



SEW IT SEAMS



(Registered with U. S. Patent Office)

Volume VII

HIGH POINT, NORTH CAROLINA, JANUARY, 1957

No. 19



Johnson



Shue



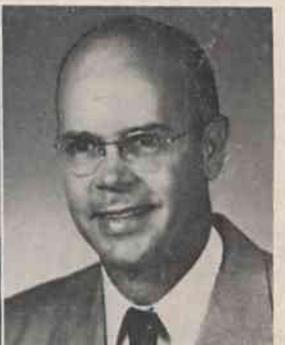
Joyce



Herzberg



Collier



Morrow



Hedrick, Jr.



Smith



Carpenter



Robotham



Yancey



Ashley

Top Salesmen for Last Half of 1956 Announced

The Sales Department recently completed tabulating Anvil and Tractor Brand salesmen's records for the last half of 1956 and have announced the names of the men who led the selling field during the past six months.



MESSAGE FROM THE PRESIDENT

TO MY FELLOW WORKERS:

After this issue of Sew It Seams there may be a lapse of three or four months in its publication.

The importance of a publication such as this meeting the changing need; of its particular company is apparent to management and employees. Therefore, after consultation, a decision to re-examine the purposes and needs of Sew It Seams was made.

You accordingly will hear from

E. A. Peyton, assistant sales director, said the last half of '56 closed out a "good year" as far as Anvil-Tractor Brand sales were concerned and that the sales department is optimistic about the outlook for the new year. "The excellent workmanship in our garments and the cooperation of our employees in seeing that orders were met on time," Mr. Peyton said, "accounted for much of our success in 1956."

The seven salesmen who led the field for Anvil Brand from July to December, 1956, included R. L. Robotham, in first place;

Sew It Seams again as soon as permanent plans have been laid.

Cordially,

R.C. Kirchofer.

Jack Johnson in second place and C. V. Ashley and P. H. Yancey, who tied for third place. Mr. Robotham's territory is Southern New Jersey and southeastern Pennsylvania. Mr. Johnson covers central Pennsylvania and western New York. Mr. Ashley covers northwestern West Virginia and southeastern Ohio and Mr. Yancey covers Georgia.

Three Anvil Brand salesmen achieved more than 100 percent of their sales quota during the last half of 1956. They included C. B. Joyce of Florida, Harold D. Smith of Southern Virginia and G. P. Hedrick, Jr., of South Carolina.

The four top standing salesmen for Tractor Brand in the past six months were W. R. Morrow, Robert Shue, Arthur Herzberg and C. C. Collier. Mr. Morrow represents eastern and central North Carolina, Mr. Arthur

Herzberg covers eastern Pennsylvania and northern New Jersey, Mr. Collier is in West Virginia and southwestern Virginia and John Carpenter's territory is Florida.

Five Tractor Brand salesmen made more than 100 percent of their quota during the period. They included the four top standing salesmen listed above and also John Carpenter who covers Florida.

"We feel our company has an outstanding sales corps," Mr. Peyton remarked. "We are glad to recognize these top men for this past six months, and also want to commend all the salesmen for their work in 1956."

Real intelligence is a creative use of knowledge, not merely an accumulation of facts. The slow thinker who can finally come up with an idea of his own is more important to the world than a walking encyclopedia who hasn't learned how to use information productively.

—D. Kenneth Wenebrenner