



SEW IT SEAMS



(Registered with U. S. Patent Office)

Volume VII

HIGH POINT, NORTH CAROLINA, FEBRUARY, 1955

No. 27



MESSAGE FROM THE PRESIDENT

TO MY FELLOW WORKERS:

With this issue Sew It Seams comes to you as the product of new editorial hands. You read last month that when circumstances necessitated the resignation of Mrs. Brooks we were fortunate to gain the talents of Mrs. Martha Varner Clontz whose experience equips her admirably for this editorial responsibility.

Preparing a publication like Sew It Seams is no light task. And perhaps you, like myself, have many times marveled over the variety of its editorial material, articles about company plans and progress, interesting pictures, departmental personals and news of events and developments which affect the future of us all. These represent the vision, the human understanding and the skill of a capable editor assisted by generous co-operation on the part of members of the Anvil Brand organization.

Comments direct and relayed to me from others have encouraged me to feel that our little monthly news-magazine is widely enjoyed. We can rely on Mrs. Clontz to maintain that popularity.

However, an editor does not create a publication for his own information or entertainment. He has only one purpose. That of providing a useful service to the paper's readers. And one of the most welcome helps an editor can receive is to know from the readers how he can serve them even better.

Some publications rely on their readers to volunteer suggestions for improvements, for hints as to new features and for comments which will help make the magazine more interesting or helpful. Some editors occasionally circularize lists of subscribers asking them for opinions and assistance in making the publication more desirable. Editors and readers benefit alike from the results.

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New Department Created To Expand Production Of Ladies' Garments

Due to a tremendous increase in the public's demand for Anvil and Tractor Brand Ladies' garments, a new department is being created on the third floor of Hudson Plant No. 1, Jack Rives, production manager, has announced.

Ladies' shorts, shortie shorts and bermuda shorts will be made in this new department which will be known as the "Ladies' Short Department." Both the Jeanettes and Dorothy Kay lines will be in production in this space.

Ike Craun of the sales department, said this increase in demand has been developing over the past three years as the ladies' garments produced by Anvil-Tractor Brand have been constantly improved. He

noted that changes in construction, patterns, design and fabrics are some of the factors that have brought about this wider acceptance by the merchants and customers.

Craun also explained that since Anvil-Tractor Brand expanded into these lines, the company's salesmen have been able to call on new accounts which has opened wider markets for these garments and that the response has become so great that increased production has become a necessity, if the salesmen are to fill their orders.

Annual sales in the ladies' lines, Craun said, has increased more than 10 to 1 in the past three years.

Production of ladies slimerees and matadors will continue in Hudson Plant No. 2, Production Manager Rives said, with this department name to be changed from Ladies' Dungaree to Ladies' Slimere.

The ladies' dungaree production will be moved to the Dungaree Department in Hudson Plant No. 1 where men's and boys' dungarees also are made.

Some 30 to 40 new employees will be added to Anvil Brand for the new department, Rives reported. Mary Earomirski, supervisor of the Overall Department, will add the new department to her area of supervision. Carrie Payne will be training supervisor.



Reece And Bell Train For New Jobs

Mrs. Mildred Reece and Mrs. Betty Bell, both of whom have had several years' service with Anvil Brand, have been promoted to the position of training supervisors, Jack Rives, production manager, has announced.

Mildred and her husband, V. M. Reece, Jr., live on Route Two. They have one son, Stephen, who is in his first year at Wallburg School. Reece is employed at Thomasville Chair Co.

Mildred is a graduate of Thomasville High School and worked at

Anvil Brand for a short time in 1947. She returned here in October, 1950, and has worked in various capacities since that time, including tacking and clipping behind the bander in Dungaree No. 1. Her job as training supervisor will be in Dungaree Department No. 2.

Betty, who this month celebrated her eighth wedding anniversary, has been with Anvil Brand since 1947 except for leaves of absences when her two children were born and for two illnesses. She said for the past two and a half years she

has been present for work practically every day.

She and her husband, J. T. Bell, and their two children, Gary, 5, and Laura, 7, live in their new home on Carolina Avenue in Oak View, which they purchased about two years ago. Betty is a native of High Point and attended local schools. Her husband is with Tomlinson's of High Point.

Her work with Anvil Brand has included several jobs in Dungaree Departments No. 1 and 2, and the Overall and Boxer Departments. Her new job as training supervisor will be in Dungaree No. 1.

Ossie Wright, supervisor of training, in explaining the training Betty and Mildred will receive, pointed out that their first job will be to learn all the machines in their departments, in order to instruct new employees.

However, they also will receive instruction in payroll procedure, motion and time study, work simplification, quality control, pattern making and cutting, personnel procedures and company reports and forms.

Mrs. Wright explained that some of this training is given before they go into their new jobs, while some is on-the-job training.

Promotion of Mildred and Betty will fill two vacancies, one of which was created by Attalene Fletcher, who is on leave of absence.