

SEW IT SEAMS

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**ANVIL BRAND
INCORPORATED**

High Point, N. C.

BESS THOMPSON, Editor

PRESIDENT'S MESSAGE — (Continued from Page One)

make Anvil Brand more popular than it ever was before.

Cordially yours,
R. C. KIRCHOFER

Having suggested to you that you read the release which was given to the newspapers, I am quoting below our officially authorized statement:

R. C. Kirchofer, president and treasurer of Anvil Brand, Incorporated, announced this morning that negotiations have been completed for Anvil Brand's acquisition of all outstanding capital stock of Sherrod Shirt Company, the second largest manufacturer of work garments, pajamas and sport shirts in this area.

The transaction marks the third important expansion on the part of Anvil Brand since that company was acquired by the Kirchofer interests approximately six years ago.

Purchase price of the shirt company stock was not disclosed, pending signing and delivery of the final papers and agreement on concluding details. However, it was learned from authoritative sources that the consideration involved represents one of the most substantial transactions taking place in the state in recent months.

The Sherrod plant occupies buildings on North Main Street with a frontage of 200 feet and plant area of 37,000 square feet and between 175 and 200 people are employed in the local plant. Since its original organization in 1926, Sherrod Shirt Company has become one of the largest producers in its field. It was incorporated in 1927 under the leadership of the late Dr. D. A. Stanton who became its first president. Other original officers included A. Sherrod, vice president; W. A. Sherrod, treasurer and D. L. Stanton, secretary and superintendent. In 1928 the company's major trade name "Tractor Brand" was formally registered and products under that brand name have gained wide distribution throughout the nation under the direction of the founders.

Originally located in rented

quarters at Broad and Elm streets, the company enjoyed success from its beginning and its need for additional space resulted in the purchase of its present location in 1937. The late Mrs. C. S. Sherrod was named vice president upon the death in 1936 of A. Sherrod who had made substantial contributions to the progress of the company. She in turn was succeeded by W. R. Morrow, Jr., who continues to hold that office. The late W. A. Sherrod became president and treasurer after Dr. Stanton's death in 1947.

Following the passing of W. A. Sherrod in June, 1952, H. A. Millis, Jr., was named president and Mrs. E. J. Oglesby was elected treasurer and assistant secretary. At that time D. L. Stanton was also made general manager.

In addition to the High Point plant, the Sherrod company organized a separate unit at Independence, Va., in 1951 for the manufacture of work pants which have been sold to the trade in combination with shirts made to match by the High Point factory. From the beginning Sherrod garment production has been sold primarily through wholesalers and syndicate store organizations.

The affiliated companies now become the second largest employer in High Point with a total employment roster of close to 1,000, with the factories and facilities operated by the two companies exceeding a total plant area of some 165,000 square feet.

When questioned today as to future operations, Mr. Kirchofer stated: "The Sherrod Shirt Company will continue to operate as a separate entity and under its own name, with that unit's administrative and operating staffs remaining intact, and without any change in the company's sales personnel or its sales policies. Sherrod Shirt Company has continuously been a strong competitor in the trade and "Tractor Brand" enjoys widespread confidence in market channels generally and among consumers, and I can see no reason for change. In maintaining the separate operations of each company the Sherrod name will be preserved together with the markets and good will created by it during the past twenty-seven years."

At the same time, he pointed out that the two companies had worked closely together for a number of years and the new affiliation would result in an opportunity for even greater cooperation which should prove of substantial benefit to each of the companies and their respective employees.

"Among the benefits which can be foreseen by the new affilia-



Sewing Up Sales

by Hugh Webster

Although summer is still a few weeks away, we at Anvil Brand have just about cleaned up our production of summer goods. Summer slacks were finished a short time ago, and we have only a few summer short sleeve sport shirts left in production.

The dungaree units, the boxer units and the ladies' dungaree units are starting on our winter warm, "plaid-back" fall goods as we build stock for the heavy, back to school selling season and for the fall trade. The shirt department is starting on back to school and fall suede shirts for boys and in a short time will receive cuts of fall suedes and flannels for men. This change-over is coming earlier in 1953 than in previous years and by coordinating these lot numbers along with building a stock of staple denims, pants and shirts we

tion," he said, "is a leveling in swings of employment attendant to the industry, with increased job stability for each employee, resulting from increased interchange of production orders between the plants as each encounters the slack season for its own trade products. The combined purchasing power of the affiliated companies will be greater," Mr. Kirchofer said, "and other economies can be effectuated by the elimination of certain overlapping expenses in connection with management, warehousing, transportation and technological development of each company."

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will be able to ship complete fall orders much earlier than in the past.

In late fall we will start production on spring goods earlier than previous years so as to improve spring deliveries.

Many of our salesmen have written and told us of how much they appreciate the improvements that are being made in our garments. They tell us customers are remarking how fine Anvil Brand goods are looking and how this is creating greater sales appeal. Top quality and top appearance are absolute necessities in today's competitive market, for everything points to much stiffer selling competition during the fall and in 1954.

Our salesmen want to thank each one of you in our plants for what you have done to bring about the many improvements in our garments and in the handling and shipping of these goods so they are arriving at a customer's place of business in better shape and ready to be put on the shelves.

You have built a high reputation for Anvil Brand which is an absolute necessity these days, but don't forget, no matter how good we are, there is always room somewhere along the line for further improvements. Our salesmen are going to need every bit of help and every sales weapon we can give them to increase sales volume in the coming year.

From the salesmen and our dealer customers — thank you for a grand job.



WHITE DIVISION — Newcomers who were welcomed to the White Division this month include: back row, left to right, Donald Wood of the pants department, Melva Parker of the White Division office, and Lystra Workman of the shirt department; front row, Louise Livingston and Ollie Mae Shields of pants, and Jerrie Craven of shirts.