



SEW IT SEAMS



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MESSAGE FROM THE PRESIDENT

TO MY FELLOW WORKERS:

Last week did you see the Anvil Brand advertisement on Page 106 of The Saturday Evening Post?

If you do not subscribe for the Post you might want to borrow a neighbor's copy, or see the issue of April 24 at the public library. I mention it for two main reasons.

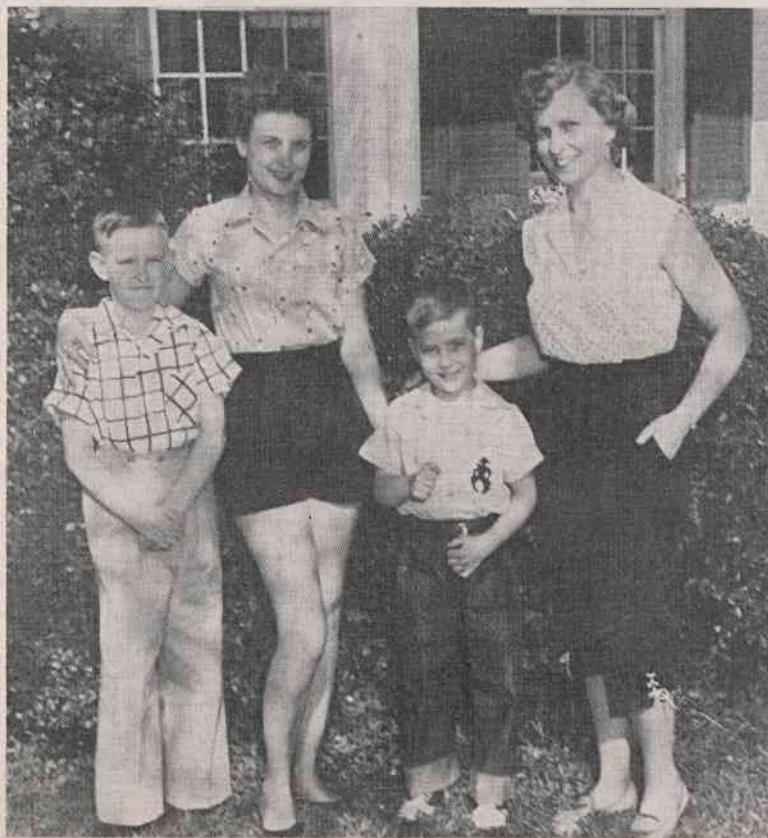
First, with drawings in a unique "checkerboard" design the artist illustrates figures wearing fifteen different styles of staple and sportswear garments. The purpose is to show the public how admirably our types of clothing fit in with all sorts of spring and summer indoor and outdoor activities.

The second reason I felt this ad would interest you is that it demonstrates the systematic, constant way in which the company seeks to create public confidence, interest consumers in the merits of Anvilwear, and keep orders flowing our way to assure steady employment and dependable income for all.

One of my friends remarked recently, "It seems that every time my Post arrives it contains an Anvil Brand ad." I told him that every issue does contain our advertising, from an inch in size to the one-fourth page size as in the Post of April 24.

Our advertising is so continuous because it has the one simple, out-and-out purpose of making sales. And the public buys our kinds of garments every day in the week. We can't advertise every day. But our magazine advertising can appear every week. Our farm paper advertising can appear every month. So when you consider that Anvil ads reach in excess of 60,000,000 readers every month through weekly and monthly publications, it means that vast numbers of people are urged to buy Anvil-made garments just at the time they are in a buying mood.

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FOR THE SMALLFRY AND THE LADIES — Some of the new items in Anvil Brand's summer line are shown here. At left David Robinson, son of Rachel Robinson of the Hudson office, models the hobby jeans being made for the first time for boys. David is wearing a Tom Long sport shirt, No. 517A. Yvonne Auman, who turns pockets in the pants department, has on the new shorty short. Her shirt is a boy's Tom Long line but the company now is putting out a short sleeved shirt for women and girls. Tommy, son of Elsie Jay Bullard of the personnel office, is wearing the new 519A shirt with the novelty figure application. He has on the brown denim western dungaree. Tommy's mother, Elsie Jay, is wearing the new woman's sleeveless shirt (see Sewing Up Sales on page two). Also, note that the matadors she's wearing feature a white lace at the bottom instead of last year's button.

Helen Hughes In A New Position

Helen Hughes has a new position, working directly under Executive Vice President Floyd D. Mehan in doing styling and specifications for the company's seasonal lines.

Mehan explains that the seasonal lines—the planning of our fall and spring garments—has become a full time job. He says Helen was already doing some of this work and she is now taking the remaining portion off the vice president's shoulders, giving him more time for other things. Since her work is closely related to costs, she has been moved into the same office with Milton Gupton, who as Mehan's assistant is chiefly concerned with garment costs.

Mehan said Helen's new post

requires someone with a wide production background, and Helen has just that. She came to Anvil Brand in 1934 as a machine operator in the sewing rooms. Later she was made an assistant supervisor, under Hazel Pierce, in the pants department. Later Helen was moved up to supervisor and in 1943 was transferred to the engineering department as a trainee. She remained in that department until given her present position this month.

Helen began working with seasonal lines, on a part time basis when her engineering department duties were not rushing, last fall. At that time she did the specifications for the spring and summer

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Banners Go To All Departments For Second Time

For the second time in the safety program's history every department receives a good housekeeping banner this month. The inspection grades were even better than last month, with 13 departments receiving grades of 100, and there was no grade under 96.

Receiving grades of 100 were shipping, maintenance, pattern, overall and boxer, dungaree I, Dungaree II, finishing, pants II, ladies dungaree, engineering, and the White, printing, and Hudson offices. Cutting was given a grade of 98; shirt, ticket office, and sales office, 97; and pants I, 96.

The committee made various observations for consideration by the new group that will go into office next month. Also, several unsafe practices were called to the attention of Ossie Wright, who conducted the meeting, for referral to the central safety committee. One was the habit of some employees to sit on both sides of the stairway during recess and lunch periods, leaving hardly enough room to go up and down the steps. It was noted that often the operators forget and set their coke bottles in the passageway and that sometimes persons on both sides are smoking, making for a fire hazard to any skirts going up or down the steps.

Leonard Bobbett and Joyce Chapman, from the engineering department, and Howard Peterson, supervisor in the finishing room, were guests at the meeting.

Big Move Underway

For the first time in many a year Anvil Brand's shipping department is going to have enough space.

The main cutting room is being moved up to the Sherrod division on North Main Street and some of the shipping activities at the Hudson plant will be moved into the space now occupied by cutting at the Hudson division. The move also will allow for expansion of our sometimes crowded stock bins.