

SEW IT SEAMS

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**ANVIL BRAND
INCORPORATED**

High Point, N. C.

Martha Clontz, Editor

PRESIDENT'S MESSAGE—

(Continued from Page One)
they own many \$50 or \$75 or \$100 bonds.

About the middle of March posters will appear on company bulletin boards announcing this bond purchase plan. Supervisors will distribute descriptive leaflets and application cards. You will be asked to return the application card, properly filled out if you wish to enroll in the plan. If you are already enrolled, simply write "Already enrolled" on the card, or if you prefer not to make the bond investment, write "Not interested."

Our interest as a company is simply that you may take advantage of the opportunity for convenient saving, if you wish. I know you will decide wisely in your own best interest.

Sincerely yours,

R.C. Kirchofer.

RECEIVE GIFTS

Two employees who left recently for leaves of absence were remembered with gifts from their co-workers in the Ladies' Department.

They are Charlotte Morgan and Marion Dunnigan.

Engineers Attend Meet

All engineers from Anvil Brand, Inc., attended the seventh annual Time and Motion Study Conference in Winston Salem recently.

The Society for Advancement of Management, Greensboro Area Chapter, was one of the sponsors of the conference. Reitzel Morgan, head of the engineering department of Anvil Brand, is president of this organization, and presided at the opening morning's session.

Others in attendance from Anvil Brand included C. O. Holmes, Jr., Arthur Royals, Lawrence Edwards and Richard Wade.

TOP SALESMEN—

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interest.

Myrtle has been with Anvil Brand 20 years and lives at 1408 Welborn Street. She started buying bonds early in World War II and has cashed some in to purchase a lot and also when there was sickness in her family. Now she, too, hopes to keep all hers for an investment, as long as possible.

Anvil Brand, in the near future, will cooperate with the federal government in a special campaign to sell more U. S. Savings Bonds. A pamphlet explaining the bond program is being delivered with the payroll checks today. Any further information can be secured from Aline Carter of the personnel office.

DUNGAREES

There is an art to seasoning
A pair of dungarees,
To soften up the sturdy seat
And limber up the knees.
They must divide with easy stride
And bear triumphant traces
Of hurtling the neighbor's
fence
Or sliding into bases.
They must be limp where
laundering
Precipitated ravels,
And every seam across the beam
Should testify to travels.
They are not ripe for wearing
Till Mother frowns with pleas,
And that's the time they're broken
in,
Those good old dungarees.

—Alice Boyd Stockdale

ROY RICKARD—

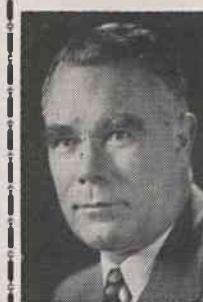
(Continued from Page One)
"The Importance of Free Enterprise." Sligh is a past president of the National Association of Manufacturers and is president of four furniture concerns.

A. W. Detweiler of Continental Furniture Company introduced Sligh and Guy Kinney, local IM Club president, made the service awards.

POEM

By Shirley Wright
Dungaree Dept.

If somewhere along the way I falter my step
And if I've no courage to carry on
Lord, I cry to Thee for help.
I find no strength but your strength in trouble and despair;
I pray, Lord, give me your hand
In silence, I'll find you there.
If you will tarry through the night
And when tomorrow is come
I'll walk the way much straighter than when I first begun.

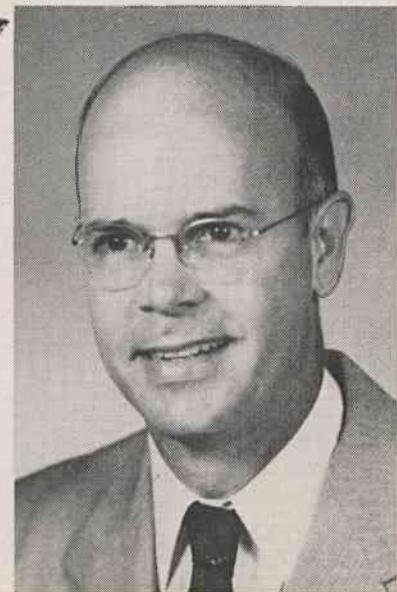


Sewing Up Sales

by Hugh Webster



ROBOTHAM



MORROW

Anvil-Tractor Brand Salesmen wound up a banner selling year in 1955 and when the dust has settled from all their traveling, three men wound up leading the field.

Anvil and Tractor Brand salesmen each month are rated as to the total amount of sales they make and as to the percentage of a quota set for their territory, which they meet.

Hugh Webster and "Pete" Peyton explain that these two methods afford a true picture for gauging a salesman's achievements. That is, a salesman may lead in total sales, but if another salesman who perhaps does not cover as active territory, meets a higher percentage of his quota, this shows that he is doing a good job, too.

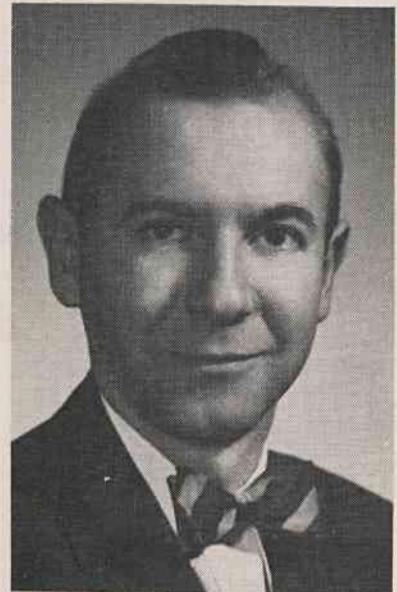
In Tractor Brand for 1955 Robert Morow copped both records—in total sales and in quota achievement. Robert lives at 809 Morris Street here and covers Eastern and Central North Carolina. He has been with the firm since June, 1953.

Richard Robotham of New Jersey led Anvil Brand sales in quantity of sales for 10 of the 12 months in 1955. He covers New Jersey and part of Pennsylvania and has been with Anvil Brand since January, 1941.

Leading the most months in Anvil Brand sales in percentage of sales against quota was Nathan

Weisberg of Detroit, Mich., who covers that state. He was high man three months. Robotham was close behind in this competition, too, however, as he led two months in quota of sales.

The only other two men who took first place in total sales for Anvil Brand in 1955 were Charles B. Ashley of Beckley, W. Va., and Norton B. Gilmer of Winchester, Ky., who took top place one month each.



WEISBERG

We have committed the golden rule to memory; let us now commit it to life.