

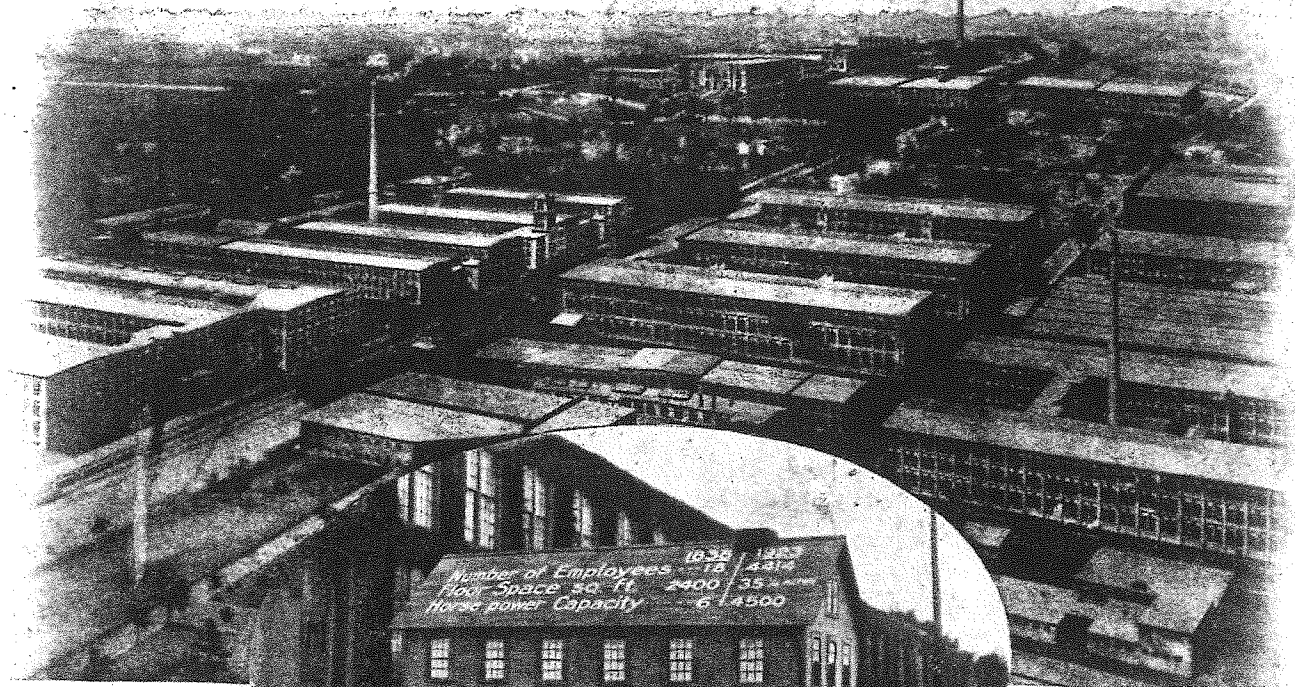
Eighteen Thirty Eight

CHENEY SILKS

A Publication of Those Working with Cheney Brothers

1838

1923



October

1923

Historical Number

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A Publication of those working with Cheney Brothers. Published occasionally at the corner of Fourth Avenue and Eighteenth St., New York. Address all communications to Editor, EIGHTEEN THIRTY EIGHT, care Cheney Brothers.

1838 - 1923

IT is interesting to look back eighty-five years—March 31st, 1838, to be exact—when the first Cheney silk mill was erected. Frank Cheney, Ralph Cheney, Ward Cheney and Rush Cheney, who formed a company for silk manufacture with a capital of fifty thousand dollars, were soon joined by Charles Cheney and E. H. Arnold.

The mill was a crude affair compared with the present mills and measured only 32 by 45 feet. Four cents a foot was paid to have the timber hewn and the joiner's work was contracted for at the modest sum of \$262. An old fashioned bee was held for the raising of the mill.

Power was taken from the served at different times for and distilling. Little did these Silk Mills would grow to such amazed and pleased they walk through the miles of word CHENEY another name

The original New York located at 38 Beaver Street in the 40's. From there it was Later it was in charge of A. Chambers Street establishment. opened their own sales where it remained until 1911, nue quarters were taken to force under one roof. From a nization has steadily grown to

A trip through the Cheney steps in transforming the finished fabric. The processes throwing the reeled silk, yarn and present many problems.

ing difficulties have been surmounted. New and improved machinery has been installed from time to time. Workers are becoming more skilled and great progress has been made during the eighty-five years of the mill's operation, so that today the quality of the product manufactured in this great plant, second to none, is recognized everywhere.

The visitor does not see an ordinary manufacturing town or mills crowded together as in many manufacturing communities. The mills are nestled in the midst of great stretches of rolling green lawns, shaded with wide-spreading colonial oaks. The nearest residences are those of the Cheney's themselves. The whole layout resembles a park.

Today the mills include 36 acres of floor space and employ about 4500 people. The investment in the plant is capitalized at \$7,000,000.00.

That the eighty-five years have produced something really worth while is evident not only to those associated with Cheney Brothers and who feel proud of their relations, but the buying public which has come to appreciate the wonderful achievements of this company and its workers.



FRANK CHENEY,
One of the Founders of Cheney Brothers.
Born July 5, 1817; Died February 4, 1904.

bottom of the millrace which paper-making, grist-grinding, men think that the Cheney enormous proportions. How would be today if they could factories that are making the for silk.

sales room was a small one and later at 34 Beaver Street removed to Canal Street. T. Stewart in his Leonard and In 1877 Cheney Brothers department in Broome Street, when the present Fourth Ave-consolidate the entire selling couple of men the sales orga-a force of 262 persons.

Mills shows many intricate cocoons and raw silk into the of spinning the waste silk, dyeing, and weaving are varied Many perplexing manufactur-

Thousands Visit Industrial Exhibit

THE Industrial exhibit of the Manchester Centennial occupied the entire gymnasium on the second floor of the Recreation building. There were no less than twenty-one separate exhibits of the products of Manchester manufacturers and silks and velvets occupied a prominent part in the exhibit.

As one entered the exhibition hall an exclamation of pleased surprise was caused by the scene which met the eye. Directly in front of the entrance at intervals of thirty feet, were two raised platforms. On each platform was an iron standard a dozen feet in height and from the arms at the summit of these standards were draped fold after fold of shimmering silk in tints and shades which were a delight to behold. Thousands of dollars' worth of silks and velvets were displayed on these platforms.

In display spaces along the sidewalks of the gymnasium were located the booths of the various other manufacturers. Much care and taste were used in arranging these booths.

Cheney Silk Exhibit

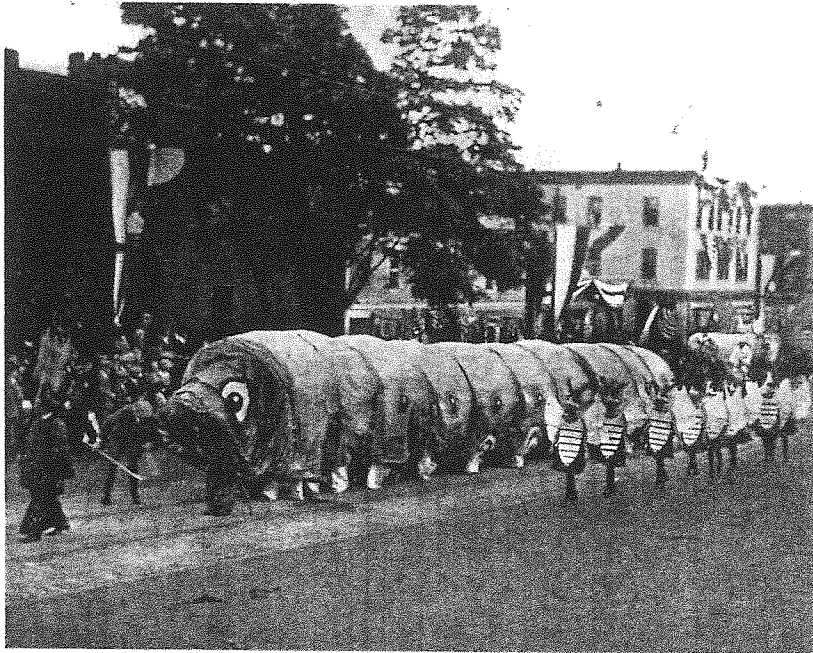
IN the center of the hall were two stages, one of decorative upholsteries material and the other dress materials. The exhibit of Cheney Brothers dress silks included tinsel brocades, tinsel and printed warp brocades, brocaded crepe, velvets, cloth of silver, and cloth of gold.

The lamp shades over these exhibits were made from Cheney silks.

The upholsteries included velvets, brocades, brocaded and tinsel tapestries, taffetas, brocaded velvet. One of the features of this display was the globe of goldfish, and suspended from the edge of the globe was a golden pheasant.

Cheney Machine Shop

THIS exhibit showed one of the Spencer rifles; the model was originally made in the machine shop. This and the Grant-reel, which were also shown, were invented by men in the employ of Cheney Brothers. The



Cheney Brothers' Silkworm Was a Feature of the Parade

seri-plane, which was shown, is an instrument devised for showing the evenness or unevenness of silk, and any of its other physical characteristics, such as cleanliness. This invention was developed in the machine shop. This is now being used by the silk trade in general.

Pageant Wins Praise

Cheney Brothers was represented in the Historical Pageant by a dance of the butterflies and skeins, and a Fashion Show. These scenes were very effective, and were commented on by the Hartford papers.

Hartford Courant—

"No more picturesque sight was ever presented in Manchester than this attractive showing of the processes of silk manufacture and the evolution of Cheney Brothers."

What many automobiles need is not four-wheel brakes, but fore-sighted drivers.—Omaha Bee.

Manchester Celebrates Centennial

(Continued from preceding page)

product we may well be proud today. It employs about 4500 people and pays wages more than ten times the wages paid per hour in the beginning. There are two men who worked for this firm who deserve special mention in Manchester's hall of fame. Our two great inventors, one of whom revolutionized war, and the other peace. Christopher N. Spencer in 1862, while working in the machine shop of Cheney Brothers, invented the Spencer repeating rifle, the first practical repeating rifle for which an organized Government ever gave an order for use in warfare. There were something over 200,000 of these rifles served to the troops of the North in the Civil War. Secretary Stanton called it a damn fool contraption for using up ammunition, but Lincoln got Secretary of the Navy Wells of Connecticut, to give the first order for its manufacture, after he himself had tried the rifle, where the Washington Monument now stands and had put all seven shots into the bull's eye, which was then considered very remarkable shooting.

"The second inventor was James M. Grant. He made an invention less spectacular in the eyes of the world, but of much greater importance to the welfare of man, a reel which introduced the principle of the cross threads, thereby cutting to a fraction waste and labor incident to the use of the old straight reel, and making very decided economies in the manufacture of clothing. Today it is in use throughout the entire world, even in the remote spots of China and Japan, in the entire textile industry."

Cheney Silks by Radio

Talk Given by Henry Creange, Station W. E. A. F., September 20th, 1923

IN considering the intensely interesting subject of Fashions and Fabrics of the Hour, which is so intimately a part of every woman's existence, I ask you to close your eyes and come with me to Paris, which is, after all, the Fashion capital of all the world.

It is a day early in August of this year and we go down the Rue de la Paix finally turning in thru the massive gateway of what is seemingly a magnificent private residence where we are ushered into our seats in a beautiful salon already crowded with a distinguished gathering. Here we see a Russian Princess, there a young duchess of the old aristocracy and yonder the most popular actress of the moment.

And everywhere, keenly alert to every detail are crowds of Americans—those who make fabrics by the piece, those who sell fabrics by the yard, and those who manufacture fabrics into garments ready to wear.

It is the studio of Paquin — or Worth—or Lanvin that we sit in for all of them are holding their Fall openings at this time. A hush falls over the audience and the first model sweeps into the room amidst a burst of applause.

To digress a moment, I have the honor to represent here today the oldest and most noted makers of silks in America—that is, Cheney Brothers, who have been producing silken fabrics of exceptional merit in this country for eighty-five years. As each model is reviewed the fabric will be described and the name of the corresponding Cheney Silk will be given.

As our model parades before us we see that she is wearing a lovely coat

of a crepe satin, known as "Brokado Krepe," in which the satin face is broken up by a delicate feather design made by the crepe surface being woven through the satin from the other side. The coat, of that popular shade of brown, known as Sudan, is lined throughout with a lighter brown fur which is piled high around the neck and also outlines the coat opening, the sleeves and the lower edge, which is about eight inches from the floor. As she throws aside

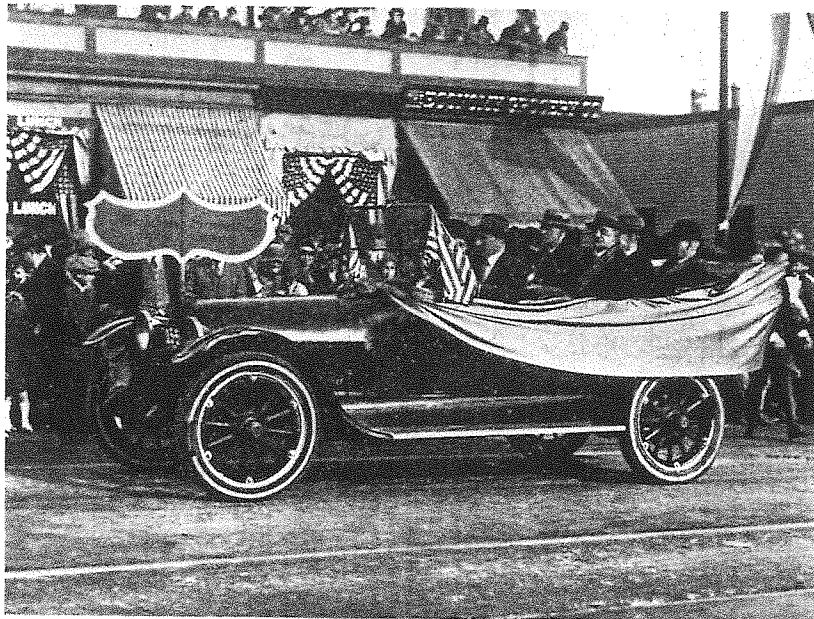
strong colors. This fabric is called "Brokad'argent" or silver brocade by Cheney Brothers, who are noted producers of this and similar weaves requiring tinsel threads of both gold and silver. The wrap which is trimmed with a white fox is quite full but gathers in closely at the bottom, giving a curious balloon-like shape. Underneath is a tight dress of "Crepe Chenette" which is a heavy quality georgette, heavily embroidered with crystal beads and worn over a pink slip of "Satin de Lyon." The dress is caught at the right shoulder with a coral buckle which also holds a white crepe scarf draped around the neckline and falling to the floor on the right. The hem is four inches from the floor.

Another mannequin shows a gown with a bateau or boat neck-line with a short cape attached at the left and drawn around over the right shoulder. The dress is caught up in front by a huge buckle placed below the waistline at the left giving

a decidedly draped effect. It is a new and fascinating material called "Inlai Chenette" in which little flame colored figures of artificial silk seem to be applied on a yellow ground of "Crepe Chenette" although in reality they are woven into the cloth.

Then comes a model wearing a straight coat cut on the lines of the Mandarin robes of ancient China only hanging much closer to the figure. It is made of green "Bengaline Radiant" trimmed at the neck, hem, and sleeves with badger fur, newly popular and edged straight down the front and just above the fur with red

(Continued on Page Fifteen)



Golden Service---Men With Cheney Brothers 50 Years

her wrap we see that her dress is of black chiffon velour velvet which seems to be pulled over in front and to the left to a mother of pearl buckle. One side of the low V neck and the sash whose ends fall clear to the hem are of cocoa brown "Fawnkrepe," a heavy silk crepe of the canton variety. This is an afternoon coat and frock. The lines of both are straight and give a slenderizing effect.

The next model appears in a marvelous cloak of gleaming cloth-of-silver in which silver peacocks are woven into a satiny fabric which is printed with an all-over design in

Historical Sketch of Cheney Brothers

From the Hartford Times---Manchester Centennial Edition

WHEN Manchester was in its infancy, a farming community with straggling houses, a church or two and a few stores, giving but little promise of future growth and importance, the industry which was to make it famous the world over took form. Resulting from a failure in one enterprise, the growing of mulberry trees and the raising of silk worms which was undertaken by the Cheney Brothers in South Manchester, the manufacture of thread silk was begun. Early realizing that the culture of the mulberry tree and the silk worm was doomed to failure in America, the original Cheney Brothers, of whom there were eight, turned their attention to silk thread manufacture. Today, however, this is the only branch of the silk industry, with all its ramifications, in which they are not engaged.

At the time the fever for raising mulberry trees, known as the morus multicaulis craze, swept the country in 1838, the brothers established mulberry orchards in Manchester, Burlington, N. J., and at Mt. Pleasant, Ohio. They lost all the money they put into this venture, but in the meantime had started a small factory in the expectation of being able to utilize the silk which they had hoped would be produced in large quantities in this region.

The Mt. Nebo Mill

In 1838 the Mount Nebo Silk Manufacturing Company was incorporated with a capital of \$50,000. Frank Cheney, Ralph Cheney, Ward Cheney, and Rush Cheney, who formed this company, were soon joined by Charles Cheney and E. H. Arnold. This factory was built up on the site now occupied by the finishing plant back of the main office of Cheney Brothers on Hartford road in South Manchester. It was about twenty by forty feet, and two stories high, and was operated by a water wheel which developed about six horse power, when the grist mill which was up above it ran; it took its power from the tail-race in the grist mill, and had to stop when the grist mill stopped.

There were eight brothers in the Cheney family which started the

business and all of them except the oldest, Wells, at some time were interested in the business, in one way or another. Two of the brothers, John and Seth, were artists, and supplied the first funds for the establishment of the business from the results of their engravings.



Frank Cheney, Jr., President Cheney Brothers 1923. Chairman General Committee, Manchester Centennial

ONE of the earliest operatives describes the plant as a barn built on the edge of the brook in the huckleberry pasture, and the only means of communication at that time was over what is now called Hartford road, which was then a sandy track which wound its way around among the bushes wherever it was easiest to go.

The first product of the mill, sewing silk, was at first made by twisting it by hand until Frank Cheney invented a machine which operated in somewhat the way in which a mule to-day operates on tracks. When they wanted to dance, they used to take up the tracks and machinery and use the floor for a dance hall, put the babies to sleep on the benches, and after the dance they would put the tracks of the machinery back again for use the next day.

The present library in South Manchester was started by their purchasing of books which a reader read to the girls who were engaged in skeining the silk, and whose occupation was chiefly with their fingers, without much mental effort. It was found

that they did more and better work if they had something to set their pace, and keep them interested. The books which were read in this way were afterwards collected and formed the basis of a circulating library for many years housed in the basement of Cheney Hall, and today the public library.

John Cheney has told how he used to take the product of the mill, once a week by stage, up to Northampton, Mass., and get the material dyed and bring it back again. The mill was always closed three days at Thanksgiving time because all the girls came from the country about, and wanted to go home for the holidays.

Yearly Earnings \$600

THE earliest payroll that Cheney Brothers has in existence is that of 1843. At that time there were about forty people in their employ and the average wages paid amounted to 5.9 cents per hour, including some members of the Cheney family. An old diary indicates that Frank and Rush Cheney lived together, and had things in common, and that their share of the year's business amounted to \$600, one of the earliest years, and that they lived on \$300 and reinvested the other \$300 in the business, and it is upon about this principle that the business has been built up ever since, a re-investment of a very large share of the earnings, in the development of the plant and employment of labor, and a correspondingly small amount only to the investors, or owners.

In the early days the brothers struggled along with little success, and it was not until the Civil War, and the demand for black silk that the firm really got on its feet; it was the manufacture of Cheney black grosgrain which first made the established reputation of the firm.

Years of Struggle

Cheney Brothers were not, as is sometimes thoughtlessly conceived, uniformly and steadily successful in the development of their great business. They were pioneers in American industry and had little to guide them in rearing their enterprise. There were years of hardships and misfortune, but they met difficulty with wisdom and fortitude and developed

SUCCESS CONSISTS IN DOING COMMON THINGS UNCOMMONLY WELL

a basic policy, which succeeding generations of the family have adhered to. Practical and foresighted, it has always been the policy of this firm to discount chance and fortune. When the prosperous years came, they prepared for the lean years that inevitably followed. Meeting many and difficult problems in the making and marketing of their goods, Cheney Brothers always looked ahead and meeting difficulty forearmed and forewarned worked out a solution. So that through all the storms and stress of financial and industrial upheavals, the people of Manchester have found a safe harbor because Cheney Brothers were prepared to meet adversity.

Strangers often marvel at the smoothness with which the mighty industry operates, its continuous growth and apparently unbroken prosperity. Cheney Brothers make no miracle of it and the silk workers know and understand. It is simply the continued application of the sound and wise business doctrines adopted by the founders, the original Cheney Brothers. They were master pilots, ever on the watch, sounding and charting for reefs and barriers and keeping to smooth and safe channels. Practically from the start the Cheney family has owned and controlled the business. Whatever differences they may have had as to policy and the course to be pursued they kept their counsel and once a course was decided stuck to it unswervingly until conditions demanded a change.

Secrets of Success

THE prosperity of Manchester is the reflected prosperity of Cheney Brothers. As they have expanded the town has expanded and its splendid and unbroken development always provides wonderment to visitors. The many branches of the silk industry in which the firm engages has spelled continuous prosperity for the town. The demands of the textile world are peculiar and largely dependent upon fashion. Cheney Brothers have been students of fashion and anticipating its demands have been prepared to meet them. As a result whenever business has slackened in one branch or department, it has usually meant a corresponding speeding up of activities in some other. So while for a period some workers may be operating on short time and reduced schedules others keep the wheels of industry turning and Manchester benefits. The hand of distress falls lightly on the com-



Charles Cheney, Sec.-Treas.
Cheney Brothers

munity at large. Often to meet such breaks in industrial activity, Cheney Brothers will operate a department and manufacture goods for "stock," awaiting the period when the market will again call for them. That is part of their industrial policy which works to the advantage of their employes.

The wise policy of the firm in respect to the welfare of their employes is fundamental. The evils of absentee ownership are unknown to Manchester. It has been the home of the Cheney family for generations. Their whole hope and interest in life is centered there and they have spent unstintingly and worked tirelessly to make it desirable as a place to live, as much for their workers as for themselves.

Cheney Brothers Incorporated

IN 1854, less than twenty years after starting in the silk thread manufacture, Cheney Brothers Silk Manufacturing Company was incorporated. The following year the capital was increased to \$400,000. The sound methods adopted at the start and the production of the very best in silk had won for the firm in that comparatively brief space an established place in the American silk industry. As early as 1852, the firm had begun the manufacture of machine twist silk and this quickly developed into an important department. But a more important development came a few years later through the redemption of waste silk, much of which was from the pierced cocoons, the threads being broken by the moth in quitting the cocoon. Machines used in cotton and wool spin-

ning were modified for the new purpose and after much effort and the expenditure of a large sum of money, the firm succeeded in spinning this waste material, thus developing a new branch of the industry. To meet the demands of the business another mill was erected in South Manchester and in 1854 a mill was built on Morgan street in Hartford, where for years ribbons were manufactured.

The old office building, which occupied the site of the present main office on Hartford Road, was built in 1857 and was in use for over a half century. When it was finally demolished to make room for the new structure the cornerstone was removed together with records deposited there in 1857. These revealed that at that date the mill buildings were still of wood and the power furnished from Hop Brook by two turbine wheels of 20 horsepower each. It was about this time that Cheney Brothers made another important improvement in the spooling of silk. They evolved a spooling machine so simplified that one girl could operate three where before her whole time was given to one.

Ribbon Weaving

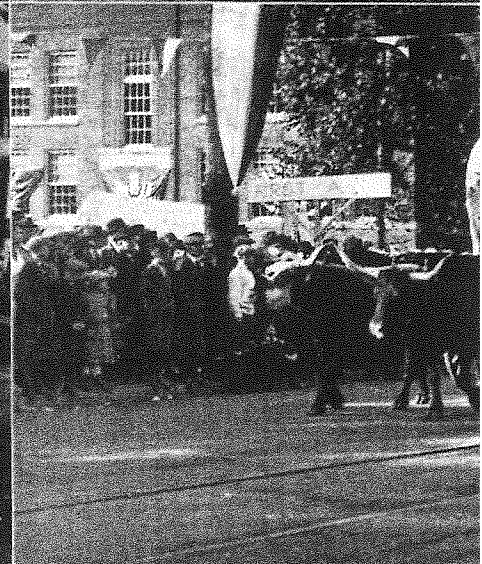
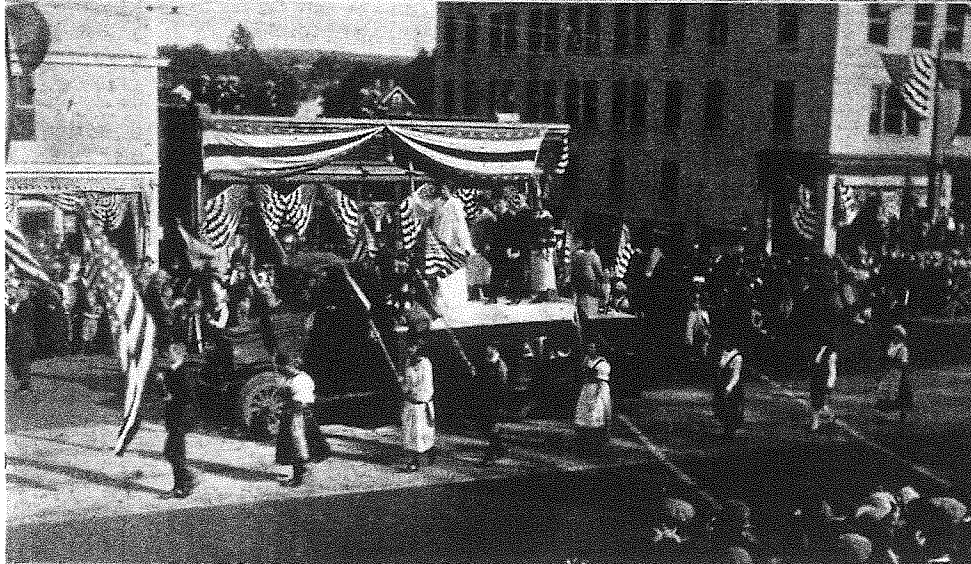
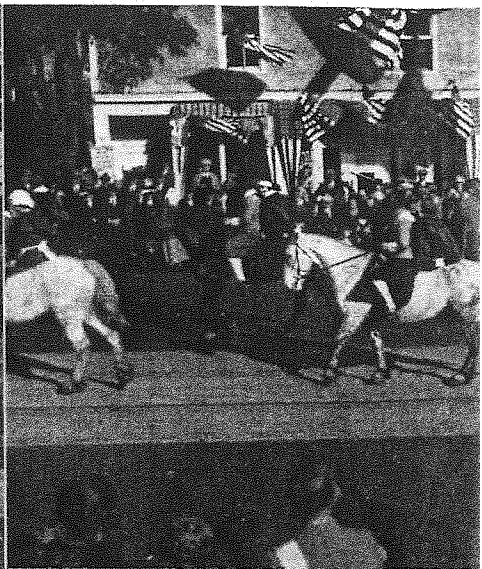
CHENEY Brothers began ribbon weaving on an extensive scale in 1861 and grosgrains in 1866. During this period a tariff was placed on silk goods and the result was to greatly stimulate the industry. Cheney Brothers in common with most silk manufacturers and in fact manufacturers in general have for years been protectionists and much of their success has been ascribed to the fact that the industry has been safeguarded against foreign competition with its cheaper labor. The continued prosperity of the firm was again reflected in 1872 when the spinning mill group on the east side of Elm street was erected. The following year the firm became officially known as Cheney Brothers. In 1880 velvet and plush manufacture was introduced, the looms being imported from Germany.

The Grant Reel

The Grant reel, a device to prevent waste through the snarling in skeins was perfected in 1882 by a man named Grant, who was employed in the Cheney mills for many years. This invention is credited with having revolutionized the process of winding not only in silks, but in cotton and worsted throughout the world.

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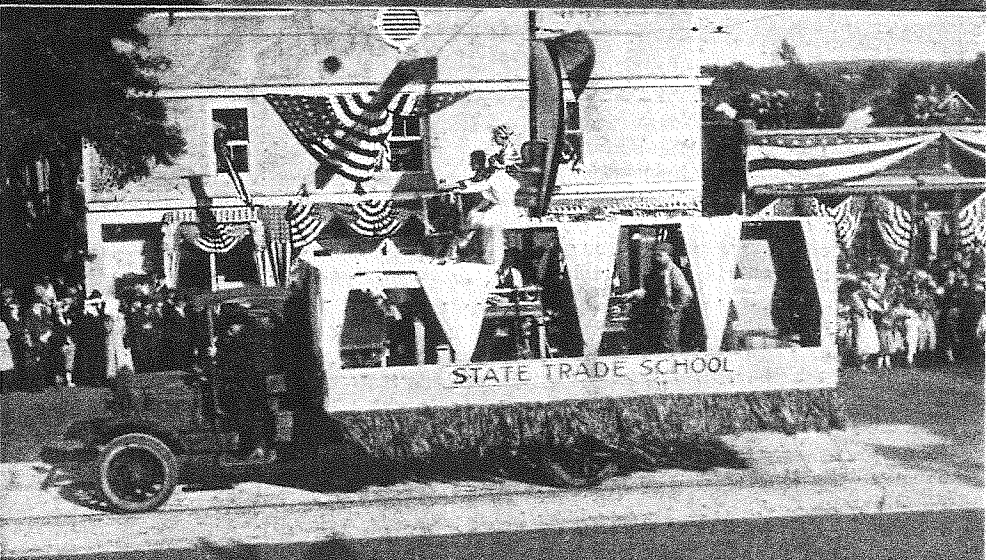
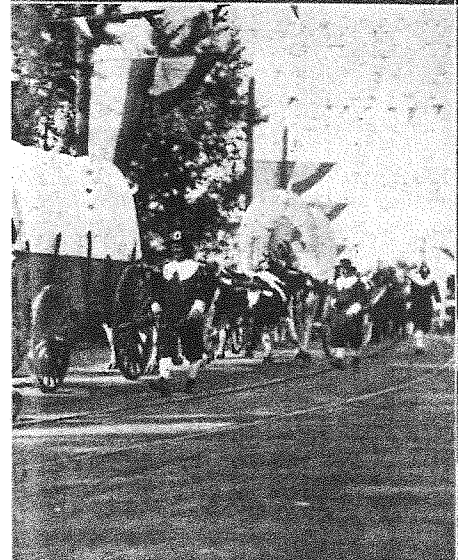
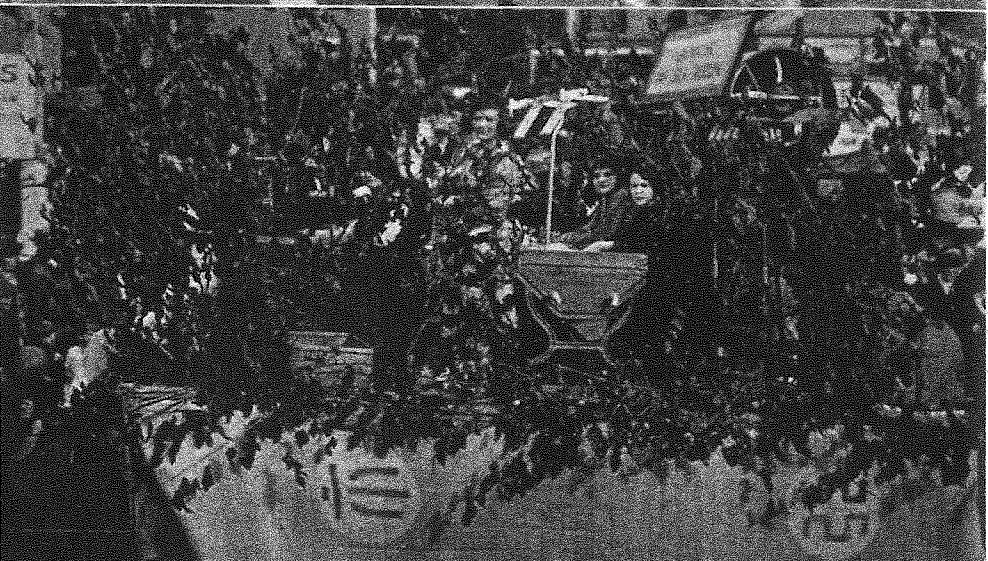
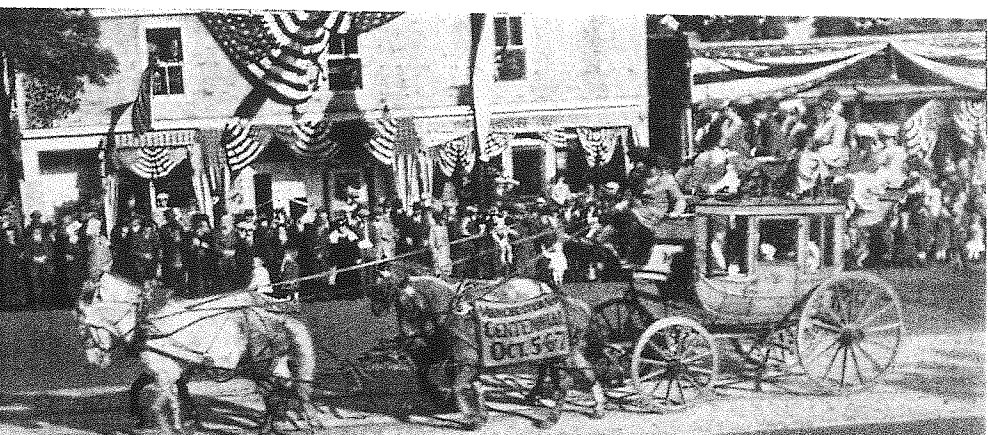
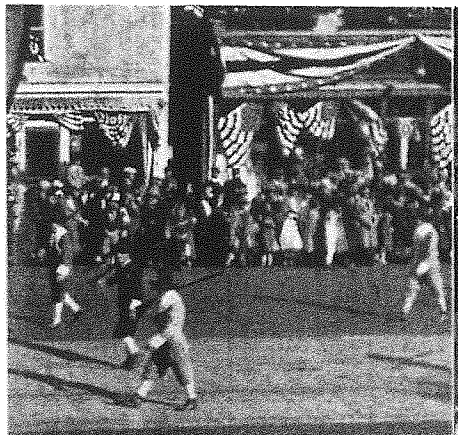
Historical Parade, Centennial Celebration



Last of the Mohigans
The Cocoon Moth and Butterflies
Education Float by High School

Immigrants from Rhod
The Silk Lady
Immigrar

1, South Manchester, October 5th, 1923



Rhode Island

Stage Coach on Turnpike
Japanese Raw Silk Reeling
State Trade School Float with All Machines in Operation

Historical Sketch of Cheney Brothers

(Continued From Page Seven)

Development of Plant

THE development of the silk business by Cheney Brothers through the succeeding years was a steady process with new departments being added from time to time as conditions demanded until today the huge plant occupies more than thirty-six acres of floor space and houses more than 5,000 employes. To discuss at great length the various additions to the plant, the construction of new buildings with the installation of the delicate machinery, and the many processes involved in making the marvelous products of the Cheney mills is impossible here.

As related, the first mill was built on Hop Brook, south of Hartford road and what is today known as the old mill group, is still situated here in the rear of the main office building. These mills are today devoted to dyeing, finishing and folding and are in steady operation. The so-called new mill group was erected in 1872 to the east of Elm street and the tracks of the South Manchester Railroad Company. This group is also known as

the spinning mills, comprising four large structures where waste silk salvaged from the pierced cocoons is spun. Cheney Brothers were pioneers in this phase of the silk industry and perfected machinery for the purpose which proved of great value in the industry.

Cheney Brothers began weaving plushes and velvets in 1880 and in 1885, the first mill for velvet work was erected on Forest street opposite the spinning mills. This mill was afterwards utilized for weaving when the dress goods mills were built. The

large group of velvet mills on Elm street to the south of Forest were built in 1901 and 1902. The growth of this industry made necessary the construction of a new velvet weave shed in 1914. This structure is on the west side of Pine street, opposite the old velvet group and is a one-story building arranged for north lighting from skylights.

THE broad goods or weaving mills on the north side of Forest street east of the railroad were built in 1887 and three years later north of

the west side of Pine street in 1910. This is known as the dressing mill, where the pierced cocoons are treated and the broken filaments redeemed.

The year following the erection of the velvet weave shed, Cheney Brothers built a large structure for yarn dyeing. Here yarn is dyed for both their own use and for other silk manufacturers.

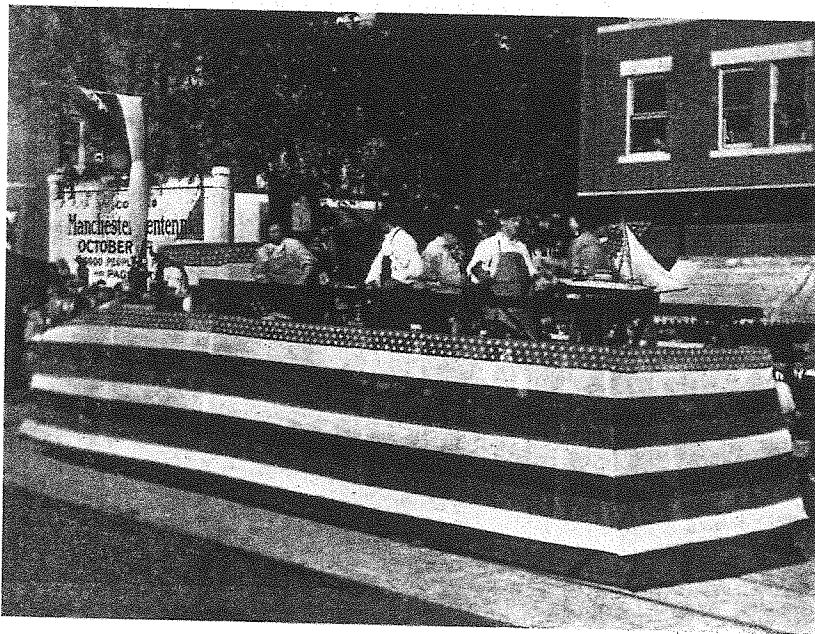
When the business was concentrated in the old mill group, south of Hartford road, the machine shop was situated there, but following a fire which destroyed this building in

1895, a new machine shop was erected on the north side of Forest street, west of Elm street. Here Cheney Brothers build a great deal of their mill machinery as well as carry on extensive repair work. The west end of this building is devoted to the uses of the Manchester Electric Company, which not only lights the mill plant, but furnishes illumination for the town at large. Owing to the danger from fire the carpentry shop and box factory, in which much wood work is prepared for the mills, is situ-

ated in an isolated position south of Hartford road. The plant also contains a large store house for finished goods, north of the machine shop and approached from Elm terrace to the west of the railroad. The raw silk store house is east of the spinning mills on Forest street.

Community Welfare

Although Cheney Brothers' plant and organization is an industrial marvel for its scope and perfection of operation, the spirit of the corporation in its relations with its em-



One of the Floats in the Centennial Parade at South Manchester, October 5th

Timothy Cheney and his brother Benjamin were among the first in New England to make clocks. In their workshop John Fitch received his first lessons as a mechanic and perhaps his first inspiration of the steam-boat. This is indicated in the float

this group the winding and throwing mill was built. Cheney Brothers sold their Hartford mills on Morgan street to the New York, New Haven and Hartford Railroad company in 1907 when it was decided to concentrate the whole business at South Manchester. Ribbons had been manufactured in Hartford and new mills on the west side of Pine street in South Manchester were built to care for this branch of the industry, which also includes the manufacture of the famous Cheney tubular ties and cravats.

Another large mill was built on

FASHION MUST BE FOREVER NEW OR SHE BECOMES INSIPID

ployes and the community at large is no less wonderful. The explanation is to be found in the policy which Cheney Brothers adopted when their business was in its infancy and South Manchester but a mill hamlet. The business required skilled help, reliable workers who would be content in their employment and willing to make Manchester their permanent home. So, from the start, Cheney Brothers devoted much effort, giving liberally of time and money to making the community a desirable place in which to live. Not only did they build and equip mills that were models of cleanliness, convenience and comfort, providing them with the latest heating, ventilating, sanitary and safety devices and locating them in a beautiful natural setting of lawns and trees, but they did everything possible to improve the town at large and develop the strong civic pride for which Manchester is today noted.

To provide for community entertainment, Cheney Hall was built in 1869. This structure, situated on Hartford road, was for many years the center of public entertainment and although today Manchester has several theaters and numerous public halls, Cheney Hall is still in constant demand for social gatherings and public entertainments. It has one of the finest dance floors in the state and has been the scene of many noted balls. No charge has ever been made for the use of the structure which has always been open to social and fraternal organizations.

Public Improvements

IN all matters of public improvement, Cheney Brothers have taken the initiative, not only in South Manchester where, through district organization, they have done many things almost entirely at their own expense, but in Manchester at large. Although paying the bulk of taxes, both in the town and Ninth school district, they have ever been foremost in urging public improvements, which meant of necessity a special levy on them in the form of taxes, and have always been advocates of meeting obligations when due, rather than to burden the town with heavy bonded indebtedness.

Their deep interest in matters educational is widely known and as has been related elsewhere, they have built and equipped many beautiful and costly school buildings as well as maintaining them at little cost to the district at large.

To guarantee South Manchester an adequate supply of pure water, Cheney Brothers organized the South

Manchester Water Company, purchased reservoir sites, bought and cleared the watersheds to ensure sanitation and constructed several large reservoirs, which not only serve the community with running water, but provide for fire protection as well as serving the mills with an adequate supply. Their first development for water purposes was the construction of the Taylor reservoir in 1872. This gave a reserve supply of 9,000,000 gallons, furnishing both the mills and village with water. With the growth of the community and the development of the mills more water was needed and the Porter and Howard reservoirs in the Eastern section of the town were developed. These have a total capacity of 200,000,000 gallons. All sections of South Manchester are thus served, mains being installed in all developed streets for supplying both running water and for protection against fire.

Although Hose and Ladder company No. 1 is a distinct organization within the South Manchester fire department, it is largely financed by Cheney Brothers and was established primarily for the protection of the mill property. With a fire house at the junction of Pine street and Hartford road, the company is finely equipped and as well as possessing the most up-to-date fire fighting apparatus has splendid recreation and sleeping quarters for the firemen, a number of whom are constantly on duty.

To provide for lighting the mills and the residential section the South Manchester Light, Power and Tramway Company was formed. At first Cheney Brothers used gas for illumination, generating it in a plant of their own. But later when electricity replaced this form of lighting, the company developed both power and light from water power obtained from Union Pond at the north end of town and conveyed the current to South Manchester over high-tension wires. This supply, however, was not sufficient and much electrical power is now obtained from Hartford.

When there came a demand for extending the gas service to all parts of the town, largely for cooking purposes, Cheney Brothers disposed of this business to the Hartford City Gas Light Company. The name of the lighting company was changed to the Manchester Electrical Company, and this corporation now furnishes both light and power to the town. Originally the corporation possessed the right to build trolley lines and

did build and own that portion of the Main street line between the Center and the south end.

Cheney Brothers' interest in public health and sanitation led to the formation of the South Manchester sanitary and sewer district. Through this organization Cheney Brothers not only provided for sewerage of the town, but instituted a regular system of garbage collection and also developed a number of storm sewers. Cheney Brothers, although possessing the power, have never made assessment for the construction of sanitary sewers, which have involved the investment of great sums of money and the construction of sewer beds.

Street Improvements

CHENEY Brothers have for many years maintained a large outside force not only for work about the mills and their private property, but in the construction of reservoirs, water mains, sewers and street work generally. They maintain at their own expense, all streets in the mill district and thus relieve the town of this large burden. Hartford road, the beautiful approach to the mills, Pine street, over which much heavy freight is hauled, and many other streets surrounding the mill group are examples of the way Cheney Brothers aid in beautifying Manchester highways.

Benefit Association

AS in many other things dealing with industry, Cheney Brothers have been leaders in industrial welfare work. The problem of industrial insurance has been solved by Cheney Brothers through the institution of a benefit association, small weekly assessments being made upon the employes to which Cheney Brothers contribute one-fourth of the total. The fund thus formed is utilized when workers are ill or are injured and provides a pension fund and death benefits. While membership is not compulsory, all employes are urged to join and thus be in a position to participate in the benefits which accrue.

The welfare system begins with employment, when workers are examined physically and placed at work which appears best adapted to their mental and physical powers. The aim is to fit the worker to his job and give him every opportunity to utilize his talents. While safety devices are employed, wherever conditions demand them and provisions made to avert accident, a skilled surgeon is on duty, ready at all times

(Continued on Page Fifteen)

SILKEN THREADS

PERHAPS some of you do not know that this publication received its name — "Eighteen Thirty Eight"—from the fact that it was in the year 1838 that Cheney Brothers commenced business.

At the close of the Red Cross drive for contributions for the Japanese relief at the mills a total of \$497.98 was collected. The New York store is pleased to announce a total of \$476.56 for the same cause.

Mr. Leighton Tracy of the Sales Engineering Department, celebrated his first anniversary of marriage on Friday, August 24th. It so happened that he was at his home in Maine on this day and was the recipient of a telegram of congratulations from the Cheney musketeers, or in other words his fellow workers, Messrs. Reddish, Morgan and Lynch.

We have several new faces in our midst, among whom are Miss Rock and Miss Lloyd in the Dress Goods Department, Miss O'Neill, Miss Hans and Miss Hoeston in the Cravat Department, Messrs. Berg, Severson and Kolsch in the Upholstery Department, Miss Cafferata and Miss Walker in the Accounting Department, Miss Denbert in the Billing Department, Mr. Calabres in the Adjustment Department, Miss Schreiber and Mrs. Rhind in the Stenographic Department and Mr. Chernov and Mr. Cullen in the Art Department.

Our cafeteria had a record day recently when 50% of our New York store employes had their luncheon there. This speaks well for the service and appetizing dishes obtainable.

The latest morning diversion on the way to the store seems to be the reading of "The Lantern," the column in The New York Tribune



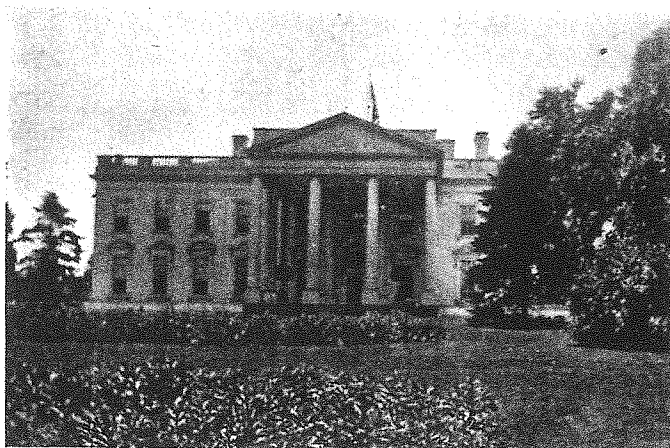
June Estelle Thomas, age 11 weeks

edited by Don Marquis. A bit of his wit is surely a good way in which to start the day right.

The many friends of Miss Sed-week will be sorry to know that she does not expect to resume her duties as secretary to Colonel Heckman. This position is now held by Miss Edith L. Perrine.

Did you ever see Michael Ward trying to keep up with Mreches in a race for the elevator? It's a treat you mustn't miss!

The departure of Miss Hooley is regretted by all and she has our sincere good wishes for success in the future. recently from the Mailing to the



The White House

C. Wrath

Mrs. McBride is taking her place in the Cravat Department.

Edward Galanine was transferred

Dress Goods Department.

Have you noticed the melancholy expression on the face of a certain individual in the Sales Engineering Department? Not that we blame him any—we miss her too.

We welcome back Mr. Prankard who has been quite ill for some time and who now looks the picture of health.

The Western Union clocks got tired the other morning and stopped. Tired of being watched? Never, not in Cheney Brothers!

On August 4th, Thomas became a proud and happy daddy. The young lady has been named June Estelle. Congratulations!!

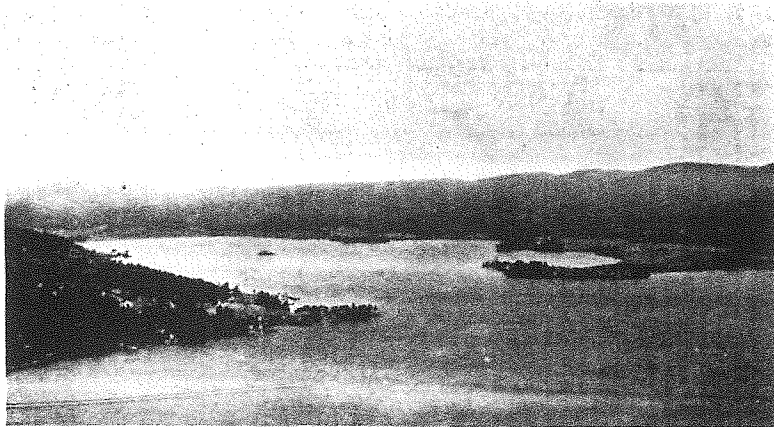
Walter was flying around quite a bit the other day. And some beautiful bird he had with him.

Have you noticed that Bessie and Ella never lack for the right sort of companionship down in the cafeteria at lunch hour? The Cheney boys show good taste at any rate!

On Saturday, September 15th, occurred the marriage of Miss Ruth Edholm and Mr. Robert E. Miller. Mr. Miller has been in the employ of our Velvet Department for a number of years and we extend our most hearty good wishes.

We also wish to announce the marriage of one of the valued members of the Upholstery Department, Mr. Howard Vallentine. This wedding occurred on August 25th and we extend heartiest congratulations to Mr. and Mrs. Vallentine.

Miss Sozzi has been keeping something from us. October tenth was her



Lake George

D. Dawson

birthday and she received some beautiful rosebuds. A liberal reward is offered for the discovery of the identity of this unknown admirer.

* * *

The many friends of Frank Ahren extend their sympathy to him in the loss of his grandfather.

* * *

Cupid has been busy again. Miss Anderson of the third floor rear appeared with "the ring" recently.

* * *

Mr. Perry, our Dress Goods representative in Philadelphia, has been caught in Cupid's snare. We expect to hear the wedding bells anon. It's great to see him blush!

* * *

Kenneth Kniffen has been promoted to the Credit Department and Francis Giles to the Velvet Department.

* * *

Cheney Brothers was well represented in the Mardi Gras parade held in connection with the recent Manchester Centennial. Among the floats was an exact replica of the Toonerville Trolley entered by employees of the Dressing Mill. The entry of the Machine Shop employees was a representation of a gorgeous pipe organ emitting tones similar to those heard in a boiler shop. King Tut's Tomb, "Yes, We Have No Bananas," the Gold Dust Twins, the Hula Hula Girls, a circus with all the wild animals, a Liberty Bell group and many equally pleasing presentations were given by other departments of the mill.

* * *

It is doubtful if any great disaster has ever elicited so much sympathy in America as the recent earthquake

which destroyed Yokohama, part of Tokio, killed thousands of persons and left many more thousands injured, homeless and without means of support. The whole country was shocked, and from the very first a strong desire to be of assistance to the stricken Japanese was evidenced from one end of the United States to the other. Relief funds began at once to pour in to the Red Cross headquarters in Washington and have continued to pour into that office since that time. At this writing more than \$8,000,000 has been contributed. It is probable that the total amount of relief funds will aggregate \$10,000,000. The Silk Association of America alone contributed a half-million dollars.—The American Silk Journal.

* * *

Bowling Team Schedule

Cheney Brothers

vs.

- Oct. 9—Wm. Iselin & Co.
- " 19—Flutmann & Co.
- " 31—H. A. Caesar & Co.
- Nov. 15—H. R. Mallinson & Co.
- " 22—Schwarzenbach Huber
- Dec. 10—L. & E. Stirn
- " 19—F. Viotor & Achelis
- Jan. 2—L. Erstein & Bros.
- " 17—J. H. & C. K. Eagle
- " 31—L. F. Dommerich & Co.
- Feb. 13—Wm. Oppenhym & Sons
- " 28—Susquehanna Silks
- Mar. 19—Peieria Buhler & Co.
- " 28—Textile Banking Co.

Games start at 7:30 P. M. and are held at Thum's Bowling Alleys, Broadway and 31st street.

PEOPLE WE KNOW



ROBERT E. MILLER

SOME of his most intimate friends who have known him since he came in the business on Broome Street, believed he was looked to remain a bachelor, but this Velvet Department man surprised his associates by becoming a benedict.



HOWARD VALLENTINE

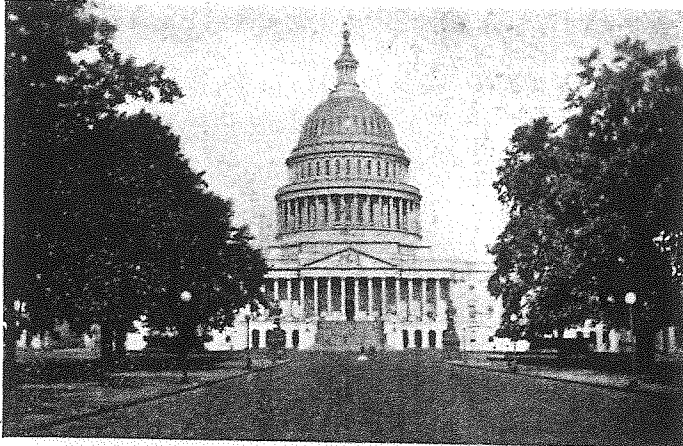
HOWARD, or rather "Val" as he is better known to his friends, is a member of the Sales Staff of the Upholstery Department and an artist of no mean ability as a glance at past issues of E. T. E. will show. Everyone's best wishes on his latest step, which occurred on August 25th.



MISS MARGARET BROWN

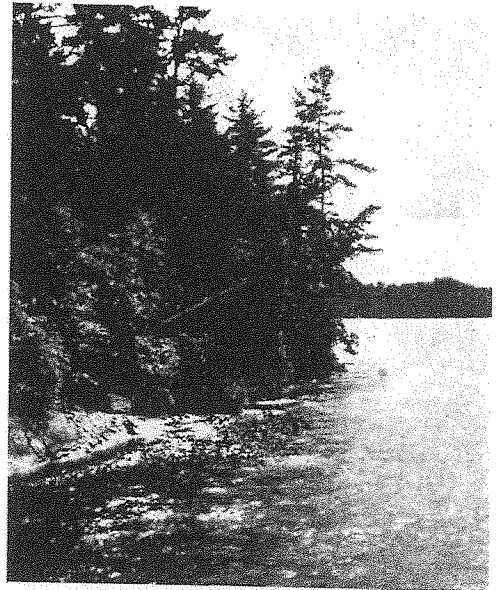
WE'LL wager Margaret knows more about neckties than a dozen Beau Brummels. Reason: she is in charge of the Cravat Sample Department; also Clue Librarian and the owner of a sunny smile and disposition.

Snapped by Our Vacationists



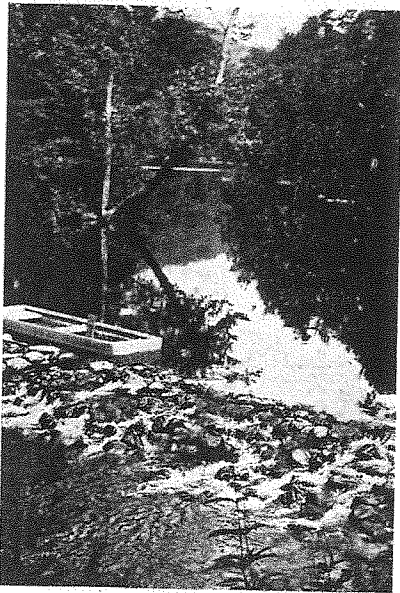
The United States Capitol

C. Wrath



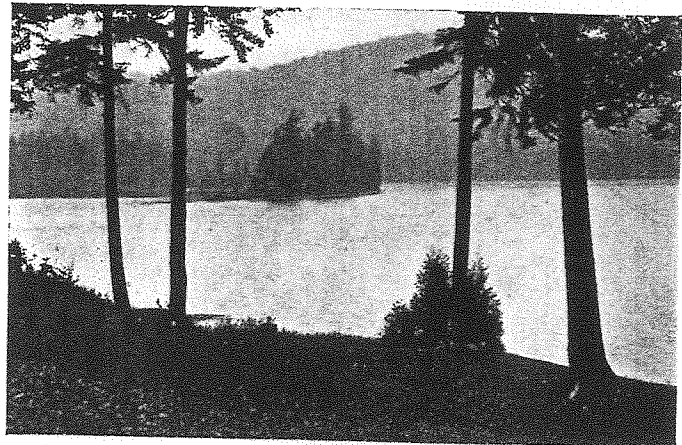
An Adirondack Lake

J. Brittain



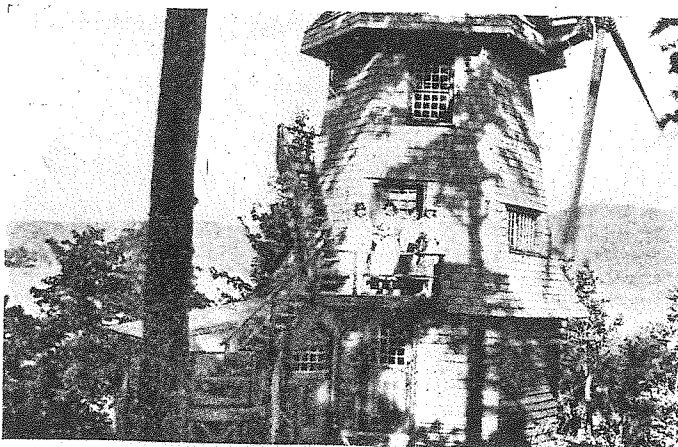
Reflections

A. Durfee



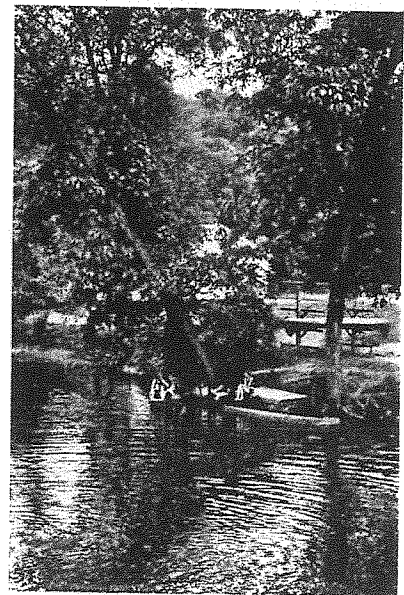
Big Moose in the Adirondacks

J. Brittain



The Old Mill---Lake George

D. Dawson



The Ramapo at Oakland

A. Durfee

DON'T TELL EVERYTHING YOU KNOW---YOU MAY BE ASKED FOR AN ENCORE

Historical Sketch of Cheney Bros.

(Continued from Page Eleven)

to answer a call either in case of sickness or accident and first aid rooms have been installed in all of the mills. These rooms are in charge of skilled nurses.

WHILE Cheney Brothers own many houses which they rent to their employes and have from time to time built groups of houses to meet the demand for homes, it has for a long period been the policy of the company to encourage their workers to build and own their own homes. The building and loan association has been a powerful factor in this endeavor and through its method of financing has made it possible for hundreds of Manchester residents to own homes.

To provide for many unmarried workers, both men and women, Cheney Brothers have built and equipped large houses which adequately meet this need. In a word it would be difficult to name an industrial organization in the United States which has done more for the comfort and happiness of its employes.

Cheney Silks by Radio

(Continued from Page 5)

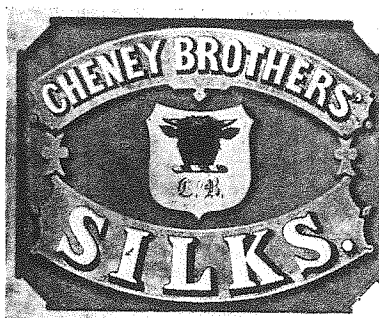
"Frostkrepe." Next we see a simple model which distinctly shows the Chinese influence. The tunic, which is cut much like a pajama coat, coming down to the middle of the thigh, is of blue "Frostkrepe" edged with brown "Frostkrepe." It is quite full at the left and has long sleeves flaring over the hands. The skirt is plain and rather short.

AGAIN and again we see models in all the collections which are suggestive of Indo-China or China itself and as we leave Paris and rush back to America to put our new ideas in work we are convinced that the Chinese influence will dominate the fashions in this country in 1924.

Summing up the matter of line, we find that the straight and narrow silhouette predominates among tailored and street dresses also indoor silk frocks.

The style of 1880 which showed signs of popularity in the Spring has been modified so that there is only a suggestion of the bustle in formal afternoon and evening gowns.

Another well-liked feature is circular flounces which may rise in three to five tiers from the floor to just below the waistline.



One of the first Trade Marks used by Cheney Brothers

An outstanding feature of the mode is a combination of two unlike materials such as brocades and plain crepes, velvet and crepe, satin and velvet.

While the Chinese influence confines itself at the moment to a matter of cut and line we may expect to see it reflected in printed fabrics for 1924.

As to materials, silk as usual is the most popular fabric; crepe satins, many of them with Jacquard designs and all of them capable of being worn with either side out lead in favor. They are closely followed by moire designs laid on poplins, bengalines, crepe faille and some of the heavier cantons such as "Frostkrepe." For formal wear gold and silver tinsel brocades such as "Brokad'or" and "Brokad'argent" are even more popular than last year.

As to color, all shades of brown are extremely good for Fall and Winter. The most popular carry the fascinating names of Java, Zanzibar, Malay and Soudan. They are closely followed by the greens and the grays but I ask you to keep firmly fixed in your mind that the blues will most assuredly dominate the mode in 1924 and of these colors the most notable are the new "Chinese Blues" which will soon be available for your use in Cheney Silks at the very best stores throughout the country.

Educational Courses

COURSES for women in Secretarial Business Training, Gregg Stenography, Touch Typewriting, Filing, Commercial Arithmetic, Penmanship, Economic Problems, Elocution, English, French and Spanish. For further particulars apply to the Ballard School, Central Branch Y. W. C. A., 610 Lexington Avenue.

New York University offers a short intensive course in Silk and Silk Fabrics. The course consists of fifteen lectures on various subjects some of which are: The Silkworm, Raw Silk, Identification and Uses of Textile Fiber, Fabric Manufacture, The Theory of Weaving, Fabric Analysis and Design, Printing, Defects in Raw Silk, Physical Tests, Chemical Tests, and The Buyer and The Silk Market. Write to Dr. Norris A. Brisco, Director N. Y. U. School of Retailing, 32 Waverly Place, New York City.

Arrangements may be made for the following Y. M. C. A. courses: Accounting and Bookkeeping, Stenography, Typewriting, Commercial Arithmetic, Business Correspondence, Commercial English, Penmanship, Spelling, Textiles, Advertising, Salesmanship, Spanish, French and many others. Complete information is obtainable at The 23rd Street Y. M. C. A., 215 West 23rd Street, N. Y. C., or at the West Side Y. M. C. A., 318 West 57th Street, New York City.

The subjects covered at the Pace Institute are: Theory of Accounts, Practical Accounting, Auditing, Double-entry Bookkeeping, Applied Economics, Organization, Management and Finance. Schools are located at 30 Church Street, Hudson Terminal Building.

Attention is called to Columbia University Textile Course in Silks. Subjects: Raw Silk, Spun Silk, Silk Throwing, Testing of Materials, Skein and Piece Dyeing, Preparatory Processes, Weaving, Jacquard Weaving, Silk Printing, Silk Finishing, Ribbon Manufacture, Pile Fabrics, Standard Market Fabrics, Fabric Analysis and Course of Imperfections, and Cost Calculating. Inquire the instructor, Mr. James Chittick, 122-124 East Twenty-fifth Street, New York City.

Columbia University also offers Home Study Courses. A few of the subjects covered are Business English, Secretarial Studies, and the Psychology of Advertising and Selling.

If interested, see your department manager or go to Mr. Whitcomb's office for further particulars.

Music Notes.—"What is your occupation?"

"I used to be an organist."

"And why did you give it up?"

"The monkey died."



A Mural Tile from the Palace of the Forty Columns, at Isfahan

FLOWERS FROM THE GARDEN OF TIME

WATER-LILIES of the Nile, nodding decoratively from fabrics of Egyptian influence, recall the antiquity of floral ornamentation, and the varied treatment given it by artists of past centuries.

The lotus flower of Egypt, the palm of India, and the plant life of Arabia show a conventional interpretation that is in striking contrast to the realistic art of ancient China—that “flowery kingdom” which glorified the shaggy chrysanthemum and the stately peony.

When flower and leaf motifs reach Europe by way of Persia, during the Thirteenth Century, they are uncompromisingly conventional and rigid in appearance. It is not until the time of the French Renaissance that the playfulness and delicacy of the West establishes a more realistic note.

Here reign originality, vivacity, and elegance. In their drawing, their values, and their colours, French designs are faithful to the floral forms which inspire them; especially in rosebuds, narcissus, lilacs, morning-glories, poppies, corn flowers, bleeding hearts, violets and strawberry blossoms. And, arranged in garlands and bouquets, or in wreaths entwined in ribbon, or powdered over the ground singly, they hold sway through all the feminine periods of French art.

Thus, as from an ageless garden, ever fresh, artists of today take inspiration for woven silken patterns and lovely prints, reproducing or adapting to modern needs, the ancient grace of flowers. Perhaps, for sheer beauty and interesting variety of style, the most notable of these are found in Cheney Silks for Decorative and Upholstery purposes.

CHENEY BROTHERS

4th Avenue at 18th Street, New York

CHENEY
SILKS

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