

## FROM WARREN'S DESK . . . . .



As most of you know, the jeans business has slowed down in most markets. If you keep up with what some of the other factories around us are doing, we at W & J Rives are extremely fortunate that we are busy; and at this juncture, busy is an understatement.

We are about to embark on the largest programs that we have ever undertaken, we have negotiated an agreement with Polo to do a large quantity weekly of denim and corduroy. This program is expected to run

through the end of August, and if all goes well, which it should with a name like Polo, and with our quality of production and delivery, this should be an ongoing program with us. Also, we have contracted to produce the Ralph Lauren Women's Wear line for Bidermann Industries, who has the license arrangement with Ralph Lauren to manufacture the women's jeans, which is being done under the Ralph Lauren name, rather than Polo. With this program, we will manufacture exactly the same product as the men's line, except in ladies sizes. You will note there will be fifteen colors of corduroy. This kind of merchandising and design selection will put them on the map and us along with it, as long as we continue to do our normal job of high quality production and delivery. This should run through August. Also, from Bidermann Industries, we have contracted to do the Yves Saint Laurent production. This program is about twice the size of the others. There is so much production that we cannot produce as much as they desire. This production will amount to more than half our capacity.

We have been able to maintain our position in the designer jean market because of our excellent quality. The majority of our customers have personally stated this to us.

As you know, during and after the move to the new plant, we may have let our guard down slightly on our quality, and we are now endeavoring to get that back in line. I cannot express the importance of the high quality too much. In the hard times, the first thing that a retailer will do is eliminate his poor quality and slow delivering customers. We don't want to be one of them.

I urge you in earnest to endeavor to pursue the highest quality that you are capable of doing. That is your best job security. I know that we can, and will make the best garments that are produced in the industry, as long as we continue to be the place "where the thread of quality is sewn into every garment", we will be operating until the cows come home. Let's do it together and let's be successful.