

SEW IT SEAMS

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Martha Clontz, Editor

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Such advertising causes great numbers of people to feel that they would be happier and better satisfied if they bought the article so pictured and described. So they visit their local merchants and buy. Whereupon the merchants reorder from our salesmen and all of us gain personal benefits from the advertising in the form of continued orders and increased production.

Many of our ads exploit only a single garment, as in The Saturday Evening Post of May 28 which now is telling in excess of 15 million magazine readers that Tom Long "hobbies" and sport shirts help make "a happy summer of casual clothes comfort." Later this same message, with slight changes, will appear before some seven million additional readers of those two leading hobby and do-it-yourself magazines, Popular Mechanics and Popular Science Monthly. More than three million readers of farm publications will also be told of the features and values of these Tom Long garments. And in that way, to city and country dweller alike, Anvil advertising carries throughout the nation the story of quality and desirability of Anvil-made clothing.

It causes consumers to visit city and small town stores and purchase from the merchants who have bought Anvilwear from our salesmen. As their stocks are reduced merchants place reorders with the salesmen who hurry the specifications to the factories. And our own production steadily continues because advertising sends an unending stream of purchasers into retail stores.

Of course these published messages cost a large amount of money. But in these days of intense competition they are the one most effective method for telling the greatest number of people in the shortest possible time about the superior qualities of your products. As long as these superiorities exist the advertising pays by creating new purchasers and reminding former purchasers to keep buying.

As we produce and ship the gar-

New Boys' Short Fills Mothers' Long Felt Need



Mike Thornton, grandson of Esther Hughes, pants department supervisor at the White division, is shown wearing Anvil Brand's Boy Scout twill short pants—an item that fills a long felt need for the larger boys.

Any mother who has a boy wearing anything above a size eight knows how hard it has been to find shorts for her son. And, since Pop has gone in for shorts to wear around the house during the summer months, Junior—no matter if he is a big boy now—has lost his former feeling about short pants. He has learned that being

ments identified by various Anvil labels we can remember that our advertising constantly suggests special values and highest qualities for Anvil-made clothing. Our one responsibility is to deliver garments which live up to the claims in our advertising.

Sincerely yours,

R. C. Kirchofer.



Sewing Up Sales

by Hugh Webster

What's now for 1955? Many customers are already asking questions. It is too early to tell all, but there is one material in particular we are mighty proud of and that is self-lined "Turn About Twill" for our 1955 Fall line.

Anvil-Tractor Brand pioneered the field in self-lined material garments for kiddies, girls, misses and boys. Our first efforts were the promotion of Krasom's Plaid Backs and we continue to have a demand for garments made in this beefy material. Last year along with Krasom Plaid Back we offered a twill weave material "Frosteed Plaid Black" in blue and brown. Also last year we brought our first designs in Western suede shirts to match our plaid back boxer bibs, longees and dungarees.

For Fall 1955 we have an entirely new and self-lined twill which is far superior to previous goods. First, the cloth is heavier and it is full piece dyed, eliminating shading in manufacture. Second, it is sanforized—fully washable and color fast so we will not have the fading trouble we ran into last year. Third, through the perfection of a special process the self-knapped and inner surface, which has been dyed the body color in the piece dye process, is treated

so the plaid design and colors—including white—are printed sharp and bright on the suede surface.

This newly perfected dye process used on self-lined "Turn About Twill" gives our customers all the advantage of vat dye twill with a high glossy sheen for the outer surface that will wear like iron and a bright winter warm colored plaid suede inner surface.

Western design and sharp colors are the keynote. Slim cowboy and frontier styling for all garments and the colors—lustrous—navy, brown, and charcoal. The neat, colorful plaid designed for the inner surface is also used for trim on some garments to further enhance the beauty and sales apparel. Three yard sanforized suede shirts to match in the same bright plaids are offered in both Western design and regular style suede shirts.

With this greatly improved winter warm plaid black material we will increase our sales in this type goods enormously over last year.

"Self-Lined Turn About Twill"
Plus

Shirts to Match
"Western and Regular"

They will keep machines humming and sales buzzing during the Fall of 1955.

cool in the summer is a matter of comfort and does not necessarily mean that he is "still a baby in short pants."

These shorts come in sizes four to sixteen and are tailored like men's shorts. They have a zipper fly, narrow band, drop left loops, pleated front, and inserted back pockets. They come in khaki color, just the thing for camp wear or general summer play.

Mike's shirt is also a popular item in the summer line. It needs no ironing, being made of the new Toniweave, and has the popular new style border stripe seen so much today in men's sport shirts.

Bowling Scores

As the bowling season draws to an end seven Anvil Branders find themselves with a rating over 95.

Here are team standings and the over 95's as of the end of April.

Team No. 3 has won 34 games and lost 17 for first place in the Anvil Brand league. Second place goes to No. 4 with 32 wins and 16 losses. Team No. 1 has 28 wins, 20 losses; team No. 6 has 19 wins, 29 losses; team No. 5 has 18 wins, 30 losses; and team No. 2 has 10 wins and 38 losses.

Bertha Ferguson has the highest personal standing among the Anvil bowlers with an average of 101.5. Next is Bill Roach, 98.7; Tommy Kemp, 98.5; Bobby Brackett, 97.8; John Edwards, 96.8; Charles Odom, 95.4; and Vicki Mitchell, 95.3

May 27 is the last competition bowling night for this year's season.

Worry is like a rocking chair. It will give you something to do, but it won't get you anywhere.