



SEW IT SEAMS



(Registered with U. S. Patent Office)

Volume VII

HIGH POINT, NORTH CAROLINA, MAY, 1953

No. 6



MESSAGE FROM THE PRESIDENT

My column this month is limited to certain news developments which I am sure will be of interest to all of you. The following announcement was placed on the bulletin board on May 7:

To All Anvil Brand Employees:

It gives me great pleasure to be able to officially announce that Anvil Brand has acquired the capital stock of Sherrod Shirt Company. This is a pre-publication notice and may I suggest that you read the news release in this afternoon's issue of The High Point Enterprise.

There is a small plant at Independence, Virginia, which manufactures work pants, in addition to the High Point facilities.

The Sherrod Shirt Company will help supply some of Anvil Brand's needs and we in turn will be able to furnish some Tractor Brand production. According to our present plans, shirts and pants will continue to be made at the White Division.

Anvil Brand will furnish certain management services to the Sherrod Company which will continue to be operated separate and apart from Anvil Brand.

This announcement represents another step forward in our long range plans to make an ever-increasing supply of Anvil Brand garments available as fast as the demand can be created and to provide you with the utmost job security possible.

With the additional production facilities we now have, it becomes even more important for you to build into every garment the quality that will enable our Sales Organization to offer, sell and keep sold, hundreds of new Anvil Brand dealers.

My confidence in you assures me that you are able to meet this challenge and that you can help
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NEW NUMBERS — Here are three new numbers, modeled by members of the sales division, which Anvil Brand is offering for the first time this season. At left is Martha Lou Smith, wearing a pair of bright red matadors, topped by a red plaid Tom Long sports shirt. The matadors are copied from the pants worn by bullfighters. They fit snugly around the hips, flare between the hips and the knee, and then fit snugly around the leg just below the knee, the bottom being trimmed with three buttons. They are very popular with the teen-age group, and look best on a young or thin-wiry figure. In center is Nancy Wade, garbed in a pair of pedal pushers, made of double-feature cloth, which have proven so popular this season that our supply already is practically exhausted. The pair Nancy is wearing, is a soft green on the outside, with the plaid underside turned up to make a cuff and pocket trim. With it she is wearing a solid color combed leno shirt in a paler shade of green. The shirt also is a Tom Long number. At right is Ike Craun, dressed in a pair of men's walking shorts, also offered for the first time this season. Of faded blue denim, the shorts have an elastic, boxer-type waist band. With it he is wearing a white and grey plisse sport shirt with a navy blue palm tree design, this being another Tom Long number. The matadors, pedal pushers, and walking shorts all have been very well received this year. Matadors are the big news in feminine sportswear, and pedal pushers have enjoyed a growink popularity.

HOLIDAY AND VACATION

All plants will be closed Monday, June 1, so that the annual inventory may be made, according to Superintendent Henry T. Short. Work will be resumed on Tuesday morning.

Notices also were posted on

the bulletin board last week, announcing that plants will close at the end of the day Friday, June 26 for the regular summer vacation, and that work will be resumed at 7 a. m. on Monday, July 6.

Fall Line Called Best Yet Offered

Samples of our colorful Fall line are winning the approval of merchant customers, according to early indications from salesmen, some of whom term the new line the best we have ever offered. Orders are rolling in at a fast clip on the knapped, plaid back numbers, samples of which were the first to go out from the factory.

The samples sent out the latter part of last month included suede, flannel and twill shirts for men, both with regular collars and sport collars, boys' Tom Long sport shirts in broadcloth, jeans, suede and flannel, children's sport shirts in gingham and suede, and kiddies' shirts in suede.

New among the kiddies' numbers are boxer longees in lighter shades of pinwale corduroy. In addition to the darker shades of maroon, blue and green which were offered last year, this year's line includes soft green, red, and gray longees. This garment also is made in denim, and in navy, brown and spruce green twill.

In the bib boxer line, a fall green and two weights of blue denim have been added to the faded blue, straw and red numbers offered in the Spring, while the same garment also is offered in both dark and light colored corduroy.

"Rugged" is the word that best describes Anvil Brand's corduroy and extra heavy moleskin pants. Pants numbers also are made from battle ax whipcord, and armada suiting, both of these being mixtures of cotton and rayon.

In addition there are boys' Tom Long slacks in both rayon gabardine (gray and tan), and cotton doeskin, gray and brown.

But to get back to the shirts, which always are the most colorful items, one of the outstanding materials is a houndstooth suede which comes in white and black, red and black, green and black, and yellow and black. The Tom Long line includes both men and boys' sport shirts from this material,

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Handwritten notes and signatures at the bottom of the page.