



Amco News

October, 1978

Vol. 34 No. 3



C677.1
A21

Construction Begins On New Plant At Mt. Airy



AT GROUNDBREAKING CEREMONY -- Some of the persons present for the groundbreaking ceremonies held at the site of the new plant in Mt. Airy are shown in the top photo. Left to right are: Maynard Beamer, Mayor of Mt. Airy; James H. Millis, Board Chairman and Chief Executive Officer of Adams-Millis Corporation; Walter Vancannon, Vice-President, Ladies' Hosiery Division and Acting Plant Manager of Plant #7; Robert M. Bundy, President of [Con't on page 2]

Adams-Millis Hosiery Company's newest plant, a 3.5 million dollar finishing facility in Mt. Airy, now is under construction, with completion date projected for early 1979.

Groundbreaking ceremonies were held at the plant site September 8, with representative personnel from Adams-Millis plants and the Corporate Office attending. Also present were a number of employees from the present Plant #2 in Mt. Airy.

James H. Millis, Board Chairman and Chief Executive Officer of Adams-Millis Corporation, and Robert M. Bundy, Jr. President of Adams-Millis Hosiery Company, turned the traditional first shovel of ground together, and then spoke briefly.

"This is a memorable day in the life of Adams-Millis," Mr. Millis said. "And if I might, I would like to turn back the clock to September

13, 1963. That was the day we acquired Granite Hosiery Mill in Mt. Airy.

"Needless to say, this partnership has been a success. And business is a venture in partnership -- Adams-Millis is a partner with the town of Mt. Airy, the County of Surry and with our suppliers. We also are partners with our employees and our customers as well as with our building contractor, Richard Vaughn, and the John S. Clark Company, Inc., who have helped us tremendously with plans for this building to be constructed on this site.

"We pledge to Mt. Airy that we shall continue to endeavor to be good corporate citizens and we express our thanks to all these who are partners with us."

Mr. Millis then introduced Mr. Bundy, who said: "This is an important step forward in the growth of our Company." He added that "With the addition of our new

customers and the growth from many of our loyal existing customers, this plant should be fully utilized the day the doors are opened.

"The plant will be slightly larger than 120,000 square feet and we anticipate hiring an additional 125 employees, approximately, from the Mt. Airy area, with the total number of employees expected to be 330.

"We are extremely anxious to get on with the job and therefore wish the John S. Clark Company good luck and good weather."

Prior to the groundbreaking ceremony, Mr. Bundy had announced to Adams-Millis employees, through a plant communication, that due to the continued growth of Adams-Millis Hosiery Company, plans had been finalized to construct a new finishing plant in Mt. Airy to handle the Company's supermarket accounts. He [con't on page 6]

Sports Logo Rights Go To Adams-Millis

Adams-Millis Corporation has announced the acquisition of exclusive licensing rights to use the logos "ABC's Wide World of Sports" and "ABC Sports" on hosiery products.

Adams-Millis, headquartered in High Point, is the world's largest producer of diversified hosiery, with manufacturing plants in High Point, Kernersville, Mt. Airy, Hickory and Raeford in North Carolina, and Edmond, Oklahoma.

Robert M. Bundy Jr.,

president of Adams-Millis Hosiery Co., said, "While we are in the process of determining which of the many different areas of ABC Sports and ABC's Wide World of Sports socks may be best utilized, the impact of the ABC Sports image will have a significant effect on the sport sock market, the fastest growing market in hosiery today."

ABC's Wide World of Sports, now in its 18th year on the air, is consistently the number one rated year-round sports series on television. "Spanning the globe to bring you the constant variety of sports..." is more than just a phrase at the opening of each telecast. Over the years, the show has covered more than 135 different sports in 44 foreign nations and in 44 of the states in the USA, plus the District of Columbia. According to network research figures, some segment of ABC's Wide World of Sports, was viewed in 1977 by 170 million Ame-

ricans. More than 75 diversified products throughout the world are licensed to carry the ABC's Wide World of Sports and the ABC Sports logo.

Matt LaMuraglia, brand manager for the new line of socks, said, "We showed a complete line of approximately two dozen styles and other accessories to the buyers visiting the Sporting Goods Manufacturers Assn. show in the New York City Coliseum Sept. 23-26. Present plans call for distribution of ABC Sports and ABC's Wide World of Sports Socks through sporting goods stores and department stores. Our research indicates strong consumer confidence in our product carrying the ABC logos. The line will have socks for all sports as well as socks designed for specific sports activities, such as jogging, tennis, racquet sports, basketball and golf, with styles for men and women."

AMCO NEWS SALUTES HICKORY PLANT

Adams-Millis Hosiery Company's Plant #6 in Hickory is one of the largest hosiery operations in that city and employs some 200 persons. Located at 74 8th Street, SE, the Hickory plant is slightly less than a mile from the central downtown business area. The building was purchased in 1970 when Adams-Millis acquired Whisnant Hosiery Mills. Five years earlier Adams-Millis had purchased Knit-Sox Knitting Mills, whose operation was just one block southeast of the present plant. Today many of the employees who were with these two earlier companies still are with Adams-Millis.

The Hickory plant is unique in that this plant handles the total production, from Knitting to Shipping, at this one location. "This plant doesn't produce the volume of some other Adams-Millis plants," Ernest Sears, Plant Manager, commented. "But we do handle every step of [Con't on page 2]



Entrance to office of Plant #6 in Hickory is shown in top photo.

Ernest Sears, Plant Manager, is in lower photo.

