



# SEW IT SEAMS



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## MESSAGE FROM THE PRESIDENT

TO MY FELLOW WORKERS:

Looking over a sales report the middle of the month I encountered a striking fact. It had to do with our Plaid Back garments.

Anvil salesmen have placed these garments with an amazing number of dealers who bought in preparation for the back-to-school demand for children's goods. Our own selling started last April and school sales of retailers reached their peak in September. Now you might expect volume to drop. But quite the contrary. Far from decreasing, Plaid Back sales rise so steadily that in the week of mid-October orders from dealers were double the quantities of the week before.

That is an impressive record in itself. But I believe we should also think about the reason for such a record. For that reason underlies all Anvil Brand stability and progress like a sturdy foundation stone. It might be called Industrial Enterprise.

It could be defined as management vision, production skill and selling proficiency which create a useful article and broadcast it to an appreciative consumer market.

Of course we didn't originate Plaid Back cloth. But we did originate a faith that we could use the material in garments so cleverly designed and skilfully made that the public would buy enthusiastically and wear with satisfaction. In a way we invented something, and through Industrial Enterprise we gave consumers a lively and refreshing new line.

Day after day you see the practical working out of such "enterprise." An important percentage of our daily production can be credited to lot numbers which were "first" with Anvil Brand.

We have been told that while lace back garments have long been made in wool, primarily for Navy  
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## Teamwork Stressed By Short

Superintendent H. T. Short, in discussing the recent sales conference held here and the challenge put to Anvil Brand salesmen, pointed out that the success and growth of any company depends upon "teamwork" from each member of the firm's family.

"Our salesmen's customers are our employers," he said. "If we make inferior garments the customer will not buy them a second time. Sales fall off and that, in turn, lessens our need for production. With inferior garments we would cease to be a growing Anvil Brand.

"No company can stand still long. It is like a wagon going up hill. It continues to move forward or, if it stops, it will soon roll backward."

Anvil Brand employees work steady, Supt. Short pointed out. They do this only because each member of the Anvil Brand family contributes his or her full share to the task at hand, he believes.

"The purchasing department has used foresight in the selection and  
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## 12-Star Pants, Plaid Backs Studied At Sales Meet Here

Selling points for salesmen was the order of the day when Anvil Brand's sales department called in all the company sales representatives for a conference here on September 26. In all day sessions held at the Sheraton Hotel company officials brought the salesmen up to date on recent improvements made in Anvil Brand garments, placing emphasis on plaid backs and 12-star pants.

As Sales Director Hugh Webster explained, in speaking of the improvements in the utility pants, the new features are ones around which the salesmen can "romance" the garment. By romance, he means selling points about which both the salesman and his customer can become enthusiastic — features that will lend themselves to merchandising of the garment. They are features which will make the consumer — or the store owner's customers — happy by long wear, better appearance, and comfort for the wearer.

In the 12-star pants, Webster explained, some of the new features are original, some have been borrowed from Anvil Brand's competition, and others were suggested by the sales representatives who, by being in contact with Anvil Brand's customers day by day, have learned what the consumer

is looking for in a utility garment.

The salesmen were acquainted with every point about the improvements in the pants and, to assist them in explaining these to their customers, the sales department has prepared for each man in the field an illustrated brochure which gives every detail of the 12 major selling points.

The brochure includes a copy of the company's advertisement in the September 25 issue of the Daily News Record, a trade journal read by most retailers of work and sports garments. Other ads scheduled for this paper will be forwarded to the salesmen as well as the company's "direct to the consumer" advertising in such magazines as Saturday Evening Post and The Farm Journal.

A new, three-color "tag o' fact's" for the 12-star utility pants carries the notation "as advertised in The Saturday Evening Post" and places emphasis on the safety pocket and waistband construction. In addition, the consumer is told that the pants are constructed of laundry tested, color-fast materials and thread; has reinforced strain points, including lined, triple stitched crotch; has "non-rip" sewed flat leg seams; is full cut with generous outlets; are patterned for action and com-

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