

SEW IT SEAMS

Published Monthly by

ANVIL BRAND
INCORPORATED

High Point, N. C.

COOKIE BROOKS, Editor

MESSAGE FROM PRESIDENT—

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sive sales of such clothing. He offered to supply this company—exclusively—with a greater variety of plaid patterns and cloth in a heavier weight. In addition he offered a sateen fabric with special features for long wear and cold-resistance.

Now, for fall and winter our sales organization is showing dealers thirty-three numbers in the serviceable, colorful garments which have developed from the one lot of number less than two years ago.

I have detailed this story of one group of Anvil Brand clothing because it shows so clearly how generously and quickly the public welcomes an excellent product. Hundreds, perhaps thousands, of people had their first acquaintance with Anvilwear when they bought plaid backs. There is no estimating how many will now start buying other styles of Anvil garments because plaid backs satisfied them so well.

It is business history, however, that many companies have gained demand for a variety of products in their lines because consumers were so pleased by the one product they bought at first.

For twenty-seven years Proctor & Gamble relied on the public confidence of Ivory Soap to build up sales for their other soap products. Beechnut food varieties were popularized through the popularizing of peanut butter alone. National Biscuit Company used its promotion of Nabisco crackers to pave the way for a host of other bakery goods. Campbell's tomato soup led the procession for another line which has steadily lengthened with the years.

As those and many other companies have found, the pleased purchaser of one product comes back for more.

Similarly, many who buy plaid backs will later buy Anvil pants, shirts, overalls, Anvil-alls. First purchasers of those garments may next try men's walking shorts. The family demand might turn to matadors, the new blouses for women, or boxer garments for the kiddies.



BIG BOY—This young man is Kenneth Wade, son of Richard Wade who works in the receiving department. He is the grandson of Ossie Wright, our director of training. Kenneth was one year old on March 1.



FROM MICHIGAN — Beverly Lynn and Jerry Wayne Gray of Flint, Mich., are the grandchildren of Etta Skeen at the Sherrod division. Beverly celebrated her fifth birthday May 13. Jerry's second birthday was May 15.

It means that good quality is always the strongest support for steady production and secure employment. It means that each of us, in each department, in a way controls the good fortune of others in other departments. It puts a personal responsibility for quality on all of us, whatever garment we work on, or whatever operation we perform.

May the quality of Anvil Brand garments be held at the highest levels at all times.

Sincerely yours,



Sewing Up Sales

by Hugh Webster

Now the Anvil Brand family has a new member. He entered the sales department this month as an additional assistant sales manager and his name is Edwin A. ("Pete") Peyton, recently holding that position with Goody's, Inc., manufacturers of proprietary products in Winston-Salem.

He will work in conjunction with Dwight M. ("Ike") Craun, who has been assistant to the sales manager for the past four years. Ike will shortly be taking on additional new marketing responsibilities in the sales division.

As we have expanded this past year in both production and variety of work 'n' play garments, the task of sales planning and supervision has become more complex. In view of further expansion plans it became evident that our set-up in sales division personnel was too limited to meet the need. So we looked around for a man whose experience, capability and personality would make a useful and happy family addition. We are confident that "Pete" Peyton is just the man to help meet the need in extending and improving our sales operations.

He has been in active sales work for 22 years, starting his career with Larus Brothers, manufacturer of tobacco products in Richmond, Va. As a foundation for business he took special studies in the Wharton School of Business. During his 18 years with Larus he advanced steadily until he became sales manager. Later he became sales manager for Taylor Brothers of Winston-Salem, leaving that company when it was bought by another firm and becoming assistant sales manager of Goody's until named to his new position with Anvil Brand.

Although his past experience has not been specifically in the garment field, his close acquaintance with selling, promotion and advertising of products in other broad consumer markets, brings to us assets which this company expects to find valuable.

After a period of observation and getting acquainted with com-

pany policies and practices here at the factories, "Pete" will devote considerable time to accompanying Anvil salesmen on visits to their customers. This will carry him into some twenty-four states where the dependability of Anvil products has created steady demand among both dealers and consumers.

For the time being he will continue to live in Winston-Salem. But when he can find suitable home accommodations he and Mrs. Peyton and their three daughters will become residents of High Point.



MADE SUPERVISOR — Clyde R. Nelson has been moved into the position of supervisor of the cutting operations that have remained at the Hudson division. The promotion came when Fausta Overby, cutting room supervisor, was transferred when a large portion of the cutting operation was moved to North Main Street. Clyde has worked at Anvil Brand for a number of years, always in the cutting room. He came to the company years ago and left to enter the Army on February 26, 1942. After three years and seven months of service he farmed for a year or so and then returned to his old post here on March 25, 1952. He and his wife, the former Myrtle Patterson, live at 1401 Guyer St.