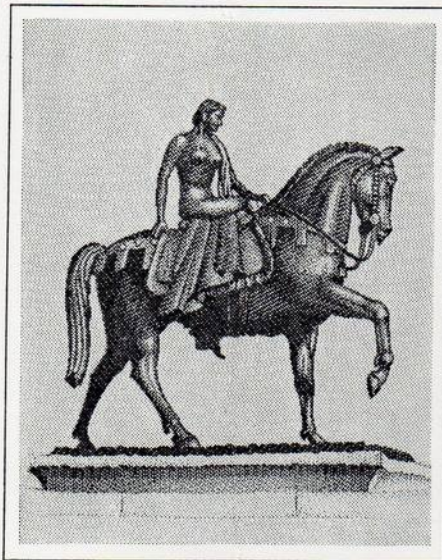


**The
inside
story of**





MORE THAN SEVEN AND A HALF CENTURIES
AFTER GODIVA

— In 1846 CASH'S began weaving pictures like this. Throughout the intervening years, the company has adapted and developed its craft to suit changing tastes and conditions. Today CASH'S have gained world-wide fame for RIBBONS, WOVEN NAME TAPES and GARMENT LABELS, as well as pictures woven with infinite care and skill.

*Statue of Lady Godiva woven by J. & J. CASH LTD. OF COVENTRY
in 1967 to mark that city's 900th Anniversary*

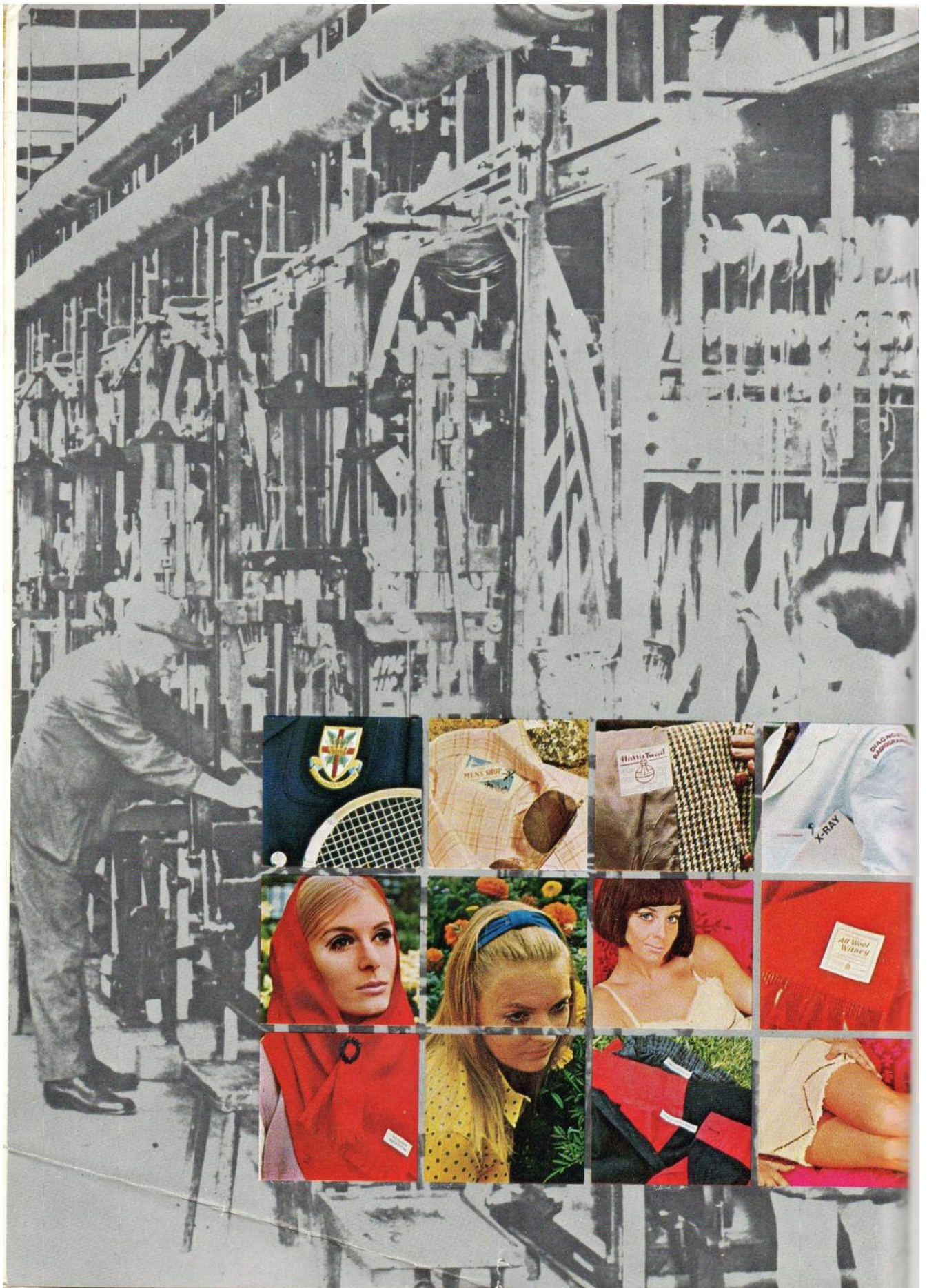


By Appointment to
H.M. Queen Elizabeth II
Manufacturers of Woven Name Tapes
J. & J. Cash Ltd., Coventry

Coventry is the starting point

Labels unlimited, countless miles of ribbons, millions of individual woven name tapes – these are sent from the looms of J. & J. Cash Ltd. of Coventry to every quarter of the globe. The labels carry many of the world's greatest names in manufacturing – and these, as well as the beautiful ribbons of every variety, are the recognised symbols of quality wherever they are used. The woven name tapes designed for sewing into children's clothing have their own special claim to fame – familiar to generation after generation of boys and girls.

Coventry was the logical birthplace for the Cash organisation. Since the beginning of the eighteenth century, this city has been a centre for the textile smallwares industry. When John and Joseph Cash started their factory well over a century ago in 1846, skilled weavers were readily available. From that time to the present day, the firm has made consistent progress – continually stimulated and brought up to date by the adoption of improved methods, machinery and techniques – and with the use of new man-made fibres, as well as the natural raw materials.



Woven and Printed Labels, Woven Name Tapes, Ribbons and Trimmings, Stretch Hair Bands, Badges – all from Cash's, and all with the same superb quality for which this Company is famous.

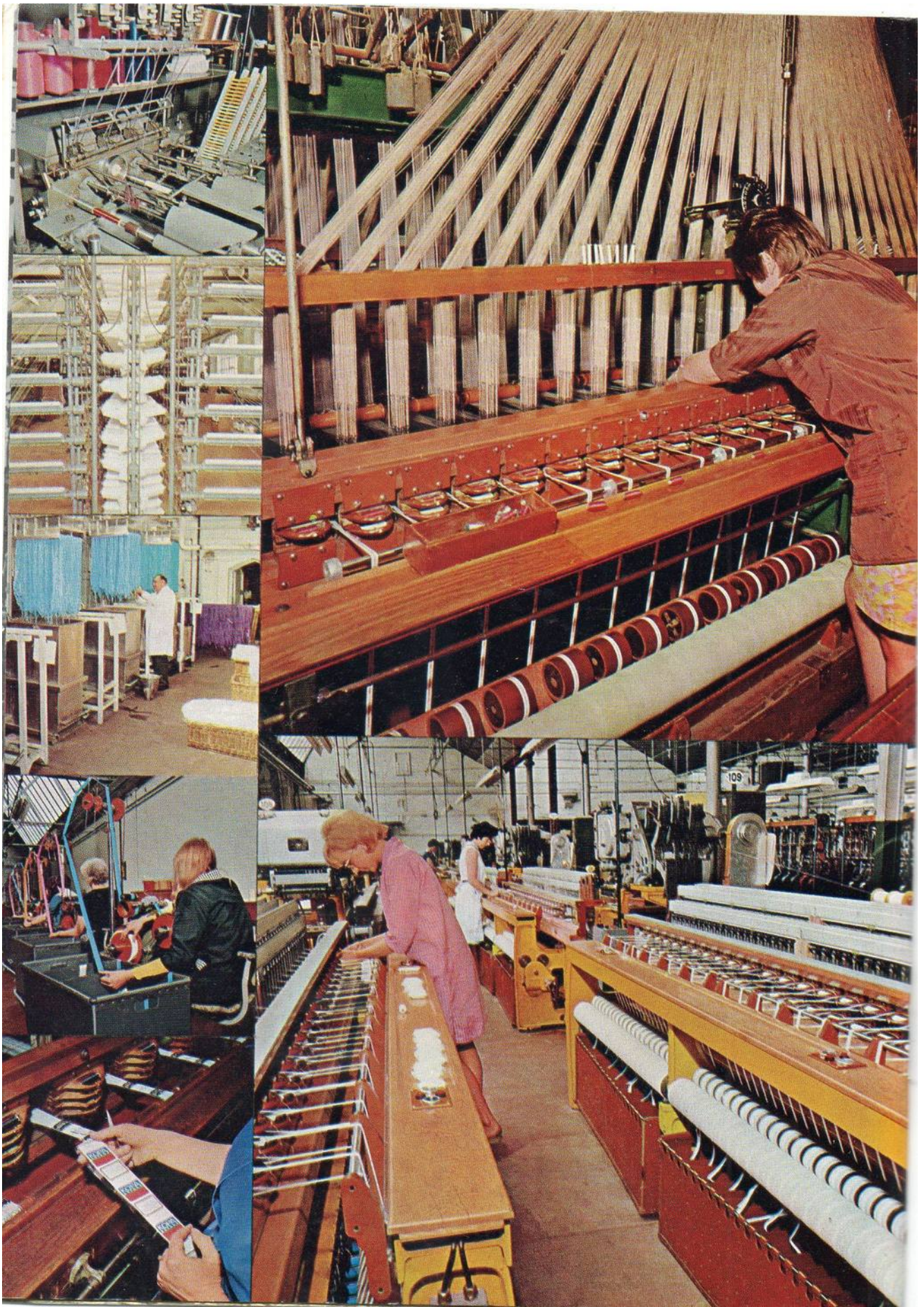
A weaving factory at the turn of the century.

A family business world-wide in scope

Although modern in every sense of the word – tradition plays a part in Cash's world-wide recognition. Not only are descendants of the original founders still in active management at Cash's – but family connections among the highly skilled employees go back, in some instances, for three or four generations. Thus, in a very real sense, this large global organisation is a family business still. Employees take special pride in their craft at Cash's; and they have a sense of belonging that is the direct result of the firm's enlightened outlook. They know they can rely on the company's interest and concern for them as individuals at all times. Maintaining a happy friendly atmosphere is the basis of the good working relations that are a priority at Cash's. Indeed, this organisation holds an enviable record for good employee relations, being one of the first to pioneer the field in industrial welfare.

Fashion means flexibility

Constantly alive to new ideas, and sensitive to the changes of taste and fashion – Cash's policy from the first has been to widen activities in order to produce the products that please the customers. For instance, the company manufactures woven pictures of romantic and topical subjects which are very popular for framing. A famous development was the specialisation in the manufacture of cotton frillings, those elaborate decorations favoured by Victorian ladies for under-clothing and pillowslips. Frills suffered a decline in favour toward the end of the last century, and the company then turned attention to developing the label side of the business for customers' trademarks. It is interesting to note here that frills and furbelows have currently been staging a fashion come-back – and Cash's output satisfies the changing demand.



Winding yarn from large bobbins on the quills that hold weft yarn in the loom. A fully automated process.

Bobbins mounted on an electronic creel from which warps are prepared for the looms.

Checking ribbons immediately after they have been dyed in pulsating vats in the Company's own dyehouse.

Removing finished ribbon from work boxes and winding it into rolls on a cardboard core for despatch to customers.

Inspecting labels at the loom immediately after weaving to check for faults in design.

Checking warp threads and loom harness before commencing label weaving operations.

Replacing quills in a ribbon loom when the weft thread has run out.

Enter the man-made fibres

Cash's Factory at Kingfield Road pioneered the use of rayon – weaving it into a variety of attractive products. In addition – many other man-made fibres, such as nylon and terylene have come to Cash's looms and are used wherever their particular wash-and-wear qualities offer greatest advantage. Cotton, however, still has a place among the raw materials used in Cash's products.

At Kingfield, the manufacture of woven labels in yarns has been extensively developed. Today, many famous articles of apparel bear the distinguished identifying marks of Cash's labels woven in a variety of fibres.

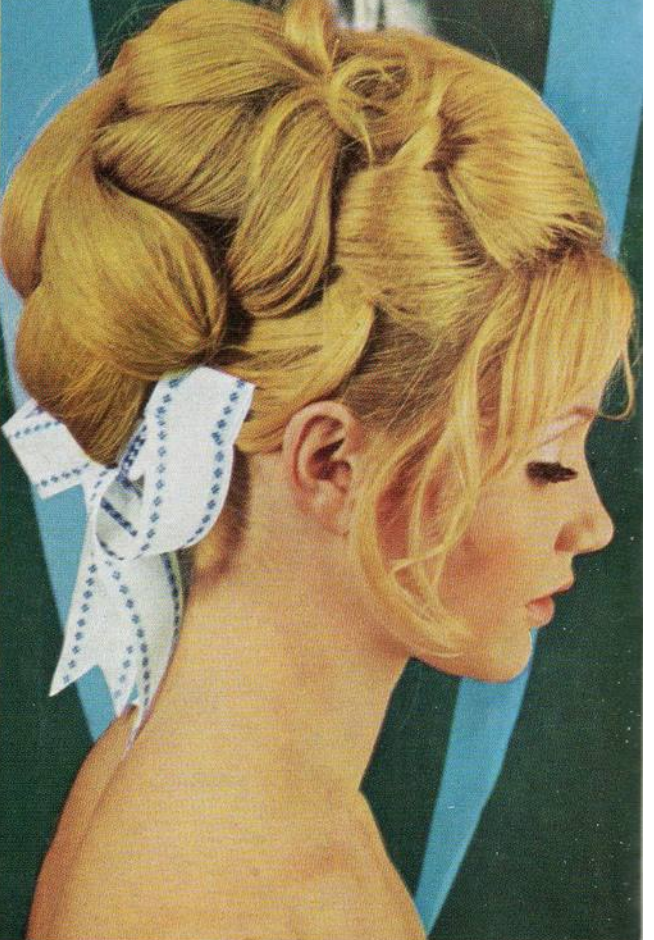
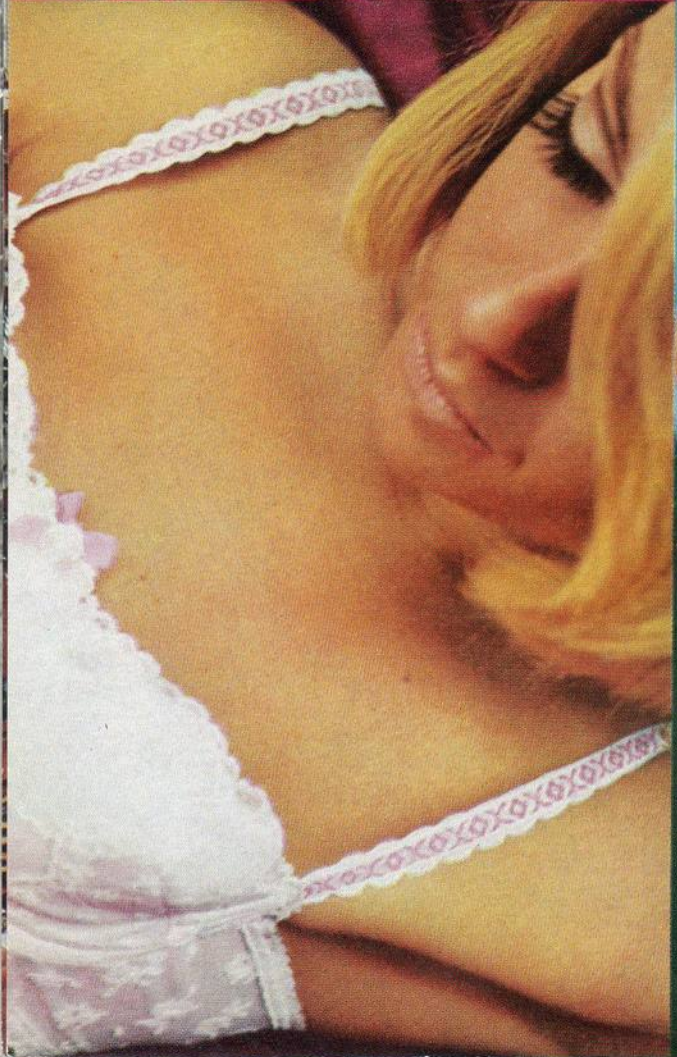
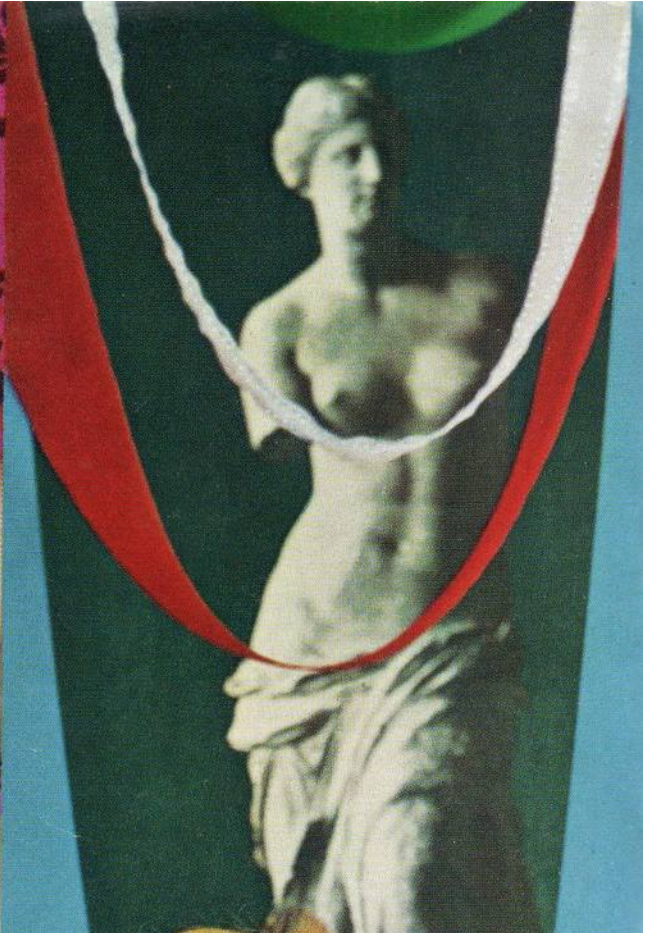
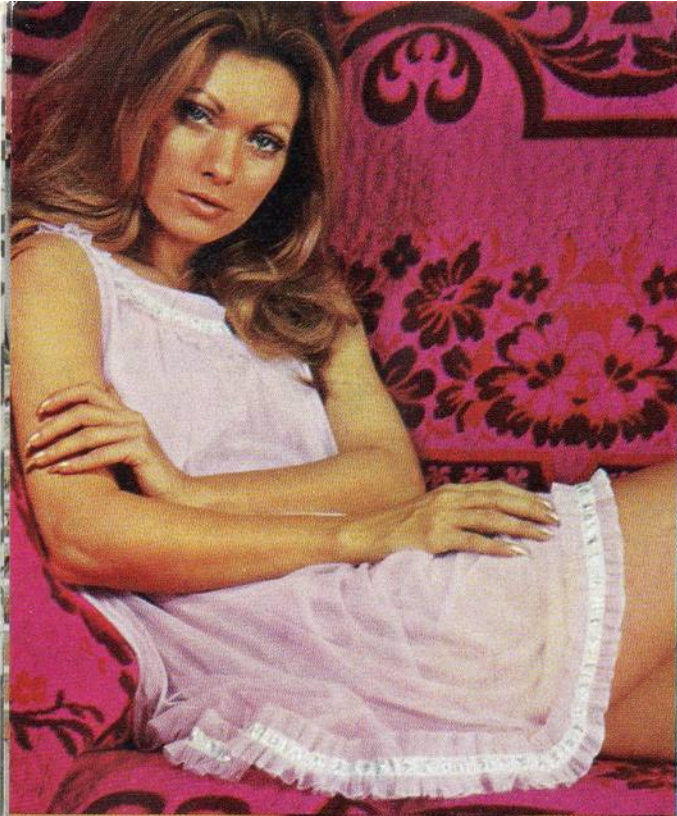
Process for perfection

Besides the Coventry head offices, there are five major factories – two in Coventry, one in Canada, one in the United States and one

in Australia. The combined output of these large modern factories now totals many millions of labels a week; a vast quantity – and each label is an example of finished workmanship. Some are simple two-colour types, bearing the customer's name only; others are six-colour labels of intricate and beautiful design – small works of art.

Infinite care through every detail of manufacture ensures perfection. Each process is impeccably handled from the artist's first sketch to the completed job. When the customer orders a label, artists in the design office first make a water-colour painting which is an exact replica of what the finished label will look like – and this is then submitted to the client for his approval.

When the replica has been approved, a large-scale drawing of the design or wording is made on squared paper. According to the way



□ *Ribbons galore, glorious plain shades and fancy effects in every colour of the spectrum – dainty trimmings for lingerie – novelty edgings.....Cash's offer a wealth of choice.*

it is filled in, each square determines whether the individual warp thread shall be lifted over or lie under the weft thread as the shuttles carry the weft to and fro. As there are thousands of stitches in even the simplest label, and as each one has to be individually marked with a paint brush on the appropriate square in the desired colour – it will be appreciated that this is a task requiring infinite concentration, interest, skill and patience.

Once the large-scale drawing has been completed, punched cards that control the looms are cut. These cards are prepared by experts at interpreting the large-scale drawing – and guided by the cards, the loom picks up the right threads much as the roll guides a pianola to play the right notes. Weavers control as many as six looms, keeping watch on thousands of strands of yarn in each as the shuttles race back and forth across the warp – whilst the names of the most famous clothing manufacturers in

the world are spelled out by the thousand in yarns of every type and colour.

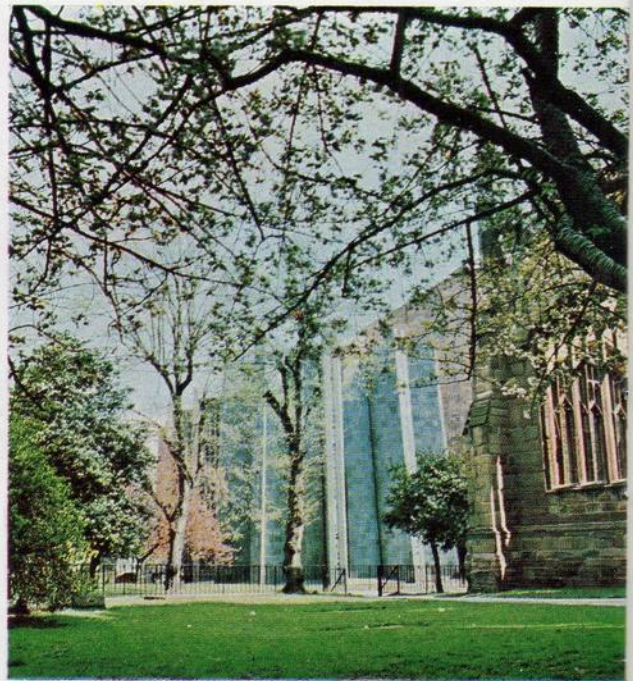
A great new ribbon development

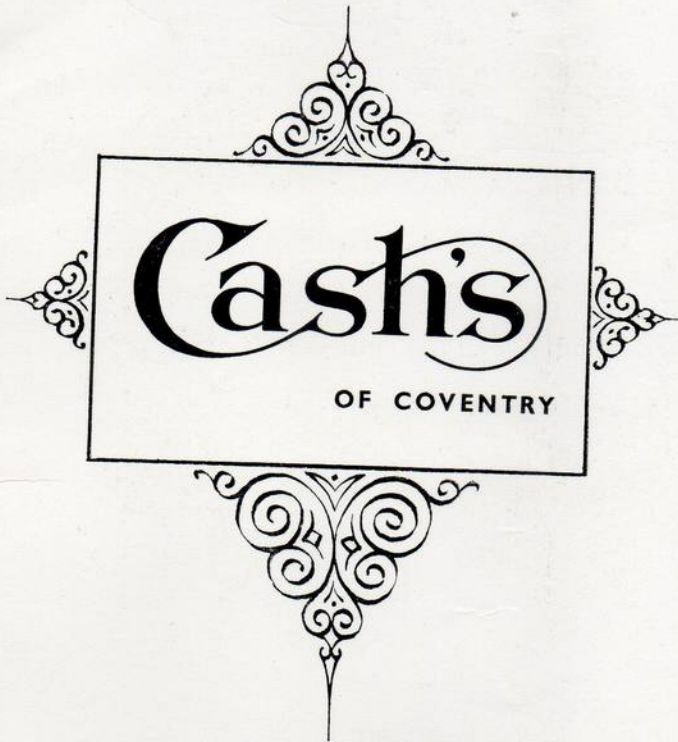
Although trade labels form a very important part of Cash's output, many thousands of miles of ribbons for lingerie, corsetry, millinery and every fashion need are manufactured by Cash's. In addition, a large proportion of naval cap ribbons, as well as medal ribbons and insignia for all the Services are produced at Cash's Kingfield factory. At present the full range of Cash's ribbons includes every variety and colour. To name a few – there are taffetas, satins, failles, gift tying ribbons, hair ribbons, facing ribbons, lingerie ribbons, petershams and fancy ribbons galore. All are in fast colours and superb close weaves. Cash's own dyehouse makes it possible to produce ribbons to customers' exact colour requirements.

□ *Coventry Cathedral – in the foreground the bombed shell of the old Cathedral; beyond it the new Cathedral consecrated in 1962.*

Cash's today

In the combined manufacture of labels, ribbons and name tapes – Cash's is a unique, entirely British-controlled organisation – and, without question, the largest of its kind in the world. As well as the weaving departments and dyehouse, there are engineering and joiners' sheds where special types of loom are constructed for the particular requirements of the ribbon and label weaving industry. Cash's have their own factory in the North of England specialising solely in research and development of machinery for their production units. Consequently, within the organisation, full control can be kept over every phase of manufacture. The latest types of high-speed machinery are in full operation. The total weekly production figure of many miles of ribbons, tapes and labels makes Cash's leadership unchallenged. Every division of the organisation maintains the same high standards of workmanship and service for which the Company has always been famous. Together they make CASH the leading name in labels, ribbons and name tapes.





John Cash
(1640 - 1681)
of Pownall Fee, Cheshire

md.

Thomas Cash
(1672 - 1758)
of Morley, Pownall Fee

md.

John Cash
(1712 - 1790)
of Wilmslow

md.

John Cash
(1742 - 1811)
of Coventry

md.

JOSEPH CASH
(1784 - 1870)

JOHN CASH md. Mary
(1822 - 1880)

SIDNEY CASH
(1856 - 1931)

Mary Katherine
md.

Florence Alker
md.

md. Elsie Alker

Alfred Kirby

Charles Mocatta

REGINALD JOHN CASH
(1892 - 1959)

HAROLD KIRBY
(1890 - 1958)

Norah
md.

John Haigh

md. Nancy Tonge

ANNE ELIZABETH
(b.1927)

whose son by her first marriage

md. Richard Sargent

GEORGE MARTIN MORI
(1919 - 1965)

The names underlined have been or are concerned in the management of the Company.

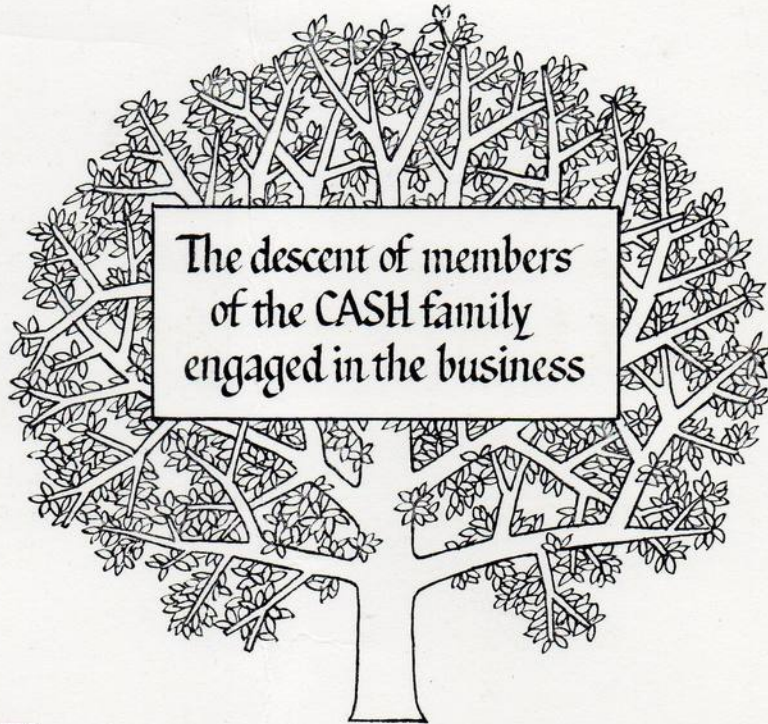
Elizabeth
(1641-1709)

Mary Kelsall
(1671-1714)
of Morley

Sarah Burgess
(1712-1769)

Abeth Newman
(1751-1810)

md. Sarah Southam



Sibree

JOSEPH CASH md. Sarah E. Iliffe
(1827-1880)

THOMAS A. CASH
1860-1922

JOSEPH CASH
(1853-1927)

Florence md. Percy Pridmore



Gladys md. Colin Graham

RIS TONGE

JAMES LIONEL MALIN GRAHAM
(b. 1927)

J. & J. Cash Ltd., Kingfield, Coventry CV1, 4DU.
Telephone: Coventry 23001
Telex No. 31397.

Overseas Companies:

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Tel: 42-0441

J. & J. Cash Inc.,
Chestnut Street, South Norwalk,
Connecticut 06856, U.S.A. Tel: 203-838 6515

Cash's Canada Labels Ltd.,
2120, Cabot Street, Montreal 20, P.Q., Canada.
Tel: 514-767 5389

Agents in all main commercial centres throughout the world.