



SEW IT SEAMS



(Registered with U. S. Patent Office)

Volume VII

HIGH POINT, NORTH CAROLINA, JUNE, 1954

No. 19



MESSAGE FROM THE PRESIDENT

TO MY FELLOW WORKERS:

During a trip into the Smokies last week a friend of mine encountered a rain storm. But his windshield wiper failed to operate properly because of an airline leak.

Soon he came to a roadside repair garage. On learning the trouble the proprietor lifted the hood and remarked, "Every time I see a Buick it's like seeing a member of the family. I worked for eight years in the factory where this car was made."

He replaced the worn airline in ten or fifteen minutes. During the entire time, the traveler said in telling me about his experience, the garage man talked about Buick workmanship, tests for quality, care in assembly and tuning up for shipment. Finally clamping down the hood and walking around the front of the car, he briskly polished the red, blue and chrome crest on the radiator until it shone. "Now she's ready for any road," he chuckled to the car owner.

"I'll remember that man a long time," said my friend. "The years since he left the factory had not dimmed his loyalty to the company or decreased his pride in the Buick name. And his careful polishing of the radiator insignia reminded me of the days of the Middle Ages when coats of arms of knights and rulers were shined and polished before display to the public."

It was perhaps 800 years ago when families created coats of arms, decorated with likenesses of animals, trees, flowers and other figures. The design was supposed to suggest the family name, record deeds of heroism, or show that members of the family had played important parts in war or service to their nation. Mottoes were often included to express the bravery or integrity or achievements of the family. And many an American household today pos-

(Continued on Page Two)



JANUARY IN JUNE — Modeling some of Anvil Brand's winter garments that will soon be in full production, the three above sought a nearby ice house for the right atmosphere — and for comfort. Dea Fetner, at left, 10-year-old daughter of Ida Mary Fetner of the credit office, models the frosty blue plaidback jeans and matching shirt for girls, lot numbers 577 and 595. Charles Odum, center, payroll clerk at the Hudson office, wears the new nutmeg brown corduroy pants, 387Z, with a suede sport shirt, lot number 483A, in a neat grey and brown check. At right Mike Thornton shows off the western style gold shirt with brown and gold plaid yoke, lot 596AW, and the new frosty brown and gold plaidback jeans for boys, number 488A. Mike is the 7-year-old son of Virginia Thornton of the Deep River Community and he is the grandson of Esther Hughes, supervisor in the pants department.

Ossie Talks On Training

Ossie Wright, who heads the training program for Anvil Brand, on June 12 in Chapel Hill discussed the operative training here before a regional meeting of the American Society for Training Directors of which Ossie is a member.

Persons heading training programs in industrial plants throughout the states of North Carolina and Virginia attended the meetings and their interest in the Anvil Brand set up was evidenced by their numerous questions. Os-

sie explained that the program is still young at Anvil Brand and that she and the company are constantly on the look out for materials or suggestions that will stimulate the training work. She said round table discussions have given her some good ideas that may be practical for inclusion in the present set up here.

Prior to the Anvil Brand training program for new employees, a new machine operator's only help came from her supervisor and

(Continued on Page Eight)

New Shirts, Plaid Backs In Fall Line

Variety—in materials and colors—is the key word in the Anvil Brand Fall line which already is winning the approval of retail merchants now planning their back to school and winter work and play garment promotions.

There are eight men's and five boys' Tom Long sport shirts in suede. They come in numerous colors, in small and medium checks, and in plaids. One is high styled for the haberdasher trade in grey, blue, and tan and is six per cent wool. There are five specialty shirts in crease resistant rayon, cotton-rayon, Danflek, and gabardine. One made of Wexford shirting also is high styled, coming in three colors. These shirts have the new short collar, new round pocket instead of last year's pointed pocket, and button through.

Anvil Brand work shirts come in twill, suede, and eight ounce flannel. There is a large assortment of colors. In the low price sport shirt the State Fair line is offering two in suede and one in Stiefel Shirtext. The sales department says the suede houndstooth in black, blue, brown, and green is proving exceptionally popular with merchants.

For boys, besides the five suede shirts, there are some in regular broadcloth, knapped broadcloth, jeans, and gabardine. A new western style shirt, matching dungarees in plaid back, comes in four different combinations with a round yoke. The gold and brown combination looks well with matching dungarees made from the new frosty brown plaid back. The State Fair line also offers boys' shirts and includes a medium weight houndstooth suede in four colors like the men's shirt.

And the kiddies haven't been forgotten in the shirt line. There's a suede sport shirt with a merry-go-round pattern in blue grey, and red and a flannel in blue-black, green-brown, and navy-red color combinations.

(Continued on Page Ten)