



SEW IT SEAMS



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No. 1



MESSAGE FROM THE PRESIDENT

TO MY FELLOW WORKERS:

High in the Colorado mountains is a resort for hunters and those who like mountain sports. Cabins cluster around a main building. And in each is an ax and a sign: "Cut your own firewood. It will warm you twice."

In effect it says, work for whatever you want, and gain the joy of accomplishment. In addition you have the comfort and satisfaction and peace of mind that comes from possessing what you have earned.

The word "peace" and the phrase "peace of mind" describe a condition which I'm afraid many persons don't consider as deeply as they might. I think of it especially now because in Christmas hymn, in sermon and in public address, we hear repeatedly of the "Prince of Peace." He was so-called, as you know, because He personified kindness, generosity, forgiveness, tolerance, friendship, and all those virtues which bring people together in understanding and co-operation.

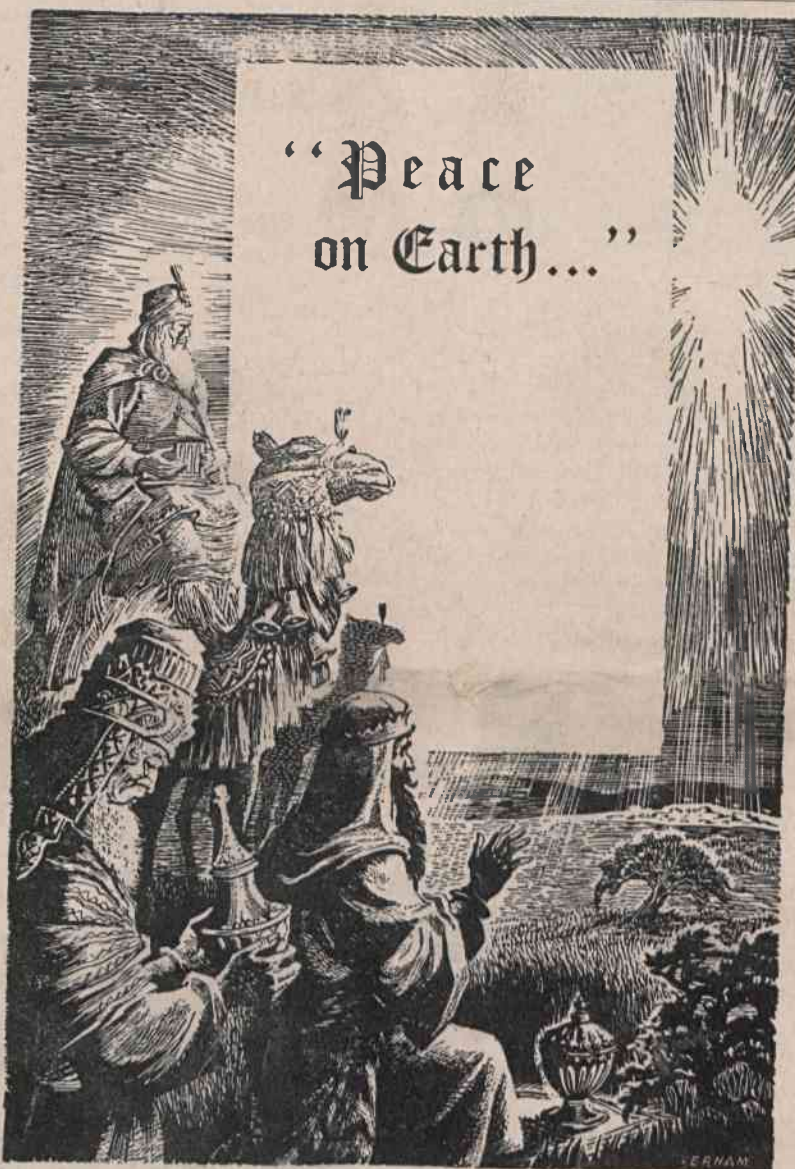
Wherever He walked, whenever He talked to people, He brought to all a new and welcome faith in the future and peace of mind. His was the doctrine that people at peace with themselves are at peace with each other.

That just about summarizes the Christmas Spirit, doesn't it? And it comes with special emphasis in this holiday period.

Many times other than Christmas I have felt a deep, personal gratification because that Christmas Spirit—the spirit of peace and understanding—seems so prevalent throughout the Anvil Brand organization. It means much when a group of hundreds of different personalities can live and work in harmony and unity of purpose.

Of course we live and work in the faith that our accomplishments
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HIGH SALES ARE PREDICTED



Christmas Parties Planned Tuesday

Christmas party arrangements are practically complete with most departments and offices planning dinners, trees, and an exchange of gifts on Tuesday, the day the plants will close for the holidays. Work will be resumed on the following Monday morning. Perhaps because everyone has been so busy this month, the Christmas spirit was a little late in arriving at Anvil Brand, but there seems to be no lack of it this past week.

Two exceptions to the Tuesday date for parties are the sales division, which is staging a turkey dinner party at the home of Mo-

selle Boyles on Madison Avenue Monday night, and the Hudson Division office which held its Christmas party last night at the home of Martha Belle Grimes, at 516 Cable Street.

Several of the departments are going to have caterers serve their dinners, including the utility, overall, and cutting. Names have been drawn in each department and everyone will bring and receive at least one gift at the parties. In the utility department, the following will serve as the Christmas committee in charge of arrangements: Julie Jones, Ruth Johnson, and
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Saturday Evening Post Will Carry 52 of Our Ads

Continued high sales for at least the first half of next year were predicted by President R. C. Kirchofer at the meeting of our salesmen here Monday and Tuesday when it was also announced that beginning this week Anvil Brand will start to advertise on a national scale through the columns of The Saturday Evening Post.

Hugh M. Webster, Jr., director of sales, presided at Monday's luncheon session which was devoted to the advertising program. Kirchofer pointed out that the decision to begin national advertising "in a modest way" was part of our long range advertising program, all of which has one aim — to help our merchants sell more Anvil Brand goods.

W. E. Hoover, of the Curtis Publishing Company, spoke and exhibited a film showing the character and appeal of the Post for its readers. Beginning with this week's issue, the Post will carry an Anvil Brand each week for the next year.

Prospects for good business during the next six months were voiced by both Kirchofer when he welcomed the salesmen to High Point on behalf of all of our High Point production workers, and by Floyd D. Mehan, who spoke Tuesday morning on "Markets and What's Ahead."

Kirchofer extended a special welcome to the salesmen who have joined our organization during the past year. Most good salesmen, he observed, gravitate toward good businesses. Some of the questions they ask themselves before joining a company are: Am I glad or proud to represent this company? Is there a continuing demand for its goods? Can I build modest accounts into larger ones? Can I learn, improve myself mentally and economically? Has the company built for itself a pattern of success that I may fit myself
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