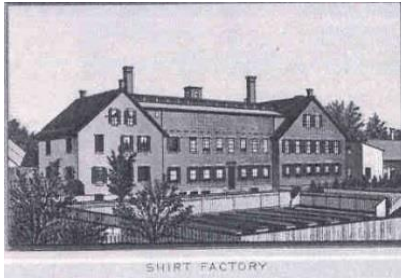


## C.F. HATHAWAY SHIRT FACTORY

10 Water Street ~ Map #34



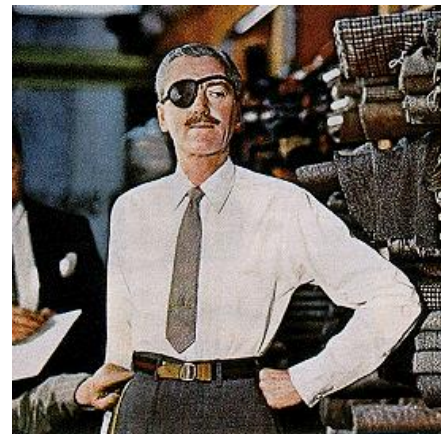
In 1849, C.F. Hathaway, established by Charles F. Hathaway, started making shirts in Waterville, They supplied shirts for Union soldiers in the Civil War. Their original location was on Appleton Street.

Ellerton Jette and Charles McCarthy purchased the

company in 1932. They hired David Ogliviv's Madison Avenue advertising agency in 1951 to come up with a new advertising campaign. He ran through 18 copy ideas for Hathaway's inaugural campaign before striking on Baron Wrangell, "The Man in the Hathaway Shirt." This campaign with this mysterious character had "story appeal" as peopled wondered, "why the eye-patch?" It ran exclusively in the New Yorker and was a wild success. Hathaway's revenues tripled within a couple of years. The campaign became an advertising legend. Jette sold the company to Warnaco, Inc. in 1960 but stayed on as chairman of the board until 1965.



In 1966, Warnaco sold to a group of investors that included former Governor of Maine John McKernan. Federal and state governments loaned the city \$1.5 million to buy the shirt factory and to maintain manufacturing at the facility. Hathaway returned to its beginnings with a traditional gentleman's shirt with more ample dimensions, up-to-date fabrics, single-needle construction, three-eye buttons and an "H" embroidered on the tail. McKernan's group eventually folded and Hathaway closed in 2002, leaving 235 workers unemployed. Waterville's Hathaway Shirt Factory was the oldest remaining shirt factory in the U.S.A.



The man in the Hathaway shirt

AMERICAN MEN are beginning to realize that it is not only to be good but also to be good-looking. They are wearing a different kind of shirt. They are wearing a shirt that is made of a different fabric. They are wearing a shirt that is made of a different color. They are wearing a shirt that is made of a different style. They are wearing a shirt that is made of a different material. They are wearing a shirt that is made of a different texture. They are wearing a shirt that is made of a different pattern. They are wearing a shirt that is made of a different design. They are wearing a shirt that is made of a different color. They are wearing a shirt that is made of a different style. They are wearing a shirt that is made of a different material. They are wearing a shirt that is made of a different texture. They are wearing a shirt that is made of a different pattern. They are wearing a shirt that is made of a different design.



Rhode Island developer and Colby graduate, Paul Boghossian, in partnership with his business partner, Tom Niemann, purchased the property in December of 2006. Anchored by MaineGeneral Health, The Hathaway begins its third life as beautifully rehabbed offices, apartments, creative, retail and recreational spaces.