



SEW IT SEAMS



(Registered with U. S. Patent Office)

Volume VII

HIGH POINT, NORTH CAROLINA, MAY, 1954

No. 18



MESSAGE FROM THE PRESIDENT

TO MY FELLOW WORKERS:

Surprising developments sometimes come from quite modest beginnings.

Back in the nation's early days an employee in a paper mill forgot to add to a batch of paper pulp the sizing ingredient used for creating a smooth writing surface. The finished paper was porous, absorbent, useless for writing. But it was the world's first blotting paper.

This year's fall and winter Anvil Brand lines include a group of garments which also represent an unexpected development. They are not a result of oversight or error. But they illustrate how a minor item, made attractive by good workmanship, can become an important seller and result in assured employment for a great many people.

I refer to those garments we catalog as "plaid backs."

In the fall of 1952 we heard of this novel cloth, twill-like, solid color material on one side, with a bright plaid, napped surface on the reverse side. We knew that such a unique and inviting garment would add further sparkle to the winter line, and one lot number in boys' longees was designed. When dealers realized their sales possibilities in such a specialty garment they snapped up all we could make from the limited yardage available.

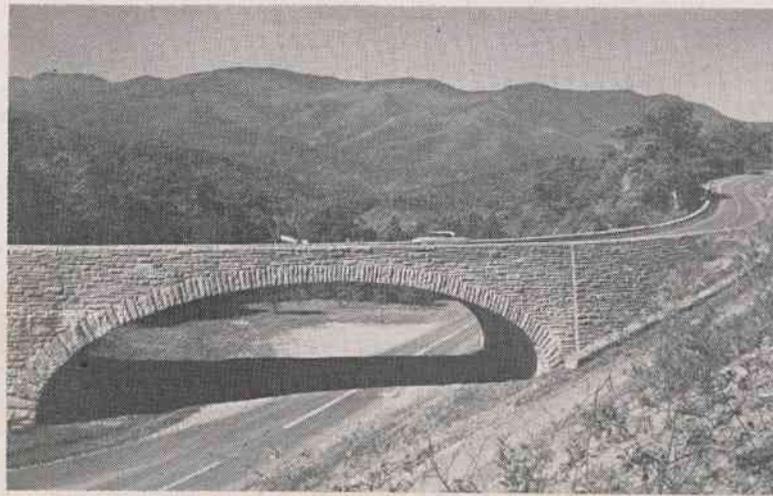
With that experience as a guide, last year we offered eight plaid back numbers. Thousands of Anvil dealers sold them from last August up to this spring.

So in planning the 1954 fall line we felt that such public favor should be rewarded in two ways: We would offer more plaid back styles, and we would improve the garments.

Meanwhile a cloth manufacturer had been impressed by our exten-

(Continued on Page Two)

Purchasing Responsibilities Great



THE MOUNTAINS IN THE SPRING — Mt. Mitchell as seen from Buck Creek Gap across the Blue Ridge Parkway. The photograph and information on the parkway was sent to Sew It Seams through the courtesy of Margaret Fishler, publicity director, Chamber of Commerce, Asheville.

If Feet Itch Try Mountain Trip

When spring rolls around members of the Anvil Brand family are known for their "itchie" feet. If it's a Sunday drive—or overnight trip—you're thinking about, we suggest the mountains.

During the month of May spring is racing up the mountain slopes and by mid-month there will be plenty of azaleas, rhododendrons, and mountain laurel to see. Also, you'll find native shadblow, dogwood, redbud, mountain magnolia, and silverball among the numerous flowering trees. Already you'll find the section around Tryon and Chimney Rock, in the thermal belt, in full bloom.

From mid-May through June the Blue Ridge Parkway is at its best. A new conception in roads, the parkway is designed especially for the leisurely tourist. Commercial vehicles and road signs are banned from this road that follows the crest of the Blue Ridge range of mountains. Not only does it climb more than a mile high near Mt. Mitchell, but it also burrows through eight tunnels, the longest near Craggy Gardens being 775 feet. The road is so well engineered that speeds up to 45 miles are permitted, and speeds are marked on all curves.

The parkway, open April to

November, has been finished to Asheville. Between Asheville and Buck Creek Gap, the mountains are spectacular and jumbled, reaching their greatest height in the Black Mountain Range at Mt. Mitchell. The parkway leaves the Blue Ridge at Black Mountain Gap, following the Blacks and Great Craggies, and then dropping down toward Asheville.

Grandfather Mountain, one of the oldest, shaggiest mountains in the world, dominates the scene just north of Linville. Near here is the Linville Falls Recreation Area which was recently added to the parkway through the generous donation of John D. Rockefeller, Jr.

North of Grandfather Mountain, near Blowing Rock, are the Moses H. Cone and Julian Price properties which have been donated to the National Park Service as memorial parks in the Blue Ridge Parkway.

When traveling the parkway it is well to keep your gas tank full. If you find you're running low, watch for the signs along the roads which direct you off the parkway to nearby communities. All parkway accommodations are scheduled to open May 1 and, of

(Continued on Page Eight)

Worries Range From Buttons To Brooms

Have you ever stopped to think of the hundreds of items Anvil Brand must buy? Things needed to go into the making of the company's products and other items it is necessary to keep on hand just to keep the plants open?

For instance there are those things called "trimming"—things that are needed to go into the actual making of our work 'n play garments. These include buttons, thread, pins, webbing, zippers, labels, tickets, and tags—and many others. For the shipping department the company must buy such things as cartons, wrapping paper, twine, steel tape, glue, shipping labels, bills of lading. The sewing rooms need needles, machine parts, oil, electric lights, sweeping brooms, toilet supplies, and equipment, and many other items.

Consider the office for a moment. They must have stationery, envelopes, pencils, carbon paper, general office equipment, typewriter ribbons, all kinds of forms such as invoices, order forms, payroll forms, and checks. The maintenance department needs coal to keep the plants warm in winter, brooms, soap, towels.

All in all it seems that the list of items that must be bought through our purchasing department is a never ending one. Requisitions for anything bought by Anvil Brand, with the exception of cloth, must go through the purchasing department which is headed by Earnest McCall. Fabric purchases are many through the firm's procurement program which requires a constant study of market trends and which is headed by Executive Vice President Floyd D. Mehan.

In order to keep operations running smoothly the purchasing department must keep a perpetual inventory of every item needed by the company. McCall keeps the inventory cards on a chart on his office walls where he can tell at a glance at the chart pegs just about how much of each item we have on hand. A flick of the finger

(Continued on Page Three)