

SEW IT SEAMS

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Martha Clontz, Editor

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Could we do something like that for Sew It Seams as our own magazine begins a new editorial span?

We are the readers. No one should know better than we what we like or what new features, changes or improvements would make our paper even more desirable. But such betterments, if possible, can be put into effect only as we express ourselves.

To that end I am extending an invitation here and now to all members of our company family who would like to help the new editor to create an even more interesting publication. Write a note or letter to me about your ideas. Offer suggestions. Mention the present features which you like the most. Tell me what kind of features or articles you would like to see which Sew It Seams has not published heretofore. What topics could be treated which would be of interest to all but which have had little or no attention in the past? Address me by mail in care of the company or hand to the personnel department the envelope containing your ideas for delivery to me.

Be certain that your comments will be welcome and every practical suggestion will have the most serious consideration. I look forward hopefully and with deepest interest to receiving many communications from members of our company family.

Sincerely yours,

*R.C. Kirchofer.*Basketball Team
Winds Up Season

Anvil Brand's basketball team will wind up its season this week, with the final game scheduled with Marsh Furniture Co.

Kenneth Wilkerson, coach of the team, said although Anvil Brand didn't set any great record, everybody enjoyed the competition and the team is looking forward to a better season next Winter.

Every Department
At Anvil Brand
Wins Banner

Every department in Anvil Brand received a safety banner for the past month, according to reports presented at the monthly safety meeting last week at the Y.M.C.A.

Six departments were graded 100 and were commended for this excellent showing by Ossie Wright, Anvil Brand's director of safety. These departments included Maintenance, Finishing and Pants No.1 and No. 2 at the White Division, Engineering and Office at White.

Ossie, after the meeting, compared some of the reports made on safety inspections soon after the program was begun three years ago, and those made recently. Some departments, at the beginning of the program, had page-long lists of conditions which could impair the safety of the plants. These conditions have been corrected to such an extent that now inspectors mostly find only one or two conditions that need correcting, Ossie said.

However, safety is a never-ending battle and constant inspections are necessary, she added.

A film was shown the new safety inspectors, who made their first reports after making inspections with someone who previously had served in this capacity. The film emphasized the theme that "accidents don't happen, they are caused," and illustrated the importance of every worker realizing that each job must be done with safety in mind.

The annual safety report for 1954 revealed that Overall and Boxer, Cutting and Pattern, Ladies' Dungaree and Maintenance Departments lost no time because of accidents, during the entire year.

A list of safety ratings, in addition to the 100 per cent reports are: Sherrod Sewing Room, 91; Pattern-Hudson, 97; Pattern-Sherrod, 96; Shipping Department, Hudson, 94; Sherrod Cutting Rm., 94; Sport Shirt-White Division, 98; Overall-Boxer and Ladies' Shorts, 98; Ladies' Slimeree, 94; Dungaree No. 1, 97; Dungaree No. 2, 98; Sales Office, 96; Hudson Office, 96 and Printing Office, 97.

Then there's the story of the baby sardine that was frightened by a submarine and went crying to its mother. "There, there, dear," soothed Mama Sardine. "Don't be upset. It's only a can of people!"



Sewing Up Sales

by Hugh Webster

Today we want to discuss briefly what Anvil-Tractor Brand must constantly do to back up our retailer friends' sales efforts. The important services of a manufacturer to the retailer are most vital when they are missing. A few of the most important services as listed in a recent article carried in the Daily News Record follow.

1. THE RIGHT MERCHANDISE AT THE RIGHT TIME: Buyers, as a group, are considerably wiser than the Eskimo who bought the refrigerator. They will not buy merchandise they know will not move, and because they usually buy on a "now" basis the merchants and manufacturer think in terms of the future. The manufacturer who keeps merchants abreast of style and color trends and fabric developments supplies a great service and helps immeasurably to assure the competitive position of the retailer.

2. NATIONAL-REGIONAL ADVERTISING: Pre-selling was never more important than it is today. To the Joneses, and those who tag along, "the name's the thing." No manufacturer in a competitive market can hope for public acceptance of his goods unless the brand name is familiar, by sight and sound. Adequate advertising by the manufacturer in national media to lend prestige

supplemented by regional promotion to supply the "local flavor," are vital services which help keep the merchant in a competitive position. New names must be shouted—old names echoed.

3. GOOD PUBLIC RELATIONS: This covers a lot of territory as, of course, it is meant to. In the welter of modern-day communications, the man on the street and the woman in the revolving door are having more decisions made for them than ever before. The quality of the product is also an element of public relations. The garment should cover what the ad said it would cover. Workmanship that produces quality products is true public relations.

4. ATTENTION MUST BE PAID TO ORDERS AND DELIVERIES: Every effort must be expended toward anticipating and meeting the demands of the retail trade. This entails a close and constant exchange of ideas between manufacturer and retailer. Any interruption will certainly be reflected in service, good-will and effectiveness from top to bottom. If these services from the manufacturer are supplied constantly, the retailer, who cannot meet his competition, must look again himself!

And when we look at our company we find we are giving these (Continued on Page Three)



GRANDCHILDREN — These are the grandchildren of Dixie Anders at the Independence division: Stephen Bolt, 6 months; Richard Bolt, 4 years; and Susan Bolt, 2½ years.