

# Casual fashions for all the family



Utility wear  
for men and boys



Casual wear for  
misses and girls



Casual wear for  
men and boys

Wouldn't you like to carry into Fall and Winter the easy comfort of casual clothes you enjoyed this summer?

Then enrich the family wardrobe with the informal fashions of Anvilwear. Anvil Brand, Tom Long and J'nettes include styles to suit every taste. Dressy, durable garments for boys and girls for school and after-school. Spruce apparel that grown-ups welcome for home tasks and leisure hours of informality. Easy-dressing clothes for the pre-school set.

Browse through the collection of Anvilwear at your favorite store and select from the rich fabrics, colors and patterns for Fall.

You can clothe the family liberally with Anvilwear, at no strain whatever on the apparel budget.



**ANVIL BRAND** factories  
HIGH POINT / NORTH CAROLINA

## Ad Brochure Being Mailed To Merchants

The advertising department has just completed a brochure of Anvil wear ads which will be appearing in national magazines from now through Christmas.

One of these ads which shows casual fashions for all the family, appears on this page. Included in the models for this ad is Larry Dillard, son of Gladys Dillard of White division. This particular ad will appear in The Saturday Evening Post Sept. 1, in Life, August 27 and in Look, Sept. 18.

The brochure states that 33 national ads will help sell Anvil wear for retail dealers from now through Christmas. These ads in this advertising program have a continuity that is new in Anvil Brand advertising. For instance, three of the main ads which will appear on various dates have the phrase: "Anvil wear looks good . . ." as the catch words. Then follows in one ad copy about "for school and after-school; in another ad: "fits better and lasts so long!" and in the other "make ideal gifts for all."



**SISTERS?** — No, but you'd think so. Esther Hughes, center, poses at Crescent Beach with her daughters, Mrs. R. S. Thornton and Mrs. Harold Creasman.

"I have found that more people are about as happy as they make up their minds to be."

—Abraham Lincoln