



# SEW IT SEAMS

(Registered with U. S. Patent Office)



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## MESSAGE FROM THE PRESIDENT

(Dwight Craun, assistant to the sales director, is guest columnist of President R. C. Kirchofer this month).

To 600 of us, Anvil Brand means **OUR BUSINESS**. Over the years our company has built up a loyal following of Anvil Brand customers by constantly being able to offer high quality products at always competitive prices. We have been able to give reliable delivery service. Our operation from start to finish has been one of mutual dependence. From top management right down the line, whether we're in production, shipping and receiving, purchasing, in the office or members of the sales organization, only through our combined and coordinated efforts our continued growth has been possible.

As never before, the work clothing industry is becoming increasingly more competitive. This fact alone requires that each of us here at the factory do a 100% job at all times — 100% in being on the job; exerting 100% effort toward maintaining and improving the quality of our products and developing a 100% realization that the finished product we turn out today is the determining factor in our future growth.

And backing up this 100% effort on the part of factory employees we must have a 100% effort from our sales organization and our advertising department. We must take Anvil Brand into new territories, and through intensified advertising attract and acquaint prospective customers in all territories to the superior work 'n' play clothing we manufacture.

This is precisely what is being done. Four new salesmen have been added to our sales force since the beginning of this year and they are covering four states previously untouched. In advertising — we have facilities for radio; we have

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## WATCHES PRESENTED TO 24



**25 YEARS OR MORE** — These people who have been members of the Anvil Brand family for 25 years or more are shown just after they received Hamilton watches from the company as a token of its appreciation for their loyalty and contribution to the company. At extreme right is President R. C. Kirchofer, who made the presentation, giving Mae Rumsey, our oldest employee, her watch. From left to right those seated are: Frank McCulloch, Georgia Payton, Nelia Albertson, Lizzie Kennedy, Stella Kennedy, Polly Melton, and Ethel Sanders. Standing are: A. C. Smith, Tom Long, John C. Hayes, Grady Hedrick, Roy Rickard, Ila Luther, Ollie Brown, Geneva Lethco, and Ossie Wright. Not present when the picture was taken, but also receiving watches were Jessie Lehman, Rosa Wilkerson, Martha Bell Grimes, Onie Hayes, and Minnie Hughes. We are sorry to report that a picture of the presentation of watches to Charlie and Ira Simpson at the Colored Park was not clear enough to be reproduced. Presentation ceremonies were the same at the City Lake and the Colored Park.

## President Pays Tribute To Members Of 25-Year Club

It was a nice picnic and an even nicer surprise when the company presented the 24 men and women who have worked with Anvil Brand 25 or more continuous years with handsome 17-jewel Hamilton watches. Presentation of the watches, white gold for women and yellow gold for men — served as a climax for the annual outings at City Lake and the Colored Park.

In his presentation, President R. C. Kirchofer termed the gifts "a token which I hope may continuously remind each of the fact that Anvil Brand is aware of the part which he or she has played in the progress and development of our business, of management's appreciation for the sterling examples of loyalty and cooperation which the years have demonstrated. . ."

Games, swimming, a picnic supper, and musical programs were enjoyed at both parks where identical presentation ceremonies were held. At each park members of the executive committee were on hand to greet the "old timers" as President Kirchofer presented the watches, each engraved with the owner's name, the year in which he or she joined the Anvil Brand family, and the year in which the watches were presented — 1952.

In a short talk, President Kirchofer told the 1,500 Anvil Brand workers and their families:

"It is with a sense of deep humility that I speak with you tonight. I am humbled in the presence of those within this gathering who, from a standpoint of long service and unselfish effort, have

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## Owners Express Appreciation For Watches

So many members of the 25-year club wished to use the columns of Sew It Seams to express their appreciation to management for the handsome watches presented them at the annual picnic that it was agreed this one expression of appreciation should come from all of them.

Miss Polly's note contained sentiments expressed by various others in different words. It read: "I would like to extend my many thanks to the executive committee and to all the officers of Anvil Brand for the beautiful watch given to me at our annual picnic August 15. Such a wonderful gift makes one very proud to have been given the health and the privilege

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