Yuban is always the same

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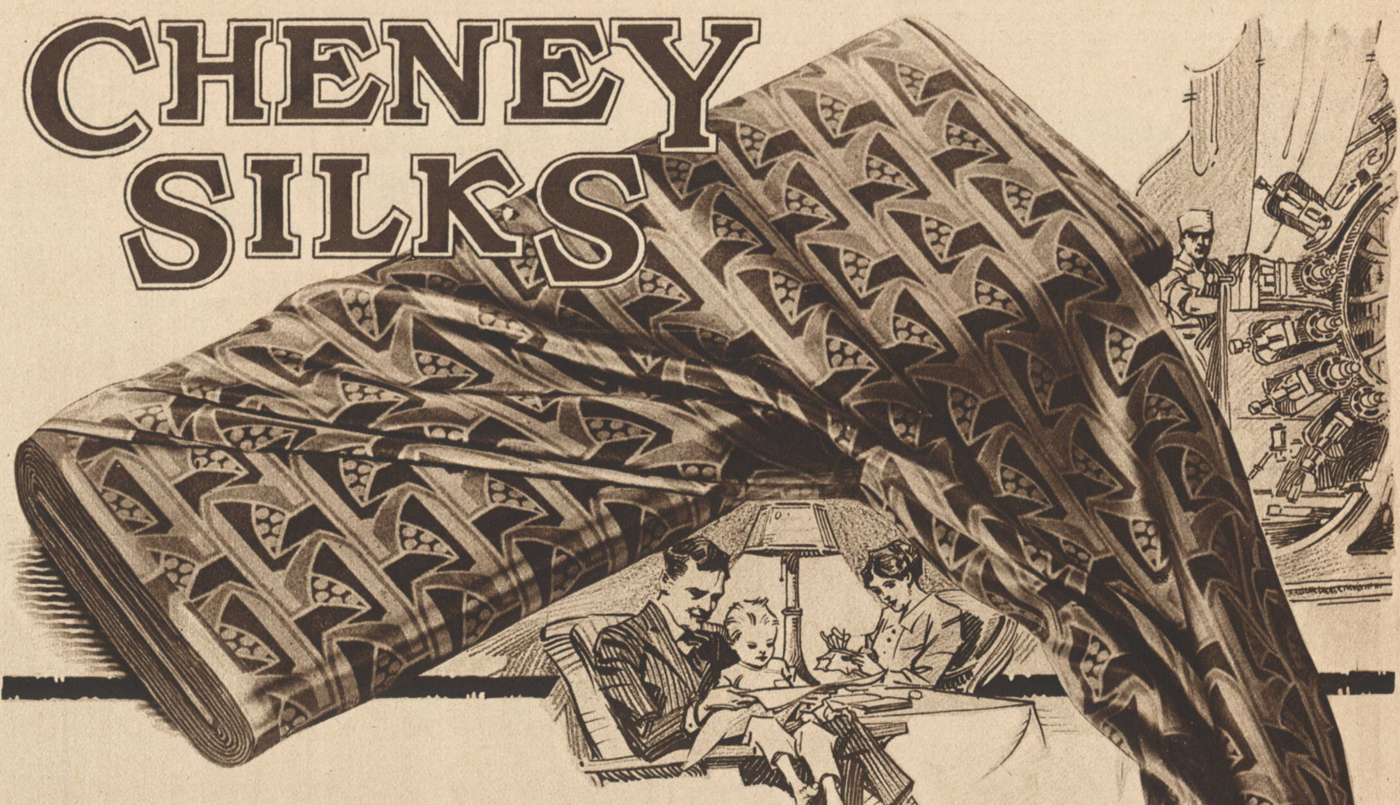
The greatest possible care is taken to keep Yuban the same. The coffee you drink today is roasted under as careful supervision as the first 250 pounds prepared for private distribution.

Day after day, year in and year out, you can have the same rich flavory drink with no variation.

What a satisfaction it is to know you can absolutely depend on your coffee; to know you can always have this same delicious flavor.

Serve Yuban today. Know the satisfaction of getting good coffee every time you make it.

CHENEY SILKS



THE coming Fall and Winter will be seasons of silk—afternoon and evening gowns, morning frocks, negligees, cloak and fur linings—all will be of silk even more generally than in past years. Dame Fashion has decreed it—and among them all she gives her highest crown to the Cheney Silks.

Among the Connecticut hills at South Manchester, where live the higher-paid workers who design, weave and dye the Cheney Silks, there are happy, cosy homes where red-cheeked children play and gardens blossom.

Broad parkways and spreading lawns surround the Cheney Brothers Mills, and workers going to and from their homes in morning, noon and evening breathe fresh pure air and avoid long rides in train or trolley cars.

There is almost human intelligence in the great looms which weave the rich and lustrous Cheney Silks. Glistening threads of many hues are lifted, guided, interlaced to form exactly the most intricate patterns, glowing with all the colors of fairyland.

Some silks are printed as books are, instead of having the colors woven in; the broad webs passing through great presses to receive the colors of the pattern.

The Cheney workers at the Cheney Mills—especially the younger ones—have many opportunities to study the various branches of the silk industry in the trade schools maintained for their benefit. Better work naturally results from better trained workers—and higher pay follows, too.

The Quadrangle at South Manchester, newly completed, contains Hospital, Graded School and Recreation Building for all the employees who need or wish their help.

The Cheney Mills are not the usual crowded dingy factory that one sees in the cities. Rather the entire establishment suggests a park, well designed and well kept

Zantine *the all-becoming silk*

ZANTINE SILK is the newest of the Cheney Creations—novel in design, rich but soft in its lovely colorings. Its subtle harmony becomes any complexion and benefits any figure—and adorns them all.

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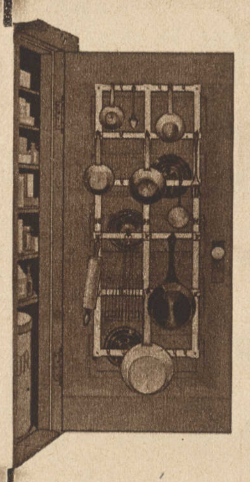

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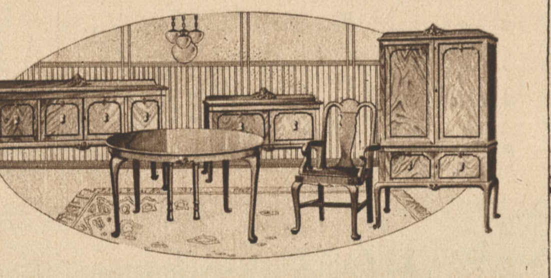

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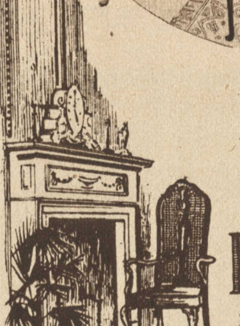

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