

## *Adams-Millis Featured In Management Publication*

The January, 1965, issue of KNITTING MILL MANAGEMENT had as its feature article the story of Adams-Millis Corporation and its president, James H. Millis. The article noted the company's gain in hosiery sales and its plans for the new finishing plant in Kernersville.

In its introductory paragraph, the article stated, "Adams-Millis, long known as a major producer of men's, boys', misses' socks, and ladies' full length hosiery, is continuing to expand in all of these areas. It is building an ultra-modern new finishing and warehousing facility for its sock production, and has purchased a substantial number of new seamless machines. Sales are rising steeply, and it is expected that they will continue to do so under the energetic direction of young J. H. Millis, president."

The story continued, "'Hosiery for all the family' is more than just a slogan at Adams-Millis Corporation in High Point, N. C.

Whether studied from the angle of 1964 sales figures or increased production capacity or expansion plans--administrative awareness of the importance of style changes matched by a well-rounded machine flexibility are keeping Adams-Millis in the forefront of the nation's hosiery competition."

Looking into the future, the article continued, "James Henry Millis, the energetic young president of Adams-Millis Corporation is pointing to a \$15,000,000 sales figure for the hosiery lines this year--a significant surge upward from 1963's figure of \$10,952,836.

(Though far removed from hosiery production, the MAC Panel Company, producers of magnetic tape for the fast-growing data processing industry, expects to gross an additional \$3,000,000 in sales. The stockholders of Adams-Millis Corp. organized and own the firm today.)

Production at Adams-Millis today is well in keeping with its 'full family' reputation. The boys' production capacity, enhanced by the purchase recently of the nation's largest mill producing boys' hosiery, now constitutes about 40 per cent of the production at Adams-Millis. Men's hosiery accounts for another 25 per cent, misses' production is at 15 per cent, and the varied line of women's hosiery production stands at 20 per cent.

An item very significant in the hold that boys' production now has at Adams-Millis was the purchase in September 1963 of Granite Hosiery Mills of Mt. Airy, N. C. That acquisition of the largest boys' hosiery mill in the world has greatly strengthened Adams-Millis' position in an increasing boys' hosiery market. With the purchase came 800 knitting machines set for production of boys' ribs, fancies and other lines. The purchase also brought 400 more employees to the payroll.

Rising sales figures and plant acquisitions don't tell the entire story, however. The image Adams-Millis likes to project is one of a modernized, well-established hosiery organization more than willing to keep pace with the style changes that continually rise (and often fall). It is a flexibility which gives vent to opportunities to make the most of the customer's current desires.

There's no better way to express confidence in the future of the hosiery industry than to invest in new plant construction. A 320,000 square foot central finishing and warehousing facility will soon rise on a 40-acre site in Kernersville, N. C., just a few miles from High Point.

'This plant will be as modern as tomorrow,' James Millis says with pride, 'because the trend in our business is customer service. And we have planned this new plant with just