

SEW IT SEAMS

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ANVIL BRAND
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High Point, N. C.

Martha Clontz, Editor

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ing six webs at a time. Closer to our own day, typesetters in the 80's revolted when they thought that the invention of machine type setting meant the end of jobs for printers. Earlier in this century telephone operators were distressed over unemployment which the dial telephone would cause. But the census of 1950 showed that operators had increased 79 percent in the preceding ten years alone, with additional operators in constant demand.

In the days when this company was founded work clothes manufacturers did only a limited business because mechanical equipment was so simple by comparison with today. Such limited facilities meant restricted output for all employees. They lacked opportunity for productivity. In that year the average industrial employee's earnings were just under \$9.00 a week.

But what a change has taken place in these intervening 56 years! A change largely attributable to the invention and improvement of machines. In this company, as you know, they have consistently been a means of creating more jobs, upgrading ambitious employees into better jobs, maintaining steady incomes and developing products of a constantly rising quality.

To our own machines as well as to machines in general we can justifiably give a sincere salute—for our high living standards and for our steadily increasing opportunities to enjoy more rewards of improved industrial productivity.

Sincerely yours

R. C. Kirchofer.

SAFETY FILM —

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II, 100; Overall, 90; Sport Shirt, 100; Finishing, 100; Hudson Pattern, 100; Warehouse, 85; Printing office, 100; Sales office, 100.

ESC Quarterly Features Anvil Brand; Progress Noted

Anvil Brand is prominently featured in a recent issue of the Employment Security Commission Quarterly which reported on the garment industry in the state.

North Carolina has been engaged in garment or apparel manufacturing since early Colonial days, the Quarterly stated, but in the original sense of the work, hand-making. Garment making as an industry probably had its start in the state around 75 years ago, but it was close to the end of the century before it really got underway. High Point and Greensboro began to build industries some 50 years ago that have continued successfully, the report continues.

Salaries and wages in North Carolina's garment plants in 1953 amounted to \$35,460,000, a gain of 17 percent over 1952 payrolls.

K. M. Poindexter of Anvil Brand's sales division, prepared the information on Anvil Brand for the Quarterly which included the following:

Anvil, Brand, Inc., was established in 1899 as the High Point Overall Co., in the small town of 6,000 population. Today Anvil Brand employs approximately 1,000 workers, has an annual pay-

roll of more than \$1,000,000, the gross annual sales exceed \$7,000,000 and its workwear, playwear and sportswear are distributed on a nation-wide basis, a goodly portion going into export trade.

The founders and original owners were J. H. Millis, J. H. Adams, George A. Matton and Dr. J. A. Turner. In 1909 the company was sold to H. F. Hunsucker and associates and they later sold the business to A. J. Owen.

The firm then moved through the hands of A. J. Owen, B. S. Cummings, H. T. Hudson and C. C. Garrett, the latter two of whom expanded operations and extended the territory in which company salesmen sold only direct to independent merchants. After the death of Mr. Garrett in 1946, Mr. Hudson sold the company to Kirchofer and Arnold, investment bankers of Raleigh.

Under the direction of R. C. Kirchofer, president, Anvil Brand has grown into a position of advanced leadership among the nation's utility garment and sportswear manufacturers.

Anvil Brand today produces a varied classification of garments, including overalls, dungarees, work trousers, work shirts, sport

slacks, sport shirts for men and boys; ladies' shorts, shirts, sportswear and the "blue jeans," and childrens' staple and sports-style garments.

The company has based its expansion program on intensive research, product and plant engineering and planned marketing methods until today it produces some 350,000 dozens of garments annually with annual sales in excess of \$7,000,000.

The combined plants in High Point and Independence, Va., provide working space of more than 150,000 square feet with sewing equipment exceeding 800 machines. The company estimates the value of its buildings, real estate, machinery and equipment at \$1,125,000, and the approximately 1,000 employees of the corporation draw an annual payroll well beyond two and a quarter million dollars.

Officers in addition to President Kirchofer, are F. D. Mehan, executive vice-president; H. M. Webster, Jr., and W. J. Rives vice-presidents; G. K. Hames, secretary-treasurer; H. T. Short and P. K. Frye, assistant vice-presidents; and R. N. Morgan, E. H. McCall, and Helen D. Hughes, assistant secretaries.

Western Electric
Plant Is Toured

Eleven persons from Anvil Brand toured the new Western Electric plant in Winston-Salem early this month and Reitzel Morgan reported the trip was extremely interesting and informative.

One of the most interesting features of the plant, Reitzel said, is a new-type cafeteria which permits a person to enter the cafeteria, select and pay for his food in an average of 3 1-2 minutes. Instead of going through a line, the usual cafeteria arrangement, the person walks directly to the section desired, such as hot plates, cold plates, desserts, etc. The person serves himself and then pays the checker. Reitzel said this is basically the same arrangement as a self-service super-market.)

C. W. Reynolds, assistant works manager, addressed the group and revealed that Western Electric moved from its nine separate plants in Winston-Salem to this new location without missing a production schedule.

Making the tour from Anvil Brand, in addition to Reitzel were H. T. Short, J. W. Parker, Clayton Holmes, Arthur Royals, Law-

rence Edwards, Lloyd Hedgecock, Ossie Wright, Aline Carter, Joyce Chapman, and Paul Frye.

"Funny how when a man brings his wife flowers, the first thing she smells is something fishy."—Sunny Gale.



TALENT WINNER — Glenda Faye Cannon recently took first place in two talent shows in Trinity, with her rendition of "Open Up Your Heart." She is eight years old and the daughter of Polly Cannon who works in Overall.

Top Salesman

According to "Sparks," the weekly newsletter to Anvil Brand salesmen, Charlie Ashley led all salesmen throughout the month of February with a terrific selling job. Dick Robotham maintained the No. 2 spot, but Jack Johnson edged out Pat Yancey for the No. 3 position.

"Sparks" congratulated Ashley and Joyce on topping their sales quota and all the men for their fine sales effort.

Spring — Easter

Spring was ushered in this week in all her glory and the fact that Anvil Brand folk were unanimous in their welcome of her, can be seen in the columns of departmental reporters.

Practically every reporter made some reference to "Spring," and Sew It Seams adds its welcome, too.

Before we go to press again Easter will have been observed. Our sincere wish is that everyone at Anvil Brand is able to observe the season in the true spirit of his respective religious beliefs.