

time was not an enemy in 1988

Without exception, hosiery manufacturers look back on 1988 as a boom year and in March the pulse was accelerating.

Several companies had just returned from the Super Show for manufacturers of sporting goods apparel and equipment. The event was sponsored by the National Sporting Goods Agents Association and in that year Ridgeview Inc. was recipient of the Manufacturers Appreciation Award.

Twelve years later Ridgeview would close its doors forever.

In 1988, companies were changing – building up in-house sales and marketing staff and looking at new technologies. New plant layouts were on the boards. Computers were adding to the efficiencies.

But still, there was time to network. And hosiery executives and managers were still coming together frequently to share information despite the growing competitive nature of the industry.

In North Carolina, where 60 percent of the nation's socks and sheers were produced, industry leaders were looking forward to annual meetings. The upcoming CHA annual meeting



1988 Leaders: From left, Gaye Keener, Lindsay Ham, George Clark, and Milton Good

was around the corner in April with the theme "Winning the Game of Hosiery." The speaker was the legendary basketball coach Horace "Bones" McKinney. Dennis Martin, now president of N.C. Socks Inc., was installed as Carolina Hosiery Association president.

CHA members also were coming

together monthly to thrash out production and operational problems in "Wrap Up" sessions. The winter sessions in 1988 focused on yarn, computers and technology.

Mills in the Piedmont area were coming together at CHA-sponsored lunch meetings in Troy. Rising costs of insurance and marketing issues were on the agenda.

Brands were taking off and Neuville Industries was working to re-position its highly-successful Spalding line against new sports socks from Wilson and Reebok. Ridgeview socks and Thorlo were leaders in upscale sports specialty stores.

Burlington's Gold Toe and the mar-

was developing that would have implications for the 21st century. In Iraq, the Halabja poison gas attack killed thousands of Kurds. The Soviet Union agreed to withdraw from Afghanistan during the Geneva Convention, throwing in the towel on a disastrous incursion. Lt. Col. Oliver North and Vice Admiral John

Russell, Vance, John and Joe Richardson, Kent and Cara Maness, and Floyd Mabe.

TALL YARN – Almost 30 people jammed into the CHA conference room to discuss issues dealing with cotton yarns. The monthly “Wrap-Up” sessions were popular with



keting leadership of Wayne Duggins was setting the bar for the industry. At Kayser-Roth Hosiery, Denise Yow was creating fashions for a new era.

Outside the hosiery world, news

Poindexter were indicted in the Iran-Contra Affair:

Michael Jackson announced he had purchased a ranch in Santa Ynez, California and would call it “Neverland.”

Later, of course, George Herbert Walker Bush was elected President of the United States, campaigning while songs from “Phantom of the Opera” were first being sung in New York.

The mood was set for the last decade of the 20th century.

hosiery managers.



PIEDMONT GATHERING – Owners and managers from mills in the Randolph-Montgomery Counties hosiery region gathered at the Uwharrie Inn in Troy in 1988 to talk about issues, including health insurance and market trends.

Among those pictured are John

If you would like to share your comments on issues discussed in this edition, a related matter or perhaps a memorable item in your hosiery industry experience send them to:

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