



SEW IT SEAMS



(Registered with U. S. Patent Office)

Volume VI

HIGH POINT, NORTH CAROLINA, NOVEMBER, 1952

No. 12



MESSAGE FROM THE PRESIDENT

(Traffic Manager Paul K. Frye is President R. C. Kirchofer's guest columnist this month).

In recent years the Anvil Brand "family" feeling has, I believe, grown among all of us. The efforts of each individual, and of the departments to work as one big family has become the predominant factor in our happy organization.

Never has this fact been proven so vividly as in the past six months. Most of you probably know that the first half of Anvil Brand's fiscal year ends on November 30. On that date the records will close on the busiest six-month period for everyone in our organization — for those cutting up the goods, sewing up the seams, and packing up the garments — all to the end that our salesmen might sew up more sales.

There has been no let-up in the pressure to maintain a high rate of quality production, and at no time since the July vacation has there been sufficient goods to take care of orders. We wish business always flourished so well, but from past experience we know the ups and downs of our industry, and realize our dependence on our planning committee to develop our staple lines and to add new items to keep the plant busy and our customers happy. From our preview of the new Spring line, we believe our committee has just what the doctor ordered in the new Tom Long sport items for Spring and Summer.

Anvil Brand is not a big company as compared to some, but we are above average in size and volume produced. We know when to say no, and when to swing for a home run, (sometimes we have to put on the squeeze play), and our only regret is that a fellow can't swing for a home run every time at bat. Team play is what counts, and that is exactly what we have
(Continued on Page Two)

NEW LINE HAS SOFT COLORS



BILL LEHMAN AND JACK RIVES

Bill Lehman Counting On 25 More Years Here

Bill Lehman, at the end of 25 years service with Anvil Brand as a machinist, has enjoyed every minute of it and is looking forward to the next 25 years.

That is what he told Jack Rives last week when Jack, on behalf of the company, presented him with a gold 17-jewel Hamilton watch with his name inscribed on it. Bill came to work for Anvil Brand in 1927, and with last week's ceremony became the 25th member of the 25-year club.

In reality, Bill was entitled to receive his watch when watches were presented at the August picnic to the other 24 members, but an error had been made in the records here and while Bill was virtually certain that he came here in '27, he preferred to wait until
(Continued on Page Eight)

Twice As Many Lot Numbers In Summer Goods

Solid pastel colors and softer shades in plaids are a feature of Anvil Brand's greatly expanded Spring line, which salesmen are now showing the trade. There are 117 lot numbers being offered for the 1953 season as compared with 53 last year.

Sales Director Hugh Webster described it as "one of the finest and most diversified lines for Spring offered by any company, with sport shirts and slacks, staple work wear, denims, ladies', girl's and kiddies' goods plus a full range of cotton shorts and novelty numbers.

Lot numbers in women's wear, which always are popular items in the employees' sales room, have been more than doubled. In addition to 11 shorts numbers (as compared with five last year), the company is offering for the first time J'nette pushers and matadors in both misses' and girls' sizes, and J'nette dungarees in fireman red and jet black.

Several interesting new materials are included in the 14 short-sleeved Tom Long men's sport shirts, including combed Leno, an open mesh material which has gained rapidly in popularity since it was first introduced in men's dress shirts, and Dan River Rangoon, a preshrunk wrinkle shed cloth that comes in beautiful soft colors, green, blue, yellow tan, chartreuse, and sky.

There are five long-sleeve shirts for men in the Tom Long line, two of the outstanding numbers being of combed gingham, and Dan River Sagespun, the latter also being a comparatively new material. Two numbers in the Sportswear line complete the men's shirt numbers.

The six Tom Long sportshirts (short sleeves) include plisses, broadcloth, skipdent and gingham, and there are also two long sleeve numbers, one in broadcloth and one in gingham. The two youth's Tom
(Continued on Page Two)

Banner Month!

The shipping department shipped more garments during October than in any single month in the history of the company, according to Traffic Manager Paul K. Frye. Members of the shipping department worked long hours each day, and usually all day on Saturdays.

The previous high water mark in shipping came in October of 1950, Frye said.

All Our Salesmen Expected At December Meet

All of our salesmen, many of them accompanied by their wives, are expected to be here for the annual winter sales meeting December 15 and 16, according to
(Continued on Page Eight)