



Hugh Webster On "Work Clothes" Forum

In the current issue of Men's Wear Daily, a recognized authority in men's wear styling, there is a special section devoted to a "Work Clothes Forum" which brought together outstanding representatives of various phases of the garment field to discuss a new element in the work clothes market.

Panelists for the forum included men from five of the largest mills in the country and from whom Anvil Brand purchases yardage, a merchandiser for one of the largest retail chain stores in the nation, a work clothes buyer for Gimbels, on of the largest store operations in the country and representatives from large manufacturers of work clothes such as Great Alliance and Blue Bell and also Anvil Brand, which was represented by Hugh Webster, Jr., executive vice-president.

These panelists discussed a new "third element" in work clothes which has resulted from the increased number of home owners and subsequently the "do-it-yourself" trend, and also an increasing number of persons who regularly pursue hobbies or play activities.

The panelists basically were asked to "attempt to define work or utility clothing and its relation to sportswear and to chart and

evaluate some of the changes that have come about in recent years."

In a statement in the magazine this fact was noted: "To even the most casual observer, the postwar impact of color on men's wear is just as apparent in the factories, on construction jobs and other areas of traditional work clothes wear as it is in sports and leisurewear activities."

Out of the forum came the definite picture of a "third element" or "new market" for work clothes. As one panelist said: . . . "Twenty-five years ago men had only work clothes and dress clothes. If a man went fishing or to work in the garden he would wear a pair of old dress pants or his work clothes. Today a man has work clothes, dress clothes and clothes for in between times, the play and lounging time. In other words a third element has come in. Call it do-it-yourself, leisure-time clothing or what

have you. It isn't really dress clothes and it isn't really work clothes.

"Most of us, I believe, are really going after this third element market to a greater degree than we are the work clothes or the dressier sportswear market."

Another interesting note that came out of the forum was from Webster who emphasized the need for a new fabric, a "blend that will do more than cotton."

In response to the forum chairman's question: What should this blend's prime quality be? Webster replied: "It has got to be wash-wear. People want blends that hold their crease, from which wrinkles will fall out, that resist dirt and yet have all the appearance of chino." He also added that the blend should, if at all possible, be in the same price category as cotton.

Next month the magazines will continue a discussion of the Work Clothes Forum.



Finishing at White

By
Katie
Hawks

Hazel Adam and family spent 2 days in Gastonia and Bennettsville, S. C. . . . Blanche Cheek vacationed in Wadesboro . . . Mae Flowers spent three days in Reading, Pa. . . . Bertha Lee Prince went to Philadelphia and Conn.

Mary Alston fished at Morehead City. She and her husband brought back about 75 pounds of fish. They also visited Harlow Beach . . . Palice Robinson went to Wadesboro . . . Maude Ingram said she stayed home . . . Beatrice Steele had a guest from Mt. Gilead and Durham and they enjoyed a picnic at Southmont. Glad to hear that Bertha Prince's husband is home from the hospital . . . Ruth Torrence visited Western North Carolina recently and also Morehead City, Harlow Beach and Concord.

"What lies behind us and what lies before us are tiny matters compared to what lies within us."—William Morrow.

"Juvenile delinquency began the day the woodshed was replaced by the garage." — Joe Marsh.



Office By Harrell Clementine

Hope everyone had a very nice vacation. Several in our department had vacations the week of the Fourth, but enough of us stayed here to keep things going.

Bill Thomas spent a week in Florida . . . Lola Marsh's husband, John, is home after four weeks in the hospital . . . Rachael, Leon and David Robinson spent several days at Myrtle Beach . . . Alma Peele spent her vacation finishing floors and painting. She took time off for a weekend in the Smoky Mountains with her husband and daughter . . . Doris and J. T. Ingold and children spent their vacation at Long Beach.

Verline Brower went to Myrtle Beach . . . Welcome to Nancy

Steed in the payroll department . . . Barbara Mendenhall spent her vacation just taking it easy, but did go to Fairystone Park in Virginia . . . Elsie Jay and Tommy Bullard spent a week in Asheville visiting Elsie's brother and his family. They went picnicing on the top of Mt. Mitchell.

SALES DIVISION

Seems almost everyone has returned from vacations with interesting stories. Ernestine Vaughn and her family visited relatives in Washington, D. C., and Newport News, Va., and spent some time at the beach. Shirley Adams also visited in Washington . . . Mary Chandler visited Gary Boggs who is stationed at Keesler Air Force Base in Biloxi, Miss. She was accompanied by her mother and sister . . . Maude Talley went to Fontana Dam . . . Nancy Porter went to Kure Beach . . . Ellen and Jackie Foxworth spent a few days at Myrtle Beach . . . Ollie Weston and her husband, Ronnie, went to Myrtle Beach, but

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SPORT SHIRT

Attalene Fletcher went home for her vacation. Said she got sick on fresh vegetables. Next time, Attalene, don't make a pig of yourself.

Carolina Beach drew several persons from our department during vacation including Glenda Bowman, Willa Wright, Betty Wright, Annie Hughes and Phyllis Hobson. Going to Myrtle Beach were Louise Hale, Elsie Lester, Polly Walker and Berta Young. Coleen Stanley, Doris Young and Lois McDowell went to Florida.

Dora Mae Byerly visited her daughter in Bridgeport, Conn. . . . Getha Cox visited parents in Alabama . . . Evelyn and Arnold Boles were guests of Ollie Beck.

Welcome to Naydean Howell and Frances Stevenson . . . Hope Mary Hamilton's husband is improving after his heart attack . . . Frank McCulloch said he painted

By BETTY LOU WRIGHT —and— COLEEN STANLEY

and took it easy during his vacation . . . Lloyd Hedgecock said he rested, too.

Nice to have Ruth Samuels with us . . . Beulah Yarborough had her daughter and grandson visiting during vacation . . . Jessie Fritts stayed home . . . Lois McDowell's nephew from South Carolina visited her . . . Mary Freeman and family went to her parents' home in Bryson City . . . Shirley Faircloth and family went to White Lake . . . Myrtle Thompson and husband went to Guilford Battleground . . . Doris Young says she had a good time in Florida and is going back at Christmas . . . Thelma Lomax's son has gone back to England.

"At home a husband's word is law—the kind that never seems to get enforced."

—J. O. Jewett

German mother-in-law: An itch is when you have your hands full, your head has.