

SEW IT SEAMS

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**ANVIL BRAND
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Martha Clontz, Editor

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present incentive to uphold the faith of customers through the quality of our individual work.

Day after day and month after month we face this responsibility with new customers.

Of course we face it too with all old customers. But they have had long experience with our integrity and our anxiety to serve them well. With them we have proved worthiness by performance. The "new" customer is just beginning to receive his "proof."

Winning his faith and justifying his confidence depend wholly on our individual performance in maintaining top level quality. And we have done that well, as evidenced by a customer list that steadily shows more gains and fewer losses.

Sincerely yours,

R.C. Kirchofer.

"Among the inconveniences that'll disappear if you ignore them long enough are snow and adolescence."



VOWS ANNOUNCED — Eloise Pierce of the Independence plant is the former Eloise Miller. She and her husband, Paul Pierce, live near Grassy Creek, N. C., where Paul farms.

**Morgan Named
SAM President**

Reitzel Morgan, who heads Anvil Brand's engineering department, has been elected president of the Greensboro area chapter of the Society for Advancement of Management.

The Greensboro chapter takes in parts of Virginia and all of the Piedmont section of North Carolina. The organization's purposes are, through research, discussion, publication, and other appropriate means to work toward the elimination of waste; to bring about a better understanding of the mutual interests of government, management, investors, labor, and the public in improved management; to provide means whereby executives, engineers, teachers, public officials, and others concerned may promote their common interest; and to inspire in labor, management, and employees a constant adherence to the highest and most ethical conception of individual and collective social responsibility.

**Craun Director Of
Sales Organization**

Among the new officers to be installed by the Piedmont Sales Executives organization in Greensboro on June 30 will be Anvil Brand's Dwight M. Craun, assistant director of sales here.

Craun will be installed as a director, having been elected to serve a three year term. Installation ceremonies will be held at the Greensboro Country Club.

The organization is the Greensboro affiliate of the National Sales Executives.

overall, 97.

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Ossie announced that additional banners are being made for the departments that recently started participating in the safety program. These will soon be hung in the departments with high enough grades. Also, it was announced that reading racks containing safety bulletins are being placed in all the smoking areas. Much of this material is interesting, as well as helpful, reading. Cooperation is asked in placing the material back in the racks once a person is through reading it.

A booklet called "Guide For First Aid Workers" is being routed to all supervisors to help refresh them on the first aid techniques they were taught. Employees were again urged to report every mishap, no matter how minor, to the supervisors.



Sewing Up Sales

by Hugh Webster

To sell a store goods, the design, finished appearance, quality and price, backed up by dependability are the determining factors.

The dependability of a firm and its product means a great deal to every buyer when placing his orders and is sometimes not entirely understood by all of us at the factory.

Dependability can be broken down into two sections:

One, a customer wants continuity in the staple goods he buys. That means he expects each shipment of a lot number to be uniformly the same in material, measurements and workmanship and that this lot number will be a stock item year in and year out. In seasonal goods, he also expects uniformity in material, measurements and workmanship, plus he must be offered goods priced to sell at his popular price ranges such as shirts to retail at say, \$1.98 and \$2.98, with the quality, patterns, and design equal to or better than his purchases of previous years.

Two, and this is most important, "Customer Service" or delivering his goods on the date specified and as ordered. To do this necessitates setting up plans to satisfactorily manufacturing each lot number and having adequate stocks to ship all staple lot numbers as required and all seasonal goods by the open-

ing dates for that season.

You can imagine to accomplish this is quite a job as it entails determining sales in advance and production planning which includes procurement of materials, setting up of equipment and determining which units are to produce each lot number. Next comes what dates each lot number is to go through production allowing sufficient flexibility for changes when some types of goods become exceptionally popular while sales in others are disappointing.

To keep our plants operating 100 per cent on a profitable basis at competitive prices and give the delivery service customers demand is our goal and essential to the continued growth of Anvil-Tractor Brand.

Careful planning and follow-through of these plans is necessary and a prerequisite to assure Anvil-Tractor Brand having the reputation as a dependable manufacturer giving prompt "customer service and delivery" and to keeping our customers in that happy state of mind which will keep them coming back to Anvil-Tractor Brand with their work and play clothes.

A Million new homes are being built in our land each year, compared with 600,000 ten years or so ago.



INDEPENDENCE INSPECTORS—Audra Edwards and Mildred Cox are the safety inspectors for the first period of the new safety program recently set up in the Independence plant.