



SEW IT SEAMS



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Annual Picnic To Be On Friday, August 14



MESSAGE FROM THE PRESIDENT

TO MY FELLOW WORKERS:

A few days ago in reviewing our advertising program of last year in connection with plans for this year, I realized that an odd situation exists.

Millions of people throughout the nation know more about Anvil Brand advertising than we do right here in the home organization. We see only a limited part of it. While we may encounter certain examples of our advertising in local stores or in publications we read, the general public as a whole sees all forms of our advertising in all publications we use and in thousands of stores from New York to Louisiana, from Wisconsin to Florida.

Yet, new brands of work 'n' play clothes continue to arrive on the market. Competition steadily increases from long-established companies. So our advertising becomes a vital force in advancing Anvil Brand popularity with consumers and in constantly strengthening our trade position for future years.

The good fortune of all of us, now and in the future, depends in great measure on the persistent energy of our sales organization and on the steady exploitation of the merits of Anvil Brand to wearers of utility clothes and sports-wear.

It is our job, of course, to provide those merits of design, workmanship, finish and superior wearing quality for salesmen and advertising to sell.

You would be interested to know that every week in the year 16,000, 000 magazine readers are told in our advertising of their advantages in wearing Anvil Brand, Tom
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Only 43 Have Perfect Record For 6 Months

Whatever the cause, there were fewer employees with perfect attendance records during the past six months than there has been during the past 18 months. A check of the records shows only 43 persons who have been here every working day for the past six months and who have not been tardy. These figures do not include any members of the supervisory or executive staff nor members of the functional sub-committee.

During the last half of last year there were 61 workers with perfect attendance records, while for the first half of 1952, there were 57 with perfect records.

The dungaree department led all others with nine perfect records, followed by shirts with six, overall with five, the office, shipping, cutting, and pants department with four each, maintenance three, pattern two, and ladies' dungaree and receiving one each.

Those with perfect attendance records are:

Dungaree: Edith Cleary, William Lehman, Ila Luther, Nina Martin, Dora Mills, Dorothy Misenheimer, Carleen Palmer, Mae Pegram, and Hassie Stanford.

Ladies' Dungaree: Georgia Payton.

Office: Ida Fetner, Barbara Mendenhall, Alma Paul, and Kenneth Poindexter.

Shipping: Vernie Bowers, Bobby Corn, Charles Edwards, and Evelyn Witcher.

Receiving: Dan Groce.

Maintenance: Wayne Bailey, Robert Harris, and Napoleon Johnson.

Pattern: Hal Sechrest and Clyde Nelson.

Cutting: Robert Armfield, Richard Hill, Warren Shelton, and Dale Welborn.

Overall: Mildred Craven, Willard Hussey, Jessie Lehman, Gertrude Rumsey, and Geneva Lethco.

Pants: Brady Felts, Etta McIn-
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SIMPLE — Workers and engineers, both here and elsewhere, are continually seeking an easier way to do things, and new machines with automatic cut-offs and other labor-saving devices are constantly coming on the market. But not all labor-saving devices are complicated. Here is a very simple one, recently installed in the pants department where watch pockets are serged. The lining and the pocket are sewed together with the serging machine and the thread is not broken between them. When a bundle or two has been serged, the operator heretofore cut them apart with a pair of shears. This cut-off was made from two discarded blades from the cutting room. The blades are set at an angle, and the operator merely hits the blade with the thread between the pockets. If the first blade, which slants upward, doesn't cut the thread, the thread hits the junction of the two blades, and is severed by the upper blade which is slanted downward.

"We'll have to work like dogs to kill 'creeping socialism.'" —Pres. Eisenhower.

Six Watches Will Be Presented To 25-Year Workers

August 14 has been set as the day for the annual picnic when Anvil Brand workers and their families — some 2,500 strong — will descend on the City Lake Park and the Colored Park for their summer get-together. Ball games, horse shoes, swimming and other sports will be enjoyed in the afternoon, and following the picnic supper, Carl Story and The Rambling Mountaineers and Quartette will provide entertainment in the amphitheatre.

A highlight of the day will be the presentation of watches to six employees with 25 years continuous service to the company by President R. C. Kirchofer. Last year when watches were first presented as a token of the company's appreciation, there were 24 workers with 25 years or more of continuous service. Those to be honored next month all came here in 1928 and have not left the company's employ since that time.

Present for the first time this year will be members of the Sherrod Division and their families. The Independence Division, which like Sherrod was added during the past year, will hold its own picnic in Independence, Va.

Jack Rives, director of production, has announced that all plants will be closed at 2:45 the day of the picnic and buses will be stationed at the Sherrod, the Hudson and the White Divisions to provide transportation to the parks for those desiring it.

Personnel Director Aline Carter is serving as general chairman of the picnic, and is being assisted by committees from the various divisions. "Mark the date down on your calendar," she observed, "and let's all plan to have some fun, food, and relaxation."

The entertainment program and supper will be identical at the two parks. In case of rain, arrangements have been made to move the
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