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Hanes
P.O. Box 6088
Bethania, North Carolina 27010
ATTN: Sock Design Department

Dear Hanes Socks:

I go through a lot of socks in my wardrobe on a regular basis. I always seem to get holes in my toes and heels -- often within just a few weeks of wear. I think part of the problem is that I don't trim my toenails often enough. I think sometimes my long toenails act like little dagger knives on the inside of my socks that slowly cut away at the fabric. But I am a busy man and I don't have the time to cut my toenails every single day like most people. As for the holes that I get in the heels of my socks, I really don't know what the problem is. They just wear out way too fast.

I wanted to ask you if your company has any new and improved ideas for sock construction that might reinforce the toe and heel areas with something stronger and more durable, but still feel soft and cushiony against my foot. I recall an old commercial I used to see on TV, but the name of the company escapes me at the moment. Their slogan was that they don't make a lot of the products I buy, they just make a lot of the products I buy better. I wonder if Hanes has ever considered teaming up with a company like that to make *better and stronger footwear*.

Maybe not. Maybe it isn't possible to make stronger socks without sacrificing some comfort. In that case, I have an idea that might resolve my toe hole problem without affecting the soft cushiony feel of your quality socks. I think the real culprit is that bully big market toe. That's where the toe holes almost always start appearing in my socks -- right on the edge where the big market toenail cuts away at the inner sock fabric.

My theory is that the big market toe is crowded into a tight sock corner with no room to stretch out and breathe, while the wee little toe on the other end is swimming in a vast sea of sock fabric in more space than any wee little toe could ever fill. If you take a look at a typical sock you'll see my point. I don't care if it is a tube sock, a crew sock, an ankle sock, or a footie, etc. They are ALL sewn together as ambidextrous footwear to be worn on either side with no adjustment for the altered shapes of the left and right foot.

I propose a new sock design where the front edge of the foot cavity is tapered from a larger pocket on one side to a tight small corner on the other side. Obviously, you would need to make two socks with mirror opposite tapering. But if you started making left and right socks to be sold as a pair, I bet there would be a lot less big market toe holes resulting in fewer ruined socks.

The shoe industry has been all over this concept for almost two hundred years. Do you know that it

was 1818 when they got wise and started making left and right footed shoes? Nowadays we would consider ambidextrous shoes to be archaic and downright barbaric foot treatment (unless you like to go bowling, in which case you already have some serious footcare neglect issues in renting shoes that thousands of unknown people have worn before you).

So here is my thought. If you start now in the design phase, you could have a superior left and right sock design in place by this time in 2017 - just six years away. In June of 2017, Hanes could start a massive TV ad campaign touting the evolution of sock footwear. You know, being very secretive and tight lipped about any actual details, but giving notice that the way the world thinks about socks is about to drastically change in 2018. Build up the excitement and anticipation for a few months and then just ahead of the Christmas shopping rush, introduce the new evolution of left and right footed socks, coincidentally just in time for the bicentennial of the first creation of left and right footed shoes.

You would corner the market on Christmas sock gift purchases that season long before any of the other sock manufacturers even see it coming. How many million pairs of socks are gifted each year to sad little boys and girls at Christmas? That entire market for the first year is YOURS! Sure the other "Johnny Come Lately" sock companies will rush their cheap imitations to market, but you will always have a claim as the original with six years worth of superior left and right sock design. You will always have the original marketing campaign on the anniversary of the original superior left and right shoe design. The imitation rip-offs of other sock manufacturers can never touch that.

Please let me know your feelings about this idea and whether you would be willing to talk to me about my idea. I will not require anything in the 'high' seven figures for my idea and I would be willing to sign a confidentiality agreement to last through late 2017.

Sincerely,



Rusty Lucas

p.s. Do you have any Michael Jordan Hanes baseball caps? I was just wondering if I could have one for free? I'm not looking for an autographed cap or anything like that -- I would never expect you to give away something like **that** free of charge. No, I am just looking for an unsigned Michael Jordan Hanes baseball cap that I could wear for the next seven years while I wait for my new left and right footed socks for Christmas and an end to my big market toe holes.