



SEW IT SEAMS



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MESSAGE FROM THE PRESIDENT

TO MY FELLOW WORKERS:

Early this month the Anvil Brand Sales Department had an interesting exchange of correspondence with one of our large and leading retail customers. I would like to have you join me in looking over the shoulder of the sales department, so to speak, to see what the correspondence was all about.

The Anvil salesman calling on the retailer repeatedly referred to the superior design and workmanship of 12-Star Pants as compared with a first quality pants garment made by another important manufacturer of work clothes. The merchant was impressed. But he wanted to be shown. And important future business depended on his decision.

In competition with 12-Stars he was considering four models of Brand XX made by our competing manufacturer. His statement was something like this:

"You speak about the excellent features of 12-Star Pants but in what respect exactly are they better in construction than Brand X?"

Taking Anvil Brand Lot No. 362Z, the 12-Star type IV twill garment, for comparison, the sales department gave the inquirer both barrels.

In a detailed letter of exact measurements and analysis of garment features, it was shown that 12-Stars were two to three inches wider in seat measurement, two inches wider at the thigh. Comparison proved greater back rise and smaller front rise in 12-Stars to provide more comfort and less binding when the wearer sits, bends or stoops. 12-Star back pockets were one inch deeper than Brand X. 12-Star crotch was strengthened by three rows of stitching compared with one in Brand X. Front pocket openings were one-half inch wider in our garment. Pocketing was heavier

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Inspectors Hear Two Give Talks; Safety Grades

The current group of safety inspectors held their last meeting in the new conference room at Sherrod Plant last week when two of the inspectors, Mary Lou Atkinson and Kenneth Wilkerson, presented talks on safety as the main part of the program.

Kenneth spoke on "What the Safety Program Has Done For Me," and emphasized five particular points. He said, first, the Safety Program makes one more conscious of good housekeeping—both inside the plants and on the outside grounds. He said one also becomes more observant of acts and safety habits of oneself, as well as fellow employees.

The program also is carried into one's home, he added, as more safety measures are taken there, as the safety program for the plant is studied. He also added that the program even goes further and is carried over into the field of driving.

Realization of the cost of accidents is a major factor to be considered, he emphasized. He listed the pain one suffers, the loss of time and subsequent loss of money and the hardship caused a company because of an employe being absent from his job, as the direct consequences of an accident.

Mary Lou Atkinson spoke on "Housekeeping in the Safety Program."

Mary Lou said "housekeeping is the task of all, from the company president to the janitor." Satisfaction in any job, she continued, is dependent upon the maintenance of good working conditions, orderly arrangement of materials, clean equipment and friendly relations with others.

She said each employee might ask the questions: "What will I get out of good housekeeping and what will it do for me?"

The results which are achieved from good housekeeping which she listed were: 1. Job Protection. Protect your job by protecting your health. Your health is absolutely essential to your best perform-

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Anvil Brand Has Annual Meeting; Officers Named

At the annual meeting of the Stockholders of Anvil Brand, Incorporated, held Friday, March 18, all members of the Board of Directors were continued in office for the ensuing year. Roster of the Board is as follows:

R. C. Kirchofer, Chairman of the Board of Directors; F. D. Mehan, H. M. Webster, Jr., S. S. Stevenson, G. E. Anderson, G. W. Williams, G. K. Hammes.

Immediately after the annual meeting of stockholders, the Board of Directors met and elected the following officers:

R. C. Kirchofer, president; F. D. Mehan, executive vice president; H. M. Webster, Jr., vice-president; W. J. Rives, vice-president; G. K. Hammes, secretary-treasurer; H. T. Short, assistant vice-president;

P. K. Frye, assistant vice-president; R. N. Morgan, assistant secretary; E. H. McCall, assistant secretary; Mrs. Helen D. Hughes, assistant secretary; J. H. Thompson, Jr., assistant treasurer.

Thompson is the only new addition to the list of officers, all others having held office during the past year.

The Board of Directors also reappointed to membership all members of the Executive Committee, as follows:

R. C. Kirchofer, chairman; F. D. Mehan, H. M. Webster, Jr., W. J. Rives, G. K. Hammes.

Chairman R. C. Kirchofer paid tribute to the members of the Administrative Committee who served during the past year. Upon his

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VACATION PLANS—Marjorie Yarborough studies a map of North Carolina as she ponders the vacation possibilities which North Carolina offers in its state parks. The state has developed several parks which offer interesting vacation possibilities for surprisingly low rates. Information on these parks can be secured from the local Chamber of Commerce.

Vacation Near; Here Are Some Tips

Vacation-time, at this date, may seem too far away to be thinking about—after all July won't roll around for three months. But to persons who may be interested in

inexpensive, interesting vacations right in their home state of North Carolina, April is none too early to think about reservations.

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