

SEW IT SEAMS

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COOKIE BROOKS, Editor

MESSAGE FROM PRESIDENT—

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sesses the coat of arms adopted many centuries ago by a distinguished ancestor.

Families don't create coats of arms any more. But most leading companies have adopted the same idea from centuries ago, identifying themselves and expressing pride in their products by means of brands. Back in the year 1100 our registered mark consisting of the words "Anvil Brand," the blacksmith's anvil within the oval shape and the slogan "Hard to Beat," would have been called our "coat of arms." Today it is called our trade mark.

But while such names may change, their meanings continue. The original coat of arms proclaimed high principles for the family it represented — honor, courage, justice, trustworthiness, patriotism and the like. Today's trade mark announces for its industrial "family" and its products the attributes of reliability, usefulness, economy, honesty and excellence.

Even though separated by a span of more than 800 years, coat of arms and trade mark both represent public promises of uprightness and integrity. Not merely of products alone but more importantly, uprightness and integrity of people who make the products.

You and I are the "people" consumers trust when they buy Anvil-made garments. The excellence of our work not only assures their satisfaction but also establishes our loyalty to the Anvil Brand "coat of arms."

Sincerely yours,

R.C. Kirchofer.

"Many bachelors have no idea what married bliss is — and that's true of a lot of married men, too."
—Bob Olin.

Shipping Starts A Night Shift; Smith Foreman



CECIL SMITH

Increased operations in the shipping department have necessitated the putting on of a second shift and Cecil Smith, who formerly was in charge of the stock men, has been named to act as night foreman.

Last Monday, June 14, the small crew reported for work at 3:45 p. m. They will work five nights weekly until midnight.

Besides Cecil, the second shift includes Earl Oldham, order picker; Bobby Corn, order checker; Heard Mabe, who will operate one of the label stitching machines; Paul Ellis; and Charles Lambert, a new employee. Others will be added as they are needed, according to Traffic Manager Paul Frye.

Cecil is well prepared to look after things at night. He first came to work with Anvil Brand in 1942, starting as a presser. After about four years he was supervisor in the finishing room for awhile and then transferred to shipping. He has done about everything in the shipping room but box and write up

He is married to the former Thelma L. Cox, of the overall department, and the couple will celebrate their 11th wedding anniversary soon. They live at 124 West Willis Street and have one daughter, Linda Jean, who is nine years of age. When Cecil isn't working or doing things with his family you'll usually find him along some stream or on a lake fishing.

Wonder why some decent people will suddenly become demons behind a wheel?



Sewing Up Sales

by Hugh Webster

We recently read a simplified explanation or exposition on advertising which we thought might interest you.

For instance, somewhere in America, a man, let's call him Sam Jones, is reading The Saturday Evening Post, or The Progressive Farmer. In a few minutes he will reach and read the Anvil Brand ad.

He will note the headline, glance at the illustration (should it be one of our larger ads), and read the copy. The ads must be good enough, and punchy enough to make Sam Jones, should he be a store owner, feel Anvil Brand garments have the quality, style and value he needs to build business and develop repeat sales in his store. Our salesmen follow up on the inquiries.

If he is Sam Jones, the average

guy, who wears utility garments, the ads must create the desire to try an Anvil Brand garment to see for himself how it fits and how well and long it will wear. Our follow-through on Sam Jones, the consumer, is Anvil Brand point-of-sale advertising put up by our salesmen and Dickie Hayes, our advertising display man. This display material for walls and windows of stores, and the large and flashy tickets on our garments, are developed not only to bring our name before the public, but also to remind Sam Jones of the ad he read, and to tell him here is the place he can buy and try out those top quality Anvil Brand garments.

The follow-up, step by step, is the plan of a complete advertising program developed to keep the sewing machines busy and rolling out goods and to build and hold sales volume for our dealers and for ourselves.

Rives Back From Memphis Meeting

Jack Rives, production manager, has returned from a meeting of the Technical Advisory Commission, of the Southern Garment Manufacturers Association which was held in White Sulphur Springs, W. Va., on June 10-12.

Mrs. Rives accompanied him and they met a lot of people in the garment industry and had numerous "bull sessions" on the trade while not attending commission sessions.

Jack said the meeting was called primarily to prepare speeches to be presented by the technical advisory group at one session of the annual meeting of the Southern Garment Manufacturers Association to be held in Memphis, Tenn. on July 17-19.

"If you want to have a man tell you how smart you are, try telling him how good he is!"

"Extra! extra! Thieves break into Kremlin, steal next year's election returns!"

Federal aid: a system of making money taken from the people look like a gift when it's handed back.



NEW AT SALES — Edwin A. (Pete) Payton is the additional assistant sales manager who took up his duties with Anvil Brand last month. He is working in conjunction with Dwight M. (Ike) Craun who has been an assistant to Sales Director Hugh Webster for the past four years. His addition to the staff will give Ike time for new marketing responsibilities. Peyton has been in active sales work for 22 years.