

## SEW IT SEAMS

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and the pockets were bar-tacked at the corner to lock the safety stitching and prevent raveling, a feature entirely lacking in Brand X.

The sales department also pointed out the value of the neat double stitched waist band, accurate placing of belt loops, greater 12-Star outlet for easier alteration, and other points which gave striking proof of the greater value in our Anvil Brand garment.

Such an analysis completely backed up the strong claims for superiority made by the salesman and evidently won the buyer's full confidence. For in his letter of acknowledgment he said in part:

"Your masterpiece is gratefully acknowledged. It was very helpful, educational and elucidating. We are still doing business with Anvil Brand. Thanks for your swell cooperation."

I mention this circumstance because it represents a principle which affects all of us. That is, when comparison convinces a buyer that one garment in a branded line is vastly superior to similar competing clothes, his confidence extends to all other garments of the same brand. In this instance the retailer realizes in detail why 12-Star Utility Pants are so much better than competing garments offered as first quality. So he justifiably feels that the same degree of excellence proved for 12-Stars also exists in Anvil shirts, denim goods, sportswear and women's and children's garments.

All of us know that our lines are designed and manufactured to present topmost quality for the competitive market in which we operate. It is an important feather in our caps when an important buyer is convinced of that and says, "We are still doing business with Anvil Brand."

Since every Anvil garment represents the personal expertness and experience of many persons and departments, a customer's faith is a compliment to each of us. Whatever part each of us may play in producing Anvil Brand clothing and creating satisfaction among merchants and consumers,  
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New Shorts  
In Spring Line  
Prove Popular

A new Anvil Brand garment which made its appearance in the Spring line and has proved tremendously popular, is the "Shortie Short," modeled here by Nancy Hahn of the Shipping Department.

Helen Hughes, of the designing department, said this particular model has been so successful that the new shirt which Nancy also is wearing was added to the line to go with the shorts.

Nancy is wearing the Shortie Shorts in an island blue shade of "Zeset" finish cotton poplin which is wrinkle resistant. The garment is form fitting with back zipper and cuff. The shorts are available in nine shades and in sizes 10 to 20.

The new blouse is of broadcloth and is sleeveless with Peter Pan collar. The polka dot and line design of the shirt picks up the colors of the shorts and is available in three color combinations. The shirt features one pocket and is designed to be worn either in or out of the shorts.

One tiny leak in your home can waste precious water at the rate of 200 gallons a day—more than 72,000 gallons a year.



## Sewing Up Sales

by Hugh Webster

Few people realize how changing times with today's rapid interchange of information and close to supersonic transportation has created tremendous problems in marketing products including the types of goods we manufacture. The steady shrinkage of the distances in our world due to air transportation and the rapid interchange of ideas through radio, television and newspapers educates within hours, all parts of the world as to what other people are doing and thinking.

Today every buyer is quickly informed as to what is selling and should make him a good buy, and what goods he should leave alone. He has to keep up with these trends for his customers are also kept well informed, and throughout the world the demand for style and quality can and often does change within very short periods of time.

In former days, the effects of over-production in certain fabrics or types of garments which were not selling in some areas could be cushioned through extra selling effort and moving the goods in areas not informed as to the latest styles or trends.

To prevent accumulating stocks of dead merchandise and/or operating for long periods on part time, management must be constantly awake to market opportunities and be able to quickly switch production from goods where demand has slackened to new types of goods which are proving good sellers in the market. Close coordination of production and sales are necessary to make the necessary adjustments and take advantage of new and growing sales opportunities.

Such close coordination means careful centralized planning in the sales office, the planning and designing committee, and the production department. Any contemplated change requires that a sound product be determined which will fit as closely as possible to product-line standards, to production planning and control, and including the scheduling, dispatching and control of material flow. Also it is necessary to plan warehousing

and how to best ship the product.

"Diversification" is the term many people use to describe the trend we have outlined while others use the more fancy terminology of "Sound Merchandising Can Cure Sales Cycles". We in Anvil—Tractor Brand have seen many changes in the past few years with our manufacturing wider ranges of products. Such new items as hobby jeans, shorts, matadors, slimerees, sport shirts, etc., are keeping many of us busy during periods which in former years were always known as quiet seasons in both manufacturing and sales.

Lunch Hours  
Festive Times  
At Anvil Brand

Lunch hours recently at Hudson plant took on quite festive airs as one department honored a training supervisor on her birthday and a member of the office force was given a farewell luncheon.

Bernard Hill, who left last week to join the Army, was honor guest when Hudson office arranged a luncheon in the cutting department. There was plenty of good food brought in for the occasion and Bernard was presented a wallet as a memento of the occasion. His co-workers wished him well as he began his duties serving his country.

Carrie Payne was the other luncheon honoree when the Overall and Ladies' Shorts Departments surprised her with a birthday luncheon. Ossie Wright connived in luring Carrie down to her office just before lunch and when they returned to the third floor, there was a long table laden with delicious foods.

Billie Sue Wright presented Carrie with a corsage and a blouse and a string of Summer beads were gifts from the departments.

Carrie obviously was quite surprised, but also pleased.

Be kind to the girl you married—the wife you save may be your own!—Cindy Adams.