



SEW IT SEAMS



(Registered with U. S. Patent Office)

Volume VII

HIGH POINT, NORTH CAROLINA, OCTOBER, 1954

No. 23



MESSAGE FROM THE PRESIDENT

TO MY FELLOW WORKERS:

Should you ask a salesman "What do you do?" he would look at you in amazement. What a question! He sells the products his company makes, of course. And we are accustomed to thinking of salesmen only from that viewpoint.

But there is something else a salesman does which affects the very lives of the people in the organization he represents. Studies among more than 100 companies manufacturing various kinds of products reveal that sales made by an energetic, dependable salesman provide work and incomes for 26 to 33 people in other divisions of the company. And such figures apply also to the Anvil Brand organization.

It is another illustration of the dependence that exists between people and between departments in every sizable manufacturing company.

It also illustrates our mutual responsibilities. If Anvil Brand salesmen are to provide jobs and incomes through their sales, they must in turn be supplied with high quality garments to sell. And high quality — good design, style, skilled workmanship, neat finish—perhaps was never more important than in these days of intense competition. Our salesmen are in a perpetual contest for the continued business of established Anvil Brand dealers and for the favor of prospective dealers.

As all of us know there has been a marked expansion in our production in recent years. This has developed from improved products, new products and from increased purchases by loyal retail merchants who have distributed our garments for many years.

But jobs would be fewer and production would be less, were not the salesmen constantly alert to the need for new merchant-custom-

(Continued on Page Two)

Tractor Brand Sales Crew Enlarged



DAVID COOK



LESLIE BURRIS



ROY MANTZ



ARTHUR HERZBERG

Four new salesmen started selling the company's Tractor Brand Line in late September after visiting the plants here and being shown through all operations of production and sales and shipping procedures.

Arthur Herzberg is covering Eastern Pennsylvania and New Jersey; Leslie Burris, Western Virginia and parts of West Virginia; David Cook, Central and Southern Georgia; and Roy Mantz, Central Pennsylvania and a small section of Southern New York.

Herzberg, 34, lives at Drexel Hill, Pa. and has had experience in selling men's clothing, Army-

Navy clothing and shirts. He was last employed as a salesman for Manchester Shirt Company. He is a veteran of service with the U. S. Army Medical Department during World War II and attended business college. He has been married for 12 years and has two children, ages three and six years.

Cook is a bachelor, 32 years of age. He has a B. A. degree from Syracuse University, has sold work clothing and sportswear for Salant and Salant, and also has worked in advertising. During World War II he served in the Royal Canadian Air Force as a

(Continued on Page Four)

6 Departments Have Perfect Housekeeping

Three departments failed to receive a good housekeeping banner this month while the safety committee awarded grades of 100 to six departments.

Pants II received a grade of only 86 because of unnecessary objects in windows, and thread, thread cones, and rope on the floor. Shipping did not get a banner, with a grade of 89, because two bottles were found on the floor. The sales office also received a grade of 89, chiefly due to hazards that maintenance has now cleared up. Several doors and desk drawers would not close, an uncovered fan was being used, and an air conditioning unit had been abandoned in the hall.

Departments getting grades of 100 were ladies' dungaree, dungaree I, dungaree II, cutting, pattern, and printing office. Other grades were: engineering 98; shirt, 97; overall, 97; Hudson office, 95; pants I, 95; White office, 91; and maintenance, 90.

The safety committee at their meeting last week were shown another National Safety Council film, one in the series concerning personal safety which was entitled "Get A Grip On Yourself." The film pointed out that our feelings change often, from worry, fear, greed, hate, envy, love, etc. These feelings can either get us out of tough spots or cause us to freeze when we face danger—depending on how well we control them. For instance, often when we are mad we are not careful and we can get hurt or cause others to get hurt.

A four-point plan was presented for helping man control his feelings. First, "understand your feelings!" There is a reason for every change in emotions and it was suggested that we stop and think back. Often, we will find the real reason behind a feeling is not one to get bothered about. Once we have recognized why we feel a certain way we are more able to take on the problems one at a time and that is where the second point of the plan comes in, "do something

(Continued on Page Ten)