



**SURPRISE** — There are many different adjectives that can be applied to the word surprise! Some surprises are pleasant, and some we could very well do without. But one of the most heart-warming surprises must be to find out that the people you work with every day think enough of you to stage a surprise party for you on your birthday. And that is what the people in dungaree did for Ludie Mae Ingram on November 26. Although Ludie Mae doesn't admit it, eye-witnesses say that she cried a little when she came back up to the dungaree department shortly after the noon hour to find three big tables spread with food and everybody singing "Happy Birthday." In addition to the fried chicken, barbecue, salads, sandwiches, pies, and cakes, and all the other trimmings of a first class picnic lunch, there were gifts too, mostly lingerie. Ludie Mae, in her supervisor's uniform, is shown in center, opening one of her gifts.

## Record-Breaking Sales Reported; Outlook Bright

A study, or analysis, of market conditions leads Floyd D. Mehan, executive vice-president, to believe that Anvil Brand's business will continue to be good during the next six months, he told salesmen on the second day of their two-day meeting here. Sales during the past six months have been larger than at any time during the history of the company.

Mehan discussed the various reasons why cotton is selling at such a low price now, the size of the crop — fifteen million bales — the fact that California, which produced a fifth of the crop, has no warehouses in which to store it and consequently must dump it on the market now, plus the fact that exports are running a million and a half bales behind last year's.

Price ceilings have been removed from work clothing, he pointed out. Retail sales are up, and a survey conducted by the Laundry Institute showed that the inventory of clothing in homes is

## New Book Added To Anvil Brand Library

"Administering Changes," by Harriet O. Ronken and Paul R. Lawrence, both professors and associated with the human relations research group of the Harvard Business School, has been added to the Anvil Brand Library, according to Reitzel Morgan.

The book deals with the human effects of technological change on the day to day operations of a factory, says Reitzel. The first part takes a close look at communication between individuals involved in production. The second part is on the difficulties of relationships between the different engineering groups and the production supervisors.

extremely low. This accounts for the phenomenal growth of 3-hour to 24-hour service by dry cleaners and laundries.

Mehan's talk was followed by a panel discussion in which he, Jack Rives, Paul Frye and Dwight Craun took part. A question and answer period with Sales Director Hugh Webster as moderator brought the sales meeting to a close.

## SALESMENS' TOUR —

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the yoke is double-stitched, the collars lined, the pockets with pointed bottoms and flap single stitched, and how the cuffs are turned and restitched. Buttons are sewed on with heavy thread, and

button hole machines are set to provide 128 stitches per button hole.

The salesmen were particularly interested in the new shirt pressing machines, and commented favorably on the improved appearance of our shirts finished with the new equipment.



**NEWCOMERS AT WHITE** — Among the new faces to be seen at the White Division this month are: top row, left to right, Pauline Mendenhall and Jackie Boles, both of the shirt department, and Betty Grissett of the pants department; front row, Annie Smith, Bessie Spainhour, and Louise Overman, all of the pants department.

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