

## FROM JEFF'S DESK . . . . .

You have probably seen many of our employees running around like chickens with their heads cut off. Lately. The reason for this is FALL SAMPLES! We are in the midst of making the fall salesman's samples for the programs we have just entered into with Ralph Lauren Women's Wear, Polo Fashions, Yves Saint Laurent and others. The reason that Aaron and all the others have been in such a hurry is that all the samples have fallen on them at one time and must be produced in a three to four week period.



Salesmen's samples are very important to us, since they are our "calling card" to our customers. This is how most of our customers judge our quality and production. It is also how their customer will view their product. Since the heads of these companies rarely get to their warehouses or our factory to review the production garments, their only impression of us is through our samples. Therefore, it is vitally important that we do a superior job on producing these garments. It is also just as important, since their customers will view these samples and make their decision whether to buy their line or somebody else's. Without a good job done here, we may never receive additional orders. The speed with which we produce these samples is of importance also. If we can produce the samples rapidly, with good quality and nice appearance, then they will assume that our production will be similarly produced. A bad job on samples makes them wary of our production. To date, all in all, we have done an extremely good job on the samples we have produced.

A lot goes into producing these samples before the customer receives them. We must first find out his desires in terms of labeling, thread colors, zipper colors, fit and packaging before we are able to begin making the samples. This is where the staff in the office gets into the act. With this information in hand, Aaron and Cletus must work out the proper pattern to produce these garments. Once this is decided, they are spread and cut. Kathy and everyone else involved with samples will see that they are moved through the sewing room as quickly as correctly as possible. But you, the operators who sew on these garments, make the major difference. If you do not take time and pride in producing these, then everyone else's efforts will be for naught. So, the next time you see all these people rushing to get the samples completed, please realize the cause of their urgencies and do your part in helping. If we construct the samples correctly, then have won half the war. I want to thank each of you for your efforts and keep up the good work. You have made us proud to be able to send our garments to the most prestigious companies in America and know that they will be accepted with enthusiasm.

**IMPORTANT TELEPHONE NUMBERS  
YOU MAY NEED IN CASE OF AN EMERGENCY:**  
**High Point Memorial Hospital     •   887-2551**  
**Poison Control Center - Durham   •   1-684-8111**

