

## SEW IT SEAMS

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COOKIE BROOKS, Editor

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Anvil-made garment it means that a company has such faith in its products it is willing to say, "We made this good article and guarantee that it will satisfy you." For regular wearers the sign "Anvil Brand" enables them to pass by similar looking garments and select the one which has served them so well in the past. To dealers the Anvil trade mark means goods which have pleased their customers, hence goods which sell readily. So Anvil salesmen are able to sell more dozens to more dealers. The result comes right back to the factories with assurance of more job security and steady income for all.

Such a variety of advantages develops when a product is publicly identified by a brand!

As a contrary picture, suppose our product bore no name whatever. Only size tickets. Imagine the difficulty of our salesmen in prevailing on merchants to buy. And what would be the attitude of consumers?

What would your attitude be if you visited the grocery or supermarket for canned milk, bread, crackers, canned soup or other packaged product? Side by side with articles with well-known names you see products of the same kind but marked only "Canned Corn," or "Vegetable Soup" or "White Bread." For which type of product would you spend your money?

All of us owe much to the confidence which the consumer public feels in Anvil Brand.

We have said by means of our brand mark, "Depend on the desirable quality of this material, its careful cutting for good fit, its reinforcement to resist strains, its good workmanship for long wear, its finish for attractive appearance." And relying on the assurance of our brand name the public keeps us in business by buying our products.

It is something to remember, that we, as individuals and as an organization, give consumers a



**HAS NEW JOB** — Rachel Pierce, who has been doing clerical work in the sales department, is now doing production scheduling. She has been transferred to the White division to work under the direction of Floyd D. Mehan, executive vice president. Rachel finds her new work interesting although it is very detailed and consists of a lot of record keeping. She is used to keeping records, however. When she first came to Anvil Brand, nearly four years ago, she was statistical clerk in the sales department. She lives at Sophia and says she spends all her spare time reading while waiting for her husband to return home from Korea where he is serving in the U. S. Army. He is Blake Pierce, a nephew to Hazel Pierce, our quality inspector.

### Jo Attends Meet

Jo Albertson of the Hudson office was a delegate to a seminar of the United Nations and the Federal Government held in Washington and New York, during the last week in February, and which was sponsored by the National Conference of Methodist Youth.

Jo represented the Western North Carolina Conference of the Methodist Church at the meetings which were designed to study and observe the various governmental units and the United Nations in operation. She says it was "quite a trip"—very educational and also enjoyable.

Delegates from 25 states were in attendance. At the New York headquarters of the U. N.

pledge of integrity when our garments bear labels of the Anvil Brand Factories.

Sincerely yours,

*R.C. Kirchofer.*



## Sewing Up Sales

by Hugh Webster

The other evening when listening to the music and watching the plot unfold and the story develop of the movie, "The Glenn Miller Story," it occurred to me how the operation of a business is in many ways like developing music. There is good music, that catches on quickly, passable music and poor music, and the same is true in businesses. Every so often there is an outstanding band or symphony orchestra, and the same is true in business.

In the case of Glenn Miller — he had an idea, certain sound effects and rhythms he was trying to achieve, and after trials and tribulations finally accomplished his goal. He led his band through arrangements he had developed to create his conception of the harmony and full tone.

A business needs machines as a band requires instruments, the right people to operate these machines and buildings to house them. Management develops the arrangements, bringing the cloth, thread and tools together at the right time, all according to a preconceived plan or arrangement. When all goes smoothly, you have a constant humming, busy tune in the plant. Everybody and everything working harmoniously and the goods come out in a steady stream.

The advance men who develop the bookings for a band keep it rolling as salesmen for a business channel goods to dealers.

Finally come the dancers and spectators who are the actual customers of the band. They clamor for more if the band gives them the kind of music they want, but if it lacks quality and rhythm the band soon folds up. The same occurs in business if the type of goods offered or the quality is not up to customers' expectations — they buy elsewhere.

The success of a firm or orchestra and steady work for operators or musicians depends on each doing his or her part in following the preconceived plan. A sour note, whether poorly planned or played, can really mess up the harmony, and the same is true of the planning, producing and selling of

goods.

At Anvil Brand we are most fortunate that the work of each of us and our planning has created good harmony and sales far above the average. As others copy our arrangements and styling it will require far greater care and effort on the part of each of us to keep Anvil Brand goods tops in the field.

### Bill Roach Is Back

Bill Roach says it "feels good" to be out of uniform and back at work at Anvil Brand. He was discharged from the U. S. Marines on January 24 after two years of service.

Bill first came to Anvil Brand on May 17, 1949 and worked in the cutting room until he entered the service in January of 1952. He reported first to Parris Island, S. C., and later trained at Camp Lejeune. He was stationed for awhile at Clarksville, Tenn., and then at the Naval Mine Depot at Yorktown, Va.

Since returning to Anvil Brand he has been training under A. C. Smith to be a company mechanic.



**HAS BIRTHDAY** — Jane Ellen Carter, daughter of Personnel Director Aline Carter, was six years old on March 17. She's a student at Jack and Jill Kindergarten this year and will start first grade next fall.