

## SEW IT SEAMS

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### PRESIDENT'S MESSAGE — (Continued from Page One)

use, it was Anvil Brand which first developed the now popular lace back style in denim, for dungarees.

Although sportswear makers for years have made ladies' shorts, Anvil Brand was the first manufacturer in the utility garment field to have faith that its organization could make and successfully distribute shorts that would meet wide favor among consumers.

Just now Plaid Backs clearly show how quickly merchants and garment wearers respond to a "first" which embodies style, utility and excellence of workmanship.

We have every confidence, too, that the public reception will be just as enthusiastic for Anvil Brand's new Utility Pants with matching shirts which are now reaching the point of increased production.

One of the biggest rewards in accomplishing such "firsts" is that benefits spread throughout the organization. Anvil Brand grows in reputation and the company becomes stronger in its industry. Resources are created for further development and expansion which, in turn, assure greater job security, more work openings, and cause promotions to additional positions of responsibility.

We can feel justified pride in the products and improvements which Anvil Brand has originated. We can feel much encouragement over our practical benefits in all departments when an important purpose has succeeded. It is strong proof of the gains we enjoy when we co-operate whole-heartedly to put Industrial Enterprise into action!

Cordially yours,

*R.C. Kirchofer.*

Optimism — Telling hair-raising tales to bald-headed men.—Wall Street Journal.

"My wife will do anything I say except listen to me."—Irwin Corey.

### 12-STAR PANTS —

(Continued from Page One)

fort; and are tailored for that "dressy" look.

On the reverse side of the attractive tag the 12 feature points of the pants are listed in more detail and other items made by Anvil Brand also are listed. Along beside the Anvil Brand "Hard to Beat" emblem, the customer is told that there is a "fit for all sizes" and that matching shirts are available.

After explaining the plaid back story to salesmen Ike Craun, to add a "little pep and ginger to the plaid back selling job," announced a special sales contest in this line. Overall sales have been weighted by the job each man has done in plaid backs and each of the salesmen is pitted against another salesman. For the 14 men topping opponents a practical and worthwhile prize will be presented.

"You're all good salesmen and good competitors," Craun told the sales representatives. "Any one of you who really enters the contest with enthusiasm and awareness of the job to be done in plaid backs can top your opponent."

Principal selling points for the plaid back garments were listed as:

Napped plaid back is one piece of material;

Shrinkage problem is eliminated, in that you don't have to worry about the lining shrinking more than the outer fabric or vice versa.

You don't get the twisting in plaid backs experienced with lined goods;

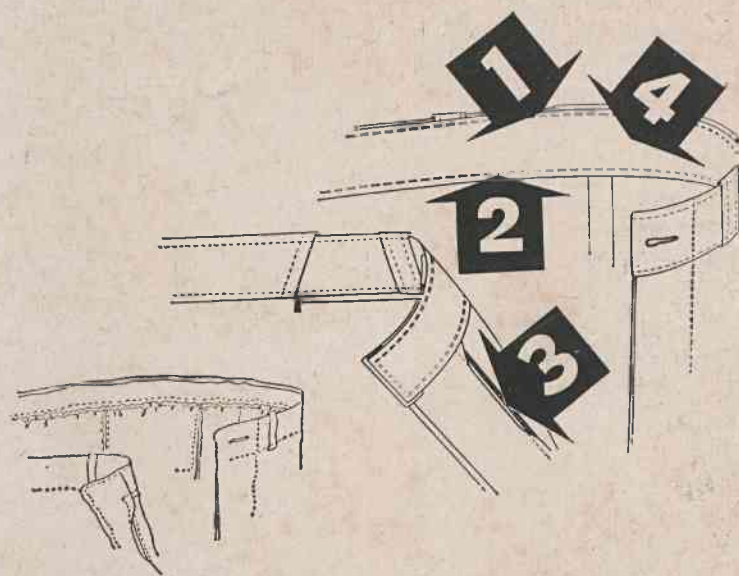
We don't have to worry about the lining wearing out before the other part of the garment;

Fine napped plaid back combines the basic features of lined goods to give comfort and long wear;

And, what is probably the salesman's most impressive talking point to his customer, is the fact that Anvil Brand has been, and with present stocks and anticipated production, can continue to make immediate deliveries.

It was explained that in late 1952 when the napped plaid had just been developed and no one knew how it would sell, Anvil Brand officials felt the goods had great sales potential in that it combined the outstanding features of lined goods into a single piece of yardage. The company's agreement to take all the available stock in this new fabric at that time has placed Anvil Brand in a "most favorable" position with the manufacturer.

"The one sure way to stay in this favorable position is through our combined efforts — you men constantly pursuing every good prospect to a closed sale and we



**ILLUSTRATED BROCHURE** — A brochure to help salesmen discuss the new 12-star pants with their customers contains detailed illustrations as the one shown above. At left is how the ordinary utility pants look after a few washings. No. 1 in the figure at right shows how the 12-star garment is mechanically gauged, stitching holding the band lining slightly below the top edge so that lining cannot work up. No. 2 shows the gauged bottom seam, assuring no raw edges under waistband to fray, ravel, and feather. No. 3 illustrates how the under side of the fly is serged — no raw edges and stray threads. No. 4 points out that the waistband is 2.50 Sanforized Boatsail Drill, assuring permanent waist measure for the life of the garment.

here at the factory delivering the goods and backing your efforts through continued advertising media," Craun told the salesmen.

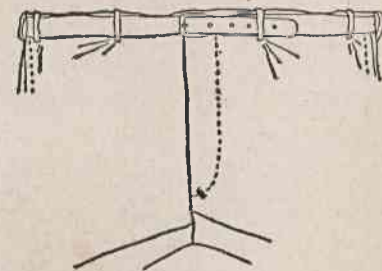
He pointed out that the company can still get more yardage for December delivery that will enable Anvil Brand to offer plaid backs through the winter. "But our next four to six weeks sales will determine this . . . The market is there — our garments are tops . . . Don't be satisfied with minimum distribution."

Kenneth Poindexter told the salesmen how their efforts are being backed 100 per cent in the company's advertising program, and other company officials explained the stress being put on quality in the sewing rooms.

The first step to arouse dealers' interest in plaid back garments was in the May issue of Customers' Sparks after they had been originally offered in late March. Again the August issue featured plaid backs, urging customers to place orders early for school needs.

In the July and August issues of the Pennsylvania Farmer the company ran plaid back advertisements and in the August 22 issue of Saturday Evening Post a company ad brought plaid backs to the attention of hundreds of prospective buyers. A few weeks ago salesmen were equipped with numerous "outfit 'em for school" newspaper mats with suggested copy for customers to use in their own trade areas.

A special envelope now going out in every sizable shipment leaving the factory includes a mail order sheet; a prepaid mail order card; a newspaper mat with suggested copy, to be used by the dealers as it appears or to serve as a guide for their own ads; and an attractive counter display card, suitable for the plaid back counter in a store or as part of a window display.



**AVERAGE**—This is the way the average utility pants, without the 12-star features, looks after a washing or two. In this instance, it is a matter of belt loops, the fly construction, and lack of crotch reinforcement. Anvil-Brand's 12-star pants have triple stitched crotch. Tandem needles with double thread are used and the seam is one operation from waistband to fly opening. Salesmen also point out to their customers the 12-star's one piece lined fly and crotch extension, double sewn through all layers of cloth. The scientifically placed extra wide belt loops in the 12-star garment (six in all with two tunnel loops) insure proper drape to the pants.