

SEW IT SEAMS

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BESS THOMPSON, Editor

PRESIDENT'S MESSAGE —

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intensified our advertising in several of the most widely distributed farm journals. In early 1152 our Anvil Brand advertising car began operation, and by year's end we will have visited all of the territories we cover. More attractive advertising materials suited to store and window displays are now available to our customers. So we see that our job here at the factory is being backed 100% by our sales organization and expanded advertising program.

Whatever our individual job, it is vitally important to see to it that the basic principles on which our company was built and has prospered are maintained and improved. The 100% job we do today is our assurance of increasing consumer acceptance for Anvil Brand —our GUARANTEE of growth and SECURITY during the coming years.

West best wishes to all —

Dwight Craun

Democracy isn't just something to try out — but something to live for.

You can die for your country only once — but you can LIVE for it daily.

The impression we make on our children goes deeper than our instructions.

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to serve such an appreciative company these many years." (Signed) Mrs. Polly Melton.

Charlie Simpson confided that never in his life before had anyone given him such a nice gift, and that he was extremely proud of it. Practically everyone had something to say about the surprise element of the gifts. Although they had been asked to be present, most of the recipients of watches said they expected only to be commended for their long service. The watches, they said, were a complete and a very pleasant surprise.

Three Books Added To Library

Three new books have been added to the Anvil Brand Library which is open to all employees.

"Sizing Up People" is, according to Reitzel Morgan, a new book by Donald A. Laird, Sc.D. and Eleanor C. Laird of 270 pages with 46 illustrations. It is a very helpful book, says Reitzel, with concrete suggestions.

"The Art of Conversation" by Milton Wright, Reitzel describes as a book which "gives a practical treatment to its subject. It points out how to start a conversation, how to keep it going, how to direct it the way you want it to go, how to make precisely the impression you want to make and get exactly the result you want."

The third book, "Human Relations in Industry" by B. Gardner and David Moore was used as a textbook at the Institute of Human Relations which Aline Carter and Ossie Wright attended in Chapel Hill. They describe it as "excellent."

THE PHONE

The phone is meant to be a means
Of quick communication
To expedite important news
And urgent information.

And everywhere it also serves
To say a fond hello
To relatives and loving friends
And anyone we know.

In either case our use of it
Should be succinct and sparing,
Especially when on a line
That other folks are sharing.

—James J. Metcalf.

Sewing Up Sales

by Hugh Webster



Many of you may not realize that Anvil Brand goods are now being sold to the retail trade through 27 regular Anvil Brand salesmen in 21 states in our Union. The population of these 21 states is 84,387,582 according to the last census or approximately 60% of the total population of our country.

From time to time small quantities of Anvil Brand goods are shipped into several of the New England states, Texas, Missouri, and California. This is real coverage and we are mighty proud of the high quality of Anvil Brand work and play clothes built so well they are able to satisfy the needs of such varied groups of customers.

Many times we get requests to produce a garment to fill a local demand. Sometimes this garment appears to have features that might catch on in all of our salesmen's territories. Such requests are appreciated and given every consideration but there are limits to the special types of garments which can be run through our units. Simplification of design of our many lot numbers is our goal but the demands and style requirements of the trade must be met. On such points we must bow to the whims of our customers for an improperly styled and produced

garment is of no value.

Every garment we develop must be considered from the angle of production facilities, costs, and from the view point of the retailer and ultimate consumer. It is of no value unless it can be readily sold by the retailer and will create reorders.

Sales in our new fall goods and staple lot numbers are gratifying and better than for the same selling period last year. All indications point to a big fall and winter selling season and we hope nothing unpredictable occurs to mar our expectations.

Shelf Edge Tape Now Advertises Anvil Brand

Anvil Brand has come up with a new advertising aid. All salesmen have been supplied with a dispenser and rolls of adhesive tape, designed to go on shelf edges, and bearing the legend "For Comfort and Long Wear Anvil Brand is "Hard to Beat"."

The surface of the tape is slick and shiny, which means that it will not become soiled, and it is attractively designed in yellow and dark blue. While made especially for shelf edges (it is three-fourths of an inch wide), the tape can be applied to display case fronts, on entrance doors, stairways, or around posts. It sticks to wood, glass, metal, or any surface.

In urging salesmen to make use of this and other advertising aids made available by the company, Sales Director Hugh Webster asked: "Of all the products you might think about, do you know of ANY which are the leading sellers in their field which are UN-advertised? Probably you will find that in every field you examine, the "top dog" for popularity and sales is an advertised product. Almost without exception you'll find that the runners-up are also well advertised."

A hot temper often comes from a cold heart.



BROTHER AND SISTER — This brother and sister are the children of Irene Boles of the pants department. At left is Louis David, nine years old, and at right Judy Ann, five months old.