

## SEW IT SEAMS

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### PRESIDENT'S MESSAGE — (Continued from Page One)

thing new and different. If one has special talent, so much the better. Talent dims down and dries up when effort lags and dies. Hidden talents may be discovered by energetic thinking.

Age is no excuse for not being creative. If we let ourselves get in a rut, lose our zest for life, quit being curious, just plain stop trying — then we cannot help but be less creative, and, incidentally, less happy and youthfully alert.

Ideas are important. If you have one tell us about it, we will analyze it and if practical put it to work. Few good ideas are stumbled upon. They are the result of working the brain. Ideas in quantity are needed, as the percentage of practical application is low. Set a quota of subjects for thought and keep it going. Creative thoughts can achieve greatness. While we owe most, if not all, the comforts of life to the inspiration of others, yet we know that the world called them fools before accepting the benefits they produced. They will say the same of you and me fifty years from now.

What are some of the obstructions in creative thinking? And what can boost its morale? Perfection and good judgment are mighty fine traits and both are essential in the successes of life. But either may choke off good ideas. The fellow who never makes mistakes may find it difficult to proceed with a sketchy idea. As for judgment, it should be delayed, at least until ideas can be tried out. Doubts may blight their growth.

Sincerely yours,  
Henry T. Short

### Overall Department Machines Are Moved

All machines in the overall department were moved last weekend, the move being designed to set up a more efficient and compact unit. Reitzel Morgan and his engineering department planned the new layout and were in charge of the move.



BRIDE — Billie Jeanne Taylor, a member of the pants department, was married to Theodore William Hames Saturday night, September 20, in the First Baptist Church in Burlington. The couple will make their home here at 705 Pine Street.

### REMEMBER NOVEMBER —

November is a-comin',  
and politics are drummin'  
'Bout the good points of  
their candidates to be.  
The Elephant's a-prayin',  
and the Donkey, he's a-brayin',  
It's a "dog eat dog" campaign  
as one can see.  
The Ins keep on declaring  
it is only a "red herring"  
That the Outs keep blurbing  
over in the press.  
And the Outs keep on lambasting,  
'bout the Ins and all their  
wasting  
And Corruption—Well, it's one  
unholy mess.  
But the thing that's really got me,  
is the fact that it is not me—  
It is YOU, and YOU and YOU  
who should take note;  
If you're gonna have your say in,  
all the prayin' and the brayin'  
Get going on November 4th—  
and VOTE!

—Wm. D. Fentress, in  
The Formican

Registrars will be at the polling places to register people not already registered Saturday, October 18 and 25.

"A smart girl is one who knows how to play tennis, golf, piano, and dumb."—Will Jordan.



## Sewing Up Sales

by Hugh Webster

The Southern Garment Manufacturer's Association, of which Anvil Brand is a member, held its summer meeting in Memphis, Tennessee during mid-August. At this convention most suppliers of piece goods used by firms such as ourselves have sample rooms and the mills were offering beautiful new patterns and materials for spring lines. From the selection made by your planning committee we will have a far superior and more attractive line than ever before in both shirts and slacks.

Yardage will soon be in the plant and we will begin cutting spring shirts in November. We

will start cutting spring slacks in December or the early part of next year for delivery during March and April.

Whenever there are new materials and new patterns they pose a production problem as the trade and wearers of Anvil Brand and Tom Long goods continually demand higher styles and better quality. We are meeting this demand through improved methods and knowledge of how to handle these new materials. Sportswear continues to become a greater factor in our industry and all of us are proud of the customer acceptance for our new lot numbers.

## Everyone Wants "Sell with Success"

Judging by the mail these days everyone wants to read "Sell with Success," which is a textbook on retail selling written for Anvil Brand by Noble T. Praigg, our advertising consultant.

Although the book was written and printed specifically for our thousands of merchant customers who buy and sell Anvil Brand and Tom Long garments, requests also have poured in from other manufacturers, from insurance companies, radio stations, advertising agencies, chambers of commerce, publishers, automobile distributors, as well as from wholesalers and retailers.

Letters have come from Hawaii and Canada, and from New York to Florida and from the east coast to California.

A New York firm of management consultants astonished us with a long distance call a few days ago. They had been commissioned by our government to conduct educational courses in several European countries in connection with the Marshall Plan, to show foreign manufacturers improved methods for distributing their products. They wanted 12 copies of "Sell with Success" air-mailed because representatives of the firm were booked to sail for Paris immediately. And they were anxious to use the Anvil Brand book in their courses!

An assembly of letterheads from companies asking for a copy of

"Sell with Success" looks like a "Who's Who" of leading names in many fields. For example: General Mills, National Cash Register Co., U. S. Dept. of Commerce, Simmons Mattress Co., Krause Plow Corporation, Alexander Film Co., Carnation Milk Co., Simmons College of Retailing, Holland Furnace Co., International Bedding Co., N. Y. State Dept. of Commerce, General Electric, Mid-Continent Petroleum Corp., Public Service Co. of Indiana, Dennison Mfg. Co., and University of Illinois.

### More Study Sessions

Study sessions are being planned for its members by the Greensboro Chapter of the Society for the Advancement of Management of which Floyd D. Mehan is program chairman, and Reitzel Morgan publicity chairman.

The series of eight classes were outlined at a meeting of the chapter last month attended by Reitzel, Aline Carter and Ossie Wright. Professor Arthur Whitehill, Jr., of the UNC School of Business Administration, will teach the series which begins October 28.

At each session a case history will be studied, beginning with some specific problem, and its possible solutions.