



# SEW IT SEAMS



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## MESSAGE FROM THE PRESIDENT

TO MY FELLOW WORKERS:

A report I examined this month brought out the point of what a responsibility we face for constantly holding quality to top level in all production.

It was a report showing the accomplishment of each salesman in gaining new customers during May. Of course the numbers fluctuated. For various reasons a salesman will have more time to devote to prospects in one week than another. Where his territory is already thickly developed with customers his opportunities will be fewer for new ones. So his accomplishment varies from day to day and from month to month.

But every salesman realizes how essential it is to add new customers—because from time to time old customers drop out. Stores go out of business for a variety of reasons and occasionally a buyer will quit because of some real or fancied grievance. Unless such losses are replaced, in due time a territory goes to pieces.

So it was encouraging to read in the report mentioned that new customers so far this year are reaching toward the thousand mark. Salesmen convinced many buyers that through selling OUR brands they could offer new advantages to their trade, such as more up to date design, better choice of fabrics, improved workmanship, superior finish, better packing, and other features which buyers were not obtaining in other brands.

You can imagine with what care these new customers will examine their shipments. It is a moment when all of us are on trial.

And it should be a matter of constant pride to us that these new customers express their approval in the most emphatic way possible — by continuing to buy. Similarly that should be our ever-

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**FALL LINES HEADLINES**—Betty Brewer, left, of the finishing department at White, and Marjorie Yarborough of the Hudson's office, model some outstanding numbers in Anvil Brand's new Fall line. Betty is wearing the new Anvil Brand "Turn About" Twill Plaid Back dungaree which comes in charcoal, navy, and brown. They have a western flair pocket and the fabric has the look of fine gaberdine. They are cut on a pattern all their own and have a wonderful fit. Her blouse is lot number 651, charcoal with red plaid, which matches nicely the "turn about" self-lining of her twill pants. The blouse has cuffed three-quarter length sleeve and convertible collar. Marjorie has on the new starfire blue, washable corduroy, matadors. There is a neat trim on pockets and legs of white rayon tape and white buttons on legs. There is a swirl pearl snap fastener on the pockets and the length of the matadors is just a bit longer than the old styles. Marjorie's blouse is white broadcloth, lot number 656, with short "baby doll" cuffed sleeves, the push up type. The collar, like Betty's, is convertible to be worn either fastened up or open.

## Fall Line Has Style And Color

Anvil Branders can truly be proud of having a part in producing the company's new Fall line . . . better styling, more beautiful fabrics and exciting colors, and increased quality and quantity.

In telling the Anvil and Tractor salesmen about the new Fall line Sales Director Hugh Webster, Jr., said: "The mills have produced gorgeous suede patterns that will

make yours and your customers' eyes pop out. They assure bigger and better sales and entree to new accounts."

"There are now Fall shirts in suedes and other types of materials, and improved plaid back "Turn About Twill" garments for kiddies, boys misses, and girls. Plus an expanded line of misses'

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## Independence Joins Anvil's Safety Work

The Independence plant is now participating in the safety program. Ossie Wright announced at last week's safety committee meeting that two teams have been organized in the one large sewing room at Independence so that a spirit of competition can prevail. The first housekeeping inspections were held here last month and the inspection reports were reviewed at the safety committee meeting along with the reports from the various High Point departments.

Audra Edwards and Mildred Cox are the Independence inspectors for the first four-month period. Their teams have been named Blue and Red.

An error was made last month in reporting the new safety committee members in the High Point plants. Mildred Gurley and Ina Venable represent the dungaree department; Shirley Westmoreland and Barbara Hughes, pants; Coleen Stanley, overall and shorts; Nell Hughes and Shirley Burrell, office; Rona Comer and Bobby Brackett, Sherrod; Katherine Hill, slimeree; Getha Cox, shirt and finishing; and Doug Tate, shipping, cutting, and maintenance.

Five departments failed to get a good housekeeping banner this month because they failed to make 90 or above on their inspections. The Blue team at Independence received a grade of 78 and, according to the inspection report, the banner was lost by a variety of small items rather than for any extremely unsafe hazard or act which takes off the larger number of points. The Red team at Independence made a grade of 93 and will receive a banner.

Other departments losing banners were shipping, with a grade of 88; Hudson office, 89; sport shirts, 89; and Sherrod cutting, 85. Departments receiving grades of 100 were sales office, Sherrod sewing room, slimeree, White office, engineering, pants I, pants II, and maintenance. Other grades were: Hudson cutting, 97; dungaree I, 97; dungaree II, 97; printing, 97; and

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