



SEW IT SEAMS



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MESSAGE FROM THE PRESIDENT

TO MY FELLOW WORKERS:

Our state fair at Raleigh this month brings the reminder that such expositions actually were held in this country even before there was a United States.

In spite of limited facilities and primitive tools, early settlers developed considerable skill in raising crops, weaving, shoemaking, woodworking, cookery, and the like. They were justifiably proud of their accomplishments. But being subjects of the English crown they could hold no public showing or competitive exhibits without royal permission. That obstacle was removed, however, when King George III signed a writ on February 3, 1761, giving the right "to hold fairs" to the colonists of the area later known as the state of Vermont.

Those early fairs and similar country and state events of today are simply modernized versions of ancient festivals which greeted the seasons of paintings and harvest. Now they range in form from the elaborate New Orleans Mardi Gras and the Philadelphia Mummers' Parade to the still simple fairs in agricultural counties. And these latter most truly reflect the "fair" spirit of colonial days.

Now, as 200 years ago, farm folks display the fruits of their labor and compete for the coveted blue ribbons or other prizes which denote the superiority of their products. Men exhibit live stock or choice specimens of their crops. Womenfolk display their jams, cakes, needlework, and other achievements of feminine skill. And all exhibitors, prize winners or not, enjoy that warm satisfaction of knowing that their handiwork was worthy of display for all to see.

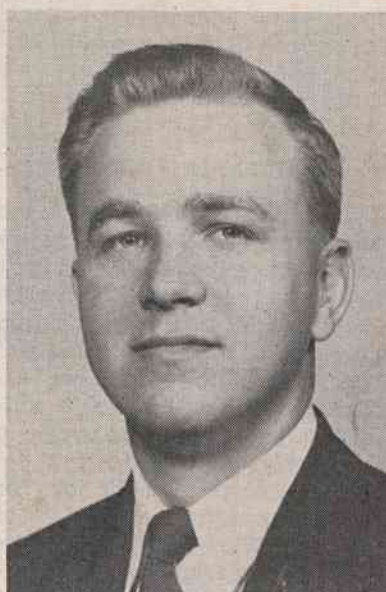
To me there is an interesting parallel between these fair exhibitors and us of Anvil Brand.

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Three Major Promotions Announced By President Of Anvil Brand



RIVES



MORGAN



HOLMES

Three major promotions in Anvil Brand's executive staff have been announced by President R. C. Kirchofer, with the changes effective the first of October.

W. J. Rives has been elevated to the position of direct assistant to F. D. Mehan, executive vice president; Reitzel N. Morgan has assumed the position of Manager of Production, replacing Rives, and Clayton C. Holmes, Jr., has been promoted to Chief Industrial Engineer, the position Morgan held, and will work directly under Morgan.

Mr. Kirchofer stated these changes have been made as part of the program to round out the Executive Staff and to provide, wherever possible, recognition within the organization.

This action, Mr. Kirchofer continued, is significant not only as a mark of recognition of what these men have accomplished; it serves to strengthen the chain of command and to provide relief for executives who have become increasingly burdened with responsibilities. Also, he said, this permits re-planning certain phases of operation and to distribute generally the work load by delegating duties to men who have demonstrated their capacity.

"I know you will join me," Mr. Kirchofer said, "not only in commending Mr. Rives, Mr. Morgan and Mr. Holmes for their past achievements, but also in congratulations for continued successful growth with our company."

RIVES

Mr. Rives first came with the company in Sanford in 1936 when High Point Overall operated a branch plant there. After two years away from the company he returned to the firm in 1940, with his work including conversion of machinery to modernize the plant. He then went into engineering when a consulting firm of engineers was setting up an engineering department for the company.

In 1948 he was appointed a vice-president of the company, in charge of production and has held that position since.

A native of Sanford, Mr. Rives is married to Elizabeth Stuckey Rives, a former school teacher. They have three children, Elizabeth, 10; Warren, 7; and Jeff, 4.

MORGAN

Mr. Morgan is a native of High Point and came directly to Anvil Brand from the University of North Carolina when he received his business administration degree in 1948. He had served in

the Army Air Corps as a pilot and instructor. He went into what was then the Standards Department, taking motion and time studies. In 1950 Mr. Morgan was made manager of the Work Simplification and New Methods Division of the Engineering Dept. In 1950 he was named Supervisor of Engineering and in 1954 became assistant secretary of the company and this year he was made an assistant vice-president.

HOLMES

Mr. Holmes has been with the company since 1951, having come directly from the University of North Carolina when graduating with a degree in business administration. He had served in the Army Infantry from 1945 to 1947. After going through the engineer's training period in the company, he has worked in engineering various departments in the plants.

A native of Wilmington, he is 29 and he and his wife, Betty, have two girls, who are three years and seven months old. They live at 2412 Williams Street.