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## Bright Colors Return In Fall 1990 Lines

Bright colors are "Right" for fall 1990.

That's the word from Adams-Millis and Silver Knit designers Wayne Duggins, Tammy Langdon and Melissa Horn.

"The most important story about fashion in socks is color," Horn said. "They're going to be bright and spicy."

Such unusual colors as mustard, olive green and cinnamon tones will mark a large portion of the fashion line for fall 1990 which is being prepared now.

Some fall '90 patterns will be European and Old World-inspired, according to Horn, who noted that fashion trends are often linked to changes in lifestyles and world events.

The designers said the new color directions are also carrying over from Europe. They track international trends to develop designs for Adams-Millis and Silver Knit sock lines.

"The 1990s will be marked by different consumer lifestyles," Langdon said, "and varied lifestyles affect the sock market."

The bright colors that will highlight the 1990 fall line are not all new. Several seasons ago there was a similar trend of vivid colors in sock styles. However, some hues will differ from those earlier fashions.

The designers said the association with Sara Lee has provided

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From left, designers Wayne Duggins, Tammy Langdon, Melissa Horn discuss fashions for coming year

## A-M Sets Eye On Bigger Market Share

Adams-Millis, the leader in the \$2.5 billion socks market, is about to undertake another ambitious step to capture another major portion of the market during the next five years.

"Our vision and challenge is to take Adams-Millis from now (15 percent of the market) to 40 percent of the market in five years," said Don Fought, Director of Marketing. "We're the leading sock manufacturer in the market. Given the competitive nature of the market, we can dominate the market with added capacity and aggressive posture in marketing and sales."

Most of the market currently is in private label (70 percent) while 30 percent is in branded products.

"Much of our emphasis will be on growing our own brands," Fought explained. "We've had excellence response and growth with Hanes and Hanes Her Way. To reach our goal those two will have to continue to lead our growth."

To reach its goal, the mass market is where Adams-Millis



Don Fought looks at promotional materials for marketing campaign

will concentrate its marketing efforts. The mass sock market now makes up 65 percent of the total market. That share is expected to grow to 80 percent in five years.

"Clearly the growth is in mass, with fewer and more demanding end-users," Fought stated.

"We plan to learn more about what drives those markets,

regarding customers and consumers," Fought explained. "We will undergo an educational process, focusing on the needs of

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## A-M Ready For New Computer

Adams-Millis is taking another major step forward into the world of computers.

"The first machine is already in and running," said LaVern Payne, Director of Information Services. "But complete installation will be spread over the next two and a half years."

The new system is the IBM AS/400, a "mid-range" system that can work jointly with a main frame or operate independently.

"The system we have now is a central system and when it goes down, everything is down," Payne said. "By being able to operate independently, the new system can keep everything from going down at the same time."

All new hardware will be installed including two AS/400s in the central office providing more backup and processing capabilities. Hardware also will include about 300 terminals and 100 printers throughout Adams-Millis. In the present system,

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## D.I. Johnson Family Celebrates At Holidays

When Christmas comes this year, the D.I. Johnson Family will gather for their customary family celebration in Surry County near Dobson.

That family includes Pansy Davis, a 39-year employee in Adams-Millis' Product Development Department, and Betty Johnson, a 34-year employee at

Plant 3.

The Johnsons, married 72 years, have 9 children, 18 grandchildren and 18 great grandchildren, all of whom are living.

"We get together often although we live from coast to coast," Davis said. "There's some in California, Florida,

Idaho and North Carolina."

"All the children, except one, will be there this year," she noted. "But we'll have plenty of fun. There's a lot of talking and eating when we get together. We like to sing and talk and we laugh and cry together. We cry when we're happy and when we're sad. It's just a good, big loving

fellowship."

The family traditionally gathers at Thanksgiving too when they trim the family Christmas tree and make plans for the annual Christmas celebration. A highlight this year will be a new great grandchild

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