

SEW IT SEAMS

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PRESIDENT'S MESSAGE — (Continued from Page One)

we have the freedom to worship God openly in our own way. And let's give thanks, too that we do NOT have to fear the heavy tread of hobnailed boots in our places of worship.

"Let's be thankful that we have a country where we're able to say what's on our minds, anytime, anywhere, to anyone. And at the same time let's give thanks that we do not have secret police, spies, the firing squad for those who dare to dissent.

"Let's give thanks that we have the right to decide where and when we want to work — for whom and for how much. And then let's be thankful that we don't have a government telling us, "You be a baker! — You there, you be a machinist!" telling us how long and for how much to labor without even the right to protest.

"Let's be thankful that we have the privilege of choosing from dozens of different brands and products — and let's be thankful that we don't have to buy from a government store with standardized, one-color, one-shape, one-price goods.

"Let's be thankful we have the right to own savings and property — and thus be independent. Let's give thanks we don't have a government that owns all the property and so forces us to become dependent on government handouts for the rest of our lives.

"Let's give thanks that Americans have the most advanced civilization in the world, in every respect, and that we don't have anybody denying us the priceless right to make our country, make our own lives, even better!"

Yes, we do have reason for thanks-giving. While it is observed as a "day," it is really a state of mind — appreciation for good things; thanks that the bad things are no worse. A feeling of gratitude for our families, friends, jobs, possessions and personal freedom. And in our world today such blessings are unknown to vast numbers of people.

What a wholesome thing it is

VARIETY OF STYLES —

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eight new styled hobby jeans from which a man can choose and some will want a pair of each lot number, Webster is predicting. Four walking shorts are being offered for the spring of 1954 in bright, light weight, denim. And, Webster points out, all these hobby jeans and walking shorts lot numbers will help increase the demand in men's Tom Long sport shirts.

In all there are approximately 100 lot numbers in the spring line. There are 14 short sleeved Tom Long sport shirts in solid colors and prints made up in a variety of materials which include poplins, linene, skip dent, combed leno, neatly checked broadcloth, fancy and plain plisses, gingham, and staple slubs. The four long sleeved sport shirts are made in gingham, leno, a 100 per cent rayon crease resistant material, and Dan River Corker which is everything its name implies. Boys shirts in this line also come in a variety of materials, including solids and prints. There are seven lot numbers in size six to 16 and two lot numbers in sizes six to 12.

The new hobby jean has elastic only on the back half of the waistband instead of all the way around as last year's style. The new band makes for a snug fit with the front half smooth and with a two button extension. The hobby jean has new front swing pockets and the front is pleated to give all the dash of expensive slacks. The four walking shorts have the same style top construction.

The spring pants are being offered in Dan River Tuffcord, Russell Baby Cord, and the reliable slubs in tan and gray.

New shades in pastels are evident in ladies and girls shorts, including Copen blue, sometimes called "electric" blue. A new item has been added to the J'nette line for those, size six to 16, who prefer a tight garment — it's a shorty short. The matadors this year feature eyelets laced with a fancy white cord instead of the buttons formerly used below the knee. Again they are offered in red, black and green.

A new item expected to be popular for the kiddies is the shirt and short sport suit of solid and printed plisses. There are solid shorts and contrasting and blending colored shirts, usually prints.

that at least once a year we observe Thanksgiving Day.

Sincerely yours,

R. C. Kirchofer.



Sewing Up Sales

by Hugh Webster

At a recent supervisors' meeting, we of the sales department were asked for the salesman's point of view on quality. The first thing that comes to mind is "what is quality?"

In our planning committee, we come to a decision as to what quality standard should be set for Anvil Brand goods as to cut or pattern — make or sewing workmanship — and finish or pressing and packing. The sales viewpoint is that this quality, whatever might be set by the company, must above all be uniform.

It is realized that from time to time something might occur which prevents garments being 100 per cent, and it is to be regretted, but practically each time such a situation develops the salesman will sooner or later be told about it by some customer or several customers. It is then his job to straighten out the matter to the best of his ability. The salesmen know that no one intentionally makes such errors. Therefore, it is to be expected, and he explains this to the customer, that the next shipment will not contain any goods that are below the standard of quality set by the company.

Our dealers and our customers have learned to expect certain quality and wearability in Anvil Brand goods and if our garments do not come up to this standard,

the confidence which has been built up in years of association, and use, becomes strained and can be broken.

It is up to every one of us to do our part in holding our work to the high quality set by Anvil Brand in pattern, workmanship and appearance, such as we expect and want to receive in the goods we purchase, no matter by whom they are manufactured.

Shipping Rearranged

There have been some changes in the shipping department — for the better.

Paul Frye has moved his and other desks over to the spot formerly used by the printing office. The check desks have been arranged down the center of the room in a straight line, making for more convenience and giving more room for the loading of trucks and packing of boxes.

It's a big improvement in appearance, too.

FOR SALE — Quilts, new print, medium weight, at \$5. Call 76130, Hortence Rice, 210 Hicks Street.

A doctor's a man who tells you that if you don't cut out something, he'll cut something out." — Flame, Phoenix, Ariz.



TWINS — The twin sons of Vernie Bowers, of shipping, are shown as they looked at the age of three months. They are now four months. At left is Ronnie and at right is Dannie.