

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



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No. 4

## ELECTED PRESIDENT OF FIRM



WARD CHENEY

THE following paragraphs are quoted from *Women's Wear Daily*:

"Ward Cheney, former secretary of Cheney Brothers, who has just been elected to the presidency to succeed his father, Charles Cheney, now chairman of the board, is said to be the youngest chief executive of the largest silk manufacturing company group, which includes six concerns. Mr. Cheney is 31 years of age.

"Following his graduation from Yale, Ward Cheney

made a trip around the world, first going to Japan with the first silk commission headed by James Goldsmith in 1923.

"He then spent about two years in Lyons, learning the technique of silk manufacturing before joining the Cheney organization. In 1926 he was elected secretary of the company and for the last three years has been assistant to the president.

"He has the reputation of being a prodigious worker."

# WARD CHENEY CONDUCTS COUNCIL MEETING

Company's New Head Introduced to Employees by  
Charles Cheney—Discusses Budget and Quality

**WARD CHENEY**, newly elected president of the firm, greeted members of the Works Council at the monthly meeting in the Executive office June 15. Charles Cheney, retiring president, introduced his successor, who is also his son, and emphasized the fact that he is in no sense ending active participation in the business but will continue with duties less arduous than those of the presidency, as chairman of the Board of Directors.

Both directors had a message for the employees. Charles Cheney stated that while ill-health had made it necessary for him to retire from the presidency he would continue to use in the interests of the business the knowledge and the contacts which he has gained in nearly forty-five years of service with the Company. He pointed out that Cheney Brothers will continue to follow the same general policies and will remain the same in spirit, although methods will necessarily change with time.

Ward Cheney, taking the chair, said that for years to come both the Company and he personally would look to the former president for guidance. In greeting the employees, he dwelt at length upon two ideas. He first explained that if a company is to survive it must have a balanced budget. Income must at least equal outlay; occasionally a company may dig into its accumulated surplus, although obviously this recourse should be avoided if possible. Since business has seriously contracted during the period of depression, it has been necessary to balance decreased income with decreased outlay. This has meant painful economies in many instances. "But always," he said, "our first concern must be to preserve the sound life of the business, for if this should be lost neither the employees nor members of the firm would benefit. I wish to impress this point of view firmly upon your minds, so that whenever you note changes and economies you will realize that the reason for them is the fundamental necessity for a balanced intake and outgo.

"**T**HE other fact which I wish to emphasize," he continued, "is that the depression has had at least one effect which is valuable to us. This is the greatly increased importance of quality. One of the reasons why Cheney Brothers have been able to put up a fight for business is that the firm has been in business for a long time and has become rather famous for quality. There was a time when we stood unquestionably at the top in this respect and we believe that today there are no competitors who can surpass our quality; it may be also that there are none who can equal it. But while we have a unique reputation for quality in every one of the many lines of products which Cheney Brothers turn out, there are competitors who, each in their own line, are approaching our standard of quality.

"Therefore, it has been increasingly necessary for us to jack up our quality to a degree nearing perfection, especially since customers are demanding better and better quality and it has become necessary for us to class more and more of our goods as sub-standard, to be sold at a lower price

as imperfect goods, an expensive procedure. Textiles have always been a product in which absolute perfection was not aimed at by the manufacturer or expected by the customer. It seemed impossible to attain. Now, however, manufacturers are actually thinking about perfection. On your jobs, you have felt this pressure for perfection and I would like you to understand why this pressure is being exerted and why it is necessary for Cheney Brothers to continue to hold their place ahead of competitors in reputation for quality.

"It seems to me that if we keep these two points in mind — if we make our income and expenses balance and if we keep Cheney quality ahead of all the rest — we have nothing to worry about.

"I would like employees to feel free to come to see me at any time. For a while at least I will continue to spend a good deal of time in New York since that is where the battle is hottest, among the headquarters of our competitors and our customers, but I will also spend two or three days a week here at the plant. If I am in New York I will be glad to come up to discuss any matter with you. You may also reach me on Cheney Brothers' private telephone wire to New York."

A communication from the employee representatives in regard to the employment of aliens by the Company was read by J. W. Nickerson, secretary pro tem.

The chairman explained the employment policy of the Company in detail, and said that when lay-offs become necessary the first consideration is to retain those who are of most value to the Company. In determining the individual's value, legal citizenship is considered. But there are other factors which may overbalance the citizenship qualification, and in such a case an alien may be retained.

The value of an individual to the Company in considering lay-offs and transfers is indicated by Credit Rating.

Continued on page 9

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

EDITOR  
Margaret C. Shay

## E. F. TAYLOR DESCRIBES THROWING DEP'T WORK

In Normal Times, Cheney Brothers Handle About 3,000 Pounds of Raw Silk Per Day, Superintendent Says

A SURVEY of the work of his department was given by Edward F. Taylor, superintendent of the Throwing Mill, at the monthly Works Council meeting in the Executive Office June 15. He explained the processes through which silk passes from the time it arrives at the plant until it is wound on spools or quills ready for warping and weaving.

After being reeled from the cocoons, raw silk is not in a condition to give the required effects to woven fabrics, knitted goods, braids, sewing silk and other products. When the gum which holds the silk fibers together is boiled off, the silk is weak and unworkable. To overcome this condition it is necessary to double and twist the fibers into many sizes and conditions. This doubling and twisting is called "throwing", a derivative of the Anglo-Saxon word which means to twist. Mr. Taylor explained the handling of different types of yarn and the use of the winding, first and second time spinning, SB spinning and reeling machines. He described the various types of yarns and pointed out that yarns of a large number of ends and with a high twist will not absorb all the necessary twist in a single operation and it is therefore necessary to divide the twist into two parts and allow the first to settle before the rest is put in.

Slack twist in crepe yarns, until recently one of the most serious troubles, shows up in the finished cloth as shiny threads. This was caused at the knot where the operator tied the thread at such speed that the required number of turns did not enter the yarn for a yard or two. Slack twist is also caused when the doffers are too speedy in changing the spool and again on the outside of the filled spool where the yarn untwists. To overcome this trouble the thread is lapped instead of tied, and when the yarn

is being quilled or transferred, about two yards from the end of the run-out spool and the start of the new spool are discarded.

IN discussing organzine, Mr. Taylor noted that nearly all silk used in woven hosiery is now of organzine construction. Because of its high twist content it is very strong and can be knitted into extremely sheer fabric. He continued:

"Not being in the hosiery business we have not made organzine for that purpose. We do make a very fine yarn from a 10/12 China raw silk for velvet which requires a twist of 40/36 turns. This is a very costly yarn to manufacture because of its fine size. The first time machine production on 144 spindles is less than a pound per day.

"The velvets made from this particular yarn are most beautiful and the labor and care necessary for the product are forgotten when you view the finished cloth.

"It would seem from the years of effort that have been put into the doubling and twisting of yarns that about every difficulty which could arrive would be immediately solved, but such is not the case. Conditions present themselves without any visible cause and take a long time to solve. Many times a freak condition appears

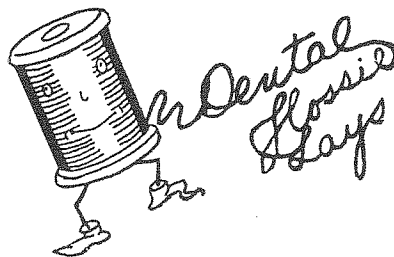
overnight, and disappears in the same manner.

"Twenty-five years ago the stock we used was classed in a very few grades. Size and source, as designated in '14/16 denier' and Canton stock, for example, were the main classifications. Now the grading of ten classes from triple A down to G and lower is considered very important. This grading refers to white Japan stock. At times we run as many as eight of these grades and in addition several grades of yellow Japan, yellow Italian, China and Cantons.

"IN normal times we handle about three thousand pounds of raw silk per day. In a typical week we manufactured forty-three types of yarns from twenty-two different kinds of stock. Including all operations on these yarns from winding to delivery to the stock room, we were running 147 different operations. When you consider that this condition is spread over about 650 machines you have a fair picture of the problems which confront the department.

"We are obliged to use every possible caution in keeping these stocks segregated, from the opening of the silk to delivery. This is accomplished by the use of different colored strings in weighing, different tinting of lots for crepe twists and for tram twists with fugitive colors which come out in the boil-off, identification tickets on every board from every operation, stickers on the heads of spools for warp singles, tickets marked with stock information nailed to cases, invoice tickets on every case, markings on inside and outside of bundles for Yarn Dyeing with information about stocks and inspection.

"It is necessary because of the value of the material to keep a close watch on waste. Check-ups are made weekly and the operatives are informed when the waste becomes excessive."



Many people are digging their graves with their teeth. An unclean mouth poisons the whole system.

## A New Product—CHENEY CRAFT CRAVATS

THE Cheney Craft Cravat is a new product put on the market this summer. It is expected to stimulate trade considerably and is the latest evidence of Cheney supremacy in cravat construction. Following is a description of the new cravat's advantages and a few words in praise of the policy of constant improvement of quality.

"The more confidence the public places in a manufacturer the higher

he must maintain his standards. Every refinement of his product that meets public favor is a challenge to further advancement through creative effort. Cheney Brothers now offer the new

### CHENEY CRAFT IDEA

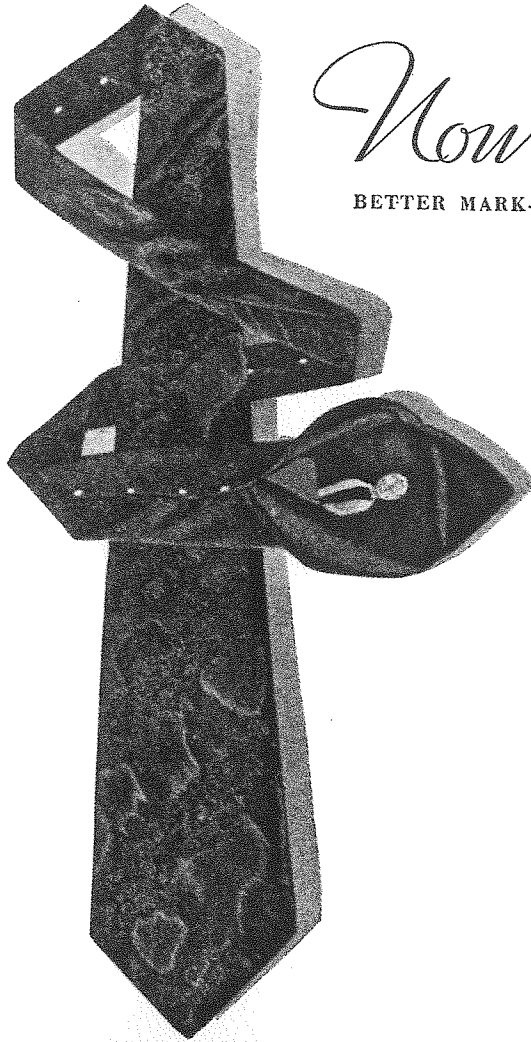
"It is new—It is different—because it gives you something novel and is an improvement over all other constructions.

"It is sturdier, which means a

longer life—because the strain in pulling and stretching the tie falls upon the stout tape preventing distortion of the lining and silk.

"It is beautified—by contrasting colored tape which gives it an added appeal.

"The metal tag in the small end of each Cheney Craft Cravat is a guarantee against any reasonable complaint by the wearer."



Now get

BETTER MARK-UP, TURNOVER AND REPEAT SALES WITH

## CHENEY Craft CRAVATS

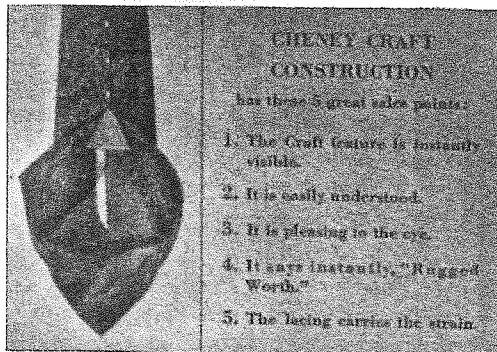
Cheney Craft, in the famous Suede Velour for Fall, is the greatest development in neckwear since resilient cravats were introduced.

Cheney Craft construction is a *Guaranteed, patented* product. It is the one sure answer, this season, to full mark-up and repeated turnover.

Cheney Craft means just this to you:

- the Craft idea compels immediate, sincere interest
- Craft styling reflects the newest and most fashionable tastes
- the idea adds *extra necktie value*—yet the price ranges offer extra mark-up
- Craft construction does not permit "tricky" imitations. That insures you against "tricky" competition.

Write us for full information about this amazing new Cheney Craft construction in Suede Velour and in Crush Cloth.



### CHENEY CRAFT CONSTRUCTION

has these 5 great sales points:

1. The Craft feature is instantly visible.
2. It is easily understood.
3. It is pleasing to the eye.
4. It says instantly, "Rugged Worth."
5. The jacking carries the strain.

## CHENEY CRAVATS

181 MADISON AVENUE, NEW YORK CITY



*Team No. 5 is Victor  
In Second Round*

The hub-bub emerging noontimes from the vicinity of the Machine Shop is, as everyone knows, just an indication of the great popularity of the volley ball contests that are carried on with great spirit there. Rivalry is pretty keen among the six teams. They play every noon except Saturdays, have completed two rounds and are starting on the third. Teams 1 and 5 were even at the end of the last round and played off the tie, leaving No. 5 victorious with nine games won and two lost.

Below are the team line-ups and their standing at the end of the last round.

TEAM NO. 1	TEAM NO. 2
F. Anderson	L. Ewen
D. Hough	W. Forbes
W. Leggett	F. McLaughlin
A. Robinson	P. Gustafson
S. Robinson	H. Alley
R. Von Deck	G. Gibbons

TEAM NO. 3	TEAM NO. 4
A. Von Hone	J. Murphy
A. Bieu	W. McCaughey
C. Burke	G. Davis
W. Ruebin	F. Schiebel
J. Prentice	W. A. Foster
H. Lange	W. Eagleson

TEAM NO. 5	TEAM NO. 6
W. Aitken	R. Nyman
E. Morse	D. Wilson
S. McAdam	C. Tucket
V. Zableskos	W. Scott
F. Finnegan	E. H. Moseley
R. Holland	T. Weir

**Team Standing**

TEAM	WON	LOST
No. 5 .....	9	2
No. 1 .....	8	3
No. 2 .....	7	3
No. 3 .....	4	6
No. 4 .....	2	8
No. 6 .....	1	9

The new league started June 29 and will end August 7, each team playing ten games.

**On the Cover**

Men and women gather mulberry leaves to feed the silkworms in Japan.

**CHENEY BROS'**  
**AMERICAN SILKS**  
BLACK and COLORED  
**GROS GRAINS.**

Special attention is invited to the large assortment of these fabrics now offered by all the Leading Dry Goods Stores in the Country.

Silks of this manufacture are made in the most approved manner, and will not Crack or Change Color in Wearing.

They are highly recommended by all who have used them, for Cheapness, Beauty and Durability.

267-68-0

Above is a copy of an old advertisement used by Cheney Brothers — and possibly their first. It was published in Frank Leslie's Illustrated Newspaper April 11, 1874.

*What To Do If You  
Lose Pay Check*

Q—What is the first thing to do when I find that I have lost my pay check?

A—Notify your foreman at once.

Q—What information should I give the foreman in notifying him of a lost pay check?

A—Your name, date and amount of check.

Q—Should I notify the bank?

A—No. Your foreman will notify the Corporate Accounting Department who in turn will notify all of the banks and firms necessary.

Q—If a pay check reported lost is afterwards found, what am I to do?

A—Notify your foreman at once. Do not attempt to cash the check until you have been told by your foreman that the banks will honor it.

*Entire Dental Dep't  
Under Dr. Freiheit*

A new arrangement has been made whereby the entire Dental Department, including the work of the dental hygienist, is now under the direction of Dr. A. A. Freiheit. The services offered will be the same as in the past and appointments with both the dentist and dental hygienist will continue to be made through Miss Macuen.

Owing to this change, employees who do not belong to the Fifty Cents a Month Club for medical attention will be charged \$1.50 for prophylaxis. Members of their families and outsiders will be charged \$2.00.

Members of the Fifty Cents a Month Club may have their teeth cleaned twice a year without further charge. For cleanings in excess of two a year, they will be charged at the same rate as other employees.

No change has been made in the status of the dentist who, during his association with Cheney Brothers, has conducted his work independently and not as an employee. Charges for work by the dentist will remain the same.

In order to make a uniform ruling for the Dental Department in the matter of deductions for visits, it has been decided to abolish deductions of twenty-five cents from weekly rate wages and of fifty cents from salaries for visits to the dental hygienist. It has never been the custom to make these deductions for visits to the dentist, and this ruling will now hold for the entire Dental Department.

*Stresses Importance  
of High Quality*

In connection with Ward Cheney's statement of the importance of high quality, at the June Works Council meeting, the following quotation is interesting. That the "machine in the future will be guided to produce better goods at lower prices, rather than more and more inferior goods as has been the case," is the opinion of Ludolf Portong, vice-president of N. Erlanger, Blumgart & Co., as quoted in *Women's Wear Daily*. The world faces a turning point in industry which will hinge on higher quality merchandise, he believes.

## TEA ROOM OPENED IN CHENEY HALL

CHENEY Hall Tea Room opened Monday, June 29, and attracted considerable patronage on its first day of existence. The Tea Room is in the Lodge Room on the basement floor. The walls have been painted a cream color and decorated with hangings of a Cheney decorative print. The cretonne curtains, chairs, tables and floor covering carry out the color plan in green, yellow and burnt orange.

Plates, cups and saucers, salt and pepper shakers and bud vases are all of green glassware. White paper doilies and napkins are being used. The souvenir menus have printed on them an old drawing of Cheney Hall, made in the days when the railroad station was opposite the hall.

The Tea Room is open from 2 to 5 daily. Two afternoon tea "specials" are served daily and the following may be ordered a la carte: sandwiches, crackers with blended cheese, sundaes, sherbert, plain ice cream, cake, iced tea, coffee, chocolate and mocha, and hot tea, coffee and chocolate. All desserts, including ice cream and sherbert, are made at the Cheney Hall kitchen.

## TWENTY-FOUR GIRLS PLAYING TENNIS

THE Girls' A. A. has started tennis with twenty-four girls signed up to play every Monday and Thursday nights. Coaches are Earl Bissell, Freddie Mack, T. G. Hawley, Kenneth Woodbury, George Hunt, Harry White and Tom Stowe. Alice Paradis, who is in charge of tennis, has several other players on the list of those who will be asked to help with coaching.

Some difficulty has been experienced, as usual, with players who have a habit of arriving at the courts late, keeping their partners waiting and losing some of the playing time. Girls are asked to be on time.

The players are: Beginners, Isabelle Abraitis, Velvet; Priscilla Gilbert, Industrial Relations; Florence Madden, Main Office.

Advanced players: Ruth Griffith, Ruth Hanson, Edith Massey, Spinning; Violet Hughes, Clara Jackmore,

Weaving; Marcella Karpin, Eva Peterson, Mae Sherman, Velvet; Eva Armstrong, Cecelia Dion, Libby Lielasus, Anna Wolfram, Cravat; Gertrude Fish, Martha Kissmann, Florence Macuen, Mildred Metcalf, Mary Curtis, Alice Paradis, Main Office; Blanche Rassez, Mildred Wright, Research Laboratory; Mary Sullivan, D. & F.

## PLAN SHORE PARTY FOR THIS MONTH

Eleven girls spent the week-end of June 27-28 at Elm Camp on the Salmon River at Moodus, a favorite outing-place for members of Cheney Brothers Girls' Athletic Association. In the party were Ruth Helwig, Martha Kissmann, Alice Paradis, Ruth Hanson, the president who was in charge of arrangements, Ella Scranton, Priscilla Gilbert, Myrtle Volkert, Ruth Griffith, Arlene Hutton, Alice Ball and Veronica McGann.

Now the girls are planning a week-end shore party which may be held the third week-end of this month. Since it will be necessary to hire a bus, the shore party cannot be held unless about thirty or forty girls sign up. See your director if you would like to go.

## AVOID ACCIDENTS

### Case No. 2

A common injury is a cut by the doctor blade used on printing machines. Here are brief accounts of recent injuries from this cause:

1. Employee was cleaning doctor blade on printing machine, blade turned in holder, hand bumped against it.
2. Employee was washing copper roll, reached quickly for cloth, finger struck doctor blade.
3. While adjusting doctor blade in holder on machine, employee struck finger against blade as it turned.
4. Employee was cleaning edge of doctor blade, cloth caught on end of blade causing finger to come in contact with sharp edge.
5. The stone in the employee's hand slipped as he was sharpening doctor blade and finger was cut on sharp edge.

No satisfactory machine has been invented to eliminate hand work on the doctor blade. Since employees have to use their hands in cleaning, adjusting and sharpening the blade, it is necessary to use extreme care to avoid cuts.

## They Won Suggestion Awards

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

SUGGESTER	SUGGESTION
ETHEL M. BRAINARD Scheduling Div.	Saving time by providing a better design form for Teletype Machine.
ALBERT M. DUPONT Scheduling Div.	Avoiding mixing beams of silk by attaching heavy rubber band to hold route cards in place on beams.
EMMA HURLBURT Cravat Dept.	Increasing production and improving quality on Merrow edge machine by placing small electric light on table beside plate.
WILLIAM G. CHAMBERS Velvet—Shipping	Decreasing cost of put-up of Com. 3290 by use of corrugated paper boxes in place of heavy white paper-covered cardboard boxes.
JOHN KILSTROM Velvet—V4B Weaving	Proposed change in light fixtures in Velvet Mill.
EDWARD RUDINSKY Weaving—W3C Twisting	Preventing damage to harnesses cut out of looms by providing rack for them.
THOMAS MULDOON Weaving—R1B Weaving	Preventing breakage of picking sticks and connecting rods on 54" and 68" looms by installing longer bumper casting on magazine side of these looms.
DOLLY FITCH B. G. W. — Quilling	Increasing production and decreasing waste in quilling by improved method of working.

## What's Happening in Departmental Meetings

• • •

**T**HE Broad Goods Weaving Mill Works Council met June 11. There were no unfinished items of business for discussion.

A representative expressed emphatic approval of the lighting system used over the 68" box looms recently moved to the East end of W2B. These looms are placed under Jacquard heads but are weaving at the present time on plain materials with the Jacquard harness tied up. The lighting system used is that common to all Jacquard lay-outs, a 100 watt lamp on front and back of each loom. Mr. Wilson felt that this system was superior to our standard lighting for non-Jacquard looms. The candle power will be checked to see if it is superior to the standard.

The remainder of the meeting was given over to a general discussion of the Forecast and methods of shut-down and lay-off. It was felt by members of the Works Council that the situation was being handled as fairly as was possible under present circumstances.

### VELVET

**A**T a meeting of the Velvet Mill Works Council June 18, the reason for the present four day per week schedule was explained. Encouraging news has recently been received on several commissions which will alter the present operating schedule. Beginning June 29 some parts of the mill resumed operating on a full time basis, and will probably continue so until August 15 or September 1.

It was reported that the location of fuse boxes on some looms interferes with the employee when twisting. For various reasons, the present location of the fuse boxes is advisable. Nevertheless, the complaint will be investigated.

### DYEING, FINISHING, ETC.

**S**EVERAL matters requiring correction were brought up at the Works Council meeting of the Piece Dyeing, Printing & Finishing and

Yarn Dyeing Departments June 18.

### Piece Dye

It was reported that water from the locker room showers seeped into the Ruddell Engraving Room.

### Finishing

A representative stated that the racks at the delivery end of Tenter No. 27 interfered with the doors.

A discussion was held regarding the gas pump located near the Process Inspection table. This is an auxiliary pump used only in emergency and, if possible, will be located where it will not interfere with other machinery.

### AUXILIARY

**A** REPRESENTATIVE reported, at the Auxiliary Division Works Council meeting June 11, that the concrete pit at the coal pocket near the Dyeing & Finishing Department fills with water which eventually becomes stagnant. This condition will be corrected.

It was reported that an Outside Labor employee was recently instrumental in detecting the theft of a bicycle from the Dressing Mill rack.

A suggestion to remove the sign in front of the old salesroom was recently rejected. The explanation was given that the sign will be maintained and used as a bulletin board.

### THROWING, WINDING, ETC.

**I**T was reported, at the Throwing, Winding & Spooling meeting of Works Council representatives, June 18, that boil-off lots have been running poorly and as a result the girls have lost bonus. Some of the girls feel that, although studies have been made on several lots and tasks have been set, it is impossible to accomplish the task in the regular run. Much of the trouble has been caused by small experimental lots, which have to be studied individually. This matter will be investigated.

A representative inquired what is the method of setting special bonuses. An explanation will be given by a member of the Standards Department at the next meeting.

The case of an employee who

believed she had been made to wait too long for a reinstatement examination at the Medical Department was brought up. The facts of this case and the reasons for delay will be put before the July meeting.

A question was raised relative to time allowance for absence, after which an employee is required to be examined at the Medical Department in cases of illness of self.

An explanation of the latter was printed in the April, 1931, issue of Cheney Silk News, which states that the examination is required when the employee has been absent *two weeks or more*. If an employee plans to return to work on a Monday, for example, after two weeks of absence, it is permissible to visit the Medical Department for examination on the Saturday previous to avoid lost time. Appointments for examination may be made through a foreman or Service Aide.

▼ ▼ ▼

### URGES DRESSMAKING CONTEST NEXT YEAR

The following letter was received from Principal C. P. Quimby of the Manchester High School:

Miss Margaret Shay  
Cheney Brothers  
So. Manchester, Conn.  
My dear Miss Shay:

I want to express my appreciation for the dressmaking contest which was conducted recently by Cheney Brothers and sponsored by yourself. The girls who received awards have already come in to tell me of their success and are highly elated over the prizes. I hope that this can be done another year and started early enough in the year so that our sewing classes can be stimulated. We have more girls in our sewing classes next year.

Very truly yours,

C. P. QUIMBY,  
Principal.



## EUNICE BROWN WINS \$20 CONTEST PRIZE

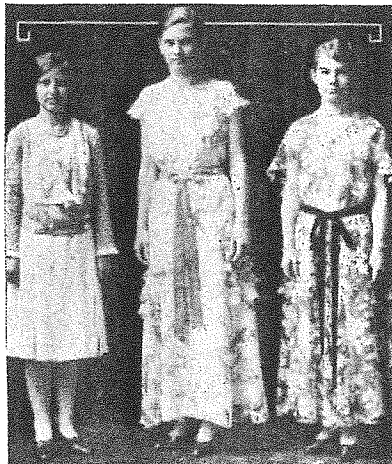
**W**INNERS in the dressmaking contest for Manchester High School girls held by Cheney Hall Salesroom were Eunice Brown, 99 Henry Street, who won the first prize of \$20; Ruth Johnson, 23 Fairfield street, second prize, \$10; Emily Remig, 87 Pine street, third prize, \$5. All were juniors. Marguerite Smith of Buckland, member of the graduating class, was given honorable mention.

Miss Brown's costume, which cost \$5.98, consisted of a white Frostkrepe dress and a surplice jacket of red and white printed crepe de chine with revers and sleeves edged with white pleating. The dress was laced at the neck with the print.

Second prize was given for a chiffon frock costing \$7.96. Large green leaves were printed on the white ground of the material. The skirt had three tiered ruffles of the chiffon.

Miss Remig's costume was a yellow printed chiffon with white figures outlined in black. This was made with a peplum, a cape collar and a black velvet belt. The cost, including a yellow slip, was \$6.70.

The frock entered by Miss Smith, costing \$5.85, was a crepe de chine printed in blues, yellows and greens and made up with a yoke top, puff sleeves and a yellow satin sash.



Misses Eunice Brown, Ruth Johnson and Emily Remig, left to right, high school juniors, won first, second and third prizes respectively in Dress-making Contest held by Cheney Hall Salesroom.

## MESSENGER ENVELOPE USED WASTEFULLY

**L**OOK at the messenger envelopes which you receive and see how many of them are being used to 100 per cent capacity. Many users of envelopes apparently do not stop to think that economy is possible in this instance. Some have a habit of leaving two or three lines blank before writing a new address. Those who are artistically inclined take up considerable space with scrawls and rough sketches. Others do not feel that small writing is sufficient so they write in gigantic letters, taking up twice the necessary space. Others write a three or four line address when a two line one would suffice, and they include department, division, building, etc., just about everything but latitude and longitude.

This may seem to offer only a very small chance for economy. But consider that if an envelope has only two wasted spaces to a column, the loss is 10 per cent; 10 per cent of the total cost of buying envelopes; 10 per cent of the cost of printing and of handling. This is a low estimate because in many instances the wasted space is much greater.

## COUNCIL MEETING

Continued from page 3

This gives weight to Citizenship, Productivity, Quality, Attendance and Service and in special cases to Versatility and Conduct also. If an employee is very high in quality and

productivity, for example, although not a citizen, his credit rating might be higher than that of another employee, who is a citizen but whose rating is low on other factors.

The Citizenship factor itself is divided into six different qualifications, some of which may be offered by a non-citizen. These are: Taxpayer in Manchester or a resident of the town for a total of not less than five years; citizen of the United States; voter in Manchester; ability to speak, read and write English. An employee may, therefore, have several points under the Citizenship factor although he is not a citizen in the legal sense.

Whereas it is the policy of the Company to follow these regulations of Credit Rating, the chairman stated that it was possible the policy was not being properly carried out in a particular instance, and if the employee representatives felt this to be the case, they might bring the situation to the attention of the foreman for explanation, and if the matter were not either explained or corrected to their satisfaction, they might bring the case to the superintendent and if necessary to the Works Council.

Other changes made in addition to election of a new president are as follows:

Frank Cheney, Jr., resigned as chairman of the Board to take the position of chairman of the Finance Committee. Howell Cheney was named secretary of the corporation, an office made vacant by the promotion of Ward Cheney.

Five members have been added to the Board of Directors: Austin, Charles Herman, Frank D., Howell, and Ward Cheney.

## DIRECTIONS FOR LAUNDERING CHENEY WASHABLE SILKS

**P**REPARE an almost cool suds, using a good grade of neutral soap; i. e., Lux, Palmolive Beads, Ivory Flakes and others. Use about one tablespoon of soap flakes to one gallon of water. Dissolve the flakes in hot water, then add cold water until lukewarm (wrist temperature). A rich lather is necessary.

Wash the article quickly. Never soak. Squeeze the suds through the fabric. Never rub or twist.

Rinse thoroughly in several cool waters.

Dry quickly. Roll with towels between all folds to remove water. Remove immediately. Shake gently a few minutes, then hang in shade.

Shape carefully. Iron on wrong side while still damp, with moderately hot iron.

If the above method of laundering is followed, the loss due to shrinkage is at a minimum, as 5 per cent is permissible.

**NOTE:** These directions apply only to silks sold as washable.

## Monsieur Jacquard Tells His Own Story

—In an Old Magazine Published by the  
Cheney Brothers Almost a Century Ago

The following story is reprinted (in the original spelling) from an old yellowed, green-covered magazine, ten issues of which are in the possession of William C. Cheney. Entitled "The American Silk-Grower and Farmer's Manual", the publication was edited by Ward Cheney & Brothers, then of Burlington, N. J., starting in 1838. The "Silk-Grower" was promoted at the time when the Cheney Brothers were intensely interested in the cultivation of the mulberry tree and the culture of the silk-worm, and wished to establish the production of silk in this country. The quoted article appeared in the November, 1838, issue.

THE history of manufactures affords few parallels to the rapid and marked improvements made in the art of silk weaving in this country during the last six years.

The invention by which these improvements have been principally accomplished is a loom contrived by M. Jacquard, and which, bearing his name, will probably prove a lasting record of his mechanical talents.

Scarcely ten years have elapsed since the first introduction of the machine into this country, yet its superiority over the looms formerly used for silk-weaving is so decided, that it has entirely superseded all these, and has been in no small degree instrumental in bringing that curious and beautiful art to its present state of advancement. Through its means, time is importantly economised in the preliminary steps, while the most difficult part of the labor is so simplified, that this branch of silk-weaving is no longer, as heretofore, confined to the most skilful of the craft. It is no small proof of the enterprising and intelligent spirit of this country, that several alterations by which this machine has been materially simplified and improved, have been already made by our working artisans, and are in advantageous operation; "while in Lyons, the city of its birth, it still remains unaltered, either in form or arrangement, from the original conception of the first ingenious inventor."\*

From the evidence given by Dr. Bowring before the Committee of the House of Commons, appointed to inquire into the state of the silk trade, we obtain the following interesting

\*Lardner's Cabinet Cyclopaedia, Silk Manufacture, p. 256.

particulars of M. Jacquard, as related to Dr. Bowring by himself:

HE was originally a manufacturer of straw hats, and it was not until the peace of Amiens that his attention was first attracted to the subject of mechanism. The communication between France and England being then open, an English newspaper fell into his hands. In this he met with a paragraph stating that a premium would be awarded by a society in this country to any one who should weave a net by machinery. The perusal of this extract awakened his latent mechanical powers, and induced him to turn his thoughts to the discovery of the required contrivance. He succeeded, and produced a net woven by machinery of his own invention. It seems, however, that the pleasure of success was the only reward, which he coveted, for as soon as accomplished, he became indifferent to the work of his ingenuity — threw it aside for some time, and subsequently gave it to a friend as a matter in which he no longer took any interest. The net was by some means at length exhibited to some persons in authority, and by them sent to Paris.

After a period had elapsed in which M. Jacquard declares that he had entirely forgotten his production, he was sent for by the prefect of Lyons, who asked him if he had not directed his attention to the making of nets by machinery. He did not immediately recollect the circumstances to which the prefect alluded; the net was, however, produced, and this recalled the fact to his mind. The prefect then rather peremptorily desired him to produce the machine by which this result had been effected. M. Jacquard asked three weeks for its completion; at the end of which time he brought

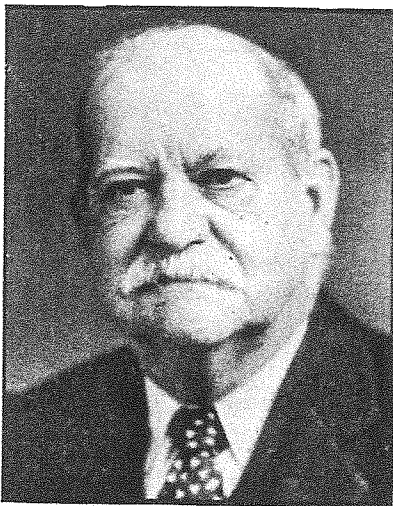
his invention to the prefect, and directing him to strike some part of the machine with his foot, a knot was added to the net. The ingenious contrivance was sent to Paris, and an order was thence despatched for the arrest of the inventor.

UNDER Napoleon's arbitrary government, even the desire for the diffusion of improvements was evinced in a most unconciliatory manner; and while inventions in the useful arts were sufficiently prized, no respect was paid to those persons by whom they were originated. Accordingly M. Jacquard found himself under the keeping of a *gens-d'arme*, by whom he was to be conducted to Paris in all haste, so that he was not permitted even to go home to provide himself with the requisites for his sudden journey. When he arrived in Paris, he was required to produce his machine at the Conservatory of Arts and submit it to the examination of inspectors. After this ordeal, he was introduced to Bonaparte and to Carnot, the latter of whom said to him, with a look of incredulity, "Are you the man who pretends to tie a knot in a stretched string." In answer to this inquiry, the machine was produced, and its operation exhibited and explained.

Thus strangely was M. Jacquard's first mechanical experiment brought into notice and patronised. He was afterwards required to examine a loom on which from twenty to thirty thousand francs had been expended and which was employed in the production of articles for the use of Bonaparte. M. Jacquard offered to effect the same object by a simple machine, instead of the complicated one by which the work was sought to be performed, — and improving on a model of Vaucanson, produced the mechanism which bears his name. A pension of a thousand crowns was granted to him by the government as a reward for his discoveries, and he returned to Lyons, his native town. So violent, however, was the opposition made to the introduction of his loom, and so great was the enmity he excited in consequence of his invention, that three times he with the greatest difficulty escaped with his life. The *Conseil des prud'Hommes*, who are appointed to watch over the interests of

the Lyonese trade, broke up his machine in the public place. "The iron, (to use his own expression) was sold for iron, the wood for wood, and he, its inventor, was delivered over to universal ignominy."

THE ignorance and prejudice which caused the silk-weavers of Lyons to destroy a means of assistance to their labors, capable of being made a source of great benefit to themselves, was not dispelled till the French began to feel the effects of foreign competition in their silk manufacture. They then were forced to adopt the Jacquard loom, which led to such great improvement in their silk weaving; and this machine is now extensively employed through the whole of the silk manufacturing districts of France as well as of England.



FRANK M. SAUNDERS

A machinist during most of his fifty-four years with Cheney Brothers, Mr. Saunders was pensioned June 15. He lives at 24 North Fairfield Street.



### RIDE A HOBBY-HORSE FOR BETTER HEALTH

*Do you know how to play? If not, it's safe to say you do not "fit in" with your group at the plant. Your efficiency and your popularity are impaired. You'll find recreation the cure for many of your mental ills.*

RECREATION may be simply defined as diversion or amusement, the refreshment of the body or

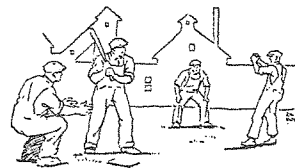
## WOMEN AGAIN TAKE TO KNITTING, CROCHETING, EMBROIDERING



Embroidery floss, with illustrations showing how it may be used, is a new attraction at Cheney Hall Salesroom

A LINE of embroidery yarns intended solely for sale in Cheney Hall Salesroom has been manufactured in a variety of twists and colors, and is already being sold at a uniform price of ten cents a spool or skein, varying in length from fifteen to one hundred

yards. The vogue for knitted fabrics has brought with it a vogue for knitted or crocheted scarfs, hats, sweaters and sweater suits, all of which can be beautifully made by hand. The new Cheney yarns are being purchased for these purposes and also for embroidery of various types.



mind after work. Some persons find their diversion in various hobbies. They interest themselves in something quite apart from their regular course of employment. They collect stamps, coins, play musical instruments, read, indulge in athletics, and a thousand and one other things which hold interest.

Recreation will do you no good unless you enjoy it and are intensely interested in it. Pick out something you like to do and devote a great many of your idle hours to it.

Choose your own recreation. Some English professors read popular magazine stories because the distinct change is refreshing. Many indoor workers choose strenuous athletic games; many manual laborers choose moving pictures.

A hobby is a preserver of mental balance. Have you ever seen a group of Frenchmen or Italians out on a picnic? Notice how carefree they are,

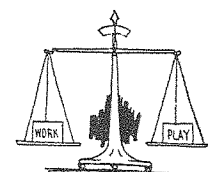
how happily they enter into the spirit of the occasion and play the various games. They throw off all restraint, forget their work and their worries, and have a thoroughly good time.

We need more of this spirit of play in American life. Many of us do not know how to play and we are missing some of the finest pleasures that life can give us.

You remember the old adage, "All work and no play makes Jack a dull boy". This statement was never so true as it is today under the pressure of the modern world.

If you can form a friendship in the pursuit of your recreation, so much the better. Recreation, whether it is of the physical or mental kind, can be much better enjoyed with someone else.

Recreation is necessary to your progress—be sure that you get it.



(National Safety Council)

## CHENEY HALL SALESROOM

A Special Lot of

### Printed Crepes

in

### Short Lengths

1 to 3 yards

will be on Sale

**July 13**

REMNANT SALES DEPT.

CHENEY BROTHERS

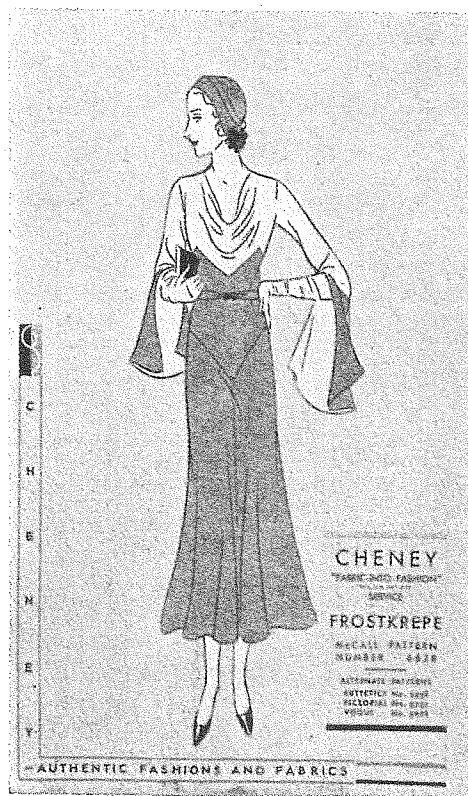
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## **N** O MORE GUESSWORK IN HOME SEWING!

No more wondering how your dress will look when finished. No more puzzling your brain to know which dress pattern will look best. Cheney's "Fabric-into-Fashion" service acts as dress designer for you. You'll find it right in the midst of the busiest section of the Silk department. It shows you exactly how the very silk you're thinking of will look when it's made up and ready to put on.

Every print and every solid color silk made by Cheney is illustrated in color in patterns that are particularly suitable—with alternative suggestions, too. You can see the finished results when you look at the fabric just as clearly as though you were looking at a ready-made model. Ask to see these pictured dresses in your favorite store at the same time you are looking at the silks. You'll find them a great help in deciding.

CHENEY BROTHERS . NEW YORK CITY



*Advertisements of Cheney Brothers' "Fabrics-into-Fashion" Service Appears in the Widely Known Pattern and Fashion Periodicals.*