NPS Form 10-900
United States Department of the Interior
National Park Service

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APR 15 2016
Nat. Register of Historic Places

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form.* If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: Hanes Hosiery Mill, Ivy Avenue Plant
Other names/site number: N/A
Name of related multiple property listing:
N/A
(Enter "N/A" if property is not part of a multiple property listing

2. Location

Street & number: 1245 and 1325 Ivy Avenue
City or town: Winston-Salem State: NC County: Forsyth
Not For Publication: ☐ N/A Vicinity: ☐ N/A

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property X meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___**national** ___**statewide** X **local**

Applicable National Register Criteria:

X **A** ___**B** X **C** ___**D**

Kevin Cherry SHPO 4/6/16

Signature of certifying official/Title: **Date**

North Carolina Department of Natural and Cultural Resources

State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official: **Date**

Title : **State or Federal agency/bureau or Tribal Government**

4. National Park Service Certification

I hereby certify that this property is:

✓ entered in the National Register automatic

___ determined eligible for the National Register

___ determined not eligible for the National Register

___ removed from the National Register

___ other (explain:) _____

Signature of the Keeper — Date of Action: 5.31.2016

5. Classification

Ownership of Property

(Check as many boxes as apply.)

Private:	x
Public – Local	
Public – State	
Public – Federal	

Category of Property

(Check only **one** box.)

Building(s)	x
District	
Site	
Structure	
Object	

Number of Resources within Property
(Do not include previously listed resources in the count)

Contributing	Noncontributing	
6	1	buildings
0	0	sites
1	0	structures
0	0	objects
7	1	Total

Number of contributing resources previously listed in the National Register N/A

6. Function or Use
Historic Functions
(Enter categories from instructions.)
INDUSTRY: Manufacturing Facility

Current Functions
(Enter categories from instructions.)
COMMERCE: Warehouse
COMMERCE: Business
INDUSTRY: Industrial storage

7. Description

Architectural Classification
(Enter categories from instructions.)
Other: heavy-timber mill construction

Materials: (enter categories from instructions.)
Principal exterior materials of the property:
WOOD
BRICK
TERRA COTTA
ASPHALT
CONCRETE
SYNTHETIC

Narrative Description
(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with **a summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Hanes Hosiery Mill Company, Ivy Avenue Complex is situated on a 13.79-acre, trapezoid-shaped tract, approximately one-and-one-half miles north of downtown Winston-Salem. It is bounded the former Norfolk & Western Railroad right-of-way on the east, Ivy Avenue on the west, Fifteenth Street on the north, and approximately Twelfth-and-a-Half Street NE on the south. Northwest Boulevard bisects the tract roughly east to west, with the six buildings that comprise the main factory complex (1325 Ivy Avenue) to the north and the 1939 Finishing Mill (1245 Ivy Avenue) to the south.

To the north and west of the mill are a number of residences that were constructed by speculative builders in the 1920s and 1930s and rented to many Hanes Hosiery Mill workers. To the south are a number of former factories and warehouses, though Martin Luther King, Jr. Drive now separates the property from the city's historic industrial core. U. S. Highway 52 runs parallel to and east of the railroad right of way, separating the property from the community of East Winston. There is a steady drop in elevation to the south and west, and the bermed railroad right-of-way is level with the second floor of Building 1.

The factory complex is generally oriented north-northeast-to-south-southwest, parallel to the railroad right-of-way; however, for ease of description, this narrative assumes a true north-south orientation. The six buildings that make up the main factory are roughly arranged in a "U" shape. The 1925 original two-story mill (Building 1), which faces west toward Ivy Avenue, is set back from the street. The c. 1926 two-story, eleven-bay-wide office building with two flanking additions (Building 3) is attached to the main building's west elevation. The one-story wing that

contains the Dye and Boiler houses (Building 2) abuts the basement level of the right (south) elevation of Building 1 and extends south to Northwest Boulevard. A c. 1931 addition (Building 4) abuts the west elevation of Building 2. From Building 4's northeast corner, a c. 1945 one-story wing (Building 5) projects due west to Ivy Avenue. On the left (north) end of the building, a two-story wing (Building 6), built in 1955, projects due west, parallel to Building 5, and extends to the sidewalk along Ivy Avenue.

The main parking lot for 1325 Ivy Avenue is located within the "U" formed by the buildings, between Buildings 5 and 6. Additional parking lots are located at the c. 1926 addition on the north end of Building 1 and south of Building 5. A tall, chain-link fence topped with barbed wire surrounds the complex, and there is a small, landscaped area enclosed with a decorative vinyl fence at the northeast corner of the intersection of Ivy Avenue and Northwest Boulevard.

South of Northwest Boulevard is a three-story, square brick building at 1245 Ivy Avenue (Building 7). Constructed as a Finishing Mill in 1939, it is oriented to face south, toward Twelfth-and-a-Half Street (now part of the Plyler Supply Company parking lot). It connects to Building 4 of the main complex via a metal skywalk across Northwest Boulevard. A one-story, shed-roofed loading dock wing that was enclosed in the 1970s projects from the east elevation, facing the railroad right-of-way, with a later loading dock projecting from its south end. There is a parking lot to the south, and a chain-link fence topped with barbed wire edges the east and west boundary of the National Register property and encloses two vacant parcels to the south. A skywalk is attached to the south elevation and extends across Ivy Avenue. It is not included in the nominated property.

Additional resources on the property include a hip-roofed pump house and tall chimney are located at the southeast corner of the complex, two hip-roofed hose buildings west of Building 1 and south of Building 4, and a one-story garage at the northeast corner of Building 7.

Integrity Assessment

The Hanes Hosiery Mill Company, Ivy Avenue Plant retains a high level of material and architectural integrity, with most of its original materials and massing and much of its general interior arrangement intact. While some of the window openings have been in-filled with brick—particularly at the basement level—the vast majority of the original, steel-sash windows have been retained, though many are covered on both the exterior and interior with sheets of corrugated metal or plywood. Where original windows openings have been bricked in, the sills and lintels have not been altered, the openings are still discernable, and, in most cases, the original windows are intact behind the brick. Some additional pedestrian doors and garage and loading bays have been added throughout the complex; however, the rhythm of the original fenestration pattern is retained overall. Most interior doorways remain open, and many retain the original doors, including the fire-safe kalamein doors that were designed to close automatically in the event of a fire. Demolished secondary resources include a conveyor belt that ran between Buildings 1 and 4; a 50,000-gallon, 75-foot-tall water tower that was built at the southwest

corner of the main block in front of the Dye House (Building 2); and a smaller water reservoir at the southeast corner of the complex, though the latter's elevated platform is extant.[1]

Narrative Description

The building components that comprise the main mill complex at 1325 Ivy Avenue are described below in chronological order, with numbers assigned and keyed to a site map, followed by the 1939 building at 1245 Ivy Avenue. When possible, exterior descriptions of the individual buildings begin with the elevation that faces Building 1. Unless otherwise indicated, roofs are slightly sloped, covered with composition roofing, and concealed behind parapets with terra cotta or concrete coping. According to the building owners, windows that have been covered with brick, corrugated metal, or plywood are likely intact behind the sheathing.[2] All steel I-beams are riveted.

Main Mill Complex – 1325 Ivy Avenue – 1925-1955 **C – Building**

Building 1, Hosiery Mill #1, 1925, c. 1926

Built in 1925 to replace the Hanes Hosiery Mill Company's downtown facility, this two-story, steel-framed, brick building is approximately 500 feet (78 bays) long and 125 feet (14 bays) wide.[3] The walls, with the window openings separated by slightly projecting brick pilasters are laid in a seven-to-one common-bond pattern. A center monitor extends nearly the entire length of the building and decorative wood rafter tails extend beneath the overhanging eaves with wood soffits.[4] Window openings throughout have concrete sills and soldier-course brick lintels.

The two-story 1955 Knitting Mill (Building 6) and the two-story c. 1926/1940s Office (Building 3) obscure most of the west elevation, though ten bays on the south end of the building are visible. The window openings at the basement level, partially exposed here, have been filled with brick. At the first-floor level, the majority of the thirty-five-light steel-sash windows are visible and there are double metal doors at the third bay from the north, accessed by a metal ramp. At the second-floor level, five of the window openings have been filled with brick. There is a wide, metal door at the third bay from the north, accessed by a doglegged metal staircase supported by

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[1] Sanborn Map Company, *Winston-Salem, Forsyth County, North Carolina, 1917-Dec. 1950 (November 1950), vol. 1 and 1917-1958, vol. 1 (Republished, 1957)*, Sanborn maps Geo Edition (1867-1970), http://0-sanborn1.proquest.com.wncln.wncln.org/index.php; Aerial Photograph, Winston-Salem c. 1930 (Photograph Collection, North Carolina Room, Forsyth County Pubic Library, Winston-Salem, NC).

[2] When filled window openings have been opened up, the windows have been found intact behind the brick.

[3] "Hanes Hosiery Mill Will Have New Factory Building," *Greensboro Daily Record*, 12 September 1925.

[4] Current building owner Frank Hinman says that the wood braces are not structural, only extending six to eight inches into the brick. Frank Hinman, e-mail to author, 1 November 2015.

metal brackets.[5] The right two bays at the first-floor and basement levels are obscured by the c. 1931 Building 4.

At the south elevation, the first and second stories are visible, with the basement level obscured by the Dye House and Boiler Room (Building 2). Several of the window openings on the first-floor level have been filled with brick. A brick elevator tower with a hipped, metal roof rises from the west corner of the elevation.

All three levels are visible on the east elevation, which faces the railroad right of way. Slightly projecting brick pilasters flank thirty-five light, steel-sash, center-pivoting windows, most of which have been either covered with metal sheathing or brick, though the first-floor level windows between the middle and north towers remain uncovered.[6] There are three projecting stair and water-closet towers, each with flat roofs, flush with the roofline of the main block, and slightly projecting pilasters with beveled, concrete caps. The south tower is located at the end of the building and is three bays wide and two bays deep. It has two doorways on the ground level of the east elevation, one of which has been filled with brick. There is a small, brick, canted storage bay in the "L" created by the north elevation of the south stair tower and the main block of the building. To the north of the tower is a garage bay at the basement level with a concrete-slab ramp on concrete-block piers sheltered by a flat, corrugated metal roof supported by metal posts. The middle tower, labeled on the 1950 Sanborn map as a two-bay-wide water-closet tower, has a three-bay-wide brick addition with a recessed first-floor level. The north tower, located sixteen bays from the north wall of the building, is three bays wide and two bays deep. A partially enclosed loading dock with a 5V metal roof and batten siding wraps around the northeast corner of the north tower, leading to a metal pedestrian door on the north elevation of the tower and a metal rolling door on the main block.

Near the north end of the building, there is an elevated concrete platform at the second-floor level, at the same height of the railroad tracks. Raw materials were transferred from the trains to the factory via a chute (demolished), and an extant concrete bridge leads from the platform to a garage-door bay that is now filled with concrete block.[7]

A c. 1926, fourteen-bay, two-story addition extends from the north end of Building 1, flush with the east elevation, and wraps slightly around the northwest corner of the 1925 building.[8] Projecting from the north elevation of the addition is a concrete-block loading dock with a metal shed roof and exposed beam ends. To its west is a long, narrow loading dock that projects north. It has a concrete-block foundation, a flat, metal roof, batten siding and five loading bays with

[5] According to Frank Hinman, the original windows are intact behind the brick. Frank Hinman, discussion with the author, 28 October 2015.
[6] The original windows are visible in the c. 1930 aerial photograph.
[7] 1950 Sanborn map; Hinman, discussion with the author, 28 October 2015.
[8] There are thirty-five-light, steel-sash, center-pivoting windows with painted panes on the interior wall between the main block and north wing, indicating that it was originally an exterior wall. In January 1926, the *Winston-Salem Journal* listed construction permits for "Hanes Hosiery mill, office building near Norfolk and Western railway between 13th and 14th, $37,000," and "Hanes Hosiery mill, addition to plant to be built of concrete and brick, $200,000." *Winston-Salem Journal*, 1 January 1926, p. 10.

overhead garage doors on the east elevation, and corrugated metal siding on the north and west elevations. On the west end of the north elevation of the addition is a concrete loading dock with two garage-door bays sheltered by a 5V metal shed roof supported by round metal posts.

Interior

The interior of Building 1 is largely unaltered, and retains a high degree of material integrity, with the exposed brick walls and many of the interior doors and doorways, large open spaces, riveted steel structural system, and windows intact, though the majority of the windows have been covered with sheets of plywood or brick. The two main floors, currently used for storage, contain 80,000 square feet each, and there is a 20,000-square-foot, partially aboveground basement.

On the first floor, vertical steel I-beams divide the factory floor into fourteen bays wide, each roughly twenty-five-foot-square. The fifteen-foot-tall ceiling is formed by the floor planks of the second level, which rest on horizontal steel I-beams. The building features a concrete slab floor, though the southern third of the building, which has a basement below, has wood flooring. In addition to a number of pedestrian doors throughout the building, there is a roll-up steel door leading to the loading dock at the north end of the east wall and three openings with roll-up steel doors connecting Buildings 1 and 6 on the west wall. Another such opening near the south end of the west wall leads to later offices with wood paneling walls and linoleum tile floors. A freight elevator with a roll-up door is located in the northeast corner of the main block, abutting the c. 1926 addition. A loadbearing brick wall with thirty-light, steel-sash windows separates the addition from the main building, indicating that it was originally an exterior wall. Two openings connect the main block and wing, though the kalamein doors have been removed. The structural system of the wing matches that of the main block, and it has concrete slab flooring partially covered with linoleum tile and painted windowpanes.

The layout and structural system of the second floor is identical to the first floor. A center monitor roof runs nearly the entire length of the building, though it has been covered by wood planks that form a higher ceiling in the middle bays of the building. The 1926 addition includes a later small enclosed office on the south wall, and on the north wall, a number of the window and later door openings leading to a garage bay have been filled with brick. Three openings with roll-up steel doors on the north end of the west wall of the main block lead to Building 6.

The basement, located within approximately the southern third of Building 1, has steel I-beam posts and beams, and a concrete slab floor. The windows—exposed due to the change in grade—are covered with sheets of plywood. On the north end of the basement, a concrete block wall and paired metal doors separate a mechanical room from the main space. The north wall of the mechanical room is also concrete block. There is a doorway on the south wall that leads to the Dye House (Building 2), and another doorway in the southwest corner that leads to Building 4.

Building 2, Dye House and Boiler House, 1925

This one-story brick wing, which Sanborn maps label as the Dye House, extends south from the basement level of Building 1. It has a concrete foundation and loadbearing brick walls laid in a seven-to-one common bond pattern. Between brick pilasters are recessed window bays with paired, fifteen-light, center-pivoting, steel-sash windows—now covered with metal sheathing—with concrete sills and soldier-course brick lintels throughout. The south elevation is seven bays wide, though the two bays on the west end are obscured by the c. 1931 two-story stair tower that connects Buildings 2 and 4 (described below). Originally six bays were visible on the east elevation, though the north bay is now covered by a later addition to the south of the Laboratory (described below).[9] The east elevation includes a small, brick storage shed with a wood-shingle, shed roof at the south end and a loading dock accessed by a metal platform and small set of metal stairs with a rolling, overhead door below a now-covered window. The west elevation is obscured by Building 4.

A one-story Boiler House projects from the north end of the east elevation of the Dye House, abutting the south elevation of the 1925 factory building. It has a brick foundation and loadbearing brick walls laid in a seven-to-one common bond pattern. Its flat, concrete roof—slightly taller than the Dye House—is concealed behind a parapet with terra cotta coping with simple corbeling at the cornice. Coal was brought into the building on the east elevation via three recessed loading bays with overhead metal doors below paired, nine-light, center-pivoting, steel-sash windows, now covered with metal vents. A fourth bay with paired, eighteen-light, center-pivoting, steel-sash windows has been obscured by a two-story, single-room stair tower with an overhanging second floor that connects Buildings 1 and 2.[10] Though the tower's flat roof, terra cotta coping, and corbeling detail at the cornice mimic the 1925 Boiler House, it does not appear in the c. 1930 aerial photograph of the building. All window openings on the tower have been covered with metal sheathing. A freestanding, tall, brick chimney—manufactured of perforated radial bricks by the Alphons Custodis Chimney Construction Company—is connected to the south elevation of the Boiler House.[11] Though the chimney is not included on either the 1950 or 1958 Sanborn maps, it does appear on the c. 1930 aerial photograph of the building and is likely original to the building.

Located in the "L" created by the Boiler and Dye houses and west of the chimney is a small, one-story building with a lower, flat roof labeled as a Laboratory on the Sanborn maps, originally used for mixing dyes. It is extant, but it is obscured by the chimney to the east and a later, one-

[9] These bays are visible in the c. 1930 aerial photograph.
[10] This bay and the transoms above the loading bays are visible in the c. 1930 aerial photograph.
[11] Around 1870, the German company Alphons Custodis originated a method of building tall chimneys of perforated radial block, made of high-quality clay and fired at a high temperature. In 1898, the company formed an American branch, the Alphons Custodis Chimney Construction Company in New York City, and by 1915 the company had erected more than 6,000 chimneys around the world. Frank E. Kidder, *The Architects' and Builders' Pocket-Book: A Handbook for Architects, Structural Engineers, Builders and Draughtsmen*, 16th ed. (New York: John Wiley & Sons, Inc., 1916), 1291.

story brick addition with two loading bays, now filled with brick, with rowlock-course sills and soldier-course brick lintels, and a half-round, metal roof on its south elevation.[12]

Interior
The interior of the Dye House has a concrete slab floor with one row of nine concrete posts that extend the length of the room and support concrete beams. The windowpanes have been painted, and there is a small office enclosed with partial, concrete-block walls on the south end of the west wall. The other parts of Building 2, including the Laboratory and the Boiler House, have been blocked off and are not accessible.

Building 3, Office, 1926, 1940s additions

This two-story, eleven-by-six-bay, brick building abuts the façade of the original hosiery mill. Likely constructed in 1926 as the Hanes Hosiery Mill Company corporate office, the building originally consisted of the four center bays, with the three bays on the north and four bays on the south added in the 1940s.[13] Only the four center bays appear in a c. 1930 aerial photograph, and breaks in the brickwork and a brick-filled window opening partially concealed by the south stair tower indicate that the end bays were added later.

The building features a decorative concrete band at the cornice, loadbearing brick walls laid in a seven-to-one common bond pattern, and three bays projecting from the façade. One-over-one metal-sash windows, several of which are paired, have concrete sills and soldier-course brick lintels flanked by slightly projecting pilasters with beveled, concrete caps. Below the windows are decorative flush brick panels with soldier-course surrounds. Steel-sash awning windows at the first-floor level—which is partially above ground on the north end of the building and fully exposed on the south end—have been covered with brick, though their concrete sills and soldier-course brick lintels, created by the bottom course of the decorative brick panels above, remain intact.[14]

At the sixth bay from the left (north), an enclosed loading dock projects from the façade of the original building with a hipped, wood-shingle roof; a rowlock-course water table; and a dog-toothed brick course at the cornice.[15] On the front (west) elevation of the projecting bay is a rolling overhead door with a decorative, recessed brick surround above a pair of awning windows that have been covered with brick.[16] There is a metal door with a one-light transom on the north elevation of the loading bay, accessed by a doglegged metal ramp, and a one-over-one steel-sash window on the south elevation. To the south of the bay, a pedestrian entrance with a metal door is located at the first-floor level of the main block.

[12] According to Hinman, the back (north) side of the roof is flat with glass panes, though its purpose is unclear. This addition was in place, as it exists now, when his business partner purchased the building in the 1980s, though he has never known its intended purpose.
[13] *Winston-Salem Journal*, 1 January 1926, p. 10; 1950 Sanborn map.
[14] The awning windows appear in a c. 1954 photo of the building.
[15] This bay appears on the 1950 Sanborn map.
[16] The awning windows are visible on the c. 1954 photograph.

The three-bay-wide north addition features a projecting center entrance pavilion with an Art Deco-style, a corbelled and stepped brick decoration at the cornice above the door and flanking pilasters. A recessed entrance—with aluminum-framed glass doors, narrow sidelights, and transoms—is flanked by thick, rounded reveals and is accessed by wide concrete steps with curved, metal handrails. At the northwest corner of the building is a small, brick pedestrian entrance bay with a much lower flat roof and aluminum-framed glass door that leads down to storage and shop space for Gateway Holdings, Inc. on the first-floor level.

The south addition is five bays wide and features a projecting stair tower at the north end with a large glass-block window above a smaller window opening that has been filled with brick. Both windows retain concrete sills and soldier-course-and-herringbone brick surrounds. Three Art Deco-style stepped, corbelled brick decorations at the cornice match those on the north entrance bay, though the different corbelling details indicate that the two bays may not have been constructed at the same time. On the north elevation of the projecting bay, there is a metal door accessed by a doglegged metal staircase that shelters a modern garage door at the first-floor level of the main block. South of the stair tower at the first-floor level is a small, one-story projecting entrance bay with a reeded Art Deco-style concrete band at the cornice that wraps around the south elevation of the bay.[17] Aluminum-framed paired doors with narrow sidelights and transoms on the front (west) elevation of this entrance bay are flanked by slender, round concrete pilasters and sheltered by a fabric awning. The basement-level windows on the south end of the addition also have small fabric awnings.

The Office Building was originally connected to Building 1 by a two-story hyphen, which is intact. When Building 6 was constructed in 1955, the space behind the north wing of Building 3 was enclosed with five-to-one common-bond brick walls, creating a two-story storage space and stair connecting Buildings 1, 3, and 6.[18] After 1958, the space to the south of the original two-story hyphen was filled with a two-story brick bay that extends beyond the south end of the office building and includes storage and office space for Gateway Holdings, Inc.

Interior

The second floor of the north addition housed the Hanes Hosiery Mill Company executive offices, which date to the 1940s. From the main entrance, a vestibule with an office on the right (south) wall is separated from the main hall of offices by a double-leaf, two-panel wood door. The walls are sheathed in millwork, with full-height paneled wainscoting with tall baseboards, chair railing, and crown molding. There are sheetrock ceilings. Much of the woodwork is intact, though the lower wainscot, chair railing, and baseboards have been removed from the hallway. The flooring has also been removed, revealing the wood-plank subfloor throughout. The large president's office, located in the northeast corner, has built-in shelves on the east wall and a low, built-in credenza with paneled sliding doors on the north wall.[19] His private secretary worked in a connecting office in the northeast corner. Much of the woodwork has been removed from the

[17] This bay also appears on the 1950 Sanborn map.
[18] The brick and bond pattern of this infill bay match that of Building 6, built in 1955.
[19] A c. 1954 photograph shows then-president James N. Weeks in this office.

three offices on the south side of the hall, revealing the exterior north wall of the original building. The middle office has a doorway on the south wall that leads to the original building, where accountants and secretaries worked. This open space has sheetrocked brick walls, steel posts that were once covered with wood panels; and wood beams. The original stairwell connecting the Office Building to the Hosiery Mill (Building 1) is extant, and there is a stairwell between the Office and Building 6. A door in the southwest corner of the original building leads to the south stair tower, which provides access to the roof and the first-floor level. This area is also accessed by the small entrance bay at the south end of the building. The offices and additional storage spaces have modern dropped ceilings, sheetrock partition walls, and linoleum and carpet floors. The first floor of the original hyphen between Buildings 1 and 3 features tile floors and dropped ceilings, and a set of stairs rises along the south wall. A former exterior six-light-over-three-panel door now leads to a storage room with brick walls and concrete floor.

Building 4, c. 1931

This rectangular, twelve-bay-wide building is two and a half stories tall. It was constructed around 1931, and it abuts the west elevation of the Dye House (Building 2).[20] The loadbearing brick walls are laid in a five-to-one common bond pattern. A center monitor roof with steel-sash windows on the north wall rises above the slightly gabled roof with a decorative brick panel with a soldier-course surround at the cornice. Thirty-light, center-pivoting, steel-sash windows with concrete sills and soldier-course brick lintels, are positioned between slender, brick pilasters. Window openings on the first floor of the north elevation have been filled with brick and all windows on the west elevation and the basement-level windows on the south and east elevations are covered with metal sheathing.

The basement level of the north elevation is below grade but the ground was excavated along the building so that light could reach the factory floor. There is a one-story, two-by-two-bay addition at the west end of the north elevation, which appears on the 1950 Sanborn map, abutting the east elevation of Building 5. Its slightly sloping roof, overhanging eaves, and wood soffit and braces match the main block, though the brick is laid in a seven-to-one bond. The first-floor windows are covered with metal and the basement-level windows—visible on the east elevation—are covered with brick.

On the west elevation, both floors are above grade and there are fifteen bays visible, with those on the north end obscured by the c. 1945 Pre-Boarding Building (Building 5). There is a concrete-block loading dock, sheltered by a 5V metal shed roof, spanning the three center bays of the first floor. Although all window openings on this elevation have been covered with metal sheathing, the concrete sills and soldier-course brick lintels have been retained.

[20] Building 4 was not present in the c. 1930 aerial photograph but was built prior to the construction of the Finishing Mill (Building 7) across Northwest Boulevard in 1939, as architectural drawings show the planned bridge connecting to an "existing mill." It was likely the construction of this building that was announced in an article in the *Charlotte Observer* on October 4, 1931, which listed James G. Baird and Company as the recipient of a contract for a three-story addition to the mill that was to be 178 feet by 86 feet (roughly the dimensions of Building 4).

From the south elevation, an partially aboveground subbasement is below two full stories. A three-bay-wide garage bay, which can be entered from Northwest Boulevard, extends from the subbasement level. There are second-floor access points to the metal skywalk at the second and seventh bays from the west.

On the east elevation, only the three southernmost bays are visible, as the others are obscured by a two-story, three-by-four-bay, brick stair tower and the Dye House (Building 2). The tower, which can be accessed by both Buildings 4 and 2, appears on the 1950 Sanborn map and was likely built at the same time as Building 4. Its brick walls are laid in a five-to-one common bond pattern, matching the c. 1931 Building 4. It has a lower, flat roof with a soldier-course brick band at the cornice line that forms lintels for the second-floor windows, similar to Building 5. Other details—such as the decorative brick panel with soldier-course surrounds between the first- and second-floor windows—are similar to the original c. 1926 Office Building (Building 3). There are six-light, steel-sash awning and paired, fifteen-light, steel-sash, center-pivoting windows with concrete sills throughout. All but one of the tower's awning windows remain visible, and all but two of the center-pivoting windows on the east elevation have been covered with metal. There is an exterior entrance to the tower at the basement level of the south elevation.

Interior
The interior of the steel-framed Building 4 contains 40,000 square feet. On the uppermost floor, there are three rows of seven vertical steel I-beams, creating twenty-four, twenty-four-foot-square bays, and a tongue-and-groove wood, sixteen-foot-high ceiling rests on horizontal I-beams. A dropped ceiling covers the raised center monitor, and there are tongue-and-groove wood floors throughout. An opening with a fire-safe door on the west wall separates Buildings 4 and 5. On the south end of the east wall, double metal doors lead to a stairwell with walls sheathed in tan ceramic tile that leads to the basement and subbasement of Building 4 and the Dye House (Building 2). The south end of the first floor, used for storage, is slightly lower than the main block and is separated with a partition wall.

The steel structural system of the basement, which has a large, open space and concrete slab floor, matches that of the first floor. The west wall has window openings that have been filled with glass block, some of which has been painted; a twelve-panel garage door with six-light, wood-sash transom near the south end; and a wide doorway—now filled with brick—that leads to the exterior entrance to the stairwell between Buildings 4 and 5. There is a freight elevator at the northwest corner and a wide doorway that leads to Building 1 at the northeast corner. On the south end of the basement there is a ramp leading up to the first floor of the south bay. Building 2 is accessed via a wide doorway with a fire-safe door near the center of the east wall.

Building 5, Pre-Boarding Building, c. 1945

Labeled as the Pre-Boarding Building on the 1950 Sanborn map, this one-story, ten-by-six-bay wing is located at the north end of the west elevation of Building 4. It has a concrete foundation; projecting reinforce concrete framing on the lower level, visible on the west elevation; brick

walls laid in a seven-to-one common-bond pattern; and a flat, concrete roof. The parapet features concrete coping and is stepped on the east and west elevations. A soldier-course brick band at the cornice serves as lintels for window and door openings throughout.

The only visible section of the east elevation is at the north corner of the building, with the remainder obscured by Building 4. There is a large loading bay, now covered with metal sheathing, flanked by a modern garage door bay to its south and a metal pedestrian door—sheltered by a flat, metal awning and accessed by a concrete ramp—to its north.

On the north elevation, ten recessed brick bays, very possibly formerly window or loading bays, are separated by brick pilasters.[21] There is a metal pedestrian door and loading bay near the west end of the elevation. At the west end of Building 5 is a later guardhouse with running brick bond, a much lower flat roof with overhanging eaves; exposed rafter tails; and bands of single-pane, aluminum-framed windows with transoms. A brick mechanical tower with a taller roof is located at the west corner.

Because the site slopes steeply to the south, the basement level is partially above grade on the west elevation along Ivy Avenue, which reveals the reinforced concrete framing. There are six recessed bays with smaller windows, now covered with metal sheathing, and decorative corbeling. Brick bond patterns indicate that the recessed bays at the basement level may have once been windows that were later covered with brick, though no windows are marked on the 1950 Sanborn map.

The basement is fully visible on the south elevation, which features recessed bays that match those on the west elevation. A square, windowless, two-story mechanical wing, which projects from the fourth and fifth bays from the west, has a flat roof concealed behind a parapet with concrete coping and four-course, off-white brick bands at the cornice and between the floors. A one-story, loading bay with 5V metal sheathing and shed roof is located in the ell created by the square bay and main block. It has a metal pedestrian door accessed by metal stairs at the north end of the west elevation next to a wide loading bay with an overhead door. On the east end of the building, there is a restroom bay with three narrow windows and a stair tower at the corner of Buildings 4 and 5 with a raised parapet and a tall, two-story window. All windows at the first-floor level have been covered with brick, and those at the second-floor level have been covered with metal sheathing.

Interior

The interior of Building 5, which includes 50,000 square feet, features concrete floors at both the first-floor and basement levels and fourteen-and-one-half-foot-tall ceilings. There are two rows

[21] According to Frank Hinman, these openings were originally windows that were in-filled at some point in the 1980s. Further evidence supporting this assumption includes the different brick bond pattern in the recessed bays (nine-to-one, compared to seven-to-one throughout the rest of the building). However, the Sanborn maps do not indicate that there were windows present in 1950, so either they had already been covered with brick or they were loading bays that were later covered, which might not have been marked on the map. Frank Hinman, e-mail to the author, 1 November 2015.

of nine steel I-beam vertical posts, which divide the open space into twenty-seven bays, and the concrete roof is supported by horizontal steel I-beams. Because of the additional strength provided by the reinforced-steel structure, fewer steel posts were necessary, allowing for a forty-four-foot-wide center aisle. The walls are sheathed in green ceramic tiles and most of the windows remain uncovered on the interior. There is an office with partial-height sheetrock walls near the center of the south wall, and a stairwell leading to the basement level on the east end (abutting Building 4). On the east wall, there is an opening with a kalamein door that connects to Building 4 and an exterior metal pedestrian door and overhead garage-style door in the northeast corner. At the basement level, concrete, mushroom-style columns support the concrete floor above. The space has been subdivided with particleboard and sheetrock partition walls and window openings have been filled with brick. According to the current building owner, former Hanes employees have recalled that there was a cafeteria in the basement of this building.[22] This is perhaps supported by a c. 1954 photograph that shows green tiled walls in the cafeteria. While Building 6 also has green ceramic-tiled walls, that wing had not been built at the time the photograph was taken.[23]

Building 6, Knitting Mill, 1955

Constructed in 1955, this large, two-story, rectangular, wing projects from the north end of the façade of Building 1 and extends west to Ivy Avenue.[24] It has a gently sloped, concrete-slab roof concealed behind a parapet with concrete coping and a concrete band at the cornice, and five-to-one common-bond brick walls. Its windowless construction reflects the mid-twentieth-century trend of rejecting natural light and ventilation in favor of electric lights and heating and cooling systems.

The west half of the south elevation has a two-story projecting bay, original to the building, that houses two stair towers, an elevator tower, lavatories, and mechanical rooms. The elevator tower, located at the west end of the south elevation of the building, rises above the roofline of the main block. A small square bay with a lower roof and metal pedestrian door, sheltered by a fabric awning, is located in the southwest corner, in the "L" created by the elevator tower and west elevation of the main block. A concrete loading dock is sheltered by a metal shed roof. Near the east end of the building, a mechanical tower rises above the roofline. On the west elevation, which runs along Ivy Avenue, there is a stepped parapet roof and two pedestrian doors accessed via the sidewalk. On the north elevation, ramps lead to a loading dock with a metal pedestrian door and two garage bays sheltered by a metal shed roof with exposed rafters on the west end. A stair tower on the east end of the building connects Building 6 with the 1926 addition of Building 1.

[22] According to Frank Hinman, former Hanes employees have told him that the cafeteria was in the basement; however, this has not been confirmed.
[23] The photograph was one of a series taken before 1955. This date was determined because a photograph of the office building was shot from the location of Building 6.
[24] The building first appears on the 1958 Sanborn map, which indicates that it was constructed in 1955.

Interior
The 110,000-square-foot interior has concrete-slab floors covered with tongue-and-groove wood flooring. Four rows of fourteen vertical steel I-beams create sixty twenty-five-by-twenty-five-foot bays and horizontal I-beams support wood planks below the concrete floor above. The ten bays on the west end of the building have been subdivided into offices with sheetrock walls, partial partition walls, dropped ceilings, and carpet. The remainder of the first floor and the second floor remain open spaces with walls sheathed in green ceramic tile. Rolling, overhead metal doors on the east wall of both the first and second floors provide access to Building 1. There is a stairwell and second-floor lobby at the northeast corner, between Buildings 6 and 1. According to the current owner, this was used as a break room when the building was operated by the Sara Lee Corporation.

Secondary Resources, 1325 Ivy Avenue

Contributing Structure – Elevated Platform for Former Water Reservoir, c. 1935
This tall, steel platform is located at the southeast corner of the complex in the "L" created by the south elevation of Building 2 (the Dye House) and the east elevation of the stair tower between Buildings 2 and 4. The platform, which is approximately the same height as the stair tower, is formed by steel I-beams, which are supported by a four-legged steel frame that sits on four steel bases. It once likely held a water reservoir, now removed, used to supply the building's automatic sprinkler systems and fire hose buildings.[25] The main water tank, a 50,000-gallon, 75-foot-tall, steel water tower, was located at the southwest corner of the main block in front of the Building 2. This smaller reservoir was likely strategically placed close to the Boiler House. The tower does not appear in the c. 1930 aerial photograph, nor is it marked on the 1950 or 1958 Sanborn maps.[26]

Contributing Building, Pump House, c. 1935
Located just to the southwest of the elevated platform, the pump house is a small, one-story square, brick structure with a pyramidal, asphalt shingle roof and exposed rafter tails. The brick is laid in a running bond pattern, and there is a wood door on the west elevation and a six-light, steel-sash awning window on the east elevation. It does not appear in the c. 1930 aerial photograph, but is included on the 1950 Sanborn map.

Contributing Fire Hose Buildings (2), c. 1935
These small, freestanding, one-story buildings were built alongside fire hydrants around the complex to store fire hoses. Like the pump house, the fire hose buildings are square, brick structures with running brick bond; pyramidal, asphalt shingle roofs; exposed rafter tails; and a pair of batten doors with strap hinges. One hose building is located at the south end of the complex, under the skywalk. The other is located on the west side of the complex, in the U-shaped void created by Buildings 1, 3, 4, and 5. Additional fire hose buildings were once located where Building 6 stands now and on the east side of Building 1, abutting the south elevation of

[25] The 1950 and 1958 Sanborn maps indicate that there were automatic sprinkler systems throughout the complex.
[26] The nearby chimney was also left off of the maps, though it appears in the c. 1930 aerial photograph. Therefore, the tower's exclusion from the map does not necessarily mean that it was not there.

the north stair tower. The fire hose buildings do not appear on the c. 1930 aerial map. The structures are not marked on the Sanborn maps, though the locations of the fire hydrants are.

Contributing Structure, Skywalk, 1939
This enclosed metal "skywalk" extends over Northwest Boulevard, connecting the c. 1931 Building 4 and the 1939 Building 7. The structure is comprised of two passages. The main pedestrian bridge—which enters the third floor of Building 4 at the second bay from the west and the third floor of Building 7 at the twelfth bay from the east—is constructed of metal and has four small, four-light windows on the west elevation and three small, four-light windows on the east elevation. A second passage, likely for moving the products through the factory, is below the pedestrian bridge. Enclosed with corrugated metal siding, it splits from the pedestrian bridge at Building 4 to connect to the seventh bay from the west. The skywalk is inaccessible, but likely features a steel support system concealed by the metal siding.

Building 7, Finishing Mill – 1245 Ivy Avenue – 1939, 1970s **C – Building**

The Detroit architectural firm Albert Kahn, Inc. designed this three-story, 250-foot-square concrete- and steel-frame building, which Hanes Hosiery Mill Company constructed as a Finishing Mill in 1939. Located to the south of and across Northwest Boulevard from the main factory building, the building is twenty-seven bays square and has brick walls laid in a five-to-one common bond. The grade slopes to the south, resulting in the first floor being partially above grade on the south elevation and fully exposed on the north elevation. It has a metal roof with five monitor roofs running east-to-west and a brick parapet topped with metal coping. The series of monitors and lower, flat roofs create an "Aiken"- or "high-and-low-bay"-style roof. The sides of each monitor are flared, with bands of steel-sash windows on the north walls and asphalt shingles on the south walls. It is possible that the roofs originally featured—or were designed to feature—windows on both sides, but by 1960, the south sides were covered on the interior in wood siding.[27] Many of the building's steel-sash, center-pivoting windows—which appear in thirty-, twenty-five, twenty-, nine-, and ten-light configurations—have been covered with brick on the interior and exterior but retain sills formed by a continuous concrete band and lintels formed by a continuous band of two projecting brick header courses.

On the first-floor level of the north elevation, which parallels Northwest Boulevard, there are twenty-five-light windows and a later pedestrian door at the third bay from the east, all covered with brick.[28] At the fourth bay from the west, there is a pair of later wide, batten doors with a transom that has been covered with brick. The thirty-light windows at the second-floor level have also been covered with brick. The twenty-five-light windows at the third-floor level, however, remain intact. The metal skywalk connecting the building to the main Hanes factory enters the third floor at the twelfth bay from the east. There is exposed sheet-metal ductwork that runs from the roof to the first floor at the sixth bay from the east.

[27] Other buildings designed by Kahn's firm—including the Chrysler-Dodge Half-Ton Truck Plant in Warren, Michigan—have monitors with windows on both sides.
[28] The original plans do not indicate any doorways on the north elevation.

The west elevation, which parallels Ivy Avenue, features a distinctive roofline created by the five monitors. The first-floor windows, all of which have been covered with brick, range in size because of the sloping topography, with thirty-light configurations at the first fourteen bays from the north, twenty-five-light configurations at the next five bays, and truncated, ten-light configurations at the last eight bays. There is a pedestrian entrance with a concrete lintel and transom—both also covered with brick—at the ninth bay from the south. The thirty-light, second-floor windows have also been covered with brick. At the third-floor level, there are ten night-light windows with concrete sills and a twenty-two-course decorative brick band created by alternating projecting courses with every fifth course made up of a header row.

The south elevation faces the parking lot and includes a projecting stair and elevator tower. The first floor is partially below grade and has ten-light windows that have been covered with brick. The first eight bays from the west are recessed, and the above-grade, first-floor windows are sheltered by a standing-seam metal shed roof supported by round metal posts. Abutting the stair tower is a small, one-story, flat-roofed brick vestibule with a pair of eight-light, horizontal windows on the south elevation and triple metal doors, historically the main entrance for Hanes employees, with glass panes on the west elevation. The stair tower, which has a slightly lower roof than the main building, has a two-story, glass-block window on the west elevation. The elevator tower rises above the stair tower and has a decorative brick band at the cornice that matches the rest of the elevation. The south elevation of the elevator tower has a loading bay with a rolling overhead steel door at the first-floor level and a tall window—now covered with brick—at the second- and third-floor levels.

A second metal skywalk supported by metal posts, added by Thomasville Furniture in the 1970s, connects the southwest corner of the third floor to part of the former Thomasville complex at 1201 Patterson Avenue. This skywalk is not included in the National Register designation.

A one-story loading platform is located at the second-floor level on the east wall of the building. Originally an open dock oriented toward the railroad, it was enclosed with 5V metal siding in the 1970s. Extending from the south wall of the platform is a later loading dock with seven concrete loading bays with overhead garage doors oriented west, toward the parking lot. The west wall is brick with a running bond and projecting pilasters with beveled caps between the bays. A wide metal staircase abutting the south elevation of Building 7 leads to the main entrance, located at the east corner of the south elevation and sheltered by the enclosed platform. A pair of aluminum-framed glass doors with a transom lead to the second-floor level of the building, which houses the Plyler Supply Company office.

Interior

The interior of Building 7 is largely unaltered and retains the majority of the open factory spaces and original doors, with most of the original windows intact behind the brick. The structural system of Building 7 combines loadbearing masonry, steel, and concrete elements. The two lower floors feature reinforced concrete, mushroom-style columns that support the concrete floors above. On the third floor, cantilevered, riveted steel I-beams form an adapted Pond truss, which supports the five raised monitors.

The three floors are connected by two ramps on the south end of the building and a metal pulley system designed to move products through the factory, all added by Thomasville in the 1970s. The freight elevator is extant but no longer functions, and there are exterior stairwells at the south end of the building. Traditionally hosiery would have been paired, stamped, folded, labeled, and boxed in this building. It is currently being used for storage, as well as offices and a showroom on the second floor.

The partially below-grade first floor features a poured concrete floor and tiled walls. Batten doors on the north end of the building provide access to the sidewalk along Ivy Avenue. A door on the south wall leads to a set of wide stairs that rise to the vestibule, which has a set of three exterior doors on the west wall and leads to the main staircase. The second floor includes a number of partition walls creating office and storage spaces. The concrete mushroom columns remain visible, with the sheetrock walls built around them. The Plyler Supply Company offices and showroom are located on the east side of the building, including a number of rooms on the south wall originally used as lavatories and dressing rooms. The third floor features a large, open space with nine rows of nine vertical steel I-beams that support the steel I-beam trusses; bands of steel-sash skylights on the north wall of each monitor; and parquet-style wood flooring, much of which is damaged or missing. There is a wide opening—now covered—with intact double kalamein doors on the north wall that leads to the skywalk between the Finishing Mill and Building 4 of the main Hanes complex. An opening on the west end of the south wall, which is also covered, connects to the later skywalk that crosses Ivy Avenue. The freight elevator and door to the main stairwell are located near the center of the south wall, and to the east are lavatories, a space formerly used as a nurse's station, and a second stairwell.[29]

Secondary Resources, 1245 Ivy Avenue

Noncontributing Building, Garage, c. 1925
This one-story, garage with five-to-one, common-bond brick walls is located at the northeast corner of Building 7. It has a concrete floor, a projecting brick course at the cornice, and pigeon-hole corners. Its roof has been removed, and its garage and window bays, which have concrete sills and soldier-course brick lintels, have been covered with 5V metal sheathing. It has single garage bays on the north and west elevations; a pedestrian door and window on the canted façade, parallel to Northwest Boulevard; and a wide window to the right of the garage bay on the west elevation. The garage predates Building 7, as it appears in the c. 1930 aerial photograph. The 1950 Sanborn map labels it as a private garage.

[29] According to blueprints created by Albert Kahn, Inc., there were only women's lavatories on the third floor.

8. Statement of Significance

Applicable National Register Criteria
(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- [x] A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- [ ] B. Property is associated with the lives of persons significant in our past.
- [x] C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- [ ] D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations
(Mark "x" in all the boxes that apply.)

- [ ] A. Owned by a religious institution or used for religious purposes
- [ ] B. Removed from its original location
- [ ] C. A birthplace or grave
- [ ] D. A cemetery
- [ ] E. A reconstructed building, object, or structure
- [ ] F. A commemorative property
- [ ] G. Less than 50 years old or achieving significance within the past 50 years

Areas of Significance
(Enter categories from instructions.)
Industry
Architecture

Period of Significance
1925-1964

Significant Dates
1925, c.1926, 1939,
c. 1945, 1964

Significant Person
(Complete only if Criterion B is marked above.)
N/A

Cultural Affiliation
N/A

Architect/Builder
Albert Kahn, Inc. (Building 7)

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

When the Hanes Hosiery Mill Company opened its Ivy Avenue plant in 1925, the city of Winston-Salem was at the peak of a half-century of expansion and prosperity.[30] Both the Hanes Company and Winston-Salem were expanding exponentially in the early twentieth century. By 1920, the city was the largest and wealthiest in the state, and the hosiery mill company had been a key component of this growth.[31] It would continue to play an important role in the city's economy. By 1929, the factory, which was valued at $1.5 million, was operating 1,300 knitting machines and producing 100,000 pairs of circular knit hose a day, making it the third-largest hosiery mill and the largest producer of women's seamless stockings in North Carolina.[32] With around 2,000 employees by 1940, Hanes was one of the three largest employers in the Winston-Salem; Hanes Hosiery, R. J. Reynolds Tobacco Company, and P. H. Hanes Knitting Company (which made heavyweight men's underwear and other knitted products) together employed sixty percent of the city's workers.[33] Further, Hanes Hosiery helped create a national market for women's seamless stockings in the mid-twentieth century, developing new knitting techniques and technologies that improved the appearance of circular-knit hosiery and launching a national advertising campaign to promote the "sheer beauty" of their "no-seam stockings." By the early 1950s, seamless stockings, like those made by Hanes, were growing in popularity and by the 1960s, the seamed style had almost completely fallen out of fashion.[34] In 1961, it was the tenth largest manufacturing concern in the state and the third largest in Winston-Salem, behind R. J. Reynolds Tobacco (third) and Western Electric Co. Inc. (fourth).[35] While six textile mills in the state were larger employers, Hanes was the only hosiery company in the top ten. Its closest competitor was the Kayser-Roth Corporation in Burlington.

The Hanes Hosiery Mill Company expanded its Ivy Avenue plant five times, and its physical appearance today reflects both the history of the company and the evolution of industrial construction trends in the United States. Its original 1925 175,000-square foot factory (Building 1) employed modern materials and building techniques, including a riveted steel I-beam structural system and slender loadbearing brick piers flanked by large bays filled with center-pivoting steel-sash windows.[36] The separate three-story 1939 Finishing Mill (Building 7), designed by the international architectural firm of Albert Kahn, Inc., substantially increased the factory's production space and features a combination of masonry, steel, and reinforced concrete construction methods. Its distinctive roofline made up of a series of five monitors was a common

[30] Heather Fearnbach, Winston-Salem's Architectural Heritage (Winston-Salem, NC: City of Winston-Salem, Forsyth County Historic Resources Commission, 2015), 15.
[31] Shirley, *Congregation Town*, 4.
[32] "List of Carolina Hosiery Mills," *Charlotte Observer*, 8 December 1929.
[33] Frank V. Tursi, *Winston-Salem: A History* (Winston-Salem, NC: John F. Blair, Publisher, 1994), 169.
[34] Jennifer Craik, *The Face of Fashion: Cultural Studies in Fashion* (New York: Routledge, 2004), 126.
[35] "N. C.'s Largest Manufacturing Establishments," *E. S. C. Quarterly* (Issued by the Employment Security Commission of North Carolina) 18, no. 3-4 (Summer-Fall 1961), 11.
[36] *Charlotte Observer*, 9 January 1927, 28.

element in Kahn's designs of the late 1930s.[37] The 50,000-square-foot Pre-Boarding Building (Building 5), which was added in the mid-1940s, also reflects the transition from steel to fully concrete structural systems in American industrial architecture. By 1955, the main factory building encompassed 630,000 square feet, which company officials claimed was the "largest hosiery manufacturer under one roof."[38]

The Hanes Hosiery Mill, Ivy Avenue Plant meets the National Register Criterion A for its local and statewide industrial significance. It also meets the National Register Criterion C for architecture. It is an excellent, intact example of early- to mid-twentieth-century industrial construction in Winston-Salem that, as a whole, reflects the evolution of industrial design trends in the United States. The period of significance of the complex extends from the first building's construction in 1925 to 1964 with the relocation of all mill operations to the new Weeks Plant, a ten-acre facility just outside of the city.[39] Though the Hanes Corporation would continue to be a leader in the ladies' hosiery industry throughout the twentieth century, the Ivy Avenue plant ceased to play a central role in its production after 1964.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Historical Background

The Hanes Hosiery Mills Company (originally Shamrock Knitting Mill), which operated out of its plant on Ivy Avenue from around 1925 until 1964, played a significant role both in the industrial success of Winston-Salem and the rise of the North Carolina hosiery industry in the early to mid-twentieth century. The arrival of the Northwest North Carolina Railroad spur from Greensboro in 1873 provided the Twin Cities of Winston and Salem with access to larger market economies, "beginning a fifty-year span of extensive growth."[40] The Roanoke & Southern Railroad (later the Norfolk & Western Railway) was established in 1889, connecting the towns to even more lucrative markets in Virginia. Industrialists quickly established manufacturing concerns, particularly in tobacco and textile production and the population skyrocketed, growing from merely 1,200 residents in 1860 to more than 11,000 in 1890. Between the official merger of the two towns in 1913 and the collapse of the nation's economy with the onset of the Great Depression in 1929, Winston-Salem emerged as not only the largest, wealthiest city in the Carolinas but also outgrew most cities throughout the South.[41]

[37] "$300,000 Unit Will Increase Plant of Hanes Hosiery Mills by 83 Per Cent.," *Winston-Salem Journal*, 12 April 1939; Betsy Hunter Bradley, *The Works: The Industrial Architecture of the United States* (New York: Oxford University Press, 1999); Fearnbach, "Chatham Manufacturing Company."

[38] Harold Ellison, "Hanes Hosiery's New Plant Has an Area of 16 Acres," *Winston-Salem Journal and Sentinel*, 5 June 1969, D12.

[39] "Hanes to Expand: Hosiery Maker to Double Seamless Nylon Output," *The New York Times*, 25 April 1959.

[40] Heather Fearnbach, *Winston-Salem's Architectural Heritage* (Winston-Salem, NC: City of Winston-Salem, Forsyth County Historic Resources Commission, 2015), 15; Fries, *Forsyth*, 188-189.

[41] The exceptions were Atlanta, Baltimore, Louisville, and Washington, D.C. In 1920, there were 48,274 city-dwellers in Forsyth County. By 1940, though Winston-Salem no longer kept pace with the large cities of the South, that number had grown to 79,815. (U.S. Census, 1920 and 1940)

While tobacco production would ultimately become Winston-Salem's leading industry, textile mills would also be key components of the city's economy. Growing out of a handful of small mills that had operated in Salem before the Civil War, some owners began to diversify their production in the 1900s, "add[ing] dyeing and finishing plants to their operations and expand[ing] their product lines to include woolens, knits, tire fabrics and gloves."[42] Knitwear, in particular, emerged alongside the traditional wool and cotton manufacturing as a viable industry in Winston-Salem, and by 1918, promoters bragged that the city's $75 million in finished knit goods was the highest in the South, a claim the city continued through the 1950s.[43]

Among the products produced by knitting mills was "hosiery," a category of textiles that included men's socks, infants' hose, and women's stockings. Hosiery manufacturing would prove to be particularly lucrative, as shorter skirts in the 1920s caused women's stockings to become an increasingly important component of stylish wardrobes. A number of Piedmont entrepreneurs established hosiery mills, and North Carolina became one of the leading producers of hosiery products. By 1929, the state was turning out nearly twenty percent of the nation's supply, and officials estimated that by the end of that year, the industry would employ "20,000 or more wage-earners," or around eleven percent of all hosiery workers in the United States.[44] Though there were periods of fluctuation, the North Carolina hosiery industry continued to expand. In 1953, the state Employment Security Commission reported that there were 425 hosiery plants that employed more than 50,000 workers and produced between thirty to forty percent of the nation's supply.[45] More than half of North Carolina mills that year produced seamless hosiery, as opposed to the more profitable but more costly "full-fashioned" products, which were knit in a tapered shape that fit the shape of the leg and foot and required more complicated machinery, time, and skill.[46] Though Forsyth County had only eight mills devoted to the industry in 1953, it ranked fifth in the number of hosiery employees in the state. Of the seven Forsyth County mills devoted to seamless hosiery, the largest, by far, was the Hanes Hosiery Mill Company, which employed around 2,000 of the 2,851 total workers.

Hanes Hosiery Mill Company

Brothers Pleasant H. and J. Wesley Hanes, who moved to Winston in 1872 from nearby Davie County, were the first Twin City industrialists to venture into knitwear manufacturing. Before

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[42] Jacqueline Dowd Hall, et al., *Like a Family: The Making of a Southern Cotton Mill World*, rev. ed. (Chapel Hill: The North Carolina University Press, 2000), 237-238; Shirley, *Congregation Town*, 152-154.

[43] Fearnbach, *Architectural Heritage*, 32; "State Has 56 Counties Producing Hosiery and Other Knit Goods," *The E. S. C. Quarterly* (Issued by the Employment Security Commission of North Carolina) 11, nos. 1-2 (Winter-Spring 1953), 5.

[44] M. L. Shipman, "The Tar Heel Capital," *Winston-Salem Journal*, 2 December 1929; Hall et al., *Like a Family*, 238.

[45] "North Carolina Hosiery Leader," *The E. S. C. Quarterly* (Issued by the Employment Security Commission of North Carolina) 11, nos. 1-2 (Winter-Spring 1953), 2; E. Steanhope Dunn, "North Carolina Produces 40 Percent of Nation's Hosiery," *The E. S. C. Quarterly* (Issued by the Employment Security Commission of North Carolina) 11, nos. 1-2 (Winter-Spring 1953), 3.

[46] "North Carolina Hosiery Leader," *The E. S. C. Quarterly*.

they established their independent knitting mills in 1901, however, they were successful tobacconists. By the 1880s, the P. H. Hanes and Company tobacco factory had become one of the leading flat-plug tobacco producers in the country.[47] Around 1900, with J. W. Hanes' health declining, the brothers sold their factory to local tobacco magnate R. J. Reynolds for $200,000 and invested their profit in the new knitting industry.[48]

In 1902, J. W. Hanes established Shamrock Knitting Mills in a former tobacco factory on Marshall Street, where sixty employees made infants' hose and men's socks on fifty knitting machines.[49] In June 1902, the *Winston-Salem Journal* reported that while many in the city had doubted that a knitting enterprise could be successful, the Shamrock Mill was "fast forging ahead" with 150 machines and that knitting was, in fact, becoming "one of the leading manufacturing industries of our State."[50]

J. W. Hanes died just two years after founding Shamrock Mill, leaving his sons to run the factory.[51] Between 1903 and 1916, J. W. Hanes's eldest son, Alex S. Hanes served as president and treasurer, and by 1905, the factory employed 200 workers who produced 450 dozen pairs of "fine and fancy hosiery" a day.[52] In 1909, Alex's brother James G. Hanes joined the company as vice president after graduating from the University of North Carolina at Chapel Hill, succeeding his brother as president in 1917.[53]

In 1911, the company erected a new facility next door to the original building, at the corner of Marshall and Second streets (NR, 1977).[54] Incorporated as the Hanes Hosiery Mill Company in 1913, the factory continued to flourish. In two years, it had already reached its maximum production and was "substantially" expanded. By 1917—the year that James G. Hanes was elected president of the company—the factory was producing 300,000 dozen pairs of hosiery

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[47] "Hanes, John Wesley," *Dictionary of North Carolina Biography*, p. 24

[48] In 1900, P. H. Hanes and Company produced five million pounds of tobacco products. Shirley, *Congregation Town*, 160; "Tobacco to Textiles, Hanes Corporation, How it All Began," *Hanes Hosiery News* (Fall 1972), 5.

[49] P. H. Hanes opened his own factory on Chestnut Street producing heavyweight men's and boys' underwear. Adelaide Fries, Stuart Thurman Wright, and J. Edwin Hendricks, *Forsyth: The History of a County on the March* (Chapel Hill: University of North Carolina Press, 1976), 232; "Hosiery Plant at Winston Largest Circular Knit," *Charlotte Observer*, 24 April 1929, 5; "P. H. Hanes Knitting Company – Warehouse & Shipping Building," Forsyth County Local Historic Landmark # 119, http://www.cityofws.org/Portals/0/pdf/Planning/HRC/Local_Landmarks/LHL_Sheets/119_PHHanes KnittingCompanyBuilding.pdf.

[50] "Shamrock Knitting Mills," *Winston-Salem Journal*, 26 June 1902, 4.

[51] *The Union Republican*, 1 October 1903, 6.

[52] *The Union Republican*, 1 October 1903, 6; "Progress of Winston-Salem," *The Western Sentinel*, 29 October 1903, 3; "Shamrock Mills," *Winston-Salem Journal*, 16 February 1905, 4; 1910 U.S. Census, Forsyth County, North Carolina, Winston Ward 1 (West), Dwelling No. 423, Family No. 423, "Hanes, Alex S.," digital image, Ancestry.com, accessed 25 October 2015, http://ancestory.com; Winston-Salem, N.C. City Directory Vol. XI, 1910 (Asheville, NC: Piedmont Directory Company Inc. Publishers, 1910).

[53] James G. Hanes was president between 1917 and 1938, and served as chairman of the board until 1954.

[54] The one-story building is recognizable for its sawtooth-style roof, which featured banks of windows facing north that flooded the floor of the mill with natural light. It was listed on the National Register in 1977. Taylor, "Shamrock Mills."

made of "high-grade cotton and silk yarns" each year, nearly double the production of a decade earlier.[55]

Like other prominent Winston-Salem businessmen, James G. Hanes was an influential citizen, holding a number of high-profile government and business positions in the 1920s and 1930s. He was elected to one term as mayor, from 1921 to 1925, and served as the chairman of the board of Forsyth County Commissioners from 1927 until 1950.[56] He was also on the board of directors of the Norfolk & Western Railway and the Wachovia Bank and Trust Company in Winston-Salem. In 1929, he constructed a Norman-style mansion on a thirty-two-acre estate that neighbored the properties of fellow industrialists R. J. Reynolds and Bowman Gray.[57]

Hanes built his fortune on offering women a low-cost alternative to the popular full-fashioned stockings. To keep costs down, Hanes manufactured circular-knit, or seamless, stockings, which were made in a uniform-sized tube that tended to sag and gather at the ankles.[58] In order to both conceal blemishes inherent in circular-knit products and also make its product more fashionable, Hanes initially produced "mock-fashioned"-style hosiery, which featured a faux seam up the back. To give the tubular stockings some semblance of shape, part of the "finishing" process including "boarding," which involved stretching the hose over a leg-shaped wood form and heating them at high temperatures.[59] Although mock-fashioned hosiery never fit as well as full-fashioned styles, Hanes stockings allowed thrifty consumers to appear trendy at a lower price. The company embraced its role as an affordable fashion staple, marketing itself as "the best fifty cent hosiery in the world."[60]

Throughout his tenure with the company, James Hanes proved willing to embrace new materials, manufacturing and marketing techniques, and fashion trends. In 1918, the company was one of the first in the region to devote its production solely to ladies' silk stockings. In 1922, company executives took another risk by producing "fiber silk" stockings. Introduced by the Virginia-based, French-held American Viscose Corporation in 1911, "artificial" or "fiber" silk was initially unpopular with women, who were turned off by the iridescent appearance. While consumers were still hesitant to embrace the material, dubbed "rayon," Hanes was persistent in its marketing, bragging in 1923 that its stockings, which they offered in forty-five colors, actually had "a better sheen than natural silk."[61] The company's efforts would prove lucrative.

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[55] "Hanes Hosiery Mills Co. (ad)," *The Winston-Salem Journal*, 29 April 1917; "Hanes Hosiery Mill Has Enjoyed Twenty-three Prosperous Years," *Winston-Salem Journal,* 15 June 1923; "James G. Hanes, 86, Former Top Officer of Textile Company," *The New York Times*, 23 July 1972.

[56] "James G. Hanes, 86, Former Top Officer of Textile Company," *The New York Times*, 23 July 1972.

[57] The building now houses the Southeastern Center for Contemporary Art gallery.

[58] According to a 1939 study published by the U. S. Department of Agriculture Bureau of Home Economics, though the majority of women's hose was seamless until 1927, the popularity of full-fashioned stockings had been steadily rising in popularity since the late 1910s. Rose F. Monachino, "Hosiery Production in the United States with Special Reference to the Use of Cotton" (Washington, D. C.: United States Department of Agriculture Bureau of Home Economics, 1939), 7; Agnes Emberson Filler, "Choosing Your Stockings: Points That Will Help in Selecting Good Wearers," *The Farmer's Wife* (November 1924), 201; Hall et al., *Like a Family*, 256.

[59] Filler, "Choosing Your Stockings."

[60] "Hanes Hosiery Mill Has Enjoyed Twenty-Three Prosperous Years," *Winston-Salem Journal*, 15 June 1923.

[61] Hanes purchased its supply from the American Viscose Company in Virginia. "History Works for Hanes," *The*

Women's dress lengths grew steadily shorter in the 1920s and 1930s and consumers began to eschew traditional, dark hosiery in favor of modern styles in a range of opacities, colors, and textures, which rayon could offer at an affordable price.[62]

Ivy Avenue Plant

The strategy was successful. In 1923, Hanes Hosiery employed 450 workers and produced 50,000 dozen pairs a month, or roughly 20,000 pairs a day, double the yearly output of 1917.[63] That year, the company increased its capital stock from $500,000 to $2 million to fund another expansion project, adding an office wing to free up factory space.[64] Ultimately, however, the downtown location restricted the potential for continued growth, and that same year Hanes began acquiring land "near the edge of the city" along the Norfolk & Western railroad line.[65] In 1925, Hanes broke ground on a plant there, and in the fall of that year, the new, 175,000-square-foot Hanes Hosiery Mill Company opened at the corner of Northwest Boulevard (formerly Thirteenth Street) and Ivy (formerly White) Avenue.[66] Illustrating the important role the factory played in the city's economy, a 1928 advertisement in the *Winston-Salem Journal* promoted the new plant as one of the "handsome public and commercial buildings" recently erected in the city. The only other two industrial buildings included on the list were R. J. Reynolds tobacco factories.[67]

The new facility was approximately four times larger than the old Shamrock building with more space for all stages of production.[68] Within months, Hanes had filed building permits for two additions to the new plant, including a $200,000 wing "to be built of concrete and brick" and a $37,000 office building.[69] By 1928, the factory employed 1,200 workers, housed 1,300 knitting machines, and had reached its full capacity of 100,000 pairs of hose a day.[70] In December 1929, the *Charlotte Observer* declared that Hanes was the world's largest circular-knit plant in the world.[71]

State (15 December 1966), 10; "Hanes Hosiery Mill Has Enjoyed Twenty-Three Prosperous Years;" *Charlotte Observer*, 8 December 1929; Monachino, "Hosiery Production," 7; Keist, Kadolph, and Marcketti, "Rayon's Introduction," 45.

[62] Upton G. Wilson, "Short Skirts Have Made Hosiery Makers Happy," *Winston-Salem Journal*, 30 January 1928.

[63] "Hanes Hosiery Mill Has Enjoyed Twenty-Three Prosperous Years," *Winston-Salem Journal,* 15 June 1923.

[64] "Hanes Hosiery Mill Has Enjoyed Twenty-Three Prosperous Years," *Winston-Salem Journal,* 15 June 1923; "Hanes Capital Increased," *The Albemarle Press*, 21 June 1923.

[65] On October 16, 1924, the *Winston-Salem Journal* reported that Hanes Hosiery Mills Company had purchased two lots on Thirteenth-and-a-Half Street for $1,000 each. "Deeds Are Filed for Record Wednesday," *Winston-Salem Journal*, 16 October 1924.

[66] The Marshall Avenue building was purchased by Carolina Cadillac Company and used as a showroom. Taylor, "Shamrock Mills," 8:1.

[67] "Hanes Hosiery Mill Will Have New Factory Building," *Greensboro Daily Record*, 12 September 1925; "Winston-Salem (advertisement)," *Winston-Salem Journal*, 4 March 1928.

[68] All of the manufacturing processes were undertaken on site. "Hanes Hosiery Mill Has Enjoyed Twenty-three Prosperous Years," *Winston-Salem Journal,* 15 June 1923.

[69] Construction permits listed in the *Winston-Salem Journal* included "Hanes Hosiery mill, office building near Norfolk and Western railway between 13th and 14th, $37,000;" and "Hanes Hosiery mill, addition to plant to be built of concrete and brick, $200,000." *Winston-Salem Journal*, 1 January 1926, p. 10.

[70] *Charlotte Observer*, 24 April 1929, 51; "Rapid Rise of Hosiery Business in Carolinas."

[71] "Largest Circular Knit Plant in the World" and "List of Carolina Hosiery Mills," *Charlotte Observer*, 8 December 1929.

Unlike other industries, hosiery manufacturers escaped the economic depression of the 1930s largely unscathed, though declining profits did lead factories across the country to reduce wages and hours, sometimes resulting in labor disputes. While Hanes reported in April 1932 that its sales for the first quarter of the year "were larger in dozens than in any previous quarter in the history" of the company, on September 10, the Associated Press reported that a reduction in wages led approximately 200 employees in the knitting and boarding rooms of the mill to walk out.[72] By the next day, more than 1,200 of the approximately 1,800 employees had joined the strike, and the company was forced to close the factory.[73] Strikers, who claimed their pay had been cut by more than fifty percent, demanded a return to eighty percent of the previous year's wage. However, all but approximately 300 discontented employees returned to work on September 19 with no change in the wage schedule.[74] Another series of disputes emerged in June 1936, when the factory imposed mandatory fifty-hour workweeks with no increase in pay.[75] A substantial number went on strike on July 1, with a second walkout by Dye House workers on August 18. The factory shut down operations for much of September, but workers were again unable to sway Hanes management and returned to work on October 1.[76]

Hanes president James G. Hanes and vice president James N. Weeks, whom Hanes had hired in 1915 as an accountant, successfully led the company through the labor turmoil of the Depression. In 1931, factory management announced that the Greensboro-based James G. Baird construction company had been hired to construct a 179-foot-by-86-foot addition to the mill (likely Building 4).[77] In 1938, James G. Hanes retired as president, becoming the chairman of the company's board of directors. Weeks was named the new president, and the next year he oversaw the construction of a 250-foot-square, three-story finishing mill across Northwest Boulevard from the main plant (Building 7), increasing the size of the plant by eighty-three percent.[78] The company employed the Detroit-based architectural firm of Albert Kahn, Inc., internationally recognized for its industrial architecture and engineering projects, to design the new facility. The

[72] "Report New Record in Hosiery Sales," *The Brooklyn Daily Eagle* (Brooklyn, NY), 23 April 1932; "Strike Begun in Twin City," *Charlotte Observer*, 10 September 1932.

[73] "Mill to Close to Avert Trouble," *Charlotte Observer*, 12 September 1932.

[74] "Strike Ended at Winston-Salem," *Statesville Record and Landmark*, 20 September 1932.

[75] "Hanes Hosiery Strike Called Off Today," *Greensboro Record*, 22 June 1936.

[76] "Hanes Mill in Winston Has Strike," *Greensboro Record*, 1 July 1936; "Settlement Ends Strike at Winston," *Greensboro Record*, 17 July 1936; "Hanes Mill Workers Quit Dye House Jobs," *Greensboro Record*, 18 August 1936; "Strike Spreads at Hanes Hosiery Mill," *Greensboro Daily News*, 20 August 1936; "Hanes Mills Closed after Workers Strike," *Greensboro Record*, 1 September 1936; "Mills, Closed after Strike, Will Reopen," *Greensboro Daily News*, 20 September 1936; "Strike is Ended at Hanes Hosiery Mills," *Greensboro Daily News*, 1 October 1936.

[77] "Contract for Building Let at Winston-Salem," *Charlotte Observer*, 4 October 1931.

[78] After retiring, Hanes became the chairman of the Hanes Hosiery Mill Company board of trustees. Before being named president, Weeks had served as treasurer, secretary, and vice president of the company. He was president from 1938 until 1954, when he replaced James Hanes as chairman of the board. During his tenure at the company, Weeks also served as the president of the National Association of Hosiery Manufacturers in 1945 and represented the hosiery industry before the War Production Board and the Office of Price Administration. "Heads Hanes Hosiery Board," *The New York Times*, 22 January 1954; "James Weeks, 70, of Hanes Hosiery," *The New York Times*, 29 September 1962; "$300,000 Unit Will Increase Plant of Hanes Hosiery Mills by 83 Per Cent.," *Winston-Salem Journal*, 12 April 1939.

Winston-Salem Journal claimed that the state-of-the-art, steel- and reinforced-concrete-framed building was the largest industrial edifice erected in the city that decade.[79]

Also in 1938, the DuPont Fiber Company introduced its revolutionary, affordable, durable, and stylish material called nylon. DuPont launched an intensive marketing campaign leading up to the public launch of the product, and when the first nylon stockings went on sale on October 27, most locations sold out by mid-day.[80] Like other hosiery companies, Hanes looked to profit from the new fiber and quickly incorporated it into their products. However, the commercial success of nylon stockings was short lived. In 1939, World War II broke out in Europe, and while the United States would not send troops to Europe until December 1941, American companies provided the European Allies with a wide range of supplies, including stockings and parachutes made from nylon and silk. In November 1941, DuPont devoted all of its production to military supplies, and between July 1940 and April 1945, U. S. factories furnished the armed forces with approximately 750,000,000 pairs of hose.[81]

Because nylon was no longer available for civilian use, hosiery factories were forced to return to rayon. However, the war caused a shortage in that fiber as well.[82] To avoid disaster in southern mills, the government issued a Federal priority order diverting supplies of cotton and rayon to the hosiery industry, which an official of the Southern Hosiery Association hoped would "avert the closing of silk hosiery mills and save the jobs of twenty thousand North Carolina workers and forty thousand in the South."[83] While some mills were still forced to save resources by shortening workweeks or laying off workers, Hanes was largely able to maintain its production schedules throughout the war.[84]

The end of hostilities in Europe did not immediately relieve the pressure on the industry. In a meeting of the National Association of Hosiery Manufacturers on April 25, 1945, the outgoing president of the organization predicted that all types of yarn would continue to be scarce at least through the Fall.[85] Prices soared, though Hanes was among the nation's manufacturers that consistently pledged to hold prices to an agreed-upon ceiling.[86] A general slump in the North Carolina textile industry persisted through 1949. In April of that year, Hanes officials reported that while no workers had been laid off over the previous two months, some were not working full time.[87]

Despite the challenges, the 1940s proved to be another important decade for the Hanes Hosiery Mill Company. In 1946, Eugene F. Miller, head mechanic for the company, filed a patent for an

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[79] "$300,000 Unit Will Increase Plant of Hanes Hosiery Mills by 83 Per Cent.," *Winston-Salem Journal*, 12 April 1939.
[80] Wolfe, Audra J., "Nylon: A Revolution in Textiles," *Chemical Heritage* (Fall 2008), 24.
[81] Wolfe, "Nylon," 24; "Weeks Elected Head of Hose Association," *The New York Times*, 26 April 1945
[82] "Hosiery Mills Hopeful," *The New York Times*, 4 August 1941.
[83] "Hosiery Mills Hopeful," *The New York Times*.
[84] "Hanes Hosiery Mill Is Not on Curtailed Week," *High Point Enterprise*, 19 August 1941.
[85] "Weeks Elected Head of Hose Association," *The New York Times*, 26 April 1945.
[86] "15 Hosiery Mills to Hold Price Line," *The New York Times*, 21 November 1946.
[87] "Hanes Hosiery Mill Is Not on Curtailed Week," *The High Point Enterprise*, 19 August 1941, p. 9.

improved knitting machine that would drastically impact the future of both the company and the industry.[88] Miller's invention eliminated the need for the "mock-fashioned" faux seam, previously made necessary to conceal blemishes in circular-knit stockings. From this point on, Hanes devoted its production to truly seamless, circular-knit hosiery. Though women were initially resistant to purchase the seemingly old-fashioned seamless stockings, Hanes would ultimately be able to convince consumers to purchase their products with continued improvements in quality and radical changes to their marketing and merchandising techniques.[89]

In a 1957 interview with *The New York Times*, Hanes vice president of advertising and public relations Grace Colombo recalled that while the introduction of nylon had increased the potential of seamless stockings, the company still had to address "a tremendous psychological block" against the style.[90] To do this, Colombo explained, Hanes utilized a comprehensive approach, "beginning with the product and the packaging, following through in advertising and point-of-sale display," and placing their stockings in top retail outlets around the country.[91] The company developed marketing campaigns featuring artists like Milena Pavlović-Barili and prolific illustrator Vladimir Bobritski. Pavlović-Barili's 1944 Venus-inspired images declare, "Hanes No-Seam Stockings; Sheer Beauty from Every Angle" and "Tomorrow's Fashion Today; Glamorous No-Seam Stockings for that Lovelier Nude Look." Bobritski, or "Bobri" as he was known, would create dozens of ads for the company in the 1940s, 50s, and 60s, with early examples promoted Hanes products as the "fashionable new stockings" with "no old-fashioned seams." By the early 1950s, seamless stockings were growing in popularity.[92] In 1953, the North Carolina Employment Security Commission reported that around a quarter of hosiery sales in the "finer department stores" were seamless and by the 1960s, seamed stockings had nearly disappeared.[93]

By 1957, Hanes's advertising budget had steadily increased to $1.5 million. That year, the company—under Colombo's direction—placed a series of full-page ads in daily and Sunday newspapers across the country for the first time, in addition to the traditional ads placed in women's magazines.[94] Hanes also began targeting younger consumers, adding three publications devoted to adolescent girls.[95] That year, the company employed two thousand employees, many

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[88] Eugene F. Miller, "U. S. patent 2,525,704: Knitting Machine and Method," filed 16 January 1946, patented 10 October 1950; 1940 U. S. Census, Forsyth County, North Carolina, Salem Ward, "Miller, Eugene F.," digital image, Ancestry.com, accessed 11 December 2015, http://ancestory.com

[89] Colombo would become the first woman to be appointed to the board of directors of a major hosiery mill. Hanes Hosiery Mills Puts Woman on Board, *NYT*, 3 February 1959. William M. Freeman, "News of the Advertising and Marketing Fields: Record Campaign Aims at Record Volume for New Nylon Hosiery," *The New York Times*, 28 April 1957.

[90] Freeman, "News of the Advertising and Marketing Fields," *The New York Times*, 28 April 1957.

[91] Freeman, "News of the Advertising and Marketing Fields," *The New York Times*, 28 April 1957.

[92] Jennifer Craik, *The Face of Fashion: Cultural Studies in Fashion* (New York: Routledge, 2004), 126.

[93] Ibid.; "Hanes Hosiery Nation's Largest Fine Seamless Producer," *E. S. C. Quarterly* (Issued by the Employment Security Commission of North Carolina) 11, nos. 1-2 (Winter-Spring 1953), 41.

[94] This was the company's first independent newspaper campaign. Up until this point, Hanes had limited its newspaper advertising to "cooperative department-store schedules." Freeman, "News of the Advertising and Marketing Fields," *The New York Times*, 28 April 1957.

[95] Freeman, "News of the Advertising and Marketing Fields," *The New York Times*, 28 April 1957.

of them women. To recruit workers, the Hanes plant offered workplace amenities such as an art collection, music, soft lights, and free manicures.[96]

Gordon Hanes—son of James G. Hanes and grandson of company founder J. W. Hanes—was elected president of the company in 1958, after serving as executive director for four years.[97] With hosiery sales continuing to soar, the company began making plans for another major expansion. Architectural plans for Building 6 indicated that the company intended to utilize the Ivy Avenue parking lot area for a new wing. However, in 1959, the board of directors abandoned this plan and decided instead to build a massive, one-story, ten-acre plant just outside of the city.[98] The new facility, which would cost $12 million to construct and outfit, would allow the company to double its production to 100 million pairs of stockings a year.[99] The new Weeks Plant, named in honor of the longtime administrator, opened in 1960. The company initially included the Ivy Avenue plant in its expansion effort, adding six hundred new machines that year; however, in 1964 the Weeks Plant was expanded to accommodate the entirety of the operation.[100] The Ivy Avenue plant sat vacant until the 1965 merger of the Hanes Hosiery Mill and P. H. Hanes Knitting companies, at which time some of the knitting production was temporarily relocated there. After 1964, however, the Ivy Avenue factory no longer played a central role in the production of Hanes stockings. In 1970, all but six of the seven buildings in the complex were closed. The building at 1245 Ivy Avenue sold in 1978, at which point it was used by Thomasville Furniture Industries, Inc.[101]

Architecture Context

Industrial architecture in Winston-Salem in the early twentieth century was slowly transitioning from the traditional, "slow-burn" loadbearing masonry and heavy-timber framing prevalent in the nineteenth century to steel and reinforced concrete structural systems.[102] According to architectural historian Heather Fearnbach:

> Iron and steel structural systems were employed in industrial buildings during the nineteenth century, but their high cost greatly limited their use. The ability to withstand the weight and vibrations of heavy machinery without failing contributed to the popularity of structural steel construction, as did the ease of fabricating framing systems from standard, factory-generated components. Steel posts and beams could be riveted together and tended to be smaller and lighter than wood or

[96] Freeman, "News of the Advertising and Marketing Fields," *The New York Times*, 28 April 1957.
[97] Gordon Hanes was also a leader of the Women's Hosiery Council of the National Association of Hosiery Manufacturers, and he was elected president of the body in 1962. "Gordon Hanes Heads Firm," *The Gastonia Gazette*, 22 January 1958, 1; "Sales of Nylons Soar, Hosiery Group Hears," *The New York Times*, 7 January 1959; "New Chief Is Selected by Hosiery Association," *The New York Times*, 27 April 1962.
[98] "Hanes to Expand: Hosiery Maker to Double Seamless Nylon Output," *The New York Times*, 25 April 1959.
[99] "Hanes to Expand: Hosiery Maker to Double Seamless Nylon Output," *The New York Times*, 25 April 1959.
[100] "Hanes' Weeks Mill Is Being Expanded," *Winston-Salem Journal*, 14 June 1963.
[101] Fearnbach, *Winston-Salem's Architectural Heritage*, 191-192.
[102] Fearnbach, "Chatham Manufacturing Company," 32.

iron framing members, thus allowing for wider and taller buildings with more square footage for equipment.[103]

While timber posts and beams still appeared in Winston-Salem factories through the 1940s, the Hanes Hosiery Mill's Ivy Avenue plant featured modern steel structural systems."[104] A number of the architectural elements of the Hanes Hosiery Mill buildings reflect fire safety precautions that were common through the mid-twentieth century. For example, to prevent the spread of a fire in the boiler room, the chimney was freestanding.[105] Open ceilings and exterior stair towers were also typical.[106]

The span of factory bays and window size grew over time as structural systems were perfected. In the nineteenth century, interior bays generally measured eight or ten feet running the length of the mill and twenty feet across. By the early twentieth century, however, twenty-five-foot-wide bays, like those in Building 1, appeared.[107] As the advent of steel and concrete framing allowed the loadbearing brick piers to be spaced farther apart, there was also a "need for rigid and fire-resistant metal sash to fill pier-to-pier window openings."[108] Center-pivoting, steel-sash windows, like those used throughout the Hanes factory, became standard features of industrial buildings. These windows were noncombustible, featured smaller framing members that allowed more light to reach the factory floors, and were less expensive and easier to maintain than wood sash.[109] Pivoting sections of sash, which "provided ventilation without admitting precipitation," were available in standard sizes and various sash combinations.[110] Though factories tended to be utilitarian in design with few applied ornaments, the load-bearing piers and window openings were arranged to create depth and rhythm, and simple brickwork decorated the cornice lines and window openings. The Art Deco-style brick medallions on the later wings of the Office Building (Building 3) are the exception at the Hanes plant.

While there is no official record of the architect of the original building, there are some indications that it may have been designed by the international engineering firm of Lockwood, Greene, and Company, recognized for its expertise in industrial construction and southern textile mills in particular. A 1927 *Charlotte Observer* article touting the complex piping systems of the Hanes factory—a "large and modern manufacturing plant"—installed by the Charlotte-based Grinnell Company, lists the firm of Lockwood, Greene, and Company as the engineer for the

[103] Fearnbach, "Chatham Manufacturing Company," 32.
[104] The exception was the 1926 Office Building, which includes a combination of loadbearing brick walls, steel posts, and wood beams. "Tremendous Business through Grinnell Company's Southern Headquarters in Charlotte," *Charlotte Observer*, 9 January 1927.
[105] Fearnbach, "Chatham Mill Manufacturing Company," 32; Bradley, *The Works*.
[106] Bradley, *The Works*, 132; Heather Fearnbach, "Chatham Manufacturing Company – Western Electric Company," National Register of Historic Places Nomination Form (Raleigh: North Carolina Department of Cultural Resources, Office of Archives and History, State Historic Preservation Office, 2011), 32.
[107] Bradley, *The Works*, 126.
[108] Bradley, *The Works*, 166.
[109] Bradley, *The Works*, 166.
[110] Bradley, *The Works*, 167.

project.[111] In 1871, founder Amos D. Lockwood had designed the Piedmont Manufacturing Company mill in Greenville, South Carolina, which became recognized as a model for the industry.[112] In 1892, Lockwood's business partner Stephen Greene, who graduated from Brown University with a civil engineering degree, designed the country's "first electrically driven textile mill" in Columbia, South Carolina.[113] With a diverse staff of well-educated civil and mechanical engineers and architects, Lockwood, Greene and Company offered factory owners all the services needed to design, build, and set up a plant, from the design of the building to the oversight of construction and installation work.[114] It is possible, therefore, that in addition to serving as the project engineer, Lockwood, Greene, and Company could have provided the design for the original 1925 Hanes Hosiery Mill building.[115]

The 1939 Finishing Mill (Building 7) is also of particular significance for its distinctive roofline and combination of structural systems. Its series of five monitor roofs resemble an "Aiken," or "high-and-low-bay" roof, a defining characteristic of the Detroit-based architectural firm of Albert Kahn, Inc. in the 1930s, similar to the 1938 Chrysler Half-Ton Truck Plant in Warren, Michigan.[116] Reminiscent of the "sawtooth"-style roof common in northern mills in the late nineteenth century, which had been used on the 1911 Hanes (Shamrock) Mill on Marshall Street, the quintet of monitors on the Finishing Mill consist of sloped north and south faces, with bands of steel-sash windows on the north face.[117] Like sawtooth roofs, this design optimized the natural light on the production floor, still preferable to artificial light because it "was cheaper and better for close work and matching colors."[118]

The structural system of Building 7 combined traditional loadbearing masonry and steel with more modern concrete elements. The two lower floors feature reinforced-concrete, "mushroom"-style columns, "so named for their wide, disc-like capital that flared smoothly from the round column," and there are concrete slab floors throughout.[119] Concrete offered a number of advantages, including "great tensile and compressive strength, … three times the working strength of the best brickwork and seven times that of common brick," and the ability to efficiently absorb and deaden vibration.[120] On the third floor, cantilevered, riveted steel beams form an adapted Pond truss, which typically featured a double-pitched roof that formed an "M"

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[111] Lockwood, Greene, and Company had offices in Charlotte. "Tremendous Business with Grinnell Company," *Charlotte Observer*, 9 January 1927.
[112] Bradley, *The Works*, 20.
[113] The Columbia Cotton Mill opened in 1893. Bradley, *The Works*, 20.
[114] Bradley, *The Works*, 20.
[115] Southeastern Construction Company of Charlotte was awarded the contract for the building's construction, which was estimated to cost $250,000. "Few Big Construction Jobs Launched During Past Week in This and Nearby States," *Charlotte Observer*, 21 September 1925.
[116] Bradley, *The Works*, 194-196.
[117] Fearnbach, "Chatham Manufacturing Company," 35.
[118] Bradley, *The Works*, 161.
[119] Sarah A. Woodard and Sherry Joines Wyatt, "Industry, Transportation, and Education: The New South Development of Charlotte and Mecklenburg County," Architectural Survey for Charlotte-Mecklenburg Historic Landmarks Commission and the North Carolina State Historic Preservation Office, 15. http://www.hpo.ncdcr.gov/ surveyreports/ CharlotteIndustrialAndInstitutionalSurvey-2001.pdf.
[120] Bradley, *The Works*, 155.

shape.[121] Though the monitors on Building 7 were flat rather than pitched, the function was the same.

Building 5, built c. 1946, signifies the growing preference for concrete structural systems over steel and masonry. In addition to its concrete-frame construction, which had become popular by the 1920s, the interior of the building features concrete structural elements, including reinforced concrete girders, floor slabs, and mushroom columns. Architectural historians Sarah A. Woodard and Sherry Joines Wyatt explain that "[t]he slabs, girders and columns were designed to work together to allow for wide open storage spaces without numerous posts. When combined with metal frame windows and metal stairs, the construction method also made a virtually fireproof building."[122] This is evident in Building 5, as its wide bays were made possible by the strength of the reinforced-concrete framing.

[121] Bradley, *The Works*, 196.
[122] Woodard and Wyatt, 15.

9. Major Bibliographical References

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Previous documentation on file (NPS):

____ preliminary determination of individual listing (36 CFR 67) has been requested
____ previously listed in the National Register
____previously determined eligible by the National Register
____designated a National Historic Landmark
____ recorded by Historic American Buildings Survey #_____
____recorded by Historic American Engineering Record # _____
____ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

_X_ State Historic Preservation Office
____ Other State agency
____ Federal agency
____ Local government
____ University
____ Other
Name of repository: _____

Historic Resources Survey Number (if assigned): _FY8833_____

10. Geographical Data

Acreage of Property _13.79 acres____

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates (decimal degrees)
Datum if other than WGS84:_____
(enter coordinates to 6 decimal places)

1. Latitude: 36.113741° Longitude: -80.237979°
2. Latitude: 36.113705° Longitude: -80.236835°
3. Latitude: 36.109014° Longitude: -80.238020°
4. Latitude: 36.109015° Longitude: -80.239100°
5. Latitude: 36.112582° Longitude: -80.239128°
6. Latitude: 36.112577° Longitude: -80.238413°
7. Latitude: 36.113035° Longitude: -80.238406°
8. Latitude: 36.113040° Longitude: -80.238070°

Or
UTM References
Datum (indicated on USGS map):

☐ NAD 1927 or ☐ NAD 1983

1. Zone:	Easting:	Northing:
2. Zone:	Easting:	Northing:
3. Zone:	Easting:	Northing:
4. Zone:	Easting :	Northing:

Verbal Boundary Description (Describe the boundaries of the property.)

The bold line on the attached map marks the boundary of the Hanes Hosiery Mill, Ivy Avenue Plant. Scale is 1"=150'.

Boundary Justification (Explain why the boundaries were selected.)

The boundary of the Hanes Hosiery Mill, Ivy Avenue Plant encompasses nearly fourteen acres historically associated with the property.

---

11. Form Prepared By

name/title: Sunny Townes Stewart
organization: Clio Consulting Services
street & number: 106 Gloria Avenue
city or town: Winston-Salem state: NC zip code: 27127
e-mail sunny@clioconsultingnc.com
telephone: 828.260.0325
date: 11.14.15

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Hanes Hosiery Mill, Ivy Avenue Plant
City or Vicinity: Winston-Salem
County: Forsyth State: North Carolina
Photographer: Sunny Townes Stewart and Susannah Winstead
Date Photographed: March and October 2015

Description of Photograph(s) and number, include description of view indicating direction of camera:

1 of 20: West elevation and part of south elevation of Building 3 and southeast corner of Building 6 (left), camera facing northeast.

2 of 20: From left to right, southwest corner of Building 3, southwest corner of west elevation of Building 1, and corner of north elevation of Building 5, camera facing southeast.

3 of 20: Water tower platform and south elevations of Buildings 2 and 4, camera facing north.

4 of 20: South corner of east elevation of Building 1, chimney, and garage, camera facing southwest.

5 of 20: East elevation of Building 1, camera facing northwest.

6 of 20: East elevation of Building 1, camera facing south-southwest.

7 of 20: West elevations of Buildings 6, 5, and 7, camera facing southeast.

8 of 20: West and south elevations of Building 6, camera facing northeast.

9 of 20: South elevation of Building 7, camera facing north.

10 of 20: West elevation of Building 7, camera facing east.

11 of 20: From left to right, east elevation of Building 7, skywalk crossing Northwest Boulevard, and south elevation of Building 4, camera facing west.

12 of 20: Interior, First floor of Building 1 (east side), camera facing south.

13 of 20: Interior, Dye House, camera facing north.

14 of 20: Interior, President's Office, Building 3, northeast corner of second floor, camera facing northeast.

15 of 20: Interior, Building 3, second floor, camera facing north.

16 of 20: Interior, Building 4, first floor, camera facing south.

17 of 20: Interior, Building 5, first floor, camera facing west.

18 of 20: Interior, Building 6, first floor, camera facing east.

19 of 20: Interior, Building 7, basement, camera facing northeast.

20 of 20: Interior, Building 7, second floor, camera facing north-northwest.

Historic Photographs/Images

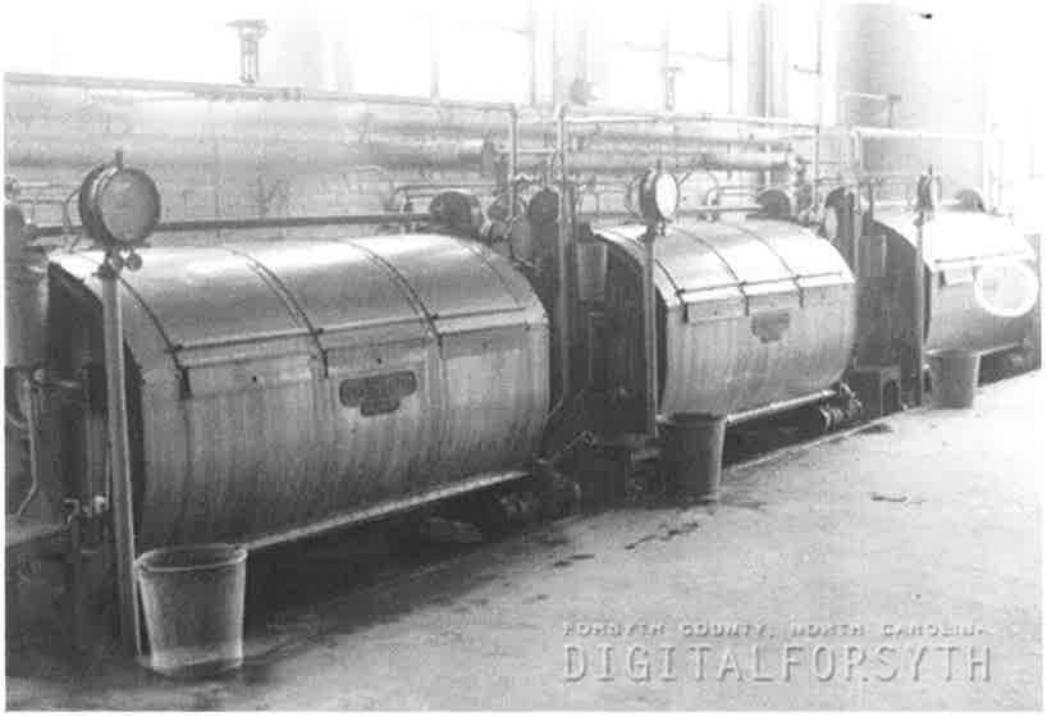
Hanes Hosiery Mill, aerial, c. 1930
Image from Forsyth County Public Library and may not be reproduced without permission.

Rendering, Finishing Mill (Building 7), 1938
Winston-Salem Journal

The Winston Division on Ivy Ave. has been expanded several times to its present 630,000 square feet.

Rendering Hanes Hosiery Mill, 1964
Winston-Salem Journal,

Hanes Hosiery Mill, 1939
Image courtesy of Digital Forsyth, Forsyth County Public Library
(http://www.digitalforsyth.org/photos/10677)

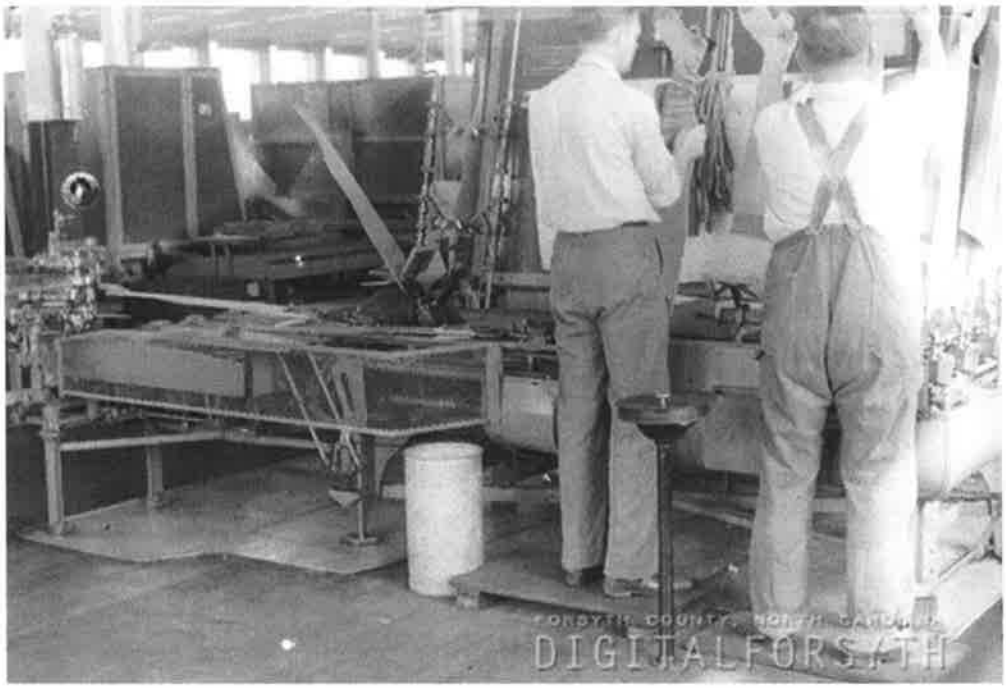


Dyeing Vats, Dye House (Building 2), Hanes Hosiery Mill, 1939
Image courtesy of Digital Forsyth, Forsyth County Public Library
(http://www.digitalforsyth.org/photos/12038)

Dyeing Vats, Dye House (Building 2), Hanes Hosiery Mill, 1939

Image courtesy of Digital Forsyth, Forsyth County Public Library
(http://www.digitalforsyth.org/photos/12126)

Possibly Building 1, Hanes Hosiery Mill, 1939
Image courtesy of Digital Forsyth, Forsyth County Public Library
(http://www.digitalforsyth.org/photos/12155)



Workers "Boarding" Stockings, Hanes Hosiery Mill, 1939

Image courtesy of Digital Forsyth, Forsyth County Public Library
(http://www.digitalforsyth.org/photos/12184)

James N. Weeks in His Office, Building 3, Hanes Hosiery Mill, c. 1954
Image courtesy of Frank Hinman, Gateway Holdings

Workers Pairing Stockings, Finishing Mill (Building 7), Hanes Hosiery Mill, c. 1954
Image courtesy of Frank Hinman, Gateway Holdings

Accounting Office, Building 3, Hanes Hosiery Mill, c. 1954
Image courtesy of Frank Hinman, Gateway Holdings

Hanes Hosiery Mill, c. 1954
Image courtesy of Frank Hinman, Gateway Holdings

Cafeteria, Possibly Basement of Building 4, Hanes Hosiery Mill, c. 1954
Image courtesy of Frank Hinman, Gateway Holdings

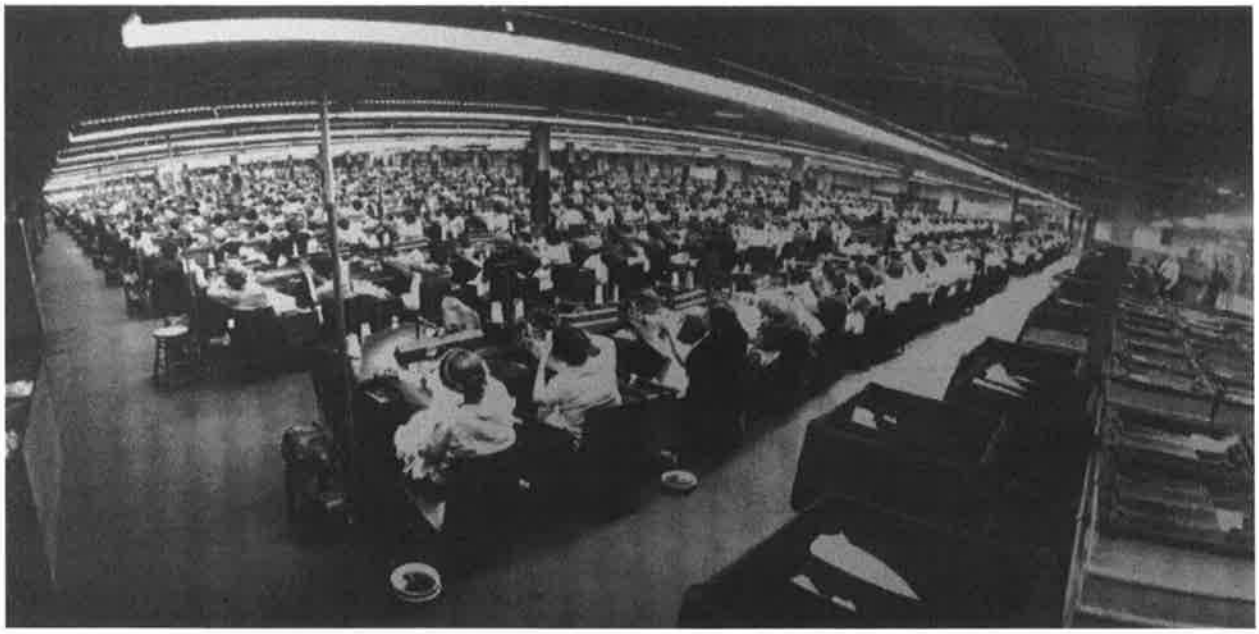
Hanes Hosiery Mill Office Building (Taken from Location of Building 6), c. 1954
Image courtesy of Frank Hinman, Gateway Holdings

Hanes Hosiery Mill, Finishing Mill (Building 7), c. 1954

Image courtesy of Frank Hinman, Gateway Holdings

Hanes Hosiery Mill, c. 1960
Image courtesy of Digital Forsyth, Forsyth County Public Library
(http://www.digitalforsyth.org/photos/12184)

Hanes Hosiery Mill, c. 1960
Image courtesy of Digital Forsyth, Forsyth County Public Library
(http://www.digitalforsyth.org/photos/11702)



Hanes Hosiery Mill, c. 1960
Image courtesy of Digital Forsyth, Forsyth County Public Library
(http://www.digitalforsyth.org/photos/11702)

Hanes Hosiery Mill, Finishing Mill (Building 7), c. 1960
Image courtesy of Digital Forsyth, Forsyth County Public Library
(http://www.digitalforsyth.org/photos/11702)

James G. Hanes (left) with son Gordon (right), who was being honored for twenty-five years of service with Hanes Hosiery Mill Company, 1964
Image from Digital Forsyth, Forsyth County Public Library
http://www.digitalforsyth.org/photos/839

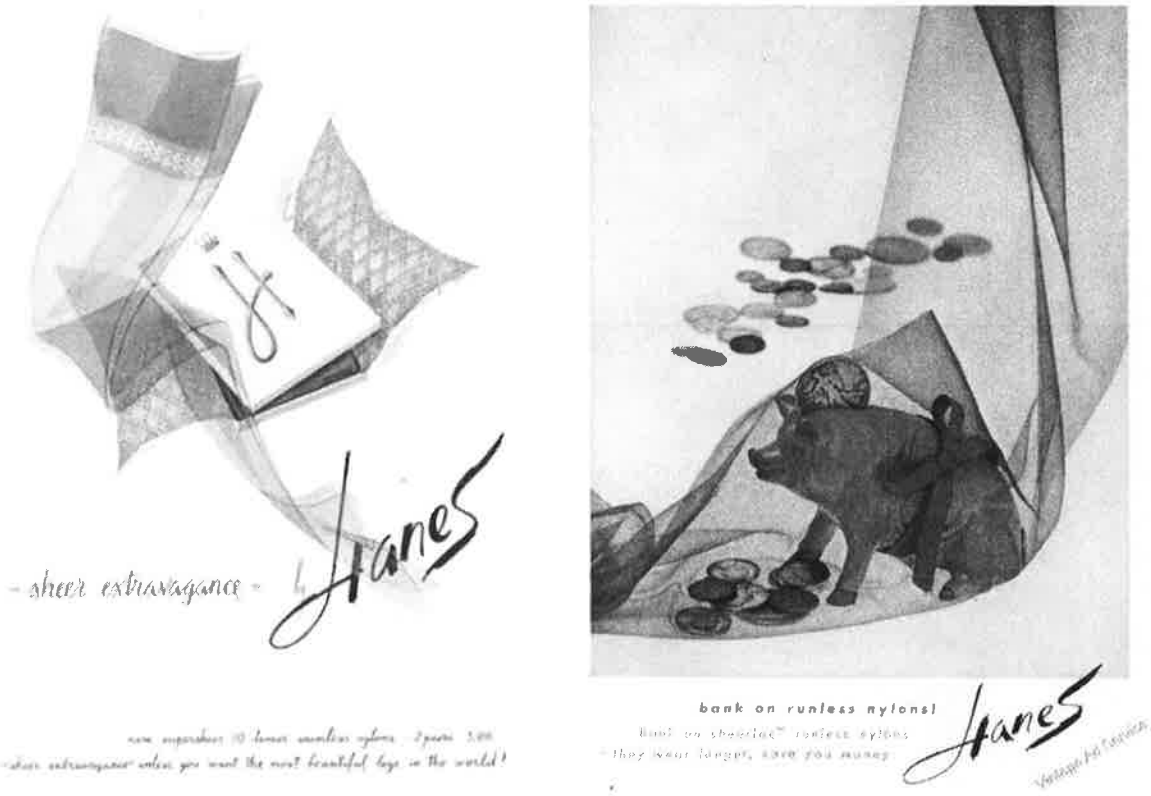
Hanes Advertising, c. 1947-1965

Hanes Advertising, c. 1944

Hanes

Hanes Advertising: Top Row, c. 1945; Bottom Left, c. 1946; Bottom Right, c. 1947

Hanes Advertising: Top row, c. 1948; Bottom, c. 1949



Hanes Advertising, c. 1962

Gordon Hanes in front of a Hanes "Seamless Stockings" Billboard, 1956

Image from Digital Forsyth, Forsyth County Public Library
http://www.digitalforsyth.org/photos/11188

Gordon Hanes (l) and P. Huber Hanes, Jr., announcing finalization of merger between the Hanes Hosiery Mill and P. H. Hanes Knitting companies, 1965
Image from Digital Forsyth, Forsyth County Public Library
http://www.digitalforsyth.org/photos/12695

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Google earth

feet 1000
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Lat/Long
Coordinates:

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7: 36.113035°, -80.238406°
8: 36.113040°, -80.238070°

Hanes Hosiery Mill, Ivy Avenue Plant
Winston-Salem
Forsyth County, North Carolina

NATIONAL REGISTER OF HISTORIC PLACES

HANES HOSIERY MILL, IVY AVENUE PLANT

1325 & 1245 Ivy Avenue
Winston-Salem, NC 27101

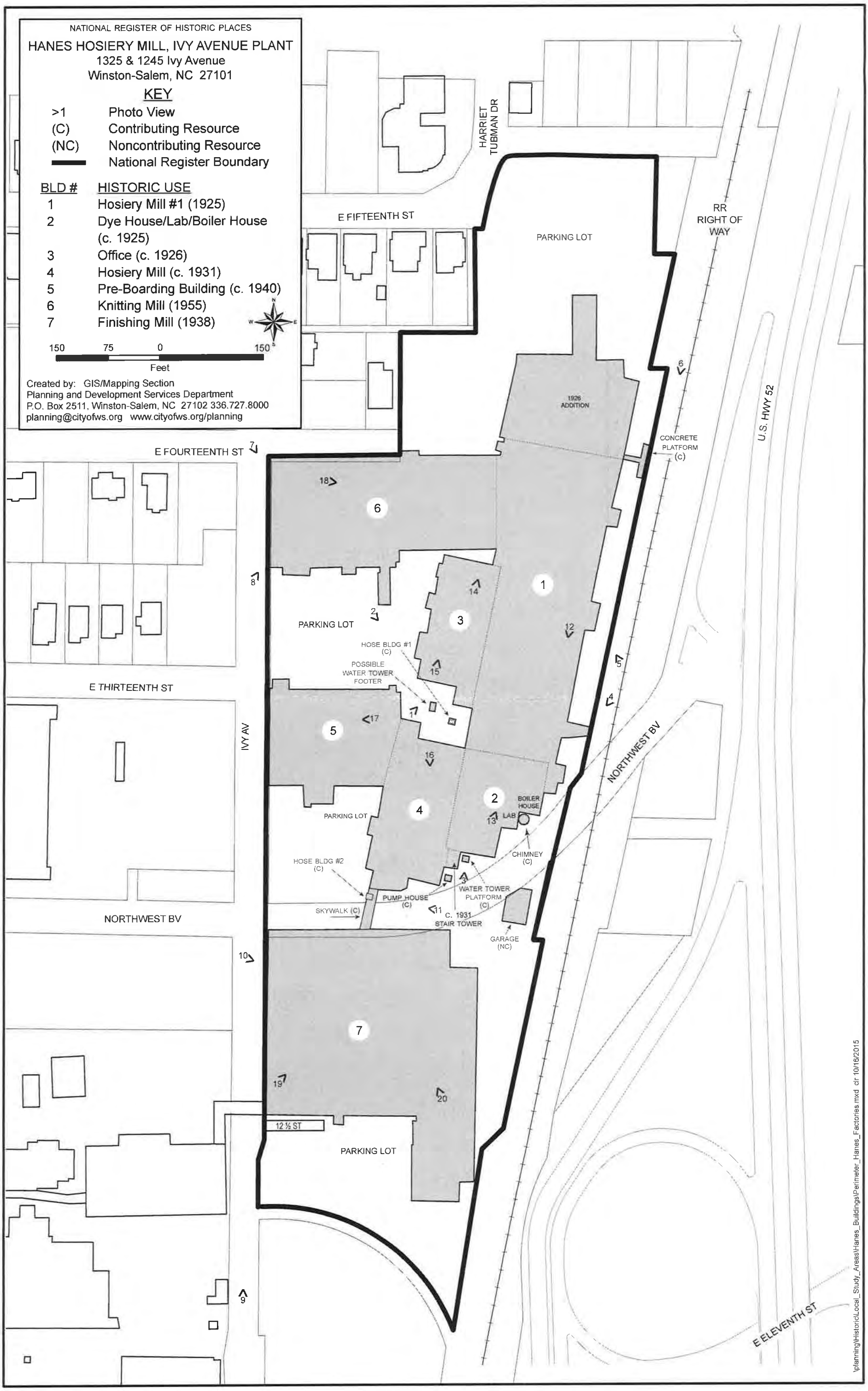
KEY

>1	Photo View
(C)	Contributing Resource
(NC)	Noncontributing Resource
▬	National Register Boundary

BLD #	HISTORIC USE
1	Hosiery Mill #1 (1925)
2	Dye House/Lab/Boiler House (c. 1925)
3	Office (c. 1926)
4	Hosiery Mill (c. 1931)
5	Pre-Boarding Building (c. 1940)
6	Knitting Mill (1955)
7	Finishing Mill (1938)

150 75 0 150
Feet

Created by: GIS/Mapping Section
Planning and Development Services Department
P.O. Box 2511, Winston-Salem, NC 27102 336.727.8000
planning@cityofws.org www.cityofws.org/planning



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