



SEW IT SEAMS



**SPECIAL
100TH
ANNIVERSARY
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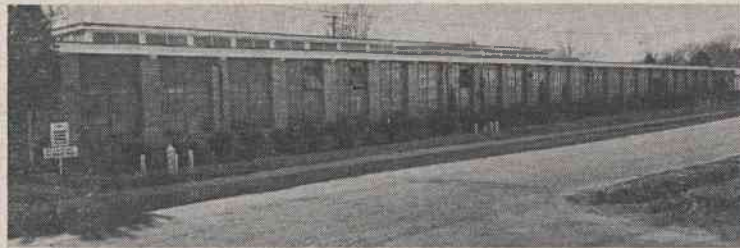
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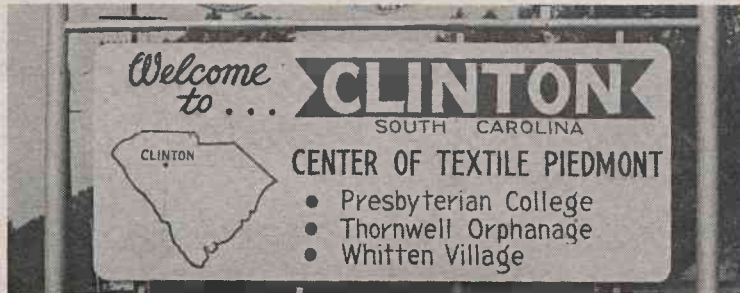
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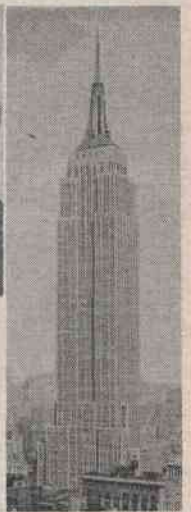
**Mayor Congratulates
Lawrence Edwards**



HALLMARK'S HOME PLANT, above, is in Clinton, S. C. whose Chamber of Commerce sign is shown below.



**PAUL
RUNDO**



**New York Sales
Offices, Empire
State Bldg.**



**ALMA
REYNOLDS**

HALLMARK STORY—The Hallmark Shirt manufacturing operation is in Clinton, S. C., and High Point, N. C., while its sales program extends throughout the United States and abroad. In the photograph at upper left, Clinton Mayor Peck Cornwell congratulates Lawrence Edwards, plant manager, on Hallmark reaching its 100th year. Center photographs show the Clinton plant which recently was re-engineered for improved production flow and quality and the Chamber of Commerce sign which lists the outstanding features of Clinton which is, as shown on the state map on the sign, in the Piedmont section of the state. Paul Rundo is a director of the company and New York District Manager and Alma Reynolds is the "senior" employee at Clinton. Hallmark's New York offices are located on the 55th floor of the Empire State Building, shown at right.

HALLMARK MARKS 100th YEAR

**SHIRT COMPANY HAS SEEN SOFT, RUFFLED
DICKIE EVOLVE INTO MODERN DAY GARMENT**

By Donald M. Munson

NEW YORK—The exact date has been lost, but sometime during 1861, two laundresses named Miller and Bingham in Troy, N. Y., decided they had washed and starched their last stiff collar and would go into the business of making them.

Now called the Hallmark Shirt Co., the High Point, N. C., firm will celebrate its 100th anniversary this year. During these 100 years men's shirts have reflected the manners of the times, evolving from the high, stiff collared ruffled dickey of the dapper Jim Fiske to the soft comfort of today's plenteous styles.

There are no records available for the beginning operation of Miller & Bingham, but according to B. K. Woodward, Jr., a son of a later partner himself for many years, the company got off to a successful start and in 1865, after

the death of Mr. Bingham, new partners were taken on. It was then known as Miller, Hall & Hartwell.

About the same time, ruffles came off the dickeys and the stiff bosom came into vogue. The firm quickly adapted the new style and did a brisk business selling the collars alone. A few years later the dickeys were attached to full shirts and the stiffly starched cuffs and neckbands were sold separately. The gentleman of the 1890's, if he could keep soup stains off his dickey, usually changed his shirt only once a week.

Colored shirts were not popular until the turn of the century, and then, along with the barber shop quartet and John L. Sullivan, the fancy colored and stripped shirt landed on the scene like "sweet

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100TH BIRTHDAY

Hallmark is planning to celebrate its 100th birthday with an "Openhouse" at the plant in Clinton on Saturday, September 16.

All the Clinton employees and their families will be invited as will some special guests. Refreshments will be served.

Alma Reynolds Senior Employee

Alma M. Reynolds has the distinction of being the senior employee at Hallmark in Clinton, having come with the company in October of 1941. She has worked in pressing, boxing and stock and now is supervisor of finishing.

She and her husband, Henry, have two sons and four grandchildren. Alma's mother, Mollie Moultrie, lives with the Reynolds. She is 93 years old.

Paul Rundo "Grew Up" In Hallmark

Paul Rundo, Hallmark district manager, literally "grew up" in the company, having gone to work immediately upon his graduation from high school as a stock clerk for Hallmark, then located at 361 Broadway in New York City. That was in 1937 and the factory was in Kingston, N. Y.

In 1939 Mr. Rundo was made head of the Shipping Department and in 1941 was transferred to Clinton, S. C., and helped set up the plant there.

After serving three and a half years with the Air Force during World War Two, he returned to Hallmark at their offices at 271 Church Street in New York City and was in charge of production. In 1950 he also was put in charge of purchasing and in 1955 returned to Clinton as Assistant Superintendent. Two years later he returned to the New York office in the Sales Department and last year was promoted to district manager.