



GARMENT OF THE MONTH — Shown above is a display which Anvil Brand retailers used for the month of January as the "Garment of the Month." This monthly display idea was instituted several months ago and is reported to be quite effective. Garments shown are medium weight twill Slimmeres in black and a shirt with short sleeve and cuff in Dan River Corker Chambray.

Anvil Branders, watch the bulletin boards in your plants!

From now on you are going to get a preview of Anvil-Tractor Brand advertising, before these ads are published for the general public.

Jack Thrift of the advertising department revealed last week that in the Spring advertising schedule 11 national magazines will carry a total of 30 ads which, through these publications, will reach 57,292,128 readers.

But before any of these 57 million get to peek at what new garments Anvil Brand will be offering, these ads will be posted on the plant bulletin boards.

The Saturday Evening Post continues as one of the company's best advertising mediums and other well-known magazines being added this Spring are Life, Look and Town Journal.

Richard Brunell who is head of the art department at Georgia State College and who has handled accounts for such large firms as General Electric, is doing the art work for these ads. Life, Look and Town Journal

will carry two-column ads which will be eight inches deep. The Saturday Evening Post will carry a half-page ad.

Watch for these ads to appear on the bulletin boards and then look for them in your favorite magazines.

Jack also reported that stores selling Anvil-Tractor Brand garments for the first time are being supplied with four-color counter cards which will feature one specific garment. "We think this art work is going to be effective in displaying our garments," Jack said. "We're getting a new slant with better quality art work." And also, for the first time, this Spring, we have an integrated advertising-selling campaign."

A lion got loose at the circus and ran toward a man in the audience. The man broke and ran.

"Don't be afraid," said the trainer, "that lion has no teeth."

"Maybe not," the fellow shouted back over his shoulder, "but I'm not going to be gummed to death."



TRY AND GET ME — Beverly Beeson is the one-year-old granddaughter of Rosa Wilkerson of the Overall Department, and a niece of Kenneth Wilkerson of the warehouse. She is the daughter of Louise Beeson, a former Anvil Brand employee.

A fellow who wakes up to find himself a success, hasn't been asleep.



Deborah Ruth Sheffield, daughter of Betty Sheffield of the ticket office, celebrated her third birthday February 5. Debbie has four grandparents and four great-grandparents. Lucky little girl, isn't she?

I hope I shall always possess firmness and virtue enough to maintain what I consider the enviable of all titles — the character of an "Honest Man."

—George Washington

THAT'S A FACT

Yak Facts!

PARROTS HAVE ACHIEVED IMMORTALITY BY THEIR ABILITY TO REPEAT WORDS AND SENTENCES. YET PARROTS IN THEIR WILD STATE ARE NEVER KNOWN TO IMITATE THE SOUNDS OF OTHER ANIMALS! SOME PARROTS HAVE VOCABULARIES OF MORE THAN A HUNDRED WORDS — AND SOME OF THESE VERSATILE BIRDS HAVE ACTUALLY BEEN KNOWN TO APPEAR AS WITNESSES IN COURT WITH LEGAL RECOGNITION GIVEN TO THEIR TESTIMONY!



HERE ARE SOME WORDS AMERICANS ARE LEARNING THE TRUE VALUE OF. "BUY U.S. SAVINGS BONDS! THEY REPRESENT VALUE AND SECURITY! AND REMEMBER — BONDS ARE BETTER THAN EVER!"



Where's America?

ALTHOUGH CHRISTOPHER COLUMBUS MADE FOUR TRIPS TO THE WESTERN HEMISPHERE, HE NEVER ACTUALLY LANDED ON, OR SIGHTED ANY OF THE TERRITORY WE NOW KNOW AS THE UNITED STATES! AMONG THE ISLANDS HE ACTUALLY VISITED WERE SAN SALVADOR, CUBA, JAMAICA, ST LUCIA AND MANY OTHERS.

HAVE YOU DISCOVERED U.S. SAVINGS BONDS? THEY ARE YOUR BEST INVESTMENT. ENROLL TODAY IN THE PAYROLL SAVINGS PLAN WHERE YOU WORK



MAINE IS THE ONLY STATE IN THE UNION THAT IS TOUCHED BY ONLY ONE OTHER STATE. TENNESSEE AND MISSOURI ARE BOUNDED BY THE MOST STATES — EIGHT!



NEW INSPECTORS — New Safety Inspectors at Independence are Mildred Spencer, left, and Jenny Martin, right.



QUEEN — Brenda Taylor, daughter of Eulala Taylor, recently was elected Queen of the Oakview Fire Department.