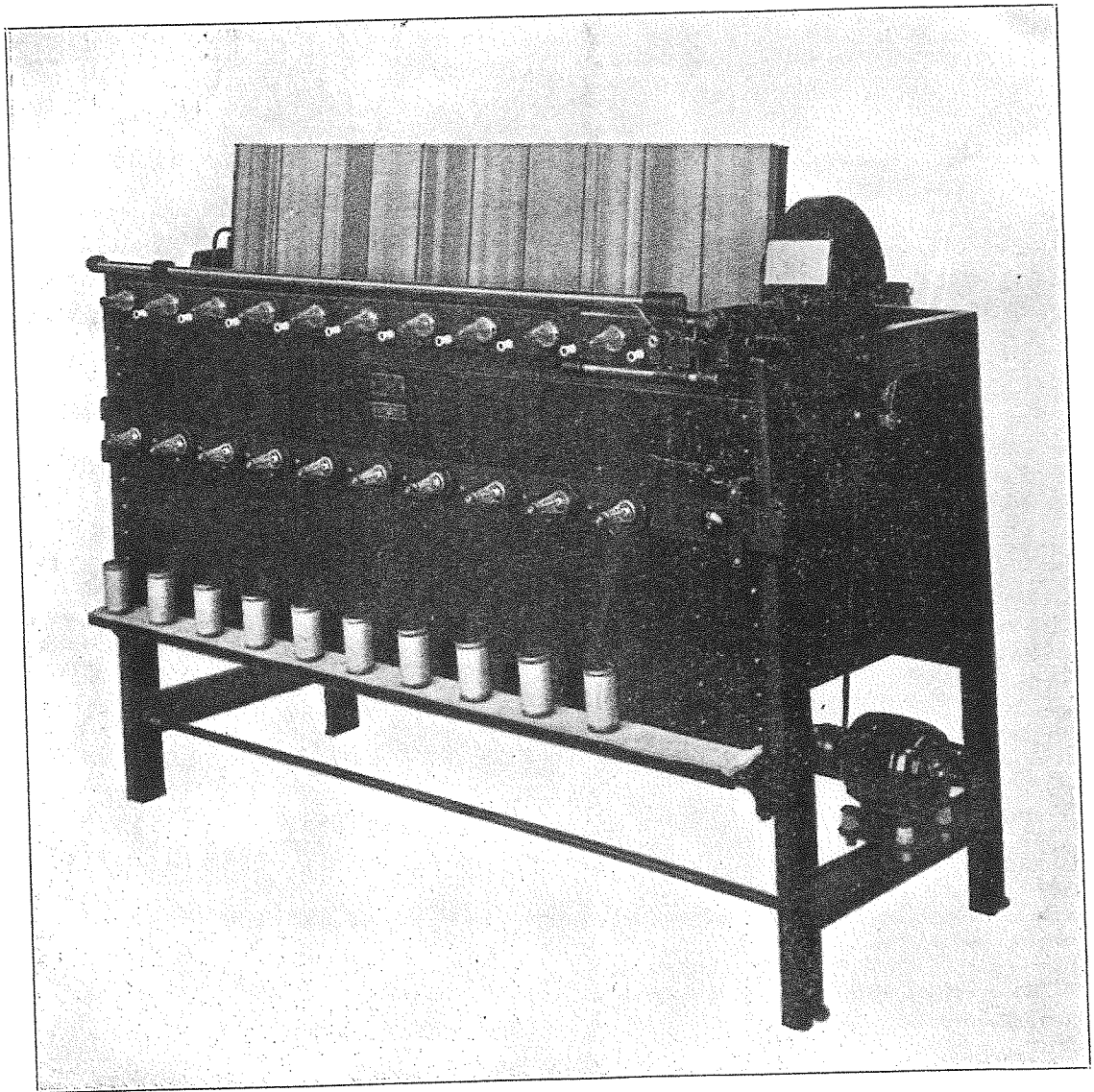


37 MAPLE ST.,
SO. MANCHESTER CONN.



C H E N E Y S I L K N E W S



IMPROVED SERI-PLANE INTRODUCED BY CHENEY BROTHERS
Story On Page 11

Published By Cheney Brothers
South Manchester, Conn.

CHENEY SILK NEWS

PUBLISHED BY CHENEY BROTHERS
SILK MANUFACTURERS
SOUTH MANCHESTER, CONN., U.S.A.
Established 1838

BRANCH OFFICES

New York Philadelphia Chicago
Los Angeles Boston

EDITORIAL COMMITTEE

(Members of Works Council)

Management	Employee
Representatives	Representatives
Howell Cheney	Albert Behrend
William C. Cheney	Albert Jackson
U. J. Lupien	Roy Norris

EDITOR

Margaret C. Shay

What Happens When We Have Too Much Credit?

NOTHING is more amazing than the sudden change which takes place in a hitherto frugal and sensible person who is suddenly confronted with a "bargain". The psychology of persons faced with a bargain is most interesting. Although they may never previously have considered buying the article, though they may never even have felt the need of it, the fact that it is a bargain is an irresistible argument that they should buy it.

And by another trick of the mind, if the article is \$2.49 cheaper than it was last week, they are struck forcibly by the moral obligation to save \$2.49 by spending \$10.49 to purchase the article immediately. They feel that they have done almost the same as put the money in the bank.

Today is a day when everyone is urged to spend and to consume to help business along. It is not our purpose to discourage reasonable buying; quite the opposite. What we wish to encourage is sound buying, and not the kind that piles debts upon the shoulders until one is hopelessly buried under a mass of obligations.

ESPECIALLY are people prone to buy beyond their means when articles are offered on an "easy payment plan". So much down now and so much a week or a month. Looking into the future it seems very simple to pay out a small amount from time

to time and to enjoy the article in the meantime. Indeed the installment plan, sensibly used, has enabled innumerable people to enjoy automobiles and many other laudable possessions which they could not have otherwise had. To embark upon an installment purchase is a sound undertaking provided one is sure that he can meet the payments, which all too frequently is not the case.

Hope springs eternal in the human breast, as the poet said, and confidence flourishes in strange places. It is pleasant to persuade oneself that payments will be made somehow. But too often the hope proves to be false and the confidence unfounded. Illness or other misfortunes arise, there are no savings, and the payments cannot be made. Sometimes the merchant is lenient for a while, but if no money is forthcoming, he is obliged to take the article back. Less lenient merchants feel themselves justified in taking back the article if the buyer allows but one payment to lapse, and the unfortunate man or woman is left with nothing to show for the money already paid out.

The answer is simple enough; buy on the installment plan if you have some reserve funds and are sure that you can keep up the payments and will not be obliged to forfeit your purchase, in which case your money might just as well be thrown away.

THE vast majority of installment buying is for the so-called luxuries and not the necessities of life. Clothing may be bought on the installment plan, but radios, other musical instruments, furniture, jewelry and automobiles from the bulk of commodities handled in this way. It can be readily seen that ownership of many of these could be dispensed with in return for the peace of mind which comes from being debt-free, or at least in a position where one can meet one's obligations. When people only have so much money to spend, they pay the grocer and the insurance man first. They must have food to live and they wish to keep the protection which their insurance provides. The payments on their luxuries—their jewellery, their radios, and so forth—lapse, and if the default continues, these articles are taken away.

One of the results of installment buying by persons who cannot afford the purchases is the constant requests for attachment of pay which come

PENSIONED



ROBERT McDOWELL

Mr. McDowell spent almost all of his forty-three years of service as a weaver in the Broad Goods Weaving Mill. He was pensioned August 1.

to the Industrial Relations office. Usually this office tries to make some arrangement so that it will not be necessary to attach the pay. But frequently the attachment cannot be avoided, and the employee who owes money is left in an embarrassed position with very little ready cash. It is not within Cheney Brothers' power to secure more out of an attached pay, for retention by the employee, than the minimum which the law allows him.

THE man who is heavily in debt, pressed for payment beyond his means, makes a less efficient employee than he would be if his mind were clear. All day long he worries about money, and what man can do a good piece of work in such a state of mind?

Everyone has a natural desire for the good things of life, and is willing to exert great effort to obtain them. To wish to have the best and to enjoy with one's family all the comforts that modern inventions afford is admirable, and to strive for them is praiseworthy. But this goal will never be reached by assuming a yoke too heavy to carry, with the result that one either worries excessively, or else loses both the article and the money already invested in it.

Examples of some of the evil effects of unwise buying on the installment plan will be given in the next issue.

NARRATES SOME RESULTS OF HOOVER PROPOSAL

Effect on Silk Industry of World Politics and International Finance is Subject at Monthly Works Council Meeting

A DISCUSSION of general business conditions, particularly as they effect the silk industry and Cheney Brothers, was given by Ward Cheney, who presided at the monthly Works Council meeting in the Main Office July 20. He said in effect:

"Very interesting things have happened in the last three weeks. The immediate result of President Hoover's proposal of a year's cancellation of Germany's war debts was a decided reaction toward optimism all over the world. People felt that the suggested cancellation meant we had reached the bottom of the depression and that this temporary relief measure would support the world's economic structure until an upswing of business to be reached in a year.

"As a result, almost all of the basic commodities experienced a tremendous price rise. Raw silk achieved a precipitous increase followed by a small rise in the prices of finished goods. This increase in the prices of finished goods, although very small, was notable since it was the first general rise in several years.

"The optimism was short-lived, however, for as July 15, the date for suspension of payments, approached, it became evident that Germany's financial condition was far worse than had been imagined, and needed more bolstering than the year's suspension of debt payment afforded. In Germany fear arose, securities were sold at a panic rate, banks closed.

"THE result is that we are now back where we were before Hoover's recommendation; certainly no worse off, and yet no better.

"Our increased prices on finished goods are being held, but since the fall buying has not really started, it is impossible to say whether a higher level will be maintained.

"We would like to say that we see better business ahead, but we must be frank and truthful and state that we do not see it yet. The velvet outlook is very hopeful. There has been a great

deal of talk about velvet for fall hats and gowns, although buying has been delayed longer than in some years.

"While the return of good business still holds off, we are working very hard, and using all our ingenuity to obtain our share of business. As I said to you last month, we are determined to maintain a balanced budget and have therefore made large and important economies."

Charles Cheney continued with a more detailed discussion of the political aspect of the causes of the world-wide depression, outlining the upsetting conditions in Germany, France, Italy, some of the dominions of Great Britain, and China and Japan. He concluded with the statement that "this is a time for patience and coolness".

Returning to our own organization, Ward Cheney expressed his intention of having several executives from the New York staff address the Works Council, so that the people at the plant may become acquainted with them.

WILLIAM C. CHENEY asked the chairman to explain what efforts were being made to obtain a more uniform rate of production. In answering, Ward Cheney stated that this was one of the great aims of the

MAY DISCUSS WINTER RELIEF FOR TOWN

The Planning Committee of the Works Council agreed upon the subject, "Town Relief for the Unemployed for the Coming Winter", to be discussed at the August meeting. "The Functioning of the Scheduling Department of Cheney Brothers" was selected as an alternate subject, in case the relief problem could not be outlined at that time. Owing to the postponement of a talk on "Wash and Light Fastness" scheduled for July, the above plans for the August meeting will be applied to September.

organization. "Cheaper and more perfect goods," he said, "are obtained when production does not have to be rushed on night shifts. And, of course, it is better for the welfare of employees to have regular employment. But at present it is more than difficult, it is impossible, to secure all orders reasonably early. Last minute delivery and last minute ordering are the current habits of the trade."

Howell Cheney asked the representatives to consider the matter of relief for the coming winter. Since no appreciable improvement in business can be guaranteed and since private funds are lower than they were last winter, it may be necessary to appropriate from town funds larger amounts for this winter's relief. Last year \$50,000 in addition to the regular annual \$25,000 was appropriated for this purpose. It is recognized that the increase in the amount may mean a higher tax rate. Mr. Howell added that those employees of Cheney Brothers whom it has been necessary to lay off have been most patient and enduring.

Charles Cheney stated that he was sure Cheney Brothers would gladly cooperate in making possible additional town relief funds.

THE discussion of "Light and Wash Fastness" which Elmore C. Anderson of the Research Laboratory was scheduled to give at this meeting was postponed to August, owing to lack of time. The chairman pointed out the importance of fastness as a competitive factor.

"We have gone about as far as one can go in price competition," he said. "We have perfected our service to a point that is successful competitively. Further competitive points will have to be based upon quality. There is still room for improvement in fastness. We wish to reach such perfection that a woman can wash silk as easily as cotton. Today our silks are as fast and as washable as any on the market."

CHENEY VELVET IN GARMENT RETAILERS SHOW



A high cut back features the gown of white Cheney Lyons velvet, left. The neckline is accented by rhinestone embroidery, and the stately grace of the skirt is achieved by shaped and seamed sections. At right is the complete ensemble, the jacket of white Cheney Lyons velvet favoring the dolman sleeve, fur-trimmed. Ensemble Made by Harry Rubin Gowns, Inc.

The afternoon ensemble for fall, center,

is developed in black Cheney Lyons velvet sharply contrasted with a collar of white ermine and a bodice of white Mirrokrepe. The wide sleeve is finished with many rows of self-stitching at the cuff. Model of Cheney Fabrics Made by Louise Barnes Gallagher, Inc.

These models were exhibited by Cheney Brothers at the fall Fashion Show of the Garment Retailers of America.

CHENEY BROTHERS were among the quality houses which cooperated in presenting the fall Fashion Show of the Garment Retailers of America at the Hotel Astor grand ballroom July 14. The Show was a part of a definite campaign to again interest everybody in quality merchandise — fine materials, finished workmanship, expert cut, rather than in how much one can get for a low price. There were thirty exhibitors,

among them a number of quality manufacturers who have been missing from the runway for some time.

Velvet, in all types, was the most featured fabric of the show with transparent velvet in the lead. Lyons velvet was a very interesting fashion feature developed in both daytime and evening models. Two of Cheney Brothers' contributions to this mode are pictured on this page. Fur trimmed gowns and lace effects were also

featured. In color, black and brown were prominent.

In spite of the sweltering night on which the show took place, the ballroom was well filled.

The Garment Retailers of America plan to continue their "quality movement" in conjunction with the Industrial Council of Cloak, Suit and Skirt Manufacturers, Inc., and the Associated Dress Industries of America.

"Five O'clock Letters" — Ask Your Secretary About Them

SEVENTY per cent of the work of Uncle Sam's mail department is done after five o'clock. Uncle Sam has expensive equipment, extra hands, overtime schedules and transportation facilities specially planned to expedite handling of the flood of mail let loose upon the country just before desks bang down and typewriters are covered for the day.

Our own Mail Department at Cheney Brothers likewise handles a disproportionate amount of mail at 5 o'clock and after. A few minutes before five a mad rush starts to last until after six. Great bagsful of mail are carried in, the biggest collections of the day. At twenty minutes to five, there are about a dozen pieces of mail in the New York office mail bag. In the next hour and a quarter two hundred pieces, as an average, will be handled for this class of mail alone. The comparative quiet of the day is superceded by a rush of sorting and shipping. Within two hours the larger part of the day's work is done.

Frequently packages requiring special handling, such as registering or insuring, are rushed in at the eleventh hour. Contrary to the idea of those who send these packages, they do not always go out that night, since the boy sometimes has too big a load to carry all of it to the Post Office.

Uncle Sam is punctual with his annual "Mail Early" Christmas campaign. But so far as we know he's never gotten after the business man who's responsible for all this last minute sprinting. More specifically, it's the "five o'clock habit" that's responsible. Ask any secretary. She'll tell you what it is — and sometimes she'll use strong language.

IT'S no fun for the secretary (any more than for Uncle Sam) to have a man hurry in when you're winding up for the day at half past four, sit down to his desk with a sudden wave of conscientiousness and clean up his correspondence at a time when the stenographer can't possibly get it out that day without working overtime. And it is particularly annoying when she has had plenty of time during the day to do the work. And

Uncle Sam has had plenty of time to get it delivered.

Here let us diplomatically point out that the girls haven't been telling on their bosses. At least not to the editor. So don't think your secretary broadcasts your bad habits. The five o'clock letter isn't an individual affair alone; it's a national habit that thrives all over the country and has to be stepped on once in a while.

Some men realize that their secretaries would like to bite their ears off when they show up for the daily marathon, but they can't seem to organize time any other way. A few rare souls recognize that the secretary's time is important too, and dictate so as to make the best use of it. They get an early batch of correspondence out in the morning, another in the afternoon, and use five o'clock only for emergencies.

And it isn't enough to dictate early if the letters lie around until five waiting to be signed.

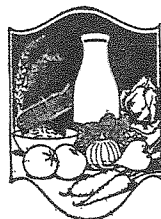
Less last minute work will mean economy all around.

The Thrice-Daily Problem of Food

While there are guiding principles for the choice of food, each individual must find out for himself what foods agree with him. Food is an individual affair — choose your "chews" with care.

You hear a lot about raw foods, vegetarianism, and a host of food fads. Don't worry about them. Eat common foods and, by actual experiment, learn what types of foods are good for you.

There are several kinds of foods about which everyone should know. The *carbohydrates* are mainly sugar and starches and supply energy to the body. The *fats*, (oils and animal or vegetable fats), are burned by the body during activity or stored for future use.



The tissue builders are the *proteins* — meat, eggs, beans, cheese and milk. The *mineral salts* are composed of lime, iron, and other necessary chemicals for the proper regulation of the body processes. The *vitamins* are complex substances necessary for the sustenance of life.

The American diet is low in lime salts. This means that we should use more milk and fresh vegetables and less meat and sugar. We also need iron in our diet and to get it we must eat spinach, string beans, cabbage, celery, eggs, tomatoes and carrots.

Eat Common Foods

Despite all the talk you hear about vitamins, just remember that if you eat good portions of common foods you will never need to take any special preparations in order to get the required amount of certain vitamins.

There are many unscientific statements made about wrong food combinations. Keep in mind that any two foods which, if taken separately will agree with you, will also agree with you when taken in combination. The condition of your body has more to do with the effect than food combinations.

Always, if possible, eat your meals with someone else. Be sociable, talk and laugh a lot, and see that the surroundings are pleasant. Never eat your lunch at the work-bench. Leave the work alone for a while and go to some other place.

Take Your Time

Remember that it is a whole lot better to go without a meal entirely than to eat when you are depressed or worried. The same thing is true if you have not time to eat leisurely. Missing a meal occasionally will not hurt you.

The worst of all eating habits is over-eating. Eat enough to partially satisfy your hunger, but don't stuff yourself.

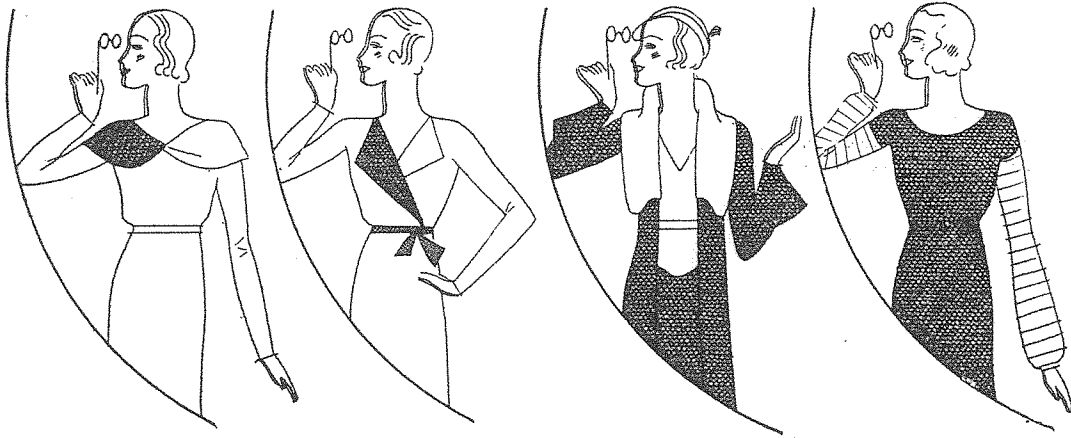
If you are an outdoor worker, you can safely eat meat twice a day. If you work inside, however, meat once a day is quite enough.

Put variety into your diet. Eat dairy products and fresh vegetables and fruits at least once a day.

There is no substitute for good, nutritious food. You can do your best work only when your feeding system is in proper order.

Food fits you for the fight for success — watch it!

(National Safety Council)



As four manufacturers interpret fall fashions from Cheney fabrics.

FEATURE MANUFACTURERS IN CHENEY "AD" SERIES

"YOU can seam it in seven directions", says a Cheney advertisement in praise of Frostkrepe. The advertisement also features Medici velvet and Mirrokrepe, and is the first of a series of layouts appearing on Wednesdays in *Women's Wear Daily*, "the retailer's newspaper".

Gowns by a different group of manufacturers are featured in each advertisement of the series and emphasis is laid upon the high fashion points of the various Cheney fabrics for fall and winter wear.

The first of the series, which appeared July 22, was cleverly written under the heading "MARKET FINALS", and included the sketches of lorgnettes and ladies shown above.

"Shoulder Arms" is the high command of fashion. But there's nothing severe about it. In fact, it must be soft or lose its distinction . . . We like it. It's a mode built for Cheney quality in fabrics. In the crepe faille family, consider *Frostkrepe, for example. You can bias seam it in seven directions . . . manipulate it in intricate neck treatments; still it looks ethereal. Only with *Frostkrepe can you achieve top emphasis without top heaviness." *Reg. U. S. Pat. Off.

Each of four gowns sketched in the advertisement illustrate the "top emphasis" which is the chief distinguishing mark of the new gowns: all interest concentrated from shoulder to waist, and very plain skirts.

Featured are a black Medici velvet

gown with an "underwear sleeve" of jewelled chiffon, from Kallman & Cohn, Inc.; a black Frostkrepe dress with a black scarf lined in red, from Galligan & Wohl, Inc.; another afternoon dress, this time of black Mirrokrepe, using both the dull and shiny surfaces of this crepe-back satin for skirt and bodice contrast, from Brambir & Floersheimer, Inc.; and finally a frock of moss green Frostkrepe with contrast supplied by brown Lyons velvet, from Bender & Hamburger, Inc.

"Ask us where to find individual fashions in any of the famous Cheney Weaves," the advertisement adds.

A part of another advertisement in this series is reproduced on page 10.

RECOMMEND CHENEY NUMBERS FOR FALL

AT the Amos Parrish Fashion Clinic recently concluded at the Hotel Pierre, New York, the following Cheney numbers were listed as good types for Fall selling:

8395—Alabaster (crepe satin)
7914—Frostkrepe (Canton crepe)

3216-3222—Benvenuto (velvet)
3289—Medici (velvet)
7198—Icicle Green (on 8395 - crepe satin)
7220—Bombay Green

The Clinic is attended by retail

buyers, merchandising managers and fashion people from all over the country.

FASHION PROMOTES VELVET AND SATIN

VELVET and satin are receiving tremendous appraisal for fall and winter wear from all the important fashion sources. Stores are already featuring advance displays of velvet suits, gowns and ensembles and satin suits and dresses. Satin will continue the daytime role which it began to play this summer, and nothing will be more smart than the all black or black and white suits and frocks of satin. Both satin and velvet are suited, because of their elegance, to the Empire styles which it now seems will dominate the new season. And no fabrics are more luxurious or more finely made than the Cheney velvets and satins which are being woven for this "romantic" vogue of 1931.

COMMITTEE WORKING ON CLASSIFICATION

A PROGRESS Report proposing changes in methods of sampling and testing has been issued by the Raw Silk Classification Committee of the Silk Association of America, Inc., which has been studying ways of bringing the American and Japanese markets into closer agreement on classification. A proposed modification of the design of the Seriplane testing room is included. Austin Cheney is vice chairman of the committee; Charles J. Huber is a member.

Analysis Shows What Kind of Suggestions Are Needed

IN order to give employees an idea of the kinds of suggestions which are found to be valuable, an analysis is published below showing the type of suggestions which have been accepted during the seven month period from January 1 through July. During that time 110 suggestions were accepted and 207 were rejected. A third group is still under consideration.

Savings:

Waste Material	1
Supplies	4
Light	5
Power	2
Clerical Labor	7
Clerical Equipment	1
Prevention of damage to goods in process	4
Miscellaneous labor and time saving suggestions	11
(Total — 35)	

Production:

Increasing production (change in method)	4
Improvements on present equipment	10
New mechanical devices	6
Changes in equipment	2
Improvements in layout of machines	3
(Total — 25)	

Safety:

Protection of employees	12
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Sanitation

.....	3
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Maintenance:

Protection of equipment & property	4
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Quality:

Change in method to improve quality	5
Change in machines to improve quality	4
Installation of lights	2
(Total — 11)	

Changes in Put-up

.....	5
-------	---

Advertising

.....	1
-------	---

Trucking

.....	2
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Miscellaneous:

Improved working conditions & facilities	9
Unclassified	3

Total	110
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They Won Suggestion Awards

(Names of suggesters are not published unless they consent.)

- | | |
|---|---|
| TUDE VINCE
P. D., P. & F.—Prep. | Placing fire extinguishing tanks in Velvet Mill near benzine shed. |
| JAMES MUNSIE
P. D., P. & F.—Prep. | Preventing danger to employees and damage to goods by providing emergency lights for use when electricity is shut off. |
| PATRICK WALSH
P. D., P. & F.—Finishing | Saving time in changing belt on Tenter No. 112 by installing loose pulley. |
| GEORGE HAHN
Velvet—Twisting | Facilitating twisting and drawing through twist on Com. 3289 by tinting or marking tinted line across all threads running from back beam. |

GIRLS PRACTICE FOR TENNIS TOURNAMENT

THE doings of the Girls' Athletic Association continue with great zest. On the week-end of July 18, seventeen of the girls climbed into a bus and went to the Pleasant View Hotel at Misquamicut, R. I., for a week-end by the ocean. They enjoyed swimming and sun-bathing and on Saturday night went to a dance at Atlantic Beach nearby.

The next big event is the tennis tournament which will start early in September to last about two weeks. Prizes are awaiting the winner and runner-up. Every girl, the beginner as well as the advanced player, is eligible to play in the tournament. The girls are urged to put in some good hard practicing so that the tournament will offer stiff competition in every match. Only those girls who are playing regularly will be allowed to enter. Girls planning to take part in the tournament should notify either their director or Alice Paradis, tennis vice president, the last week of August at the latest, so that a schedule can be planned.



WE STILL ANSWER QUERIES—IF ANY

WHAT'S happened to the Question Box? It started out in great style and we had to devote at least a column to it each month. Now people seem to have forgotten that they can ask questions and have them answered in the plant magazine.

Employees do *not* have to sign their names to questions. The questions may be written on blanks which are supplied in the Suggestion Boxes and dropped into the boxes, or they may be addressed to Employee Chairman, Works Council, or Editor, Cheney Silk News. The Employee Chairman with employee members of the Editorial Committee reads the questions and refers to the full Editorial Committee the queries which they think should be answered in the magazine. The employee group discards those questions which obviously have no sincere or serious purpose, of which type very few questions are received.

What's Happening in Departmental Meetings

B. G. WEAVING

AT the Broad Goods Weaving Mill Works Council meeting July 9, the question of lighting was again brought up. A representative recommended that better lights be provided especially in rooms likely to be running on night shifts, and spoke in favor of the type of lighting used for looms with Jacquard heads. The lights in W2B are being checked in view of this recommendation.

The matter of the disposition of speed loomfixers and weavers who were still without work was mentioned. Council members were assured that every effort was being made to place these men and that an order recently received for a single shuttle radium would undoubtedly relieve the situation.

A representative expressed the belief that full penalty should not be given for defects in double width cloth which appear on only one-half. He felt that it was unfair to penalize the weaver for a float, slub, or similar defect which appeared only on one side. The report of an investigation on this matter will be given at the August meeting.

CLERICAL

THE Clerical Works Council meeting July 10 opened with a discussion of the Company's policy in regard to an employee who would have been entitled to a vacation, had he not been laid off. The policy of the Company, it was explained, is not to grant a paid vacation in any case in which an employee is leaving the service of the Company.

In answer to a question asked by a representative, Horace B. Cheney, who presided, stated that all business and financial institutions were being brought face to face with the undesirability of drawing on reserves and the necessity of working under a balanced budget. (See July issue, Page 2, statement by President Ward Cheney).

AUXILIARY

A REPORT was given at the Auxiliary Division Works Council meeting July 16 that the

concrete pit at the old coal pocket near the Dyeing & Finishing Mill had been cleaned out, and will be kept clean until it is filled in. The fact that the pit filled with water which became stagnant was brought up at the June meeting.

Information was requested concerning the reason for short time in the Painting Department during the season when there is usually most work. The explanation was given that it is now the Company's policy to do only what maintenance work is absolutely necessary, omitting no jobs which really need to be done, but postponing work involving unnecessary expense. It was stated that there is a possibility that more mill painting will be done soon.

DYEING, FINISHING, ETC.

Yarn Dyeing

A REPRESENTATIVE requested that on Sales lots, the number of skeins in the dye lot be entered on the card in addition to the pounds, so that the men who put the skeins up on sticks will know how many to put on each stick. In addition they will be able to check whether any skeins have been lost before reaching the dyeing machine. This matter will be taken care of by the layout man.

Piece Dyeing

It was reported that several articles have been stolen from the locker room. A lock will be put on the upper door of the locker room so that anyone entering must do so through the Dyehouse.

Finishing

No new matters were brought up.

General

Howell Cheney requested that any complaints about unemployment be brought to the attention of the foreman and superintendent of the mill. If, after bringing a case to the attention of these executives, a representative was still dissatisfied, he should then report the case to the management.

THROWING, WINDING, ETC.

IN answer to a question brought up at the previous meeting of the Throwing, Winding & Spooling representatives, it was stated that 75 per cent of regular even bonus may be paid for handling poor stock. This is generally done on small lots when the cost of a special study would be excessive.

In answer to a question concerning changes in tasks in Winding & Spooling, it was explained that the tasks are either increased or decreased according to the findings of periodical studies. Sometimes a change in the type of spool used requires a change in task, and other conditions may make a new study necessary.

Another item of unfinished business was the complaint of an employee who felt she had been made to wait too long for treatment in the Medical Department. Investigation revealed that the delay was due to the absence on account of illness of a technician, whose work was being done by another member of the department, temporarily. It seemed that because of this unusual situation the delay was unavoidable.

A representative reported that there had been no improvement in the running conditions of 20/22 Singles, in boil-off or in green, in Winding & Spooling. William C. Cheney dwelt at length upon the unsatisfactory conditions which have existed for some time in this type of yarn. He could not see why there should be such a variation in the running conditions of stock taken from the same raw silk lot. Many experiments have been run without revealing the reason for this variation.

A representative requested that an electric fan be installed in the rayon room. The same question was brought up in August, 1930, when the Engineering Department reported that it was impractical to install a fan in this room.

The condition of treads on the stairs leading to the Winding & Spooling Department was reported to be poor, and this will be corrected.

COMPARISON OF JUNE BUSINESS WITH YEAR AGO

Sales Volume in United States Satisfactory, But Prices Reach Unhealthy Levels—Employment Figures

WE would like to give employees an idea of how business is going. In these days of quick change and uncertainty, it is a very difficult thing to do. Prophecies are merely guesses, but at least we can study the trend of business as shown in figures supplied by the Silk Association of America and the United States Bureau of Labor Statistics.

The facts given below apply to the silk industry as a whole, and not individually to Cheney Brothers except where so stated.

The sales of piece goods in yards have shown the usual seasonal drop for April, May and June, but in the gross do not differ materially from sales of the same period last year.

On the whole the volume of business being done was satisfactory—United States production and consumption of silk having been maintained at a reasonable level,—but the basis on which business was done was very unsatisfactory for the industry. The value of sales dropped because of the radical decrease in the value of raw silk. In June of this year, the value of raw silk was 40 per cent lower than in the same month last year. The value of piece goods was from 40 to 50 per cent lower, a decline considerably greater than the total cost of the goods, including labor and raw material, warranted. This is an indication of forced sales.

STOCKS of piece goods at the end of May (figures not available for June) were reported to be about 11 per cent lower in yards than a year ago. This is a favorable factor because the pick-up of business, when it comes, will be reflected more immediately in increased employment than would be the case if accumulated stock were awaiting disposal.

The world stock of "visible" raw silk for June had increased about 10 per cent over a year ago, and imports into the United States for June had risen nearly 100 per cent over the corresponding month of last year. This great difference is due to the fact that imports of raw silk fell off sharply in May and June of last year, while the low point of this year was reached in April and imports have

been increasing since. Stocks in United States warehouses and deliveries in the United States for June were considerably higher than last year, while the stocks on hand in the mills of the country were slightly lower.

Altogether the raw silk situation is an uncertain one, and does not give promise of stabilizing itself. Prices of raw silk advanced markedly towards the end of June in harmony with the wave of optimism which swept over the country following Mr. Hoover's proposal for a world moratorium of international debt payment. They have since declined, but the slightly higher prices of finished goods resulting from the earlier raw silk rise are so far being held, with the question existing whether they will be maintained through the fall buying. It seems probable that the raw silk prices for the new crop may be stabilized on slightly higher levels.

BETWEEN June, 1930, and June, 1931, the reduction in the number of employees engaged in all manufacturing industries reporting to the United States Bureau of Labor Statistics was 15.6 per cent. The reduction in payrolls for the same period was 25.7 per cent, indicating the effect of curtailed weekly schedules and wage reductions in addition to reduction in the number of employees.

A similar comparison for the silk industry taken from figures of the same source indicates a reduction in the number employed of 21.8 per cent for the year, and in payrolls of 27.3 per cent. These figures are the average for all silk industries reporting

to the United States Bureau of Labor Statistics.

Cheney Brothers' efforts to spread employment among as many as possible have resulted in holding the employment reduction in our own plant down to 10.7 per cent for the same period of time, a figure which compares very favorably with the average for silk industries.

AVOID ACCIDENTS

Cases No. 3, 4, 5 and 6

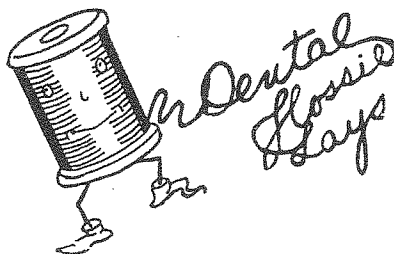
IN an investigation of the causes of accidents, it is generally found that there is a great diversity of opinion as to the reasons for accidents and the methods of prevention. Some believe that all accidents can be prevented; others that accidents cannot be avoided—that an accident finds the man regardless of anything he may do to elude it.

Whether or not we believe all accidents can be avoided, we must admit that a little care could prevent the type of accident listed below. All four of these accidents occurred at Cheney Brothers.

1. Carrying pencil in hand, employee bumped against fellow employee, jabbed pencil point against his arm.
2. Lifting beam into rack, employee set journal of beam on fingers, pinching them between journal and rack.
3. Employee stooped to pick up something from floor, bumped head against work bench.
4. Carrying pencil point upward in coat pocket, employee struck hand against it while brushing coat.

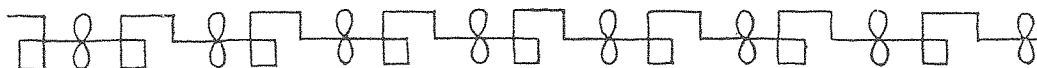
"SILK DAY" IN 1932 TO CLOSE CAMPAIGN

Plans for an international "Silk Day", early in 1932, which will be the culmination of a silk propaganda campaign were outlined recently in Paris at a meeting of the International Silk Federation.



The best toothpaste or tooth-powder is elbow grease.

MARKET FINALS ☆ ☆ ☆



EMPIRE ELEGANCE" is a thoroughgoing thing. It isn't just a question of much trimming or moulded bodices. ☆ ☆ ☆ Textures so lovely that they dare be simple are a vital part of Empire elegance. ☆ ☆ ☆ Cheney velvets, both the transparent and the Lyons types, have two royal rights to this mode. Their richness softens chiseled lines . . . their firm texture holds where the silhouette is sculptured. And since Empire inspiration derives from the Italian, Cheney Medici* velvet might be called a "natural" among textures.

The tilt-nosed lady and the lines on "Empire Elegance" are part of Cheney Brothers' advertisement in WOMEN'S WEAR DAILY, July 29. The advertisement also contained descriptions of four costumes manufactured from Cheney fabrics by Kornicker, Greenfield & Bruck, Inc., Deutz & Ortenberg, Inc., Harry Rubin Gowns, Inc., and Louise Barnes Gallagher, Inc.

CHENEY BROTHERS COMPLETE NEW SERI-PLANE

Improved Machine For Testing Silk And Other Fibers
Is Turned Out By Laboratory and Auxiliary Division

WHEN Frederick Schmutz, now of the United States Testing Company, was head of the Conditioning and Testing Laboratory of Cheney Brothers, he invented the first Seri-Plane. He was aided, in the development of this machine, by the assistant, Mark Holmes, now foreman of the Laboratory, and by the Auxiliary Division which designed and built the machine. Special credit should be given to John M. Kletzle and Oswald Fisher, who were instrumental in perfecting the mechanism of the Seri-Plane. The machine was patented and it became the international standard instrument for visual inspection of raw silk and other textile yarns for evenness, cleanliness and neatness.

Since that time some six hundred Seri-Planes have been built by the Auxiliary Division for firms all over the world. Recently an improved Seri-Plane, pictured on the cover, has been completed by the Auxiliary Division, working in conjunction with the Laboratory. Details of the improvements made upon the older machine are listed at the end of this article.

ALTHOUGH we are most interested in the Seri-Plane as it is used in our own plant, the machine has been found valuable in a variety of ways. It is used in raw silk filatures for examining cocoon filaments and for selecting and grading raw silk; it is used by importers, dealers, throwsters and knitters, and by manufacturers and dyers for inspecting not only raw, but thrown and dyed silk. Spinners of spun silk cotton, rayon, wool and worsted find it an excellent means of checking their material while it is in process.

The machine is equipped with a black inspection board on which ten panels of yarn or fiber are laid in such a fashion as to give the most vivid picture of the finished texture before manufacturing. The inspection boards are interchangeable and can

be taken from the machine and put on a rack for further reference. The machine may be adjusted to lay down anywhere from 50 to 400 threads an inch according to thickness, and by a special piece of apparatus the number can be reduced below fifty for very thick fibers.

The Seri-Plane is easily operated. The operator fastens the thread by a metal clip before starting and when the panel is filled, the machine stops automatically, whereupon the operator breaks the thread and fastens the end to another metal clip. An emergency stop motion is also provided. The thread may be passed through the tension disc in any of four ways, depending whether a light, medium, heavy or extra heavy tension on the thread is desired.

TESTING of raw silk on the Seri-Plane is one of the routine duties of the Conditioning and Testing Laboratory, where sample lots of the raw material are examined for quality before Cheney Brothers purchase it.

When the silk has been wound on the Seri-Plane boards, they are taken to a white-walled room equipped with special lighting. Here the silk is compared with standard photographed panels arbitrarily graded from 100 per cent. down, according to evenness of thread. The major defects are classified and counted. Tiny defects, too small to be classified, are shown up by another set of lights, and the silk is given a rating for this type of imperfection also.

The Seri-Plane is therefore an important factor in determining the principle characteristics of the raw silk, and the grade and quality of silk as used by Cheney Brothers. The results of these tests, made on a certain number of skeins which represent bales offered in the New York or foreign markets, guide Cheney Brothers in the purchase of raw mate-

rial. Efforts are being made to establish conformity between the methods of testing here and those of the United States Silk Testing Company, Hoboken, N. J.

Important New Features

Following are the changes made effective in the new machine:

Traverse Bar:

The traverse bar, in conjunction with an adjustable thread guide bar, slides on two parallel rods eliminating all binding.

Thread Guide Bar:

The thread guide bar, which is made of steel, is chromium plated and has accurately machined grooves to guide the thread on board. The bar is adjustable and the grooves can be so aligned with the porcelain spools to allow thread to automatically follow groove.

Metal Tension Device:

A metal tension device, of highly polished steel, is an addition to the mohair plush device. It is equipped with a special sensitive spring which allows the most tender yarns to pass through without disturbing their construction.

Traverse Nut Lever:

A release handle which when turned one-quarter turn to the right disengages traverse nut from screw and allows resetting of traverse bar with one finger and when released automatically re-engages traverse screw.

Micrometer Thimble:

A spring latch holds micrometer thimble in a set position at each revolution.

Brake Adjustment:

An eccentric bushing on starting lever provides for adjustment when brake is worn.

Drive Spindle Spring Plunger:

A drive spindle spring plunger gives board positive location.

Continued on next page

Complete New Seri-Plane

Continued from page 11

Motor Base:

The motor base is insulated by four rubber cushions which reduce vibration to a minimum.

Spindle Board:

The spindle board, which holds bobbins, is covered with fabric which prevents threads from catching underneath bobbin.

Friction Pulley:

The leather on friction pulley is held fast with glue and wood pins, which insure smoother running.

Traverse Screw Guard:

A guard over traverse screw keeps it free from dust, dirt and loose yarn.

Tension Device:

An extra set of mohair tension devices has been mounted on a wooden bar and is held by two guides on panel over spindle rack. These tension devices give additional tension and also stabilize the thread before entering the traverse device, insuring better lay of the thread.

The bar is also equipped with a set of chromium plated guides to be used for yarns which are run through the metal tension devices. The bar is movable and equipped with stops so that either the tension devices or the guides may be centrally located over the spindles.

MOVE TO IMPROVE CANTON QUALITY

A movement to improve the quality of Canton raw silk, which has long been a source of trouble, has been established at the Kwangtung Raw Silk Testing Bureau in Canton, where additional facilities have been provided to take care of an extensive campaign for the production of eggs free from disease, the breeding of resistant strains, and of strains containing a larger proportion of silk. Difficulty has always been experienced with the Canton silk which is produced in a weak filament of much shorter length than that contained in the cocoons of other types of silk. To make a fiber strong enough for use in manufacture, it is necessary to reel together the filaments of more Canton cocoons than is the case with other varieties of cocoon. Cross breeding has been

avoided so that the very desirable characteristics of the Canton will not be lost, for although this silk is weak and troublesome it produces an attractive effect in the cloth. The series of experiments now being undertaken aims to retain these qualities, and at the same time produce a stronger fiber and a more productive cocoon.

Owing to the substitution of rayon for the pile of transparent velvets, Cheney Brothers now use very little Canton.

MACHINE SHOP TEAMS FINISH 3RD ROUND

Standing of the Machine Shop volley ball teams on August 1, with about a week still to go before completing their third round, was as follows:

Team	Won	Lost
No. 2	5	2
No. 1	5	4
No. 3	4	4
No. 4	3	4
No. 6	3	4
No. 5	3	5

Each team plays ten games.

YOKOHAMA - HOBOKEN ROUTE IN 28 DAYS

SEVERAL steamship lines have a regular service for silk shipment from the Orient to Hoboken, N. Y., and other lines are considering the inauguration of similar service in the near future. The Steamship Sanyo Maru, while inaugurating a Yokohama-Hoboken route for the O. S. K. lines recently, achieved a record passage of 28 days, thus stimulating interest in the water route. A few hours after the silk was discharged from the steamer, it was in the warehouse ready for reshipment.

ENTER TRADE NAMES FOR CRAVAT, VELVET

Among trade names recently recorded in the Trade-Mark Registration Bureau of the Silk Association of America, Inc., are "Noblisse," a Cheney millinery velvet, and "Cheney Craft Cravats," a new type of neckwear.

Most Accidents Happens To Hands

(Cheney Silk News will hereafter publish the plant's accident record for the month previous to publication.)

JULY PERIOD	
1. Cuts on hands and fingers from handling materials and tools	11
2. Slivers in hands and fingers from handling materials and tools	5
3. Burns on arms from bumping against steam pipes	2
4. Strains from lifting	2
5. Abrasion of fingers from falling object	1
6. Bruise on arm from bumping against machine	1
7. Burn on foot from spilled acid	1
8. Cut on foot from stepping on nail	1
9. Bruise on toe from dropped object	1
Total	25

Of these 25 accidents, none were lost time accidents.

Have You An Idea On One Of These Problems?

1. Methods of reducing amount of soiled goods — P. D., P. & F. Department.
2. Method of removing facing threads from Coms. 8363 and 8395 before extraction.
3. Method of making improved joinings in Coms. 8510, 8516, 8517 (B. G. Weaving).