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Adams-Millis

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4/14 Reach Million 'Safe Hours'

Employees at Adams-Millis Plant 4/14 in Kernersville have achieved a coveted safety milestone — a million safe working hours.

"This is an excellent accomplishment which has been achieved only through the efforts of every employee to do their jobs safely and efficiently," said President Robert M. Bundy during a victory luncheon of employees and company officials April 12.

Plant 4/14 is the fourth Adams-Millis facility to achieve

a million safe working hours, which means that no employee lost time from work due to an accident at work.

The record began in April 1989 and the million hours was reached in February this year.

For reaching this goal the Plant 4/14 employees earned the safety awards from Adams-Millis Corporation, the N.C. Department of Labor and Aetna Life & Casualty Insurance Company, the company's insurance carrier.

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President Bundy, center, presents shirts to Kernersville Mayor Roger Swisher, left, and Kernersville Chamber of Commerce President Larry Cain



George Burfeind, Bill Millis

Silver Knit Carves Nitch; Enjoys Fine Reputation

From its beginnings in the Depression, Silver Knit has carved a niche and earned an excellent reputation in the hosiery industry. Now it is entering a new phase of accelerated growth and development.

"Our marketing plan is to service the smaller runs of unique yarns for products that reach the higher end market," said Silver Knit President George Burfeind. "And quality is of the utmost in every phases of the company from manufactur-

ing through presentation and selling.

"Silver Knit enjoys a special position and reputation in the marketplace," he added. "It's in the top five in the nation."

Hosiery that is sold under the labels of Weekender, Jockey International, Yves St. Laurent, Colours by Alexander Julian and Ruff Hewn is the result of Silver Knit employees' work.

The company's production (about half Men's and half

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Welch, Mason, Anthony Win Scholarships

Karen Ruth Welch, Anthony Rex Mason and Brian Richard Kelly have won James H. and Jesse E. Millis Scholarships to High Point College for the 1989-90 school year.

The winners are chosen on the basis of academic achievement and financial need. The scholarship competition is open to all Adams-Millis employees and their dependents.

The \$400 scholarships are for students attending or who plan to attend High Point College.

It is the fourth time Welch has won the Millis Scholarship. She is the daughter of Louise Smith, a technician in the Adams-Millis Print Shop. Welch is a rising senior majoring in home furnishings marketing and business administration.

Mason of High Point is the son of William Rex Mason, a knitting superintendent at Silver Knit. He will be a rising sophomore at High Point College where he is majoring in business administration and economics. He is a graduate of Southern Guilford High School.

Kelly of Woodbury Heights, N.J., is the son of Joseph P. Kelly, an account executive in Adams-Millis Sales Office in New York City. After graduation from Gloucester Catholic High School in New Jersey he plans to seek bachelors and masters degrees for a career in secondary education guidance.

Weiss Retiring After 36 Years

In his 36 years in the hosiery business, Norman Weiss has kept a keen lookout for vulnerability in his competitors and it has paid off.

"We always looked for that and when we saw a need that was not being filled we tried to meet it," said Weiss who plans to retire at the end of April.

"We saw a lack of service at the store level and organized a force of service people to provide it," he explained. "That new concept of service gave us a foothold in the industry."

His "foothold" led to many bigger and better things. He was named president of Maro Hosi-

ery in 1969 and a year later he bought the company. After nurturing the company for sixteen years, he sold it to Adams-Millis in 1986.

After graduating from Temple University with a degree in accounting, he became a hosiery salesman in the Philadelphia, Baltimore and Washington, D.C. area. In 1955 he began commuting to New York selling hosiery. He moved there in 1960 and later became a merchandiser with Spartan Industries of which Maro Hosiery was a division.

"The hosiery industry has been an industry of many changes since I became involved

with it," Weiss said.

He has sold to such stores as Arlon's, Atlantic, Corvettes and Mangels and has moved through brand names like BVD, Marlboro, Big Yank, Bill Blass, Wrangler, Lanvin, Disney and Dunlop, among others.

Weiss helped Maro to become the largest privately-owned hosiery company in the country.

"We were one of the first companies to concentrate on the mass merchandisers," he explained.

Weiss also noted that Adams-Millis President Robert M. Bundy Jr. helped to build Maro

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Norman Weiss

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