

SEW IT SEAMS

Published Monthly by

**ANVIL BRAND
INCORPORATED**

High Point, N. C.

Martha Clontz, Editor

PRESIDENT'S MESSAGE—

be so enjoyable, our little magazine in reality is something like a monthly "hello and how are you" from each of us to all others in the organization.

But I felt that on this anniversary you might like to know just what specific purposes our editors and contributors have sought to carry out. Read them and decide for yourself how well these objectives are being reached. You might call them editorial goals, the most important being:

To bring about a clearer understanding among all members of our organization as to the purposes and ambitions of the company.

To explain to all, the work and activities of their associates in other departments, so that everyone may appreciate how different kinds of work coordinate into finished products of dependable quality.

To keep the entire organization informed about company policies and developments.

To give recognition to activities and accomplishments of employees and members of their families.

To provide correct information on company manufacturing operations, products and progress.

To foster trust and good will between employees and company, and among employees themselves.

In brief, through Sew It seams all of us regularly learn what is going on.

On the tenth anniversary of our newsy and readable magazine, I hope you agree with me that it well fulfills its mission of helping us all to expanding growth and development, both as individuals and as an organization with united purposes.

Sincerely yours,

R. C. Kirchofer.



What Makes Anvil-Tractor Brand Click?

By HUGH WEBSTER

Any adequate answer to the question "What makes Anvil-Tractor Brand click?" must recognize an almost endless number of factors.

Among the considerations are latest most up-to-date equipment, properly set up, in adequate buildings, also customer-satisfying designed garments, with sufficient diversification of staple and high styled lot numbers, with proper and adequate stocks for prompt shipment. Plus an understanding of customer problems and a sales policy adaptable to

service our dealers' needs.

But foremost and above all is the atmosphere and character each of us feels is a part of our company. This has gradually rubbed off on our customers and along with the considerations mentioned above has brought us a reputation for reliability. Anvil-Tractor Brand not only commands reliability for the exceptional year 'round high quality of our merchandise, but that certain extra atmosphere of goodness of appearance, service and desire to please, which our gar-

ments and policies have created and developed throughout the trade.

The attitude of our friendly salesmen interested in helping customers solve their problems is the same developed by each one of us in the organization. "Sew It Seams" in its 10 years of actively "sewing" our family together has been a large factor in "What makes Anvil-Tractor Brand click?" and grow to the understanding and successful organization we now are with terrific allegiance to our brands throughout the trade.



NEW CHRISTMAS BOX — Too soon to be thinking about Christmas gifts? Anvil Brand has been thinking about them for weeks and recently announced that a line of men's shirts will be offered this year in special Christmas boxes. Discussing the box, above, are Tom Long, veteran salesman with the company, and Pete Peyton, assistant Sales Manager.

Men's Shirts Packaged In Christmas Boxes

During the coming Christmas season Anvil Brand will, for the first time, offer a special group of men's shirts in Christmas gift boxes. This "window" box allows the merchant to display the garments to advantage and avoid the wrinkling and handling which results from displaying unboxed goods.

In the gift group are 10 regular men's shirts and also some featuring the new Ivy League styling.

Shipment of the gift-boxed garments is to start early Oct.

ACTION

The little fellow didn't have much, while the big fellow seemed to have everything. He was heavier, taller, and had the latest and best equipment. Moreover, he was the champion.

The little fellow didn't have much, but he did have something. A stone. He picked it up, did the best he could with it, and two minutes later there was a new champion. The biblical story of David and Goliath is the very best possible illustration of what can happen when, instead of wailing about the lacks and handicaps, we take whatever is at hand and put it to work.

On furniture store truck: "You furnish the girl, we will furnish the home. She trusts you; and we will, too."

September Newcomers

Pants:

Anna Rhymer, Shelby Spainhour, Ella Mae Mashburn, Peggy Joyce McDaniel, Dorothy Louise Kirk, Melba Potts, Margie Lucille Sebastian, Ledonia Revels, Martha Lance, Gypsie Sue Williams and Ruby Irwin.

Cutting — Hudson:

John Henry Jenkins

Dungaree:

Sue Snyder, Shelby Jean Wag-

ner

Shipping:

Thomas Edward Hussey, Nathaniel Barnes

Office:

Helen Faye Swaney

Sport Shirt:

Louellen Tucker, Jerrie Tucker

Overall:

Mildred Gelene Stepp