APPLICATION
LOCAL HISTORIC LANDMARK DESIGNATION

Note: All of the descriptive information is either quoted directly or indirectly from the successful 6/10/04 nomination to the National Register of Historic Places, National Park Service, prepared by Sherry Joines Wyatt of Christianburg, Virginia, a consultant specializing in historic designations by public entities. The subject property is one of three buildings that were approved as part of the historic P. H. Hanes Knitting Company Complex in downtown Winston Salem, Forsyth County, North Carolina.

1. Name of Property: P. H. Hanes Knitting Company – Warehouse and Shipping Building, 1940 (now known as The Gallery)

2. Owner’s Name and Address: Goler Lofts, LLC
   C/o Landex Corporation
   801 International Drive, Suite 110
   Linthicum, Maryland 21090
   and
   Goler Community Development Corporation
   600 N. Chestnut Street
   Winston Salem, North Carolina 27101

3. Property Location: The property is located at 600 N. Chestnut in the northern section of downtown Winston Salem. It occupies a trapezoidal-shaped parcel at the northwestern quadrant of the intersection of Chestnut and 6th Streets. The Norfolk and Western Railroad Line forms the western diagonal boundary of the tract.

4. Amount of land designated: 1.05 acres

5. Interior to designate. All of the historic features of the interior will be restored and maintained. This will include the original maple wood floors, the original brick interior walls, and the original structural columns, joists and ceilings in the common area atrium. Additionally, all of the original windows will be restored as original.
6. Tax Block 0015, Lot 114, Forsyth County Tax Map

7. **When erected? For Whom? Additions or modifications.** The Warehouse and Shipping Building was built in 1940. It was the last building constructed as part of the P.H. Hanes Knitting Company complex. Only three buildings remain from this complex, including the property. These three buildings, which are presently owned by separate entities, were part of a significant industrial installation associated with the P. H. Hanes Knitting Company during the early twentieth century.

Since its erection in 1940, there have been several additions and modifications to the original building. Among them are the following:

- At the north end of the property, there is an addition that is set back from Chestnut Street. This addition, which was constructed in 1969 when Brown & Williamson purchased the property, includes loading docks and an original boiler used for the drying of tobacco.
- Sometime later in the early 1990s, the southwest section of the first floor was altered to be used as office space with drop ceilings, added interior walls and carpeted floors. As part of the proposed adaptive reuse, these added elements will be removed to reveal the original historic characteristics of the building.
- Other alterations to the building have included the blocking of some windows with brick and the addition of a glass and metal entry to the east elevation. All of these alterations will be reversed and the original historic characteristics will be uncovered and restored.

Other than the modifications noted above, little alteration has occurred to the interior of the building, all of which will be reversed as part of the renovations. The structural integrity of this building is excellent.

8. **Craftmen? Architect?** The names of any craftsman or architects who worked on the structure are unknown. Original architectural plans are not available.
9. **Old photographs**

- 1965 Panoramic view of Downtown Winston-Salem; property is located on extreme left edge, marked with a SITE sticker. (See Exhibit I - Photo 9A)

- View of property looking east along 6th Street - Winston-Salem Journal, Sept 14, 1969, p. d7 (See Exhibit I - Photo 9B)

10. **Quick Title Chain.** The property was built in 1940 by the P.H. Hanes Knitting Company. In 1969, it was acquired by Brown & Williamson Tobacco Company. Goler Memorial AME Zion Church acquired the building in 2002. In January 2006, the building was acquired by Goler Lofts, LLC, a partnership of Landex Corporation and Goler Community Development Corporation, for the purpose of preserving the historic characteristics of the building and adaptively reusing it for 77 residential condominiums with parking on the basement level and 6,000 SF of offices on the 1st floor.

11. **Original Use.** The property was originally used for the manufacture of men's underwear as part of the larger P. H. Hanes Knitting Company industrial complex. The building has never been moved. *Source: Winston-Salem Journal, Sept 14, 1969, p. d7*

12. **Significance of Property.** The property, known as the Warehouse and Shipping Building, represents one-third of the buildings that remain from the P.H. Hanes Knitting Company complex in downtown Winston-Salem. The property is an important piece of the city's industrial heritage. Located in an area of the city that was once home to many industrial buildings, the building is symbolic of the significant industrial heritage of Winston-Salem. Further, the building illustrates the history of a company that has grown to become a nationally recognized brand, "Hanes" (now part of the Sara Lee Corporation).

The P.H. Hanes Knitting Company was begun in 1901 and the Warehouse and Shipping Building was constructed in 1940. The other two buildings were built in 1920 and 1928 during a period of textile expansion in the state that culminated in the explosive postwar growth of Hanes Knitting between about 1950 and 1965 when the company merged with Hanes Hosiery to become Hanes Corporation.
The property is significant under Criterion A for its role in the industrial history of Winston-Salem and for its role in the history of a nationally prominent textile company.

**Historical Background and Industrial Development Context**

Pleasant H. and John W. Hanes, natives of Davie County, founded a successful tobacco business in Winston-Salem in 1872. By the turn of the twentieth century, however, the company was under intense pressure from the R. J. Reynolds–American Tobacco conglomerate. The brothers sold their tobacco concern to R.J. Reynolds and American Tobacco Company in 1900. With the proceeds from the sale of their tobacco company, the Hanes Brothers, invested in the burgeoning textile industry. John Hanes organized Shamrock Mills, which would later become Hanes Hosiery. Pleasant Hanes and his sons, Pleasant Huber and William, began P.H. Hanes Knitting Company in 1902; the company was incorporated in 1903.¹ P.H. Hanes served as company president until his death in 1925. 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. After his death, his son, P. Huber Hanes took the position of President-General Manager.²

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 Idera Mills, were organizing and constructing new plants by the mid-1910s.³

In 1910, the company decided to begin the manufacture of its 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

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³ Smith 23-4 and Fries 232-5
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.\(^4\)

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 Street.\(^5\)

The company's original product was two-piece, winter-weight, long underwear for men, which was produced with fifty sewing machines and twelve knitting machines. The garments were sold under other manufacturers' brand names through a New York jobber, Cliff & Goodrich. The underwear was available in black, tans, yellow, blues, and other colors. In 1913, P. H. Hanes Knitting began marketing its products under its own name. By creating a brand identity the company hoped to build long-term production security. The new "Hanes Underwear" products included a new heavyweight union suit, which was followed by a lightweight model in 1919. In marketing its new label, the company's first advertising campaign cost a conservative $50,000 in the fall of 1914. The campaign's success spawned the establishment of a sales force and office in New York by 1918.\(^6\)

During 1919 and the first half of 1920, the company was a recipient of the unprecedented business boom in the United States. Raw cotton prices and prices for cotton goods were high, but goods produced were easily sold. Cotton prices collapsed in mid-1920 leaving the company with raw cotton purchased at a very high price and goods that sold for a deflated price, when they were sold at all. This decline of demand threatened the industry during the 1920–1921 period. Hanes Knitting suffered cancellations, returns, and failures as cotton prices plummeted from forty-three cents in summer of 1920 to eleven and a half cents by early 1921. The company's new building on North Main, built to accommodate several years of


\(^6\) Smith, 23-4 and Port, Historical Sketches.
growth, proved to be “largely superfluous” immediately after its construction.

The company survived in large part because of the popularity, particularly in the South, of its new line of lightweight underwear. After 1922, P. H. Hanes Knitting Company entered a period of experimentation with new products in an effort to develop “style” in the underwear industry and gain display and advertising space from retailers. Although the premise was essentially unsuccessful, new colors, and prints were experimented with and a new line of knitted shirts and colored woven shorts were introduced that became the new industry standard. Another innovation, the tee shirt, was developed from the company’s original two-piece garments that became standard navy issue in 1913. Thus, after 1925, the company branched into several lines including undershirts, woven shorts, knitted sleepwear, briefs, tee shirts, as well as children’s and baby wear.

The period of success during the mid and late-1920s culminated in the demolition of the original factory building and the construction of a new factory and power plant at the corner of East 6th Street and the railroad tracks in 1928. The “modern power plant” was an important innovation since utilizing the steam that was a by-product of manufacturing power for the buildings could increase efficiency. 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.

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. 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

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7 Port, Historical Sketches.
8 “Hanes Knitting Company Executive ‘Chop Wood While Resting.'”
9 Port, Historical Sketches
workforce by 1940. The continued prowess of the P. H. Hanes Company is evidenced in its construction of the Warehouse and Shipping Building at 600 North Chestnut Street in 1940.

Efforts to improve working conditions within the Hanes factories were evidenced by the company being the first in the region to broadcast music throughout its plants. At the time of its fiftieth anniversary in 1952, the company offered health, accident, and hospitalization plans as well as a pension plan. Employee loyalty was relatively high and by the mid-1950s over 600 employees had served twenty or more years with the company. This loyalty was pointed out by Mrs. Cora Brown, the employment office manager, who claimed "the girls in the plant" were the ones who recruited new employees.

P.H. Hanes Knitting entered a significant period of growth during the postwar period, brought about in part by their war-effort production. Hanes Knitting manufactured thirty-eight million garments for the armed forces during World War II and earned the Army-Navy Product Award on three occasions. Even more than the awards, however, the experience of thousands of military personnel with Hanes' products did much to increase the national recognition of their brand. The company's advertising during the 1950s was also aggressive and included publications such as Readers' Digest, Life, Look, Saturday Evening Post, and Redbook. P.H. Hanes Knitting also sponsored the "Captain Kangaroo Show" in 1959. In 1952 the company's sales director estimated that seven out of ten families in the country had been reached by the Hanes Knitting advertising campaigns. In addition to the strong advertising, it was thought in 1952 that the "control over production from the raw product to the completed garment" available to the company because of their "fully integrated" mode of manufacturing helped to "stabilize the Hanes operation in tight times."

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 Galaxy, Virginia and Jefferson, North

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11 Ibid
12 Ibid
13 Hanes Knitting Company Executives 'Chop Wood While Resting' and "P.H. (Early Bird) Hanes' Mill Marks its Golden Anniversary."
14 Ibid
15 "Hanes Knitting's Sales and Profits Reach New High"
16 "P. H. (Early Bird) Hanes" Mill Marks its Golden Anniversary"
17 Ibid
Carolina in 1956 and 1957. 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. Three additional plants were announced in 1964: Newland, North Carolina, Las Cruces, New Mexico, and Lubbock, Texas.

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. Unlike his grandfather before him, P. Huber Hanes, Jr. had the benefit of the best education including a degree from Duke University and post graduate 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.

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. Unlike 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.

P.H. Hanes Knitting Company had begun with 150 employees in 1903, but by the mid-1950s, that number had increased to 4,500 employees.

18 Hanes Knitting Company Executives ‘Chop Wood While Resting’
19 “Hanes Knitting’s Sales and Profits Reach New High”
20 “Hanes Knitting Company Plans New Plant in Avery County,” Twin City Sentinel 12 November 1964
21 “Hanes Knitting Company Executives ‘Chop Wood While Resting.’”
22 “Hanes Knitting’s Sales and Profits Reach New High”
23 “Hanes Knitting Announces Plans for $1 million Building” Twin City Sentinel 10 February 1958
24 “Hanes Knitting’s Sales and Profits Reach New High”
with salaries reaching $12,000,000 per year.  

By 1961, Forsyth County hosted twenty-five textile manufacturers with a total of 9,800 employees. Manufacturing was the main-stay of Winston-Salem’s economy during the postwar period with over 27,600 manufacturing employees in 1950; expanding to about 38,300 employees by 1959. The first annual report of the Hanes Corporation in 1966 found a work force of 10,518 and at the time of the 1965 merger between P. H. Hanes Knitting Company and Hanes Hosiery, the companies employed 9,400 and were the sixth largest employer in North Carolina.

In February of 1965, P. H. Hanes Knitting Company merged with Hanes Hosiery, which had grown from its beginnings as Shamrock Mill to become the largest producer of circular knit hosiery in the world, to form the modern Hanes Corporation. In October of 1965 it was announced that the company’s downtown plants would close at the end of the year. Management and administration were moved to Hanes Hosiery’s Weeks Division plant (built about 1960) while the knitting division was relocated to Hanes Hosiery’s vacant Ivy Avenue plant. Built in 1926 and in use until 1960, the Ivy Avenue building was advantageous for several reasons. It was air conditioned and offered greater single-level space, which made more efficient, modern, horizontal manufacturing possible. The six downtown buildings owned by P.H. Hanes Knitting were soon sold or leased. A 1965 newspaper article pointed out impact of the company’s removal stating that “the removal of 2,100 manufacturing and office people undoubtedly will have an impact on downtown merchants.” The closure of Hanes Knitting’s downtown facilities was part of the national trend for removing industry from the city center as congestion and lack of space came into play with modern theories on efficient manufacturing practices.

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25 Hanes Knitting Company Executives ‘Chop Wood While Resting’
26 Forsyth County Commissioners, A Decade of Progress in Forsyth County, N.C. (Winston-Salem: privately published, c.1961), 7 - 10.
28 This new entity would be purchased by Sara Lee Corporation at the end of the twentieth century.
29 “Hanes Knitting is Moving from Downtown Facilities,” Winston Salem Journal 3 October 1965
30 “Hanes Recent Expansions have been in other plants,” Winston Salem Journal and Sentinel 3 October 1965
As discussed above, the city of Winston-Salem became a major industrial city during the 1880-1915 period and industrial growth continued throughout the first half of the twentieth century. The Warehouse and Shipping Building of the P.H. Hanes Knitting Company is one of the few remaining industrial buildings in downtown Winston-Salem from this period of intense industrial growth. While there 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.31

13. Architecture and Present Conditions; Restoration Planned. The Warehouse and Shipping Building, built in 1940, is a six-story structure plus a basement level. This brick veneer building has a steel frame, flat roof, and metal windows. The windows are sixteen-light, hopper-style set in tripartite groups. The windows have cast concrete sills outside with molded (rounded) brick sills inside. Metal canopies shield the loading dock on the west elevation at the railroad.

The building is trapezoidal in shape with the western elevation following the angle of the rail line. Each story replicates the previous

including four rows of metal I-beam columns, wooden floors and exposed pipe and ductwork along the ceilings, which are concrete except on the sixth floor where the ceiling is wood. The floors are wooden with diagonal nail patterns across the width of the floor. The sixth floor also still retains a section of concrete floor along the west wall and an area of metal flooring which houses a series of pipes and faucets along the southern wall. The first floor includes an addition at the south end, set back from Chestnut Street. It includes loading docks, with an original boiler used for the drying of tobacco. Currently the southwest section of this floor is used as office space and has drop ceilings, added interior walls and carpeted floors dating from the 1990s.

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. The integrity of this building is good.

The interior and exterior of the building will be completely restored in accordance with historic certification requirements including a complete restoration of the existing windows and the installation of new historically consistent windows at several bricked up former window openings. All mechanical systems will be replaced (elevators, plumbing, mechanical, electrical). A new roof will be installed and the original maple floors will be refinished and preserved as will the original brick interior walls. A new entry with canopy, new emergency egress stairs, site improvements for parking and accessibility, and street improvements including original granite curbs, street trees, etc., will be installed.

14. Listing on National Register  The P. Hanes Knitting Company Complex, Winston-Salem, Forsyth County has been entered in The National Register of Historic Places by the United States Department of the Interior on June 10, 2005 (See Exhibit 1 – Item 14A)
EXHIBIT I

PHOTO 9A  1965 Panoramic view of Downtown Winston-Salem; property is located on extreme left edge, marked with a SITE sticker


ITEM 14 A  Listing on the National Register of Historic Places
2. RJR & Co.
3. Nissen Wagner Repository
4. Dixie Power Plant
5. 64 & 66, 68-9
6. 90
7. 91
8. Armour Plan Warehouse
9. Swift Warehouse
10. African American Commercial Block
State of North Carolina
Department of Cultural Resources
Office of Archives and History

This is to certify that

P. H. HANES KNITTING COMPANY COMPLEX
Winston-Salem
Forsyth County

has been entered in

THE NATIONAL REGISTER OF HISTORIC PLACES

by the
United States Department of the Interior
upon nomination by the State Historic Preservation Officer under
provisions of the National Historic Preservation Act of 1966 (PL. 89-665).

The National Register is a list of properties "significant in American history, architecture, archaeology, and culture - a comprehensive index of the significant physical evidences of our national patrimony." Properties listed therein deserve to be preserved by their owners as a part of the cultural heritage of our nation.

[Signature]
Deputy Secretary, Office of Archives and History
State Historic Preservation Officer

June 10, 2005
Date Entered
EXHIBIT II - Additional Attachments

A. Color Photo looking at south façade of subject facing 6th St.
B. Color Photo of south façade of subject
C. Color photo of rail loading dock looking north
D. Color photo of rail loading dock along west façade of subject
E. Color photo of rail loading dock looking south to 6th Street
F. Color photo of south façade of subject looking east along 6th
G. Color photo of north façade of subject
H. Tax Map of subject property
Disclaimer: Forsyth County cannot guarantee the accuracy of this information, and the County hereby disclaims all warranties, including warranties as to the accuracy of this information.

Map Scale
1 inch = 98 feet