

SEW IT SEAMS

Published Quarterly

By Anvil Brand, Inc., of High Point, N. C.

MARTHA CLONTZ, Editor
(All communications should be addressed to the editor.)

Martha Clontz To Edit Paper

Sew It Seams will be edited by Martha V. Clontz, Aline Carter, personnel director, has announced. Martha served as editor of the paper during 1955-57. She has had many years experience in the newspaper field and is married to James W. Clontz, a High Point attorney. They have three young daughters.

PRODUCTION MOVES TO ENGINEERING, PATTERN,

ANVIL'S BOARD

(Continued from Page One)
Mauldin, Inc., High Point; Calder W. Womble, attorney, Winston-Salem and R. Peyton Woodson, III, vice-president and treasurer of Occidental Life Insurance Company of North Carolina, Raleigh.

Other officers of the company, in addition to Mr. Quaritius and Mr. Hammes, are Mr. Woodson, chairman of the executive committee; W. J. Rives, R. N. Morgan, and E. A. Peyton, Jr., vice-presidents; Paul Frye and H. T. Short, assistant vice-presidents; Mr. Harworth, secretary, and E. H. McCall and R. T. Kornegay, assistant secretaries.

(Continued from Page One)

New York City, where Jack Rives goes to select much of the material used in Anvil Brand garments.

During this time designs and ideas for the new garments are being worked out in the design department in High Point by Foster Tussey and also by Miss Terry Mayer, who is the company's style consultant for the J'nette line. Miss Mayer is fashion directress and vice-president of Amos Parrish and Co. of New York City, who have been management consultants to stores for over 40 years.

Miss Mayer studied costume designing and retail distribution at Long Island University and has lectured to Women's Clubs on "How to Look Like a Million Without Spending It," and "United Nations Women: Their Fashions and Fascinations," for many years. Her work mostly is in the fabric

and fashion markets in New York as her work chiefly is predicting fashion trends in color, fabric and silhouette for her clients, such as Anvil Brand.

The sketch shown is by Foster Tussey and is of a garment in the 1961 Fall line. While the designs are being worked out, fabric selections are being made — Jack Rives is shown looking at samples and Foster Tussey and Azalea Frith are going over pattern specifications. When the model garment is completed, it is studied for fit and fashion appeal. Joyce Chapman is modeling a sample garment for Reitzel Morgan, E. A. Peyton, Jr., and Jack Rives.

When the garment is finally chosen for the "new line" the complete production process goes into action and the following photographs are representative of this process.

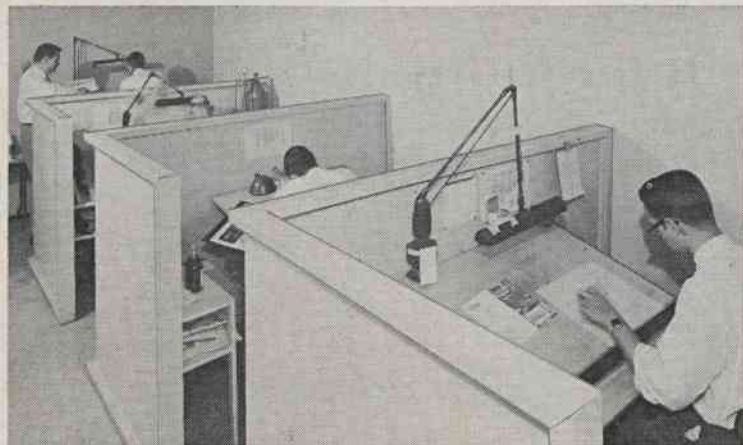
If the garment selected will in-



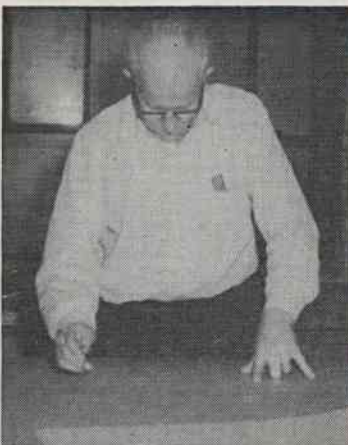
REITZEL MORGAN, E. A. PEYTON, JR., AND JACK RIVES STUDY GARMENT WORN BY JOYCE CHAPMAN



HORACE CANNON, KATHRYN JOHNSON, ARTHUR ROYALS OF ENGINEERING



INTERIOR VIEW OF LONG-HAYMES ADVERTISING AGENCY AT WINSTON-SALEM



J. W. INGRAM MARKS PATTERNS



ELLA PIERCE PERFORATES CHARTS