



# SEW IT SEAMS

(Registered with U. S. Patent Office)



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## MESSAGE FROM THE PRESIDENT

TO MY FELLOW WORKERS:

A few evenings ago I was reading an Anvil Brand advertisement in one of the magazines in which our advertising regularly appears.

In old type the headline referred to "One Big Happy Family" alongside an illustration of a man, woman and three young people, whose garments included a man's matching suit, a boy's shirt and Western dungarees, and J'nettes matadors, slimmerees, shorty shorts and misses' shirts. It was quite an array of Anvilwear. And in the ad were also reproduced the trade marks of Anvil Brand, Tom Long and J'nettes.

Reading the ad, which you may have seen when it appeared in The Saturday Evening Post, aroused this thought:

How many of us realize as we work on various types of Anvil clothing, that millions of consumers will read our advertising of the exact garment which we are producing? As we cut a layer of cloth, press a shirt, run a seam or join sections of a garment, how many of us realize that millions of people are being told of the merits of that garment in our advertising and are being asked to buy it?

Anvil Brand advertising in reality is a very personal matter to all of us.

Here in the factories we cooperate in making excellent products. Salesmen work diligently to distribute those products among leading retail stores. And there is where our advertising performs its service. In various publications consumers read about the gay colors and trim design of J'nettes matadors, about the fit and wearing qualities of Anvil dungarees, the dressy styling and durability of a matching suit or the full cut comfort and careful workmanship of a Tom Long sport shirt.

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## Summer Vacation Dates Are July 2-10



THE FISHING'S STILL GOOD—That's right, Hurricane Hazel didn't spoil the fishing at North Carolina beaches. Neither did the storm spoil your chances for a beach vacation. See page three for detailed information on our coast. Above, Elton Gaskin of an Eastern Carolina Coast Guard Station is shown surf fishing at Oregon Inlet. (N. C. News Bureau photo)

## Memorial Day Also Observed As A Holiday

Anvil Branders will have a holiday on Memorial Day, May 30, which means a long week end, since that date comes on a Monday.

Also, company officials have already set the dates for the annual summer vacation. Plants will close at the end of the work day on July 1 and will reopen at 7 a. m. on July 11. Pay checks for vacation week will be handed out on the last work day, Friday, July 1.

We urge that you get your vacation plans made early—whether it is to be a beach trip, mountain trip, staying home, or visiting friends and relatives. For your convenience literature has been received from the Advertising Division of the Department of Conservation and Development. It is being kept in the personnel office and you are welcome to look it over at your convenience during the lunch hour or after 3:45 p. m. in the afternoons.

There are several copies of the new "Variety Vacationland" booklet put out by the Advertising Division. It covers the vacation areas in North Carolina thoroughly. You'll find ideas for week end trips as well as for longer stays—such as a motor tour of the Land of Waterfalls. Also, the personnel office has a copy of the North Carolina Fishing and Hunting Guide and the Collins' Travelbook of North Carolina. This latter is the "Bible" of accommodations in this State. It covers where to go, what to see, and where to stay with complete information on rates.

And don't feel that Hurricane Hazel has spoiled your chances for a beach vacation. Much rebuilding has been done and there were many beaches that were undamaged by the storm. Elsewhere in this issue there is a roundup of up-to-date information provided Sew It Seams by the Advertising Division. However, we urge that you make your reservations early. The week of

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## Safety Committee Changes

A new safety committee took over this month and includes Shirley Westmoreland, representing pants; Coleen Stanley, overall and shorts; Mildred Craven, dungaree; Nell Hughes, office; Shirley Burgess, office; Rona Comer, Sherrod; Katherine Hill, slimeree; Getha Cox, shirt ann finishing; Barbara Hughes, pants; Bobby Brackett, Sherrod; and Doug Tate, shipping, cutting, and maintenance.

As an introduction to their duties, the new group reviewed the housekeeping inspection reports made by the retiring committee. These reports revealed that three departments lost their banners this month by making grades of only 89. A department must make at least 90 to receive or keep an award. However, on the bright side of the picture, 11 departments this month made perfect scores of 100 on their housekeeping.

The grades of 100 went to warehouse, finishing, White office, en-

gineering office, Hudson office, pants II, shirt at White, maintenance, dungaree II, cutting at Hudson, and Sherrod sewing room. Departments making only 89 were overall, dungaree I, and slimeree. Of course, we must remember that recent changes have been made in all three of these departments and, perhaps, the stage of confusion has not had a chance to settle down to good housekeeping measures as yet.

Three departments made grades of 97. They were Sherrod cutting, shipping department, and the Sherrod pattern department. Pants I made a grade of 96, sales office a grade of 95, and the printing office a grade of 92.

Ossie Wright, as director of both the training and safety programs here, explained the safety work and how the program started. She pointed out that by changing personnel on the committee every

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