

United States Department of the Interior  
National Park Service

### 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 how to complete the National Register of Historic Places Registration Form (National Register Bulletin 18A).  
Each item by marking "X" in the appropriate box or enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories from the Instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a).

1. Name of Property \_\_\_\_\_

historic name P. H. Hanes Knitting Company

other names/site number \_\_\_\_\_

2. Location \_\_\_\_\_

street & number 675 N. Main Street, 101 E. Sixth Street, and

city or town Winston-Salem N. Chestnut Street not for publication N/A

state North Carolina code NC county Forsyth code 067 zip code 27101 vicinity N/A

### 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, 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 meets        does not meet the National Register Criteria. I recommend that this property be considered significant        nationally        statewide X locally. (        See continuation sheet for additional comments.)

Signature of certifying official \_\_\_\_\_ Date \_\_\_\_\_

State of Federal agency and bureau \_\_\_\_\_

In my opinion, the property        meets        does not meet the National Register criteria. (        See continuation sheet for additional comments.)

Signature of commenting or other official \_\_\_\_\_ Date \_\_\_\_\_

State of Federal agency and bureau \_\_\_\_\_

### 4. National Park Service Certification

I, hereby certify that this property is: \_\_\_\_\_ Signature of the Keeper \_\_\_\_\_ Date of Action \_\_\_\_\_

\_\_\_\_\_ entered in the National Register  
See continuation sheet

\_\_\_\_\_ determined eligible for the  
National Register  
See continuation sheet

\_\_\_\_\_ determined not eligible for the  
National Register

\_\_\_\_\_ removed from the National  
Register  
other (explain): \_\_\_\_\_

P. H. Hanes Knitting Company  
Name of Property

Forsyth County, North Carolina  
County and State

**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)

**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.

**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.)

Property is:

**A** owned by a religious institution or used for religious purposes.

**B** removed from its original location.

**C** a birthplace or a grave.

**D** a cemetery.

**E** a reconstructed building, object, or structure.

**F** a commemorative property.

**G** less than 50 years of age or achieved significance within the past 50 years.

**Areas of Significance**  
(Enter categories from instructions)

Industry \_\_\_\_\_

**Period of Significance**  
1920 - 1955

**Significant Dates**

1920 \_\_\_\_\_  
1927 \_\_\_\_\_  
1940 \_\_\_\_\_

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

**Cultural Affiliation**  
N/A

**Architect/Builder**  
N/A

**Narrative Statement of Significance**  
(Explain the significance of the property on one or more continuation sheets.)

**9. Major Bibliographical References**

**Bibliography**

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

**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 # \_\_\_\_\_

**Primary Location of Additional Data**

State Historic Preservation Office

Other State agency

Federal agency

Local government

University

Other

Name of repository:

NC Archives & History

NPS Form 10-820a  
CRAB Approval No. 1024-0019  
(8-86)

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P.H. Hanes Knitting Company

Winston-Salem, Forsyth County, North Carolina

### 7. Description

The P.H. Hanes Knitting Company complex is located in the northern section of downtown Winston-Salem, Forsyth County, North Carolina. Situated on a trapezoidal piece of land, the three buildings, which today are owned by three separate entities, were part of a significant industrial installation associated with the P. H. Hanes Knitting Company during the early twentieth century. The buildings' site is bounded by North Main Street on the west, East 6<sup>th</sup> Street on the south, the railroad on the east, and East 7<sup>th</sup> Street on the north. The nominated properties occupy much of this block, which is cut diagonally near its center by the Norfolk & Western Railroad line.

P.H. Hanes Knitting Company was organized in 1901 and was housed in a building at the corner of Sixth and Church streets (demolished in 1927). A second building, built of concrete and reinforced steel, was erected in 1916 at the northeast corner of North Main and East Sixth streets. It was thought to be "the finest structure for the manufacture of knit goods in the entire South" at its construction.<sup>1</sup> This building, which was demolished in the mid-1960s, housed supply rooms, offices, dining room, shirt and union suit factory, packing and shipping, knitting, and shirt finishing in 1951.<sup>2</sup>

#### Knitting Building (North Building), 675 N. Main Street, 1920-1921

The earliest of the extant buildings in the downtown Hanes complex was built in 1920-1921, immediately north of the 1916 building. Known as the Knitting Building or North Building, the structure apparently copied the 1916 building in construction method and form (see Exhibits B & C). Located at the northeast corner of North Main and Seventh streets, the Knitting Building still housed knitting operations in 1951.<sup>3</sup>

One of the most architecturally refined industrial buildings in Winston-Salem, Knitting Building displays Beaux-Arts style details unusual among the city's industrial architecture. The six-story, flat-roof building is set back from North Main Street and is constructed of reinforced concrete with brick curtain walls. The building is rectangular in shape and is stuccoed

<sup>1</sup>Hanes: *Historical Sketches of P. H. Hanes Knitting Company, Winston-Salem. c.1933.*

<sup>2</sup>1951 Sanborn map.

<sup>3</sup>Hanes: *Historical Sketches and 1951 Sanborn map.*

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(8-89)

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added over the rail area inside. On the west elevation, near the northwest corner, a large, concrete ramp was constructed to allow automobile access into the third floor, which is used as a parking garage. A one-story, flat-roof addition was constructed of concrete block at the ramp's north side. A stair from the parking garage gives access to the offices on the fourth floor. The office spaces are characterized by their use of dropped ceilings, carpeting, and wood paneling. A mural has been added to north wall of the third floor.

While the building is in good condition overall, the stucco has begun to deteriorate on the unpainted elevations, particularly at the northeastern corner. Although modifications have been made to the building to accommodate its second use, the overall integrity is still very good.

### Mill Building (East Building), 101 E. 6<sup>th</sup> Street, 1928

Located southeast of the knitting building is a five-story-plus-basement building built in 1928 on the site of the original (1901) Hanes plant. Labeled as a "mill building" on the 1951 Sanborn map, this building features concrete, brick, and steel construction with plastered bays and a corbelled cornice. Described on the 1951 Sanborn map as having "concrete construction to grade, steel frame above, walls brick & tile, timber FBS," the basement has a concrete floor with the first story floor being concrete on steel beams. Additional stories have wooden floors on steel beams.<sup>4</sup> The building is trapezoidal in shape and follows the angle of the railroad on the east side. Attached to the north end of the building is a three-story power plant constructed with concrete floors and concrete ceiling supported on steel beams, with original smokestack. The smokestack has been truncated and the white accent brick reads only "K. Co." although it originally read "P. H. H. K. Co." The interior of the power plant was not made accessible to the author.

While several of the Mill Building windows have been enclosed, it still features many original metal, sixteen-light, hopper-style windows set in tripartite and paired configurations. Cast concrete lintels and sills accent the windows. Modern metal canopies exist on the west and east elevations. The basement level is concrete.

Each floor of the mill building replicates the previous with the exception of some details. Four rows of columns support the floor above and enclosed stairwells are located on the southern wall and the northwest wall (see Exhibit D). The basement floor and ceiling are concrete with post and beam supports, while the remaining floors are covered with hardwood,

<sup>4</sup> Sanborn Map, 1951. Forsyth County Public Library.

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(2-85)

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The building has been altered with the enclosure of some of the windows and with a late-twentieth-century glass and metal entry on the east elevation. Little alteration has occurred to the interior with the exception of the first floor and modifications such as the above-mentioned boiler and metal flooring that served in the tobacco processing done by Brown & Williamson Tobacco Co. after they acquired the building in 1969. Goler Community Development Corporation (an adjunct of Goler Memorial AME Zion Church) acquired the building in 2002. The integrity of this building is good.

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Knitting Company in 1902; the company was incorporated in 1903.<sup>1</sup> P. H. Hanes served as company president until his death in 1925. He was known for his strong work ethic and earned the moniker "Early Bird" for his habit of reaching his desk by 6 a.m. P. H. Hanes was active in the business and civic life of Winston-Salem as one of the founding members of the Chamber of Commerce. He served as chair during the 1890s and advocated for all-weather roads. His involvement in the Chamber's roads campaign earned him the title "Father of Good Roads." After his death, his son, P. Huber Hanes took the position of President-General Manager. His brother, Will, suffered from poor health and died in 1932.<sup>2</sup>

The P. H. Hanes Knitting Company was part of an important period of growth in the textile industry in Winston-Salem from about 1900 through 1920. The Hanes Knitting as well as Hanes Hosiery and Arista Mills were expanding their production facilities in the city. Additionally, other local textile companies, such as Indera Mills, were organizing and constructing new plants by the mid-1910s.<sup>3</sup>

A. C. Port, exemplifying the conservative manner of the company, noted in his history that "there were a good many ups and downs in those early years because the product [two-piece winter weight men's underwear] was new . . . but in spite of many difficulties the business grew . . ." In 1910, the company decided to begin the manufacture of their own yarns and built a spinning plant, mill, and mill village west of downtown (present-day Stratford Road). To meet World War I demands, a second mill was added at the village in 1915. These spinning mills produced high-grade yarn for use in the knitting mill downtown. The location of the spinning plant outside of the city was brought about, at least in part, by the desire to keep the dusty, dirty, and less desirable work out of the center-city.<sup>4</sup>

Meanwhile, the company expanded their downtown factories with the 1916 construction of a building at Sixth and Main. Described at the time as the finest structure for the manufacture of knit goods in the South, this building was razed in the mid-1960s. A second building was constructed in 1920. This building still stands in the 600 block of North Main Street at the corner with East Seventh

<sup>1</sup> James Howell Smith, *Industry and Commerce, 1896 - 1975*, Vol. 8, *Winston-Salem in History* series (Winston-Salem: Historic Winston, 1977), 15 and Adelaide Fries, *Forsyth: The History of a County on the March* (Chapel Hill: UNC Press, 1976), 232.

<sup>2</sup> Winston-Salem Chamber of Commerce, *Winston-Salem: Half Century of Progress*, (Winston-Salem: privately published, 1935), 4 and 14; "Hanes Knitting Company Executive 'Chop Wood While Resting,'" *America's Textile Reporter*, reprinted in *Hanes Hosiery News* 12, September 1957, and "P. H. (Early Bird) Hanes' Mill Marks Its Golden Anniversary," *Winston-Salem Journal and Sentinel* 3 August 1952.

<sup>3</sup> Smith, 23-4 and Fries, 232-3.

<sup>4</sup> Ibid; A. C. Port, *Hanes: Historical Sketches of P. H. Hanes Knitting Company*, (Winston-Salem: privately published, c.1933); and Dick Port (former Hanes president) oral history interview by Dick Hensel, 25 March 2002.

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6<sup>th</sup> Street and the railroad tracks in 1928. The "modern power plant" was an important innovation since efficiency could be increased by utilizing the steam that was a by-product of manufacturing power for the buildings. Again, however, the completion of the new facility fell on the eve of an economic downturn and stood, little used, until the end of the Depression.<sup>10</sup>

The growth of Hanes Knitting fit into the overall expansion of Winston-Salem's industrial economy. By 1930, the city led the world in tobacco production, led the country in the production of men's underwear, and manufactured more knit and woolen goods and more wagons than any other Southern city.<sup>11</sup> The role of P. H. Hanes Knitting was significant. By the late 1930s, the company operated six factory units with approximately 2,500 employees. The company joined R. J. Reynolds and Hanes Hosiery as Winston-Salem's leading employers. Together they employed sixty percent of Winston-Salem's workforce by 1940.<sup>12</sup> The continued prowess of the P. H. Hanes Company is evidenced in its construction of another building at 600 North Chestnut Street in 1940.<sup>13</sup>

The development of Hanes Underwear as a brand relied heavily on its advertising campaign. Yet, the advertising tended to be of a straightforward type in the spirit of P. H. Hanes himself. The 1935 ad placed by company in the Chamber of Commerce's fiftieth anniversary publication was typical of the company demeanor. The banner reads: "The National Underwear, For Men and Boys; For Every Season." The ad gives a brief account of their product as follows: The comparatively limited style demands in both summer and winter garments which characterized the experience of the industry and of this company in the early days have given way to many new developments. Woven Athletic Union Suits were very popular for many years and still have a strong following. More recently knitted shirts and woven shorts have dominated the summer underwear business.<sup>14</sup> This type of ad was in the tradition of the original (1913) Hanes label, which read: "We guarantee Hanes Underwear absolutely - every thread, stitch and button. We guarantee to return your money or give you a new garment if a seam breaks."<sup>15</sup>

Company life held dual centers in the downtown plant and the Hanes Village facility. A retrospective in the twentieth anniversary issue of the *Hanes Knitter* newsletter in 1966 helps add detail to the socialization the company promoted. Photographs include the 1946 City Baseball

<sup>10</sup>Port, *Historical Sketches*.

<sup>11</sup>Frank V. Tursi, *Winston-Salem: A History* (Winston-Salem: J. F. Blair, 1994), 169.

<sup>12</sup>Ibid.

<sup>13</sup>*Journal*.

<sup>14</sup>*Winston-Salem: Half Century of Progress*, 20.

<sup>15</sup>sp. H. (Barry Bird) Hanes' Mill Marks its Golden Anniversary."

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In 1953, the company's first plant outside of Winston-Salem was built at Sparta in northwestern North Carolina. This plant was followed with nearby plants at Galax, Virginia and Jefferson, North Carolina in 1956 and 1957.<sup>23</sup> At the end of the decade, this program of expansion was evident in the sales numbers. 1959 recorded the largest sales (\$43 million) up to that time with the production of six million dozen garments. Although the majority of the company's stock was still held by the Hanes family, the company's diversification and growth also began to appear in the growing number of non-family shareholders.<sup>24</sup> Three additional plants were announced in 1964: Newland, North Carolina, Las Cruces, New Mexico, and Lubbock, Texas.<sup>25</sup> Guiding the company through much of this expansion period was P. Huber Hanes, Jr, who became company President in 1954 upon the retirement of his father from that position.<sup>26</sup> Unlike his grandfather before him, P. Huber Hanes, Jr. had the benefit of the best education including a degree from Duke University and postgraduate work at Harvard Business School. P. Huber Hanes, Jr. did follow his grandfather's tradition of public service serving as a county commissioner (1952-1956) and was involved in the Research Triangle Institute of North Carolina. P. Huber Hanes, Jr. also had a strong influence on the landscape of Winston-Salem with real estate development projects such as Forsyth Hospital and Hanes Mall.<sup>27</sup>

The modernization of the company continued throughout the postwar period and in 1958, construction began at Hanes village on a one million dollar, modern mill building that included the latest technology in ventilation, heating, and humidification. The building also employed the modern concept of increased efficiency with low-rise buildings where yarn production steps are housed under one roof.<sup>28</sup> Unlike in earlier days, however, the company produced only twenty-five to thirty-five percent of the yarn it utilized by 1960. Despite this expansion at Hanes village, the downtown plants still housed the company's general offices and was where the finished garments were manufactured.<sup>29</sup>

<sup>23</sup> "Hanes Knitting Company Executives 'Chop Wood While Resting.'"

<sup>24</sup> "Hanes Knitting's Sales and Profits Reach New High."

<sup>25</sup> "Hanes Knitting Company Plans New Plant in Avery County," *Twin City Sentinel* 12 November 1964.

<sup>26</sup> "Hanes Knitting Company Executives 'Chop Wood While Resting.'"

<sup>27</sup> "Hanes Knitting's Sales and Profits Reach New High," and "P. Huber Hanes, Jr.; a Maverick at Large,"

*Winston-Salem Journal and Sentinel* 8 November 1964.

<sup>28</sup> "Hanes Knitting Announces Plans for \$1 million Building," *Twin City Sentinel* 10 February 1958 and

"Hanes Knitting's Sales and Profits Reach New High."

<sup>29</sup> "Hanes Knitting's Sales and Profits Reach New High."



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were hundreds of industrial buildings in the eastern blocks of downtown during the historic period, primarily serving the tobacco industry, there are now only a handful remaining.

The tobacco industry made up the largest part of the city's industrial production but textiles were an important factor in the economy. The earliest textile venture had begun in Salem in the mid-1830s, but much of the textile growth came during the post-bellum period. By 1900, there were at least three large mills in Salem joined by the Winston firms of P. H. Hanes Knitting Company and Shamrock Mills in 1901. The extant P. H. Hanes Knitting Company buildings, built in the 1920-1940 period represent the second phase of textile development as the larger textile firms such as Hanes, Arista, and Indera expanded and rebuilt their older facilities.

The 1960s was a period of significant change in downtown Winston-Salem as the large industrial firms such as Hanes and R. J. Reynolds began to build new plants in the suburbs while many of the smaller firms failed and disappeared. Yet, Hanes is still an important part of Winston-Salem and Forsyth County's economy. In the early 1990s, the company, now part of the Sara Lee Corporation, employed 5,500, third behind R. J. Reynolds and Baptist Hospital.<sup>36</sup>

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<sup>36</sup>Winston-Salem Business, Inc., *Winston-Salem, N.C.: a Closer Look* (Winston-Salem: privately published, c.1989) 13.

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<sup>49</sup>Huber Hanes, Jr.; a Maverick at Large." *Winston-Salem Journal and Sentinel* 8 November 1964.

<sup>50</sup>Two Hanes Companies to Unite." *Winston-Salem Journal and Sentinel* 2 February 1965.

Winston-Salem Business, Inc. *Winston-Salem, N.C.: a Closer Look* Winston-Salem: privately published, c.1989.

Winston-Salem Chamber of Commerce. *Winston-Salem: Half Century of Progress*. Winston-Salem: privately published, 1935.



North Carolina

## Geo-Data Explorer

Check NEWS for fun

### Map Functions

Click/Draw a Box on Map to:

- Zoom In
  - Zoom Out
  - Resenter Map
  - Select Parcel
  - Identify
  - Radius
- City:  ft

### Add/Remove Layers

#### Find A Parcel

Tax Property Address:

St Num:

St Name:

St Type:

Block Lot:

Map Num:

Pin:

Advanced Parcel Query Tool

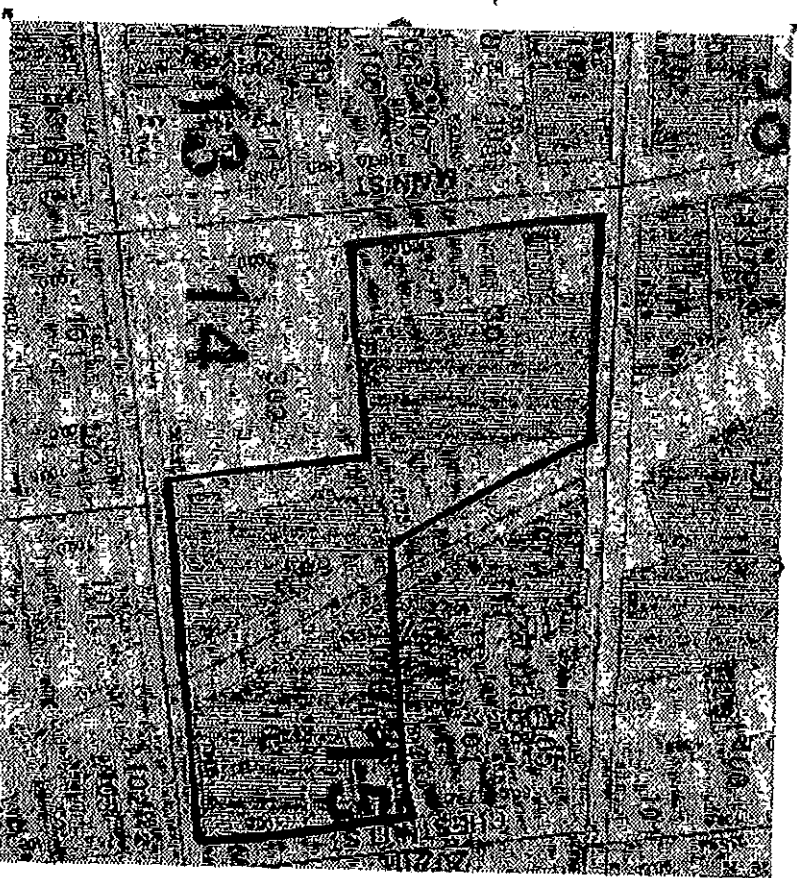
### Other Functions

- [Find an Address Range](#)
- [Search Board of Adjustment Records](#)
- [Search Building Permit Records](#)
- [Printable Layout](#)
- [Reset Map](#)
- [Zoom to Scale](#)

### Locator Map



To Resenter the Map: Click on the map to recenter around the point clicked



Zoom Layers

COUNTY

CITY

0 Feet 478

SCALE 1:12117

[Reset Map](#)

[Show Map Image Only](#)

[Show Reference Map Image Only](#)

This information is prepared for the inventory of real property within Forsyth County and is complete, and other public records. Users of this data are hereby notified that the aforementioned public sources should be consulted for verification of the information. Forsyth County, The Assessor's Office software companies assume any legal responsibility for the information contained herein. The Map by various agencies other than the Forsyth County Assessor's Office.

The current date is: 11/24/2004 12:11:28 PM The data effective date is: 11/13/2004 The GIDE Ver

[Geo-Data Home](#) | [Tax Office Home](#) | [Equsyth County Home](#) |

[Tax Bill Inquiry](#) | [WSP/FC School Locator](#) | [WSP/FC GIS Website](#)  
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**Exhibit A: Boundary**  
P. H. Hanes Knitting Company  
Winston-Salem, Forsyth County, NC

BASEMENT FLOOR PLAN

50-1

1/20/00

ED27010

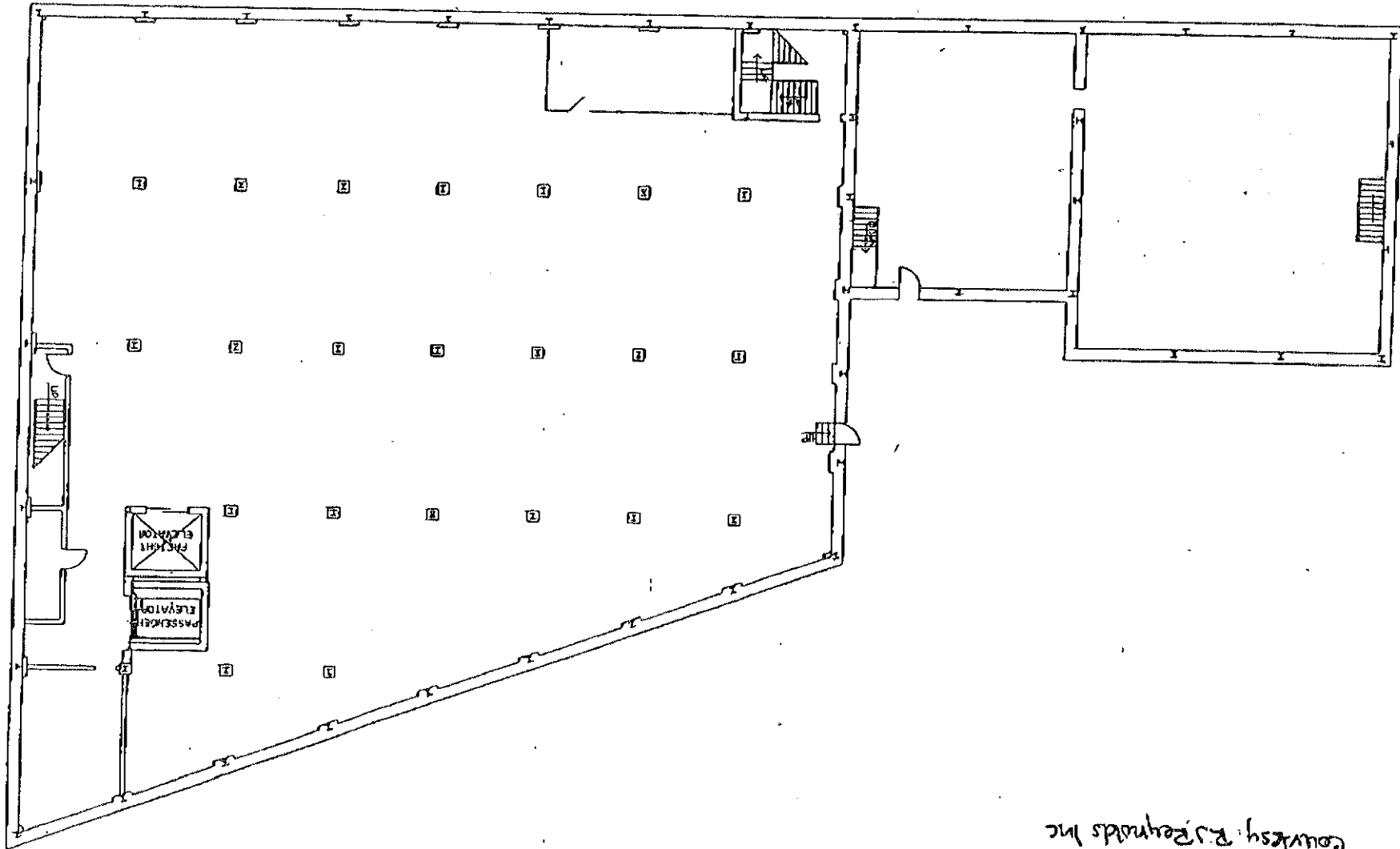


Exhibit D  
 Representative Floor Plans  
 101 E. 6th St.  
 Courtesy: R.J. Reynolds Inc

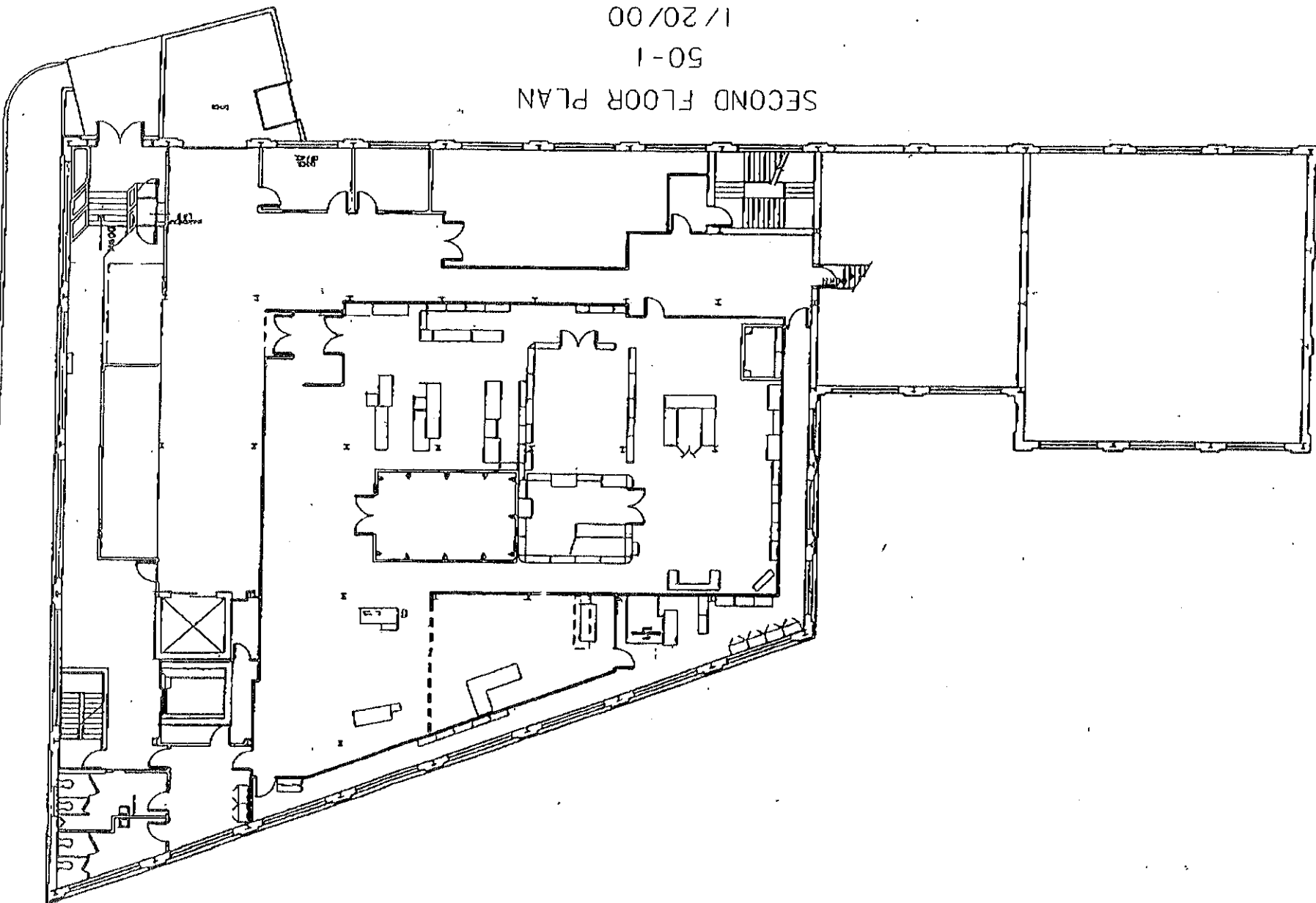
SECOND FLOOR PLAN

E026998

1/20/00

50-1

BUILDING 50-1



FIFTH FLOOR PLAN

E027006

1/20/00

50-1

