



NEW COORDINATES — Nancy Potts of Sales Division posed for the sketches of the three new coordinates shown here. John Turner of Advertising did the art work.

Company Is Entering New Merchandising Field With Introduction Of Higher-Priced Garments

Anvil Brand this month is entering an entirely new field of merchandising with the introduction of coordinated garments including Slimmeree and shirt, Pedal Pusher and shirt and Bermuda short and shirt. These luxury look coordinates will retail in a higher price range than any sportswear the company has previously produced, with the coordinated pedal pusher and shirt to cost approximately \$8.95 in the stores.

"Pete" Peyton, assistant sales manager, said samples of the new garments now are in the salesmen's hands and that their reaction to them has been highly favorable. First shipments to merchants are to start October 1st.

Fabric for the coordinates is "Hi-Sheen," a lustrous cotton made by one of the outstanding textile weavers in the country, Pete said. This sturdy new material is water repellent, crease-resistant and completely washable.

The shirt which is being offered as the coordinate for the three garments is Ivy League styled and features pleated back, button down collar with extra button in back, and long sleeve with barrel cuff.

The Slimmeree, Pedal Pusher and Bermuda Short are true Ivy League coordinates with the shirt. All have adjustable buckle strap across the back, narrow extended waistband with two buttons, narrow belt loops, deep front swing pockets widely faced, and front zipper. They all are tailored with deep front and back darts for perfect fit and the full-length Slimmerees and skirt-length Pedal Pushers are smartly finished with tailored cuffs.

The Bermuda Shorts reach just above the knee and are finished with a straight hem.

Pete stated that for some time Anvil Brand has been developing higher style garments which affords the company's salesmen an opportunity to offer them to the better women's shops. This co-

ordinated group of garments, he said, represents the most ambitious production yet, in this field.

The shirt features a distinctive vertical stripe in Black and Sand broadcloth, which Pete said is the most popular color combination of the moment. The lower garments in the group are in solids, in black and sand.

WHAT'S NEW—A popcorn device which consists of a pie plate wrapped in aluminum foil containing the kernels and seasoning oil. After enclosing kernels, plate is put over flame. Within three minutes the aluminum container expands like a balloon; two minutes later, popcorn is ready.

Independence



By
Irene
Parsons

Welcome to our new employees: Myrtle Chandler, Ruth Hash, Darlene Van Hoy, Mattie Brewer and Sonia Joines . . . Ruby Hodge spent a recent weekend in Statesville . . . Cleota Holdaway's husband is leaving for Blacksburg to attend V.P.I.

Faye Anders spent a recent weekend with her mother at Mouth of Wilson, Va. . . Glad to see Alice Brinonger and Elizabeth Phipps are back at work. Both have been ill . . . Drucie Bryant's daughter Carol, is leaving next week to attend Radford College . . . Bevie Wright visited relatives in Akron, O. . . Nell Miller and family attended the beauty contest Friday night . . . Carrie and Gayle Ward were in Richmond last weekend; also spent some time at Virginia Beach . . . Kathleen Hackler had as dinner guests Sunday Mr. and Mrs. Bob Jenkins and daughter of Hagerstown, Md., and Mr. and Mrs. French Harrington.

Dixie Anders was shopping in Sparta Saturday . . . The annual Beauty Pageant sponsored by Independence Lion's Club was held in the new High School auditorium. Mary Lou Bonham represented Anvil Brand in the pageant.

The exhausted husband put down the heavy suitcases and dejectedly looked down the track at the departing train. "If you hadn't taken so long getting ready," he admonished his wife, "we would have caught that train."

"Yes" she answered, "and if you hadn't rushed me so, we wouldn't have to wait so long for the next one."

Hard to figure out women—the unmarried ones want to know if there's a man in their future—the married ones want to know if there's a future in their man.

But then every man needs two women . . . a secretary to take everything down and a wife to pick everything up.

There was once a man who had a self-winding, waterproof, shockproof, unbreakable, non-magnetic watch—and he lost it.