



SEW IT SEAMS



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ANVIL BRAND'S GARMENT PRODUCTION IS FASCINATING, FAST-MOVING STORY

The story of the production of an Anvil Brand garment is an interesting and fascinating process and when one attempts to trace the many operations involved in producing a garment, the importance of each single job, from designing to billing, is clearly defined.

Bringing out a new line much of the time necessitates "going in all directions at once," as there are many factors to be considered and decisions to be made before a garment becomes a reality. The story often is exciting. Jack Rives, Anvil Brand vice-president, says in the New York cloth markets a favorite expression is that "you have to be able to turn on a dime." This means that Anvil Brand's representatives must be constantly alert to new trends in colors, fabrics and design and able to move immediately to take advantage of changes which could mean producing better and more attractive garments.

"The importance of being able to take advantage of new trends cannot be over-emphasized," Rives said. "And not only does this mean the persons in the company who design the garments or select the fabrics. Actually everybody is involved: from the people in the

sewing rooms who work on the models, whose help is needed in expediting these garments, to every other person who works on the final line of garments. If we get on the market first with the best garments, then everybody in the company benefits."

The Anvil Brand garment story actually begins in New York City with a group of persons not officially connected with the company.



JACK RIVES SELECTS CLOTH



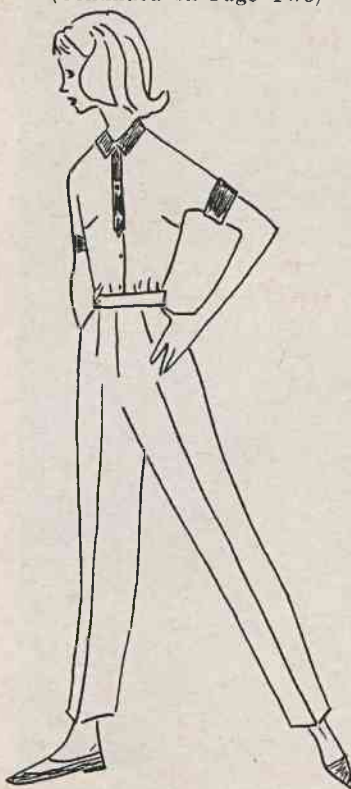
MISS MAYER, DESIGNER



FOSTER TUSSEY AND AZALEA FRITH STUDY PATTERN SPECIFICATIONS

This is the National Color Council, made up of representatives from mills, garment houses and others in the apparel industry. This Council studies the color trends from many sources and issues reports and forecasts of predominating colors predicted for the coming seasons.

These colors then are incorporated into the fabrics which are shown in the cloth markets in (Continued on Page Two)



GARMENT IN 1961 LINE SKETCHED BY MR. TUSSEY

Sew It Seams To Be Published Each Quarter

"Sew It Seams" which was first published for Anvil Brand employees 15 years ago, is being reactivated with this month's issue, George K. Hammes, executive vice-president and treasurer of the company, has announced.

Four years ago Sew It Seams was discontinued when some major changes were being made in the company after having appeared each month since 1946.

Mr. Hammes said present plans are for the paper to be published once during each quarter of the year with definite publication dates to be set later.

"The management is happy to resume publication of our company newspaper," Mr. Hammes stated. "We feel this type of communication between employees and between management and employees is important in an organization of our size. Through the paper we can keep up with developments in the company, learn about activities in the various departments and get news of our friends in the High Point plants and at Independence and Clinton.

"For many years this company welcomed Sew It Seams regularly. We hope each employee will greet its return as an old friend."

Anvil's Board Reelected; Officers Named

At the annual meeting of the Stockholders of Anvil Brand, Inc., the entire Board of Directors was returned to office and Jack H. Quaritius was renamed president of the company. The board elected George K. Hammes executive vice-president and treasurer of the company. Mr. Hammes in past years has served the company as vice-president, treasurer and general manager.

Other members of the board include Glenn E. Anderson, president of Carolina Securities Corp., Raleigh; Horace S. Haworth, attorney, High Point; Laurence F. Lee, Jr., president, Peninsular Life Insurance Co., Jacksonville, Fla.; W. F. Mauldin, president of W. F. (Continued on Page Two)