

GENESCO
Awards, 7 months, U.S.A. 1968

12 November 1968

Mr. A. W. Bell
Chairman
American & Efird Mills, Inc.
Mount Holly, North Carolina 28120

Dear Mr. Bell:

GENESCO is delighted that American & Efird Mills, Inc. has been selected among our many valuable resources as one of the few who will receive the 1968 GENESCO Resource Excellence Award.

In the daily-renewed and ever-challenging external factors contributing to profitable manufacturing business growth, Resource Excellence ranks first among equals.

Your continuing support as a strong supplier to our companies has been one of the great strengths upon which our business has been built. This "REX" Award for Resource Excellence is merely a token of our sincere appreciation to American & Efird Mills, Inc. for splendid performance in all areas of Resource Excellence.

Sincerely,

Ben H. Willingham
Ben H. Willingham, President

W. Gregory Quick
W. Gregory Quick, Group Vice President

Marcus C. McCreary
Marcus C. McCreary, President
Call - Kato

GENESCO AWARD

ALBEMARLE No. 2

REX

Resource Excellence Award

from

GENESCO

to

AMERICAN & EFIRD MILLS, INC.



for consistent resource excellence -

EXCEL performance - in areas of quality, service,

research, innovation, design and value.

Awarded on 12th day of November 1968



Ben H. Willingham

W. Gregory Quick

Marcus C. McCreary



EMBLEM OF QUALITY



EMBLEM OF QUALITY

It is with singular pride that we pay tribute to plant No. 2 in this issue. This plant has been chosen by GENESCO, one of our customers, to receive its coveted REX Award. The REX award is presented by GENESCO to its suppliers in recognition of outstanding service, quality, design and value. The standards which must be met to be considered for this award are high and the company which is selected to receive the trophy is indeed honored. Therefore, we take this opportunity to heartily congratulate the employees and management of American & Efird Mills, Inc., Plant No. 2.

Plant No. 2 is located in Albemarle, N. C. It is equipped with 104 Cards and 16,776 spindles. Two hundred and thirteen people are employed there. No. 2 Plant produces Carded Sales Yarn primary for the knitting trade.