quality. But that trend has reversed and is continuing."

Such products as feather-beds are part of that upscale trend. At last month's market, the company introduced a channeled feather bed called the Feather-bed Body Pillow.

"We see the upscale trend continuing for a while," said Anita Zampino, marketing director. "We're now in the formative stages but we plan to introduce more upscale products into our line."

Zampino said strong sales in feather beds came as a "pleasant surprise. We were

"We're now in the formative stages but we plan to introduce more upscale products into our line."

-Anita Zampino,
Northern Feather Inc.



Anita Zampino and John Hansen of Northern Feather Inc.

a bit cautious initially. The customer understands down, and the feather bed is an add-on item. But the true results remain to be seen."

Zampino, who has several years of retail buying and product development experience, joined the company in the spring of last year. Prior to that she was marketing specialist in bedding and domestics for the Frederick Atkins buying group in New York.

Since joining the company, she's helped the company

sharpen its look and marketing strategy. "We offer value without sacrificing quality," Zampino said. "We try to be innovative on every level as well as consumer-oriented."

"When you go into a store you encounter a sea of pillows," she explained. "They (consumers) usually know if they want a synthetic or natural pillow, but after that are confused."

Three years ago, the company launched its Mermaid collection of down and feather products that added a process developed at its research facility in Denmark. NF4 is a treatment that, when applied to feather and down, increases resiliency, increases fill power by 25 percent, and renders products hypoallergenic and odorless, according to the company.

The hypoallergenic claim was tested in this country and approved. "We wanted it to be authenticated here," Zampino said.

With the process, "it (NF4) practically eliminates dust," Hansen added.

The process also allows products to be machine washed and dried. Now, NF4 is used on all the company's white down pillows and comforters and on its Naturals line.

Although its production of decorative bedding is limited, Northern Feather continues to expand its comforter or duvet cover assortment for each market. "We've done very well with comforter covers," Zampino said. What started out as a solid-color program has since blossomed into a wide array of styles including damask stripes, sateen weaves, and high-thread count printed goods.

To accommodate additional capacity and the differing needs of specialty linen and bath shops or junior department stores, the company has instituted a quick ship program.

Products, each with its own code, are inventoried by computer. The system is two-tiered: the first provides for 48-hour delivery on synthetic and natural products; and the second allows for 14-day delivery upon receiving orders, Zampino said.

Northern Feather's two-step punch - additional plant capacity and a better inventory and delivery system - has positioned the company for growth in the synthetic and burgeoning down products market, according to Hansen.

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from November 7, 1988
Home Furnishings Daily

Chatham Manufacturing Company
Elkin, North Carolina 28621

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