

HANES-MILLIS STORY TOLD IN TRADE MAGAZINE

"One of the most prolific Southern industries is hosiery. And one of the most prodigious new entries into this industry is a Southern company called Hanes-Millis."

So states the feature story, "The Sky's the Limit" for Hanes-Millis, in the May issue of the trade magazine "Hosiery and Underwear."

The story continues:

"Headquartered in High Point, North Carolina, the company is a happy conspiracy between P. H. Hanes sales skills and Adams-Millis manufacturing talents.

Together, Hanes-Millis offer men's and children's hosiery, and they claim to be the only company in the industry with wholesale service on a national (Hanes Red Label) brand.

The new company was formed at a two-desk office in January 1960. Within six months, it had grossed nearly \$2 million in sales. Last year's sales of several million placed Hanes-Millis 'biggest in the bantam class.'

And, according to vice president Bob Haas, 'This is only the beginning.'

Modern merchandising methods, a fresh and progressive outlook on sales, and experienced management all contribute to the Hanes-Millis story.

Chairman of the Board is P. Huber Hanes, Jr., of P. H. Hanes. President is Jim Millis of Adams-Millis. Vice President Haas, himself, combines the seasoned man's road selling experience with the young man's 'punch.'

To kick off the new Red Label products, Bob Haas selected 'five fellows with fresh ideas and good personalities' to be Hanes-Millis district sales directors. They, in turn, sell to 87 key distributors throughout the country--except the state of Alaska.

Their product 'isn't just a better mouse trap,' Hanes-Millis maintains. Red Label competes, in fact, with

other nationally known, quality brands. Their promotion isn't 'a matter of price-cutting--but, rather, positive sales.' Red Label competes at equal competitive prices. The firm is not concerned, says Bob Haas, 'with the size of the seal, but rather with the size of the sale,' pointing out the necessity for real selling to compensate for the loss in per capita consumption of men's hosiery from over 13 pairs annually to 10 pairs by 1960.

'We have,' says Mr. Haas, 'the most complete branded line in America now available from a single source. And we have the best known and most advertised name in knitwear.'

'Wholesale distribution,' he continues, 'makes fast local service available. A retailer can pick up the phone anywhere in the country and get 13 dozen pairs of socks the same afternoon.'

Through distributors, Hanes-Millis offers inventory control with back-up stocks carried at the local level. 'And there is a profitable markup and more profit per dollar invested due to minimum inventory on the retailer's part.'

To compound this guaranty of sales success, Hanes-Millis has a consistent trade advertising schedule and, this fall, will kick off a consumer campaign in 'Sports Illustrated'.

Modernized sales methods alone are not responsible for Hanes-Millis success. But Mr. Haas, who believes in planned obsolescence--versus 'blaming sole losses on the increasing wearability of the product'--says that positive sales, through colors, styles and changes of wardrobe, are responsible in large part for increasing sales of the new Hanes Red Label line.

Results, so far, are good. Red Label claims to be 'thoroughly entrenched' in country independents, 'strong' specialty stores, and 'mak-