

## Work And Plans For Your New Shirt Started In Factory Full Year Ago

Most people don't realize when they buy and put on a new Anvil Brand or Tom Long garment that work and plans for that particular garment probably started a full year before in our Anvil Brand factories.

For instance, some of the goods for our Fall line for next year was purchased in October — before most of us had completed our wardrobe for this winter. Within a few weeks orders will have been placed for a major portion of the suedes, flannels, corduroys and other winter materials that will go into our 1953 Fall line.

The words "placing orders" has an easy sound. Reminds one of picking up the telephone and ordering a ton of coal or a milk shake and a couple of sandwiches from the drug store. According to Floyd Mehan, the man who actually places the orders for Anvil

## Basketball Team Off To Good Start

Our basketball team got off to a good start in the YMCA Industrial League play with a nine-point win over the Heritage team in its opening game. Richard Wade is acting as manager of the team this season.

Players include Dickie Hayes, Grayson Ward, Lee Wade, Ike Craun, Al Hoover, Dean Comer, Carroll Welborn, Bobby McDaniel and Eugene Shelton.

Richard would like more Anvil Brand support for the team and invites everyone to come on out and root for our side in any or all of the games scheduled before Christmas with the following teams: Monday, November 24, 8 p. m., Globe Parlor; December 1, 8 p. m., Triangle; December 8, 9 p. m., Highland; December 15, 8 p. m., Heritage.

## Don't Waste Money, Call Right Number

Because the engineering office telephone is listed in the telephone directory as being on Willowbrook Street, some White Division operators have called this number when trying to get in touch with their supervisors. All telephones in the sewing rooms at the White as well as at the Hudson Division are connected to the main switchboard, telephone number 4535, Personnel Director Aline Carter pointed out.

Brand, it's not like that at all. Weeks and months of work, sampling, figuring and estimating is done before the cloth is ordered.

Hugh Webster, who with Mehan and R. C. Kirchofer make up the planning and designing committee, conducts a poll among his salesmen to get their ideas of what our customers want.

Then Webster and Mehan make a trip to New York where they examine hundreds of samples exhibited by dozens of cloth manufacturers. Three-yard samples of the most promising patterns are ordered and after the men return to High Point shirts, slacks, pants, and other garments are actually made from these samples so that they can see what the finished product will be like.

In the meantime committee members have kept a close check on orders, and particularly on re-orders, for this year's Fall line to see which numbers are in greatest demand. From cloth salesmen and other sources they have gathered information on trends in buying. For instance, there is a trend at present toward buying softer, more subdued colors. A year or so ago bold, bright colors were demanded by the public.

All of these factors, plus the very important item of price, must be taken into consideration in making the final selection of goods. And then the committee still must determine how many yards of each pattern to order, when it wants delivery, and when it can get it. In order to decide how many yards of each pattern to buy, they must estimate the number of garments Anvil Brand will be able to sell a year hence. And with most fabrics (except staples like denim and twill) that first order is all of that particular pattern they are going to be able to buy. Cloth manufacturers make enough of each pattern to fill their orders, but they don't pile up big surpluses which might or might not sell.

Of course the committee is guided by its past experience as to how many dozens of garments within each price range which we can sell, but it doesn't have any crystal ball to tell it how business conditions are going to be a year from now.

Delivery schedules also must be worked out so that enough cloth will be on hand at all times to keep all departments operating, but not enough will be delivered



**HUDSON NEWCOMERS** — Among the new faces to be seen at the Hudson Division are: back row, left to right, Ruth Johnson and Lucille Rising of utility, and Patsy Fraley of dungaree; front row, Mary Cox and Mary Taffer of dungaree.

### BILL LEHMAN —

(Continued from Page One) he could verify that fact by a check of the records of the P. H. Hanes Knitting Company. Bill ended his work as a machinist with Hanes one afternoon and started his new job at Anvil Brand the next morning.

Bill reported for work up on the second floor of Main Building, and there he has worked since then. To begin with, however, he served not only as machinist but as electrician, carpenter, plumber, or general handy man.

"There wasn't anyone except the superintendent and me to fix anything that went wrong," he observed. "When something did get out of order, they'd send for me to fix it, and the superintendent would double as a fixer until I could get back on my machines."

Bill is married to Jessie Lehman who also is a member of the 25-year club, and the couple lives on the CC Camp Road. Two of Bill's sons also have worked here, Robert, who lost his life during World War II, and Major William Lehman, now stationed in Biloxi, Miss. There is a third son, Harmon, who was married recently

at any one time to flood our warehouses.

All in all this business of selecting cloth that will please the public a year from now, deciding how many garments you can sell made from that cloth, getting it to the factory in time to keep production moving, and buying it at a price which will enable us to make it up and sell it in a competitive market is quite a job.

Mehan admitted with a grin that placing an order for a half million dollars worth of cloth could make one "sweat a bit."

### ALL OUR SALESMEN —

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Director of Sales Hugh Webster. Most of the salesmen will arrive on Sunday, December 14, in order to be on hand when the sales meeting is called to order Monday morning.

Those expected to attend are Charles V. Ashley with headquarters in Beckley, West Va., W. Hooper Boggan of Knoxville, Tenn., Richard F. Broaddus, Jr., of Richmond, Va., Paul V. Curcio of New Orleans, La., Quince A. Duncan of West Jefferson, Robert Emerick of Wyalusing, Pa., Wilber W. Estes of Memphis, Tenn., Henry Fischer of Chicago, Ill., Garland W. Fleenor of Cleveland, Va., Harry B. Flora of Roanoke, Va., Norton B. Gilmer of Winchester, Ky., John C. Hayes of Hendersonville, Grady P. Hedrick of Columbia, S. C., William Horne, Sr., of Raleigh, Harold E. Hutchinson, Tom V. Long and Harold D. Smith, all of High Point, Jack A. Johnson of Clearfield, Pa., Thomas F. Johnson of Atlanta, Ga., C. Byrd Joyce of Fairfield, Fla., Joe H. Macklin of Seaford, Del., Richard L. Robotham of Hopewell, N. J., Albert Silver of New York City, Louis H. Smith of Pittsburgh, Penn., Russell B. Still of Birmingham, Ala., and Patrick H. Yancey of Newnan, Ga.

## UNC Class Tours All Anvil Brand Plants

Earlier this week from Chapel Hill came Richard P. Calhoun, professor of personnel relations, and 18 members of his class from the UNC school of industrial engineering, to tour Anvil Brand's plants and study our personnel set-up here.

2011-017-012