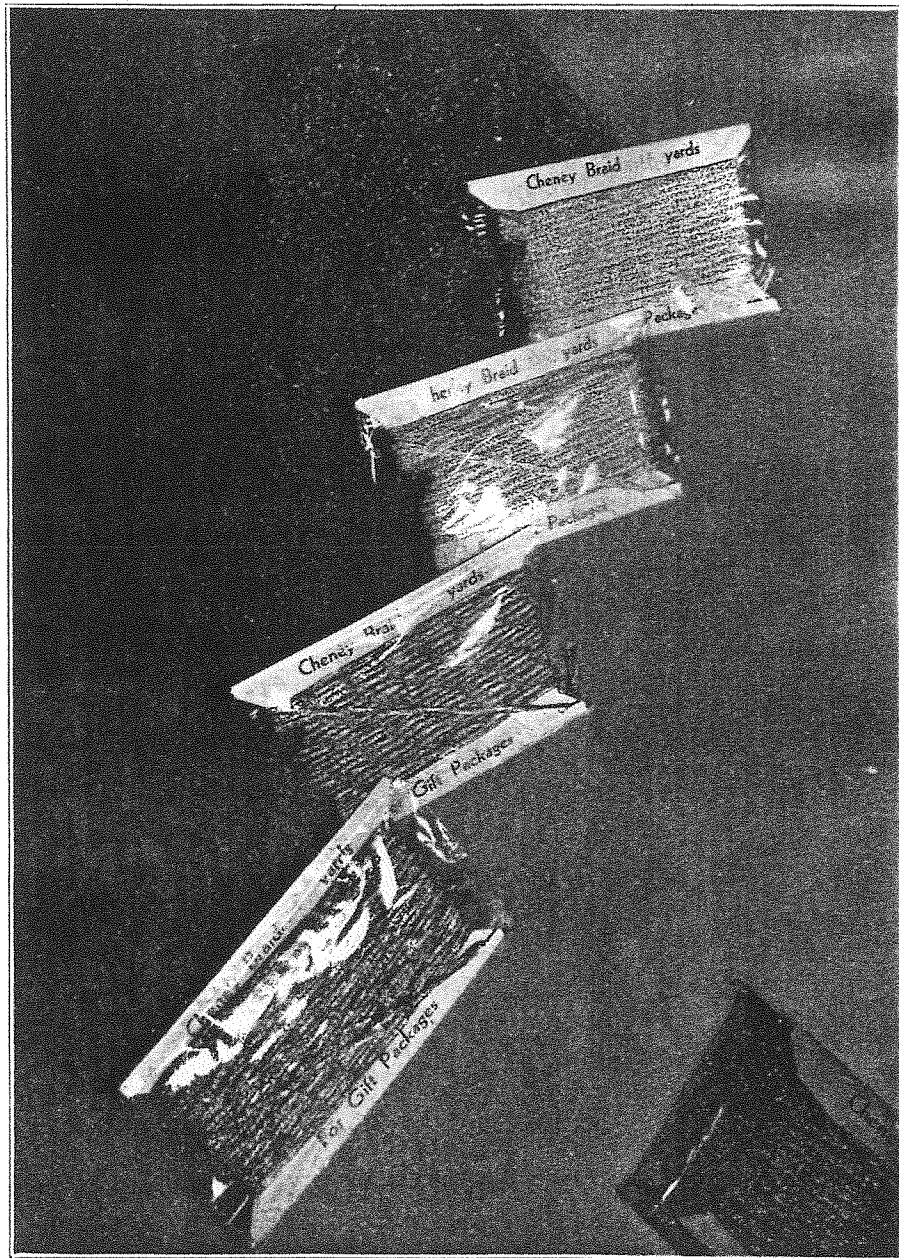


C H E N E Y S I L K N E W S



Published By Cheney Brothers
South Manchester, Conn.

CHENEY SILK NEWS

PUBLISHED BY CHENEY BROTHERS
SILK MANUFACTURERS
Established 1838
SOUTH MANCHESTER, CONN., U.S.A.
BRANCH OFFICES
New York Philadelphia Chicago
Los Angeles Boston
EDITORIAL COMMITTEE
(Members of Works Council
Management Employee
Representatives Representative;
Howell Cheney Arthur Larder
William C. Cheney Dennis McGuire
U. J. Lupien Roy Norris
EDITOR
Margaret C. Shay

Merry Christmas!

CRAFT CRAVAT SCORES

“WATCH Cheney This Year”, said a Cravat advertisement early in 1931. Now the advertisements are saying “Watch Cheney Next Year”.

“If you’ve watched closely,” a recent announcement in MEN’S WEAR says, “you’ve seen Cheney produce

1. New fabrics
2. New and unexcelled styling
3. Cheney Craft Construction

“The pulling power of these three has distinguished 1931 as a most successful Cheney year. Take Crushcloth, for example. A new fabric . . . tailored in Craft Construction . . . of beautiful weaves and patterns . . . selling at \$1.50 retail and maintaining the Cheney tradition of full markup. . . . A few weeks after Crushcloth appeared, we had sold the entire quantity considered adequate for the whole year! And the even greater volume of our fall business on Crushcloth is an assuring indication of the sales this beautiful new silk will make in 1932.

“But 1932 will have new fabrics of its own—in a range of prices—and styles and patterns. Detailed announcements will be made at an early date. Successful as 1931 has been, both for ourselves and the trade we serve, we predict with confidence that next year will produce new sales records and new high-profit levels.

“Sell Cheney and share this progressive business.”

They Won Suggestion Awards

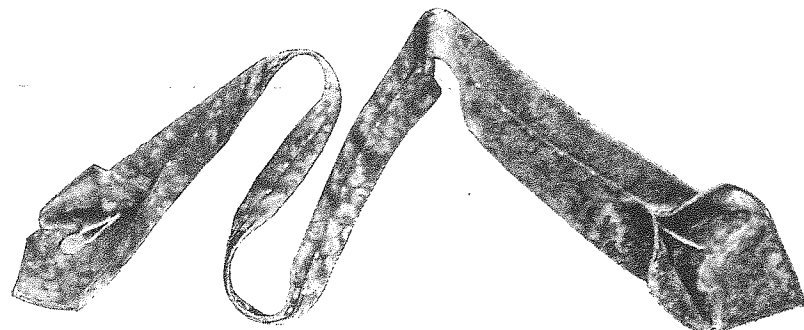
(Names of suggesters are not published unless they consent.)

SUGGESTOR	SUGGESTION
MAX LAUTENBACH B. G. Preparation	More economical method of marking piece number, commission, and weaving quality on chiffon and voile commissions.
TONY CARABINO Print Room	Saving soap in Print Room & Color Shop by two push-button soap containers.
CLARENCE MASON RIC Throwing	Preventing loss of bobbins, etc., by placing boards to prevent them from rolling down elevator shaft.
ARTHUR SHORTS GUIDE GEORGETTI W1A Weaving	Filling separator for box looms.
JOHN PRATT Wage Control	Placing lights in lavatories of departments on night shift — Weaving Mill.
CARL PRIESS Print Room Stores	Eliminating hazard in boiling up Viscolan Black in small monel pails by chrome plating copper kettle for this work.

Accident Record—November Period

Cuts, contusions and lacerations on fingers and hands from handling materials and tools	13
Contusions from slipping and falling, from falling objects and moving machinery	4
Lacerations on forearm, forehead and wrist from moving machinery, piece of wire, hammer, sharp edge	4
Punctured wounds on hand and thumb from scissors and prong on file	2
Burns by hot water	2
Foreign body in eye	2
Slivers in hands	2
Shoulder strain from lifting	1
Amputation at first joint of finger caught in Folding Machine	1
Abrasions of forearm and wrist from falling object	1
Total	32

Lost Time — eight days (burns)



“Craft”—The Newest Cheney Tie Construction

RELIEF COMMITTEE HEAD ADDRESSES COUNCIL

Fred A. Verplanck Tells How Community Has Mobilized To Protect Unemployed By Creating And Financing Jobs

ESTIMATING that the town would need at least \$125,000 to finance necessary relief this winter, Fred A. Verplanck, president of the Manchester Emergency Employment Association, Inc., outlined the problem of unemployment aid before the Works Council at its general meeting Nov. 16. This sum is 25 per cent in excess of the amount spent last year for the same purpose. In addition to the \$50,000 raised through taxation, Mr. Verplanck felt that an additional \$50,000 or \$75,000 would have to be obtained by means of public contribution.

The aim of the organization which he heads, the speaker said, was to relieve distress by providing employment. Committees had been formed to take care of the various functions of registering the unemployed, investi-

gating their cases, classifying their needs and abilities, raising funds and locating or creating jobs.

In order to pay wages for the jobs which had been created, the Committee asked voluntary contributions from every individual employed in Manchester, from private citizens and from companies. Employees were requested to authorize deduction from their pay, according to their means, from the time of signing until April 30, 1932. When an employee does not work for a given week, no deduction is made from the pay the following week.

Mr. Verplanck had previously

spoken to salaried employees of Cheney Brothers at Cheney Hall Nov. 13, when he asked their cooperation and explained both the needs of the town's unemployed and the proposed activities of the Committee. At that time, Charles Cheney made the first announcement of Cheney Brothers' contribution of \$10,000, which he again spoke of before the Works Council. He emphasized the fact that employees were to regard the request for contributions as a call for purely voluntary action. He expressed accord with the Committee's efforts to meet the unemployment situation.

MANAGEMENT REPRESENTATIVES FOR WORKS COMMITTEES NAMED

AT the business meeting held during the monthly session of the Works Council Nov. 16, the following request which had previously been presented to the management was read:

"That no deduction be made in the hourly rates of men receiving not more than 40c. per hour, and women receiving not more than 30c. per hour."

The following communication was also read, "That the Employee Representatives of the Works Council acknowledge the receipt of the amendment to the original write-up relative to the wage adjustment of Nov. 9, 1931.

"Although this change does not fully meet our request, we recognize that it benefits the employee in the lower wage scales." This change, made by the Management as the result of the Employee Representatives' recommendation, was described in detail in the November issue.

At the request of commuters on the South Manchester Railroad, the Em-

ployee Representatives submitted a petition that a reduction be made in the fare on the South Manchester Railroad. Although no formal answer was given at this meeting, the question was also submitted to Cheney Silk News, and an answer is published elsewhere in this issue.

It was announced that the following representatives of the Management will serve on Works Council committees as a result of a vote of the Board of Directors Nov. 3:

PLANNING COMMITTEE

Horace B. Cheney
Clifford D. Cheney
Howell Cheney
J. W. Nickerson
U. J. Lupien

EDITORIAL COMMITTEE

William C. Cheney
Howell Cheney
U. J. Lupien

SAFETY & SANITATION COMMITTEE

Supt. of Dept. under inspection
U. J. Lupien



CHENEY BROTHERS' NEW PRINT PROTECTION POLICY FOR 1932 IS LAUDED BY TRADE

UNDER the caption in bold lettering, "WHY NOT MAKE A PROFIT?", Cheney Brothers announced to the trade their Print Policy for 1932, in a full page advertisement published on successive days in Women's Wear Daily, last month.

This policy with its restricted production plans and price maintenance guarantees was hailed as a turning point toward improved conditions in the print trade. It was the first public stand of its type taken by a manufacturer to improve conditions from within the industry and demonstrated Cheney Brothers' leadership in the betterment of trade practices.

The complete statement follows:

Handled sanely, this will be a safe and profitable print season for garment and silk buyers, garment manufacturers and silk producers alike.

Conscious of our responsibility in this situation, Cheney Brothers have carefully formulated a policy on which we will operate our 1932 print line, **for the protection of all branches of the trade.**

For both dress buyers and garment manufacturers there are two major hazards from which a silk manufacturer must protect them. One of these is permitting print designs sold for one price range of garments to appear in garments of a lower price range.

The second hazard for both ready-to-wear and piece goods buyers is the creation of a print goods inventory of such size that if parts of it do not sell freely, it necessitates liquidation at the height of the season.

When this happens it shakes the confidence of the entire trade, and often is the first stone to start an avalanche of distress prints, with losses to everyone.

THIS IS CHENEY BROTHERS PRINT POLICY FOR 1932

1. We are registering every design (excepting non-registered staples) with the Design Protection Association, Inc.
2. We are selvedge marking every yard of our prints "Registered-Design Protection Association, Inc."
3. We are issuing Design Protection

Association tags with all print yardage delivered.

4. **We guarantee and pledge that any design in our line sold for any given price range of garment will not be sold by us for use in a lower price range garment, until after February 15, 1932, and not then if it seems in the best interest of the trade.**
5. When the classification of our line is rearranged after February 15, we again pledge protection on it until the end of the print season.
6. For retail piece goods, we will confine designs ninety days, until April first, and for sixty days for designs shown after that date.
7. We will print small yardage of a color combination on our initial printing of any design at any time.
8. We will reprint designs on order and can maintain fast and complete deliveries to the trade.
9. **We will not permit reprinting of any design in amounts large enough to create an inventory which will force liquidation and a consequent debasement of values of goods in our customers' hands.**
10. We will operate this policy at all times during the 1932 print season with our customers' best interests as our fundamental guide. **We believe this to be sound business, and that as our customers profit from it so shall we.**

WILL YOU DO YOUR SHARE?

This is your season, your profits, your plan, just as much as it is ours. The needs of all of us in the trade are the same.

Will you help us operate our policy in these several ways?

1. Will you report to us or to the Design Protection Association of the Silk Association instances of attempted or accomplished copying of any Cheney Brothers designs.

2. Will you endeavor to make your selections from our line earlier than usual so that we can produce adequately for you, but not forced to speculate heavily and eventually liquidate against you?

These two things are what we ask you to do, the rest we will undertake. More than ever before, our print collection this season presents you with possibilities for profitable merchandising. Our protection policy will at all times be in your favor.

WE REALIZE OUR RESPONSIBILITY

We are fully conscious of the effect of the formation and public announcement of this policy. We hope and believe it will do something toward stabilizing the 1932 print season. We hope others will adopt and carry out a similar policy. If so, the 1932 print season should mark a turning point on prints for all of us.

CHENEY BROTHERS,
WARD CHENEY,
President.

PENSIONED



THOMAS J. HERITAGE

Pensioned after 37 years of service, Mr. Heritage is now devoting his time to Glad-Acres, his farm in Wapping which produces beautiful flowers every year. Mr. Heritage worked in the Scheduling Division.

BELIEVE IT OR NOT, HERE IS STATE'S FIRST SILK PLANT



Governor Cross included some interesting — and funny — facts about the early days of the silk industry in an address before the Manufacturers' Association of Connecticut at Meriden last month. Some excerpts:

“THE industries of this state I have seen grow from very small beginnings. When I was a young man, the Willimantic Linen Company used to get into political campaigns as the ‘Great Octopus’ or ‘Octopus’. The word was humorously pronounced both ways. If I am not mistaken, the capitalization of this concern was only \$500,000; yet it was an ‘octopus’ back in the ‘80s.

“The statement has been made that the silk industry of this state started over in the town of Mansfield, where I was born and where I lived as a child. The newspapers say that Henry Ford has purchased what purports to be the first silk mill in the state. It was built in 1810 in Mansfield. I’ve seen that building a good many times. A picture of it was sent to me the other day, showing a very small, single-story building. . . . When I was a boy, it was no longer used as a silk mill. It had been moved a short distance on higher ground, and a new

silk mill had been built in its place. The site was on Hanks Hill where water was available from a pond some one or two hundred feet above. George Hanks, son of the founder of the industry, was still living in my youth, though the business was managed by two of his sons, John and Philo.

“Along the Fenton River in the valley below, there were three silk mills, within the stretch of a mile and a half, all making silk thread. Silkworms were once cultivated all through the district. They were kept in attics or on stairways, where I have seen and smelt them. Mulberry trees were still common. Manufacturers were just beginning to dye their silk; it was almost all white.

“The silk thread seems to have been distributed very largely by peddlers, who disappeared during my boyhood, with one exception. A young man who wanted to see the country would start out with one or two carpetbags, go through parts of New England or out into New York State, and sell that silk, warranting each spool to contain two hundred yards, though housewives sometimes claimed that the spools contained no more than one hundred yards, running down to fifty yards in some cases. And so great was

the demand for the silk that if a young fellow couldn’t sell silk, it was supposed that he was a half-wit—that there was nothing in this world he could do.

“I remember very well as a boy hearing a couple of men talking in a country store about one of these reputed morons. One said that he didn’t know enough to sell silk. It seems that this boy was sent out with his carpetbag. He came back in the course of two or three weeks. His father noticed that the bag was full. So father said, ‘John, didn’t you sell any silk?’

“‘No,’ came the answer.

“‘Didn’t anybody inquire what was in your bag?’

“‘Oh, yes,’ the son replied, ‘there was one man who asked what I had got there in that carpetbag, and I told him it was none of his — business!’

“ALL of the work was done by water power, but when I was growing up they had to introduce steam as business grew. One of these carpetbaggers who was in the vicinity of Albany, I think, met a young man by the name of Belding (Belding-Heminway). That was Mr. Belding’s first interest in the silk industry.

“I used to watch for hours those old wooden water-wheels. The water usually struck them on the side—they were known as side-shot. The one on Hanks Hill was very fascinating, where the water came over the top—this was known as an over-shot. I understand that Mr. Ford has purchased that wheel.

“It seems a very small beginning, but business here in Connecticut and in every part of the Union has come up from small beginnings like that”

NEW TRADE NAMES

Trade names recently registered by Cheney Brothers with the Trade-Mark Registration Bureau of the Silk Association of America, Inc., are Cretancrepe, Chevrita, Demicclair and Filetric. They are, in the order mentioned, a pure dye flat crepe, a fancy twill, a shadow Roma sheer crepe and a novelty sports cloth.

Departmental Meetings

B. G. WEAVING

AT the Broad Goods Works Council meeting last month, Austin Cheney explained some changes in penalties for individual weaving defects. These changes were first suggested by members of the Council, and put into effect after consideration by the management.

The changes are made only in reference to the figuring of quality for premium payment or bonus deduction. The method of figuring actual quality of the cut remains the same.

The first change concerns penalty for heavy or light starts. The ruling used to read: "Heavy or light start — 2.0% (deduction) each." This penalty is now exacted only if the heavy or light start is *over one-half pick*.

Penalties for heavy and light joinings have been reduced to make them proportionate to those used for heavy and light starts.

Other changes have been made on the penalties for running defects of more than one yard (such as threads out, wrong draw, etc.,) by which deductions are made at the discretion of the head inspector and the total per cent. deduction is limited.

It is felt that the definitions for all defects have now been clarified in the minds of the cloth inspectors.

THIS being the first Works Council departmental meeting at which the new representatives were present, Austin Cheney reviewed the important points in the plan of organization and operation of the Council. He stressed especially the necessity for complete confidence and cooperation between the Works Council representatives and the Management. He suggested that the members familiarize themselves with the method of taking time studies and said that they should not hesitate to ask to see the time studies whenever they felt that a rate should be questioned.

It was agreed that in so far as was possible, Mr. Coleman would represent the loomfixers, smashpiecers, twisters and beamers, and that Mr. McCaughey would represent the weavers. This arrangement would not be usable so long as Mr. Coleman was on the night shift.

Minutes of the previous meeting were explained in detail so that the new members would be familiar with the status of all unfinished business.

AUXILIARY

NEW Auxiliary Division representatives held their first department meeting Nov. 12. The discussion of lay-off time for painters and carpenters during the winter was continued. Although expenditures will be kept at a minimum, it was stated that reports of work that needs to be done are welcome. A representative pointed out that new boil-off barks were needed in the Preparation Department and was told that a new type of bark has been designed and that one experimental bark will soon be in construction. If this one proves successful, it is probable that one or more others will be built.

It was stated that no more definite information than that given at the previous meeting was available on working hours for painters and carpenters.

The report was given that there is some dissatisfaction among carpenters and millwrights in regard to distribution of work between the two groups. The Company's policy is to distribute work so that each group will have a fair share of the available total. It was stated that this policy would be carried out.

A representative reported that some Outside Labor employees feel that they should still have a representative of their own on the Works Council, instead of being represented by the employee who is elected both by the Outside Labor Department and the Carpenters, Paint Shop and Paper Box employees. It was brought out that this reduction in the number of representatives was effected at the suggestion of the Works Council itself to reduce expenses. The Works Council may, if it so wishes, ask for the addition of an Outside Labor representative to serve this department alone, before the next election.

DYEING, FINISHING, ETC.

THE functions of the departmental meeting were explained to new representatives of the Piece Dyeing, Printing & Finishing and Yarn Dyeing

Departments Nov. 23. Whenever possible a question should first be taken up with the room foreman before it is brought to the attention of the Works Council representative.

A representative stated that a number of employees felt that the bonus rate on showerproofing when done on the Crepe Dryer was not correct and questioned how it should be taken care of in the Group Bonus. The representative was advised that this matter had already been investigated and that changes were to be made in the standard.

THROWING, WINDING, ETC.

THROWING, Winding & Spooling representatives attended a meeting Nov. 17, at which the following subjects were discussed.

It was reported that the stairs in the Winding & Spooling Department had been investigated, found to be in poor condition and were to be repaired. The matter of new window shades in this department was left open for further investigation.

A representative stated that there seemed to be a shortage of spindles in the Throwing Department and that girls had gone from one room to another for replacements. It was explained that experiments were being made on a new type of spindle and that it would probably be necessary to order a supply of the present type until a final decision was made. However, it was brought out that it was not necessary for the girls to go from one room to another for spindles. The matter should be immediately reported to the foreman or machine man, who would see that necessary repairs were made.

The question was asked whether back bonus would be paid on a lot of 20/22 China which had been running poorly and had been re-studied with a smaller task resulting. It was stated that back bonus would be paid where the operator had exceeded her task based on the size of job running under abnormal conditions. William C. Cheney stressed the point that it was not always possible to guarantee that the different lots would run satisfactorily, but that conditions which were not ideal would be avoided as far as possible.

A representative asked if it would be possible to have ice for drinking water once a day during the winter. It was stated that this subject had been brought up in previous years

DEPARTMENT MEETINGS

Continued from page 6

and that it had been decided to supply ice only in departments such as the Winding & Spooling, Finishing, etc., where there is considerable steam piping running near water piping.

The report was made that in one alley of the Winding & Spooling Department where a light had been removed because of interference with the humidifying system, the operator could not see her work satisfactorily. This matter was to be investigated.

A general discussion on business conditions concluded the meeting.

VELVET

A special meeting of the Velvet Works Council was held Nov. 6 with the newly elected members present. Austin Cheney explained the general outline of their duties and the proper procedure in handling complaints. He also said that it was their duty to pass on to the employees the information which they received at lectures and meetings.

It was reported that weavers are being penalized for heavy joinings, which they claim cannot be avoided on the commission in question. It was also stated that the weavers were being charged with what appeared to be poor joinings, although, if the pick count were examined, these joinings would prove to be correct. In response to the complaint, it was decided to change the point deduction for heavy joinings to read as follows: For a joining showing a pick count in excess of the correct number of picks by $\frac{1}{2}$ to 1 pick, 2 points will be deducted, and by more than 1 pick, 4 points. In addition an experienced loom fixer will be assigned to the work of perfecting the rigging of the looms so that the weavers will work under the best possible conditions.

It was reported that weavers are being delayed when piecing spools are required. This has been corrected and piecing spools are available at the Filling Coop when called for.

At a special meeting of the Velvet Works Council, held Dec. 7, Austin Cheney explained in detail the result of studies taken because of the expiration of the task on weaving Com. 3314 constructed with 120

Denier Rayon for pile and 14/16, 2 Thd. Organzine for ground warps.

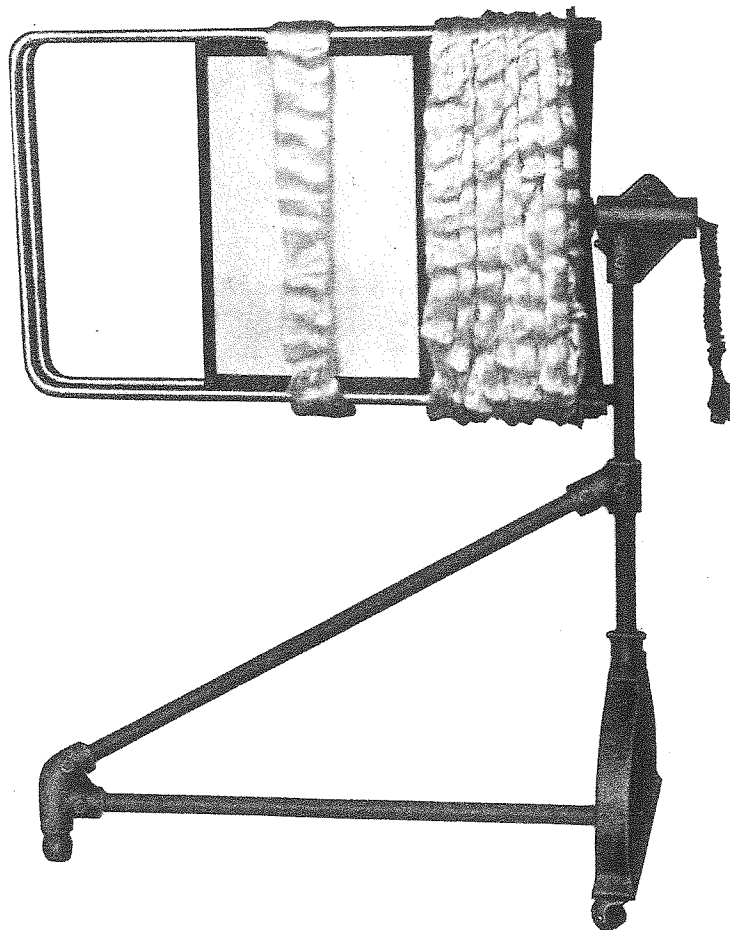
The studies showed quite a substantial increase in the task. However, in view of the fact that the present type of pile and ground materials used in the construction of this commission are to be replaced, a concession has been made whereby the present task will be continued during the run-out of this combination of material.

Time studies will be taken on the new pile and ground warp materials, namely, 125 Denier Rayon and 18/20

2 Thd. Organzine 60/65 Trs., and tasks will be set according to the result of these studies. At present, a special task has been set for the combination of the new pile and old ground materials. This figured an increase in task of 200 picks per hour.

The operating condition of the 125 Denier Rayon and 18/20, 2 Thd. Organzine 60/65 Trs. in winding and warping showed a decided increase in comparison with that of the 120 Denier Rayon and the 14/16, 2 Thd. Organzine.

COMPLETE YARN INSPECTION STAND



The Inspection Stand, designed and manufactured by Cheney Brothers, is used to inspect raw silk skeins for waste clusters and other defects and for the formation of the skein. It is also used for examination of thrown silk in the gum, boiled-off or dyed, and for rayon. The machine is adaptable

too for cloth analysis. Frosted incandescent lamps produce a diffused light which reveals imperfections with great clearness. The Conditioning and Testing Laboratory has been examining skeins on the Inspection Stand for some time.

Question Box

QUESTION: We are getting a second cut in wages; why then don't Cheney Brothers cut the fare on the train transportation. North End Employees.

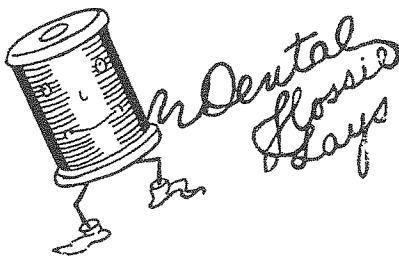
Answer: Passenger traffic on the South Manchester Railroad has decreased in the past two years to nearly one-half. It is not supporting its share of the railroad expense. Neither is the freight traffic. The railroad as a whole is operating at a serious loss.

The rates of the railroad are primarily controlled by competitive conditions and are usually, as at present, the same as those of other public carriers operating between the same points.

It is evident that a reduction in passenger rates would not increase the traffic enough to offset the loss caused by the reduction in rates.

QUESTION: If the time allowed on a bonus job is .1 (1/10 hr. or 6 minutes) or more and the operative stamps time card before the clock jumps, showing no time taken, is the time card discarded? If so, why?

Answer: No, the card is not discarded. The total production for each type of work is accumulated and the weekly time-allowed and time-taken are figured. Therefore, credit is given in time allowance for the work done, even though no time taken was recorded. A situation of this kind, however, very rarely happens, as an operative would seldom be obliged to stamp his card twice between the jumps of the time clock.



A clean, healthy mouth is good life insurance.

A. A. FINISHES FIRST BOWLING ROUND

Here's standing of Girls' A. A. bowling league at finish of first round last week:

Name	Games	Average
C. Jackmore	27	101.12
M. Strong	27	97.5
N. Taggart	27	97.
M. Sherman	27	96.15
F. Nelson	24	95.20
M. Hadden	27	94.14
E. Robinson	21	93.19
A. Shea	27	93.9
G. Hatch	6	92.2
M. Karpin	27	91.21
H. Gustafson	27	91.17
E. Kissmann	18	91.13
H. Frederickson	27	90.11
G. Nelson	26	89.19
P. Reale	27	89.15
L. Thornfelt	6	89.5
E. Kleinschmidt	27	88.16
M. Kissmann	27	88.15
M. Reinartz	27	88.15
E. Royce	27	88.12
A. Paradis	27	88.6
S. Jarvis	18	88.2
E. McCourt	27	88.00
L. Reinartz	27	87.14
C. Kasalsky	27	87.7
M. Metcalf	27	85.20
C. Schnauble	27	85.4
A. Reale	27	83.21
I. Jarvis	18	83.12
F. Sheekey	27	82.24
E. Peterson	27	82.20
L. Roth	12	82.4
M. Ryan	27	81.26
A. Wolfram	27	80.26
C. Ott	27	80.17
A. Raccagni	23	80.17
C. Dion	27	80.14
E. Lielasus	27	80.11
R. Smith	8	80.6
M. Marks	27	80.2
S. Varrick	12	80.
E. Edwards	24	78.8
E. Geddis	27	77.8
G. Crawford	12	77.
M. Shirshac	27	76.19
J. Berk	15	76.8
R. Hanson	27	75.23
F. Madden	27	74.20
F. Forget	18	73.9
L. Ladd	12	73.5
V. McGann	27	71.22
P. Burke	27	71.00
M. Goldsnider	27	65.23
M. Sullivan	27	62.10
I. Brown	27	56.9

TEAM STANDING

Team	Points Won	Points Lost
Weaving No. 1	30	6
Velvet No. 1	27	9
Weaving No. 2	26	10
Throwing No. 1	24	12
Throwing No. 2	21	15
Cravat No. 1	17	19
Main Office No. 1	16	20
Cravat No. 2	12	24
Velvet No. 2	6	30
Main Office No. 2	1	35

NEW COMMITTEE TO DO PLANNING

Members of the Planning Committee have asked for a discussion of "Some Fundamental Changes in the Bonus Plan", to be given at a monthly Works Council meeting. On the new Committee are Clara Jackmore, Thomas Raby, Ralph Von Deck, William Dillon and James Hynes representing the employees. Howell Cheney, Horace B. Cheney, Clifford D. Cheney, U. J. Lupien and John W. Nickerson represent the management.

On the Cover

Gold or silver tinsel, combined with colored threads, makes Cheney Braid, pictured on the cover, Cellophane-wrapped and ready to tie up Christmas packages.

B STOCK SALE

To Be Held Soon

Watch for
Announcement

**CHENEY HALL
SALESROOM**