

Eighteen Thirty Eight

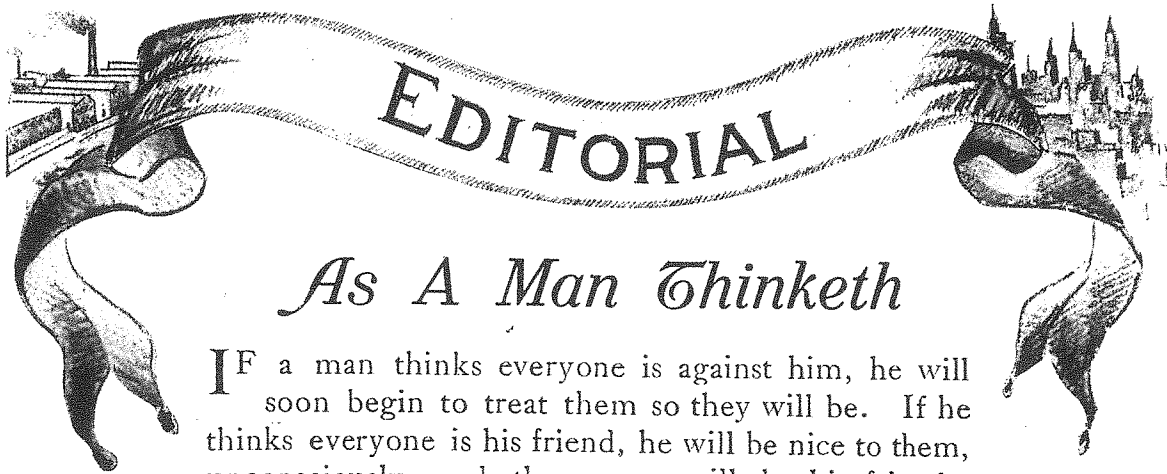
A Publication of Those Working with Cheney Brothers



April



1924



As A Man Thinketh

IF a man thinks everyone is against him, he will soon begin to treat them so they will be. If he thinks everyone is his friend, he will be nice to them, unconsciously, and they soon will be his friends.

The man who lives his daily life according to this philosophy, has in his makeup a spark of sound and true philosophy that will make his life brighter. For we get out of this life just what we put into it. If we put into all the relations with our fellows, a full measure of friendliness and good will, we are pretty sure to get it back, full and overflowing. On the other hand, if man is suspicious of everybody, everyone will be suspicious of him. The man who goes about looking for a fight is sure to get licked some day, good and plenty.

True friendliness is founded on sincerity, and sincerity is about the only thing in this world that cannot be counterfeited. The impulse toward friendliness springs from the very soul of a man. But too many men keep their souls locked up in a closet under the stairs all the week, and only drag it out on Sunday.

The world needs friendliness and kindness and good will—every hour of every day. Think friendly thoughts. If you've got a soul, don't be ashamed of it—bring it into the office with you. For the soul is the source and fountain head of every good and worthy impulse. Put your faith in men. Believe they are your friends and they will be. Learn to view men's virtues through the big end of the glass, and their vices through the small end, and you'll find the world a friendly place to live in.

Eighteen Thirty Eight

R. P. Whitcomb, Editor

Elizabeth Paine, Secretary

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APRIL, 1924

No. 4

A publication of those working with Cheney Brothers, deriving its name from the year the company was organized. Published occasionally at the corner of Fourth Avenue and Eighteenth Street, New York. Address all communications to Editor, EIGHTEEN THIRTY EIGHT, care Cheney Brothers.

∞ *Diversity of the Scarf* ∞

Written expressly for "Eighteen Thirty Eight" by the Style Service Section

NOT since the Spanish shawl invaded America has there been such an overwhelming wave of popularity for any one article as the scarf. It is the triumphant note of color in the costume of every fashionable woman.

A scarf on the frock, a scarf on the blouse, a scarf on the coat and a scarf by itself just because it is a nice color are component parts of every woman's wardrobe.

The scarf is the triumphant note of color in the costume of the fashionable woman. Silken scarfs are seen everywhere with morning and afternoon frocks, with tailored suits and evening gowns. In brilliant glowing colors or in demure pastel tints; with stripes, lacy dots, plaids, florals, batik pattern and other fascinating designs. They range from the smart Ascot or "four-in-hand" worn with the tailleur, to the longer scarfs which are tied about the throat or thrown over one shoulder. The most gorgeous development is the shawl scarf, 40 inches wide and two and one-half yards long, made of the huge floral patterns or the bright modernistic designs and bordered with silk fringe. These almost form a dress in themselves.

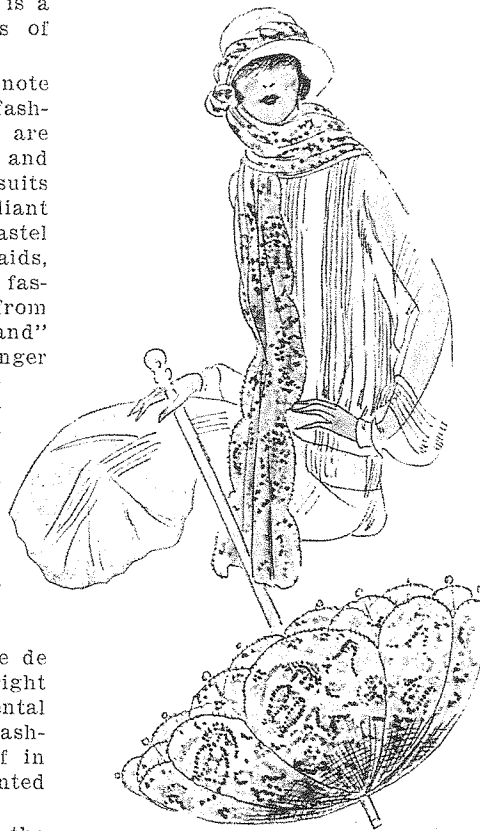
With day frocks and the smart tailleur, vivid scarfs are of crepe de chine or Cinderella printed in bright hued Swedish, Russian and Oriental patterns. In the evening, the fashionable woman envelopes herself in trailing lengths of delicate printed chiffon or soft crepe chenette.

The scarf has even invaded the realm of millinery and winds itself round the crown of simple hats, giving them grace and distinction. It is not unusual to see hat and scarf sets of the same material or even scarf and bag combinations.

The Printed Silk Scarf Comes Into Its Own on the Bathing Beach

THE fashionable watering places present the aspect of a huge artist's palette splashed with brilliant colors. Printed Deauville handkerchiefs are used for bathing bandanas, or tied round the shoulders. The large handkerchiefs are joined to-

gether to make bathing capes. Very wide scarfs are also worn round the shoulders. Printed silks are used also in bathing suits themselves. Sometimes the entire suit is made of the printed material but in many cases the printed material forms the bodice part or is used in trimming the plain material.



A Scarf a Day Insures a Pleasant Vacation

THE scarf solves the problem of variety in wardrobe for the summer vacation. The woman who wants to travel light and yet have something different to wear every day can provide herself with one dress of the type that can be all things to all scarfs, such as a simple pleated dress of white or beige crepe de chene, Cinderella or Rivulay, and four or five scarfs of varying lengths, designs and "colors." With these she can match every mood and accent every

change in the day's occupation. A very long scarf worn over a simple frock of this description and reaching the hem on either side can be confined with a narrow belt, with the effect of a complete costume; then, of course, the shorter scarfs may be thrown over the shoulder or knotted in front.

WITH the tailleur, the smart Ascot is de rigueur. This is knotted over like a man's scarf, usually in front, but sometimes to the side. It can be slipped inside the coat or allowed to hang over it. Sometimes it is pinned to the coat snugly with a bar pin. It is very chic to wind a scarf of the same pattern around the felt hat worn with the tailleur.

Making Your Own

The scarfs can, of course, be bought ready made, but as every woman knows, one can get a great many more of these beautiful accessories if she makes them herself. For the longer scarfs two yards is the usual length. The general width of printed silk is 40 inches, so that she may get one scarf out of two yards if she wants a very wide scarf or cut it in half if she wants a scarf for a gift or for another member of the family.

PRINTED scarfs are the most chic, but effective scarfs can also be made of plain crepe de chene in contrasting colors. Two breadths of material are usually sewn together, one of a lighter the other of a darker shade. Even the woman who "never sews" will want to make for herself a number of these inexpensive and charming additions to the spring and summer wardrobe. Sometimes the ends are rolled, sometimes they are hemmed, sometimes a band of contrasting color is hemstitched on to the end of the scarf. In the case of printed scarfs, the plain band may be of the color of the background or the dominating color of the design.

An interesting effect can also be achieved by appliqueing on the ends of a plain scarf, a band with a vivid design, cut from a printed silk. The travers designs would be particularly good for this purpose.

(Continued on Page 4)

Diversity of the Scarf

(Continued from Page 3)



WHEN you are buying your printed silk for a dress, you can sometimes buy a little more and get a scarf as well, to use with a dress of plain material. The new travers or barre designs are well adapted to be cut into the long scarfs which are dear to the heart of the Parisian dressmaker and much used by them for trimming gowns or being worn with them. With a plain material frock, as a rule, you will want to wear a brightly colored and patterned scarf. With printed dresses you will find a scarf of plain material of the same color as the background more effective.

AND as a footnote, let me add that the smart summer hat will wear a scarf, and that scarf hat and bag sets of printed material will be very much in the mode. All in all, the scarf is a vogue which appeals not only from artistic but a practical side as well, to the woman who regards dress as a fine art.



WHAT COUNTS

Many people have the idea that they are paid for their time. This is a delusion. Time is only an opportunity that may be taken or lost. Time has absolutely no value unless you use it. That is why it is better for a worker to be paid by results instead of by the week. Usually a man who is paid for a forty-four hour week does not deliver forty-four hours' work—very likely not more than twenty-five. Time is only a chance to do something; and if you don't do it you have lost your time. Your mere presence in a store or an office does no good to anybody. It is only our actual working time that counts.

NEW BOOKS IN LIBRARY

- | | |
|--------------------------------|-------------------------|
| Scaramouche | By Rafael Sabatini |
| The Master of Man | Hall Caine |
| Ann's An Idiot | Pamela Wynne |
| A Son at the Front | Edith Wharton |
| The Midlander | Booth Tarkington |
| My Home in the Field of Honour | Francis W. Huard |
| The Bright Shawl | Joseph Hergesheimer |
| Joan and Peter | H. G. Wells |
| The Wheel O'Fortune | Louis Tracy |
| The Early Bird | George Randolph Chester |
| Potash & Perlmutter | Montague Glass |
| Alladdin & Co. | Herbert Quick |
| Bought and Paid For | Arthur Hornblow |
| The Trail of the Lonesome Pine | John Fox, Jr. |
| A Splendid Hazard | Harold MacGrath |
| Private Peat | Harold R. Peat |
| The Vanishing of Betty Varian | Carolyn Wells |
| John Burt | Frederick Upham Adams |
| Diana of Dobson's | Cecily Hamilton |
| Common Law | Robert W. Chambers |
| Druida | John T. Frederick |



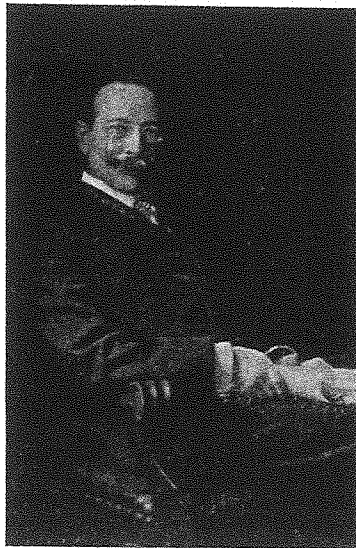
Velvet Department gives Reception to Richard J. Mommers, The Pioneer Velvet Maker of The United States

CHENEY Hall in South Manchester, Connecticut, has had many important functions since it was built in 1871, but it remained for the Velvet Department to really put on a big time. The occasion was the 78th Birthday of Mr. Richard J. Mommers, who has been superintendent of Cheney Brothers' Velvet Department since 1880, or since Cheney Brothers first started the manufacture of velvet. 225 co-workers of Mr. Mommers were present on this occasion. At 7:00 P. M., the assembly formed in the upper hall, preceded by the 20 women who acted as waitresses (and quite a few of the waitresses can show a 20-year service pin of Cheney Brothers) marched to the lower hall for a chicken dinner, which had been prepared by the Velvet Mill chef, Osano. The Velvet Mill Orchestra, under the direction of Mr. Henry Sande, furnished music. Special song sheets were distributed and everyone joined in singing the old time and the popular songs of today. When the cigars were lighted, Mr. William Walsh, the chairman of the committee of arrangements, and by the way, the oldest employee of the Velvet Department next to Mr. Mommers, introduced as the toastmaster Mr. Charles N. Murphy. The toastmaster, after his address of welcome, called on Messrs. Earl Ballsieper and George Johnson, the two comedians of the Velvet Mill, who entertained the assembly with their wit and parodies.

THE first speaker called on was Mr. Sidney Elliot, who presented Mr. Mommers with a beautiful sterling silver loving cup, inscribed: "Presented to Richard J. Mommers on His 78th Birthday by His Associates in the Velvet Department." Mr. Elliot voiced the sentiments of all when speaking of his 40 years' association with Mr. Mommers. Mr. Mommers responded in a very pleasing manner and trusted that he would have the backing of each man in the future as in the past. He also spoke of the 6 looms brought to America, from which has sprung America's velvet industry.

Mr. Clifford D. Cheney, the manager of the Velvet Department, told of the pleasant relations with

Mr. Mommers while learning the velvet business as a young man after leaving college. Mr. Cheney also gave figures of the amount of yarn consumed, help employed, yards sold and capital involved, which was very interesting.



Richard J. Mommers

Mr. Bengs, the dyer of the silk for use in the making of velvet, spoke of the co-operation he had always had from Mr. Mommers and said he had found Mr. Mommers' help invaluable to him.

The committee of arrangements were Messrs. Sidney Elliot, William Walsh, Clifford D. Cheney, Charles M. Murphey, John Leander, Albert Krause, Amiel Krause, Lawrence Williams, Gustave Spanknebel, John Werdelin.

THE SILK ASSOCIATION OF AMERICA

THE Silk Association of America was organized in 1872 by representatives of forty-three silk firms, who met to form an organization, as their minutes declare, "to promote the common interests of all branches of the trade in America." One of the leading spirits among these forty-three firms was Cheney Brothers. Since that date, three Presidents of the Association have

been Cheneys. Ward Cheney, its second President, served from 1873 to 1876 and was succeeded by Frank W. Cheney, who held the office for twenty-two years; Charles Cheney served in the same capacity from 1913 to 1921. Ward Cheney and Charles Cheney also served as Vice-Presidents from 1872 to 1873, and from 1910 to 1913, respectively. Three members of the firm, the same three who acted as Presidents of the Association, have also been members of its Board of Managers.

The first work of the new association was the preparation of a monthly statistical bulletin; other statistical services were soon added and new activities undertaken. The five trade groups into which the organization was originally divided have been increased to nineteen; the working staff has grown to more than thirty; and organized service, touching almost every phase of the industry, is regularly rendered to the five hundred and more members now on the roll.

WHEN The Silk Association of America was organized, the industry it represents was in its infancy. Only a few classes of goods were manufactured in America, and the merit of these were not recognized by a public that looked upon all foreign manufacturers as superior to domestic. The growth of the industry and of the Association have been coincident. Today, the Silk Association is the central organization of one of the foremost industries of the United States.

The Silk Association of America acts as a clearing house for all branches of the trade in America, a central unit for the promotion of activities for the benefit of the industry as a whole, and a means through which co-operation with the industry in other countries may be developed and maintained. Its purpose as expressed in its By-Laws, is:

"to promote the advancement and prosperity of the silk interests by the increase of information, by the interchange of ideas, by harmonious action, by the development of industrial art, and by all other proper and appropriate means.

(Continued on Page 9.)

Get-Together Club Hears About Sales Organization

MR. Heckman gave a talk on March 20 to the GET TOGETHER CLUB of the mill, at Cheney Hall.

He outlined briefly various activities of the selling organization which involve the expenditure of the 6.9c of the Cheney Sales Dollar charged to the Selling Department.

The principle was laid down that there is little relation between the value of an article and the cost of the article. This was illustrated by citing several familiar illustrations. It was made clear that the value of an article is measured by its desirability.

To the production end of the business it may appear that the Sales Department is purely an expense department, since the selling department adds nothing whatever to the apparent intrinsic value of the merchandise. As a matter of fact, consumers purchasing merchandise purchase the merchandise plus service. Very frequently this service greatly enhances the value of the merchandise to the purchaser. The selling department renders this service and thereby justifies its cost.

It was pointed out that the very first duty of the management of any manufacturing organization was to determine what to make. If the things which they manufacture are not desired on the market it is no matter how efficiently the production department operates, it cannot sell its product at a profit.

THE first duty of the Sales Department, then, becomes to guide the management in determining what to make. This must be done many months in advance of manufacture, and Cheney Brothers have developed a very elaborate and accurate system of style information, to enable the Sales Department to make these predictions with a large degree of certainty.

Other frequently overlooked functions of the Sales Department involve accurate stock control records to de-

termine how much to make and when to make it, various researches into market conditions and probable outlet for merchandise, as well as accurate statistical records to indicate results being accomplished and bring out the weak points in the development of the sales campaign.

Mr. Heckman pointed out that there were several methods of selling, including indirect methods, such as advertising and sales promotion, and direct methods, such as personal solicitation through salesmen. It was noted that some organizations sold their entire product through advertising, with no salesmen, whereas other organizations used salesmen exclusively, with no advertising. The average organization uses both direct and indirect methods, giving each its due proportion, as indicated by the needs of the business and the results accomplished. Advertising, therefore, is not simply an extravagance or a luxury, but is a direct sales effort, which is only justified if it enables a larger volume of sales to be secured at a lesser cost than if it were not employed.

MR. Heckman also enumerated briefly the other activities of the Sales Department, such as the Credit Department, insuring that the company secure payment for the goods sold; the Accounting Department, handling bills and collections; the Adjustment Department, Shipping Department, general Store Service, etc.

TOO MODEST

OUR friend, Mr. Guy Bolte, who manages our Advertising Department so well, possesses a Victory Medal with five bars. He has been so modest that he has kept very mum about it. However, Scoop, our reporter, discovered that the bars indicate that Mr. Bolte, who was Lieutenant with the Third Division Field Artillery, saw real honest-to-goodness action at:

Champaigne Marne
Aisne Marne
St. Mihiel
Meuse Argonne
Defensive Sector

And here he was not saying a word to anyone.

BUDD GIVES TALK TO ART-IN-TRADES CLUB

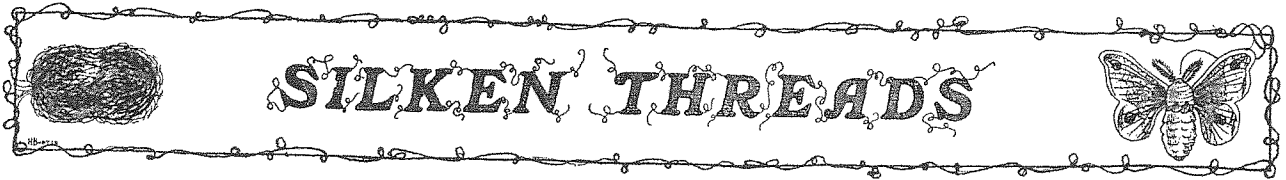
AT the Round Table Meeting of the Art-in-Trades Club at the clubhouse, 34 East 38th Street, on Thursday evening, March 20th, Mr. F. W. Budd, Manager of our Upholstery-Decorative Departments, gave a talk which was so interesting and instructive that the Advertising Department is planning to issue it in booklet form.

About eighty members of the club were present—probably the largest attendance at any one of these gatherings.

TO HIM WHO WRITES LETTERS

I work
For a big concern,
Whose sales department
Is divided into many units,
Each handling a different class of goods.
Every letter that we send out
Bears the request
That the reply be referred to the department
Writing that letter.
It's such a little thing to ask,
And it helps
Properly and expeditiously
To route incoming mail.
Quotations can be made promptly,
And orders filled without delay.
But—
Do you think they do it?
Yes, lots of them
do,
And they're the
folks
We don't get
kicks from.
The others—
We're glad they
are few—
Forget about
that reference
When they write
to us.
And their letters are sometimes
So general in character
That the mail clerk can't guess
For whom they are intended.
Such letters go circulating
Among the departments
Until the one is found
Who has had correspondence
With that writer.





IT is interesting to note that the average attendance in the Lunch Room has increased from 63 in January, 1922, to 116 in February, 1924.

* * *

A bachelor dinner was given to Gus Schuelter and Jim Hutchinson on March 31st at Allaires. There were 32 present and all had a most enjoyable time. It was a final blow-out before the two aforementioned young men take the final plunge which we understand is to be soon. "Spring has come."

* * *

It was twenty years ago—March 4th—when Mr. Poncet first took over the Cheney ribbon account. Congratulations!

* * *

We were all shocked to hear of the death of Miss Oceana Felter of the Dress Goods Department. Our deepest sympathy is extended to her family and friends. Miss Felter was a member of the Benefit Association.

* * *

Cheney Brothers are always advanced in style and one example is Arthur Hoffman of the Upholstery wearing a new hat with a Texan tendency.

* * *

We understand that one of the members of the Adjustment Department is quite as adept at adjusting spats as cravats.

* * *

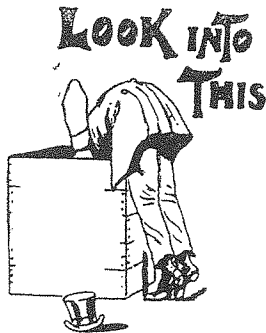
ROYALTY has its imitators even in America. Kenneth De Costa did a "Prince of Wales" in Van Cortlandt Park recently and his friends are considering buying him a "Kid-die Kar" so he can ride closer to the ground.

* * *

Miss Neely of the Stenographic has recently been operated on for appendicitis. We hope she will be able to return soon, well and strong.

* * *

The new alterations in the Store are well under way—we hardly recognize the second floor now. Mr. O'Hara has finally grouped his department into one spot. Among other things, the lining was ripped right out of Mr. Whitcomb's office



Annual Outing June 10th

one day leaving the inhabitants temporarily homeless.

* * *

THE Art Alliance of America at 65 East 56th Street announces the First Annual Costume Illustration Exhibition open from March 31st to April 15th.

* * *

Mr. Perry's annual shamrock contribution was greatly appreciated in the store and many corners were brightened by the little plants in their diminutive flower pots.

* * *

Speaking of Mr. Perry—have you noticed his latest smile—since he was married it is simply dazzling and he takes great joy in buttonholing all the poor bachelors telling them it's the only life.

* * *

Frank Ahrens, formerly of the Upholstery Department, has gone into business for himself, in which venture we wish him every success.

* * *

One of the few remaining bachelors on the second floor was seen sewing a button on his waistcoat. A married man piped up, "You ought to let your wife do that," which brought the reply, "If I had a wife, I wouldn't have a vest."

* * *

Miss Frieda Fischer sent dainty little boxes of wedding cake to many of her friends here in the Store.

Did you notice the large orange ribbon on Miss Mary Snyder on St. Patrick's Day?

THE Service Department has made arrangements with the Big Rapids Furniture Company of 139 West 35th Street, whereby employees of Cheney Brothers can purchase furniture at wholesale prices. Slips of introduction are obtainable from Floyd Smith.

* * *

George B. Fenning now represents the house at the front door, replacing P. L. Waters, who has resigned to enter another field.

* * *

There seems to be an epidemic of light tan brogans this spring accompanied by much limping and Allen's Foot Ease is doing an unprecedented business.

* * *

The Eighth Annual Hand Decorated Fabric Exhibition of the Art Alliance of America will be open from May 14th to May 31st, 1924, between the hours of 10 a. m. and 6 p. m., except Sundays and holidays.

* * *

IN the sudden death of Alfred Warner the Velvet Department feels deeply the loss of a valuable member of its organization. His sterling qualities of character will leave an indelible impress on those with whom he associated. Here was a young man who still in his youth, possessed the fundamentals of right living and always showed a splendid spirit of loyalty and sincerity of purpose in his work—and so endeared himself to all who knew him. To his family we send our united and sincere condolences.

CHENEY LIMERICKS

A RIGHT loyal Yarn man is Tietz,
Who's the same to each one that he meets.

Always quiet, but say,
He keeps busy all day,
This young man we call Mr. Tietz.

ON the main floor we have Mr. Brittain,
Of whom this young ditty is written,
He is right here to win
When it's time to begin
Our Dress Goods assistant, John Brittain.

Annual Outing To Be Held June 10th



ON April 3rd, the 1924 Outing Committee was organized in the Men's Club Room in the Basement. Mr. William Vogt was elected chairman of the committee; Mr. George R. Boyce, vice-chairman; Mr. Walter Donovan, treasurer. It was decided to hold the Outing at Bear Mountain on Tuesday, June 10th—a day set apart by Cheney Brothers that we might participate in a day's recreation and pleasure.

The following committees were appointed by the chairman: Athletics—Mr. Brittain, Mr. McCreedy and Miss Sozzi; Transportation and Dinner—Mr. Schleuter, Mr. Whitcomb and Mr. Boyce; Publicity—Mr. Burtis, Mr. Virgile, Mr. Whitcomb, Miss Anderson, Mrs. Roof and Miss Paine; Music—Mr. Henry Smith; Tickets—Mr. O'Hara, Mr. Kraft and Miss Riggs; Property—Mr. McLaughlin and Mr. Martin; Reception—Miss Anderson, Miss Margaret Brown, Miss Harbeck, Miss Paine, Miss Perrine, Miss Riggs, Mrs. Roof, Miss Sozzi and Mrs. Tyler.

This will be the Twelfth Annual Outing of the Sales Organization of Cheney Brothers' employees and present plans point to its being a very eventful occasion. Details will be announced later by the Publicity Committee. The steamer "Ontora" has been chartered for our exclusive use.

The Outing Committee is as follows: Miss Anderson, Mr. Brittain, Mr. Burtis, Miss Margaret Brown, Mr. Boyce, Mr. Donovan, Miss Harbeck, Mr. Kraft, Mr. McCreedy, Mr. McLaughlin, Mr. O'Hara, Miss Paine, Miss Perrine, Miss Riggs, Mrs. Roof, Mr. Schleuter, Mr. Henry Smith, Miss Sozzi, Mr. Tietz, Mrs. Tyler, Mr. Virgile, Mr. Vogt and Mr. Whitcomb.



SILK ASSOCIATION OF AMERICA

(Continued from page 5)

"To "eliminate unjust and unlawful exactions, misbranding, and unfair practices; to establish and maintain fair and uniform customs and usages; to collect, compile and disseminate facts and in-

formation; to co-operate with the government in carrying out its functions or in enforcing laws relative to the trade; to promote friendly intercourse among those engaged in the silk trades and industries and related activities."

A Pause in the Story

HERE the history of silk pauses,—not ends. It began ages ago with a humble worm in far eastern China, and has reached its climax on this Western Hemisphere in the greatest silk mills in the world.

But this is only a pause in the story; its sequel is embodied in the wonderful fabrics into which silk is wrought; in their brilliancy, elegance and lightness—and the pleasure and comfort they assure.

Association Elects Officers

JAMES A. Goldsmith was re-elected President of the Silk Association of America at the annual meeting held last month. There was also no change in the association's Vice-Presidents, George A. Post, E. J. Stehli and Robert J. F. Schwartenbach being again chosen to fill these positions. The members elected to the Board of Managers were Albert Forsch, Thomas B. Hill, H. Schniewind, Jr., E. J. Stehli, Lionel F. Straus and Alexander D. Walker. Ramsay Peugnet was again chosen Secretary.

THE EDITOR'S MAIL BAG

Texas, March 8.

Cheney Silk Co,
New York City,
Dear Sir,

I am wrighting you I am instered in the drygoods business and would like very much to have a job with your Company, I am a young man twenty one years of age and like the drygoods trade and want to go east and learn the business and would like to know if you have eny thing open on the road or in the house.

I havent had much expence in the line and of course wouldnt expect a very larg salary just a nuft to live on, I have finished two years in Colage and if you have eny thing open i would like very much to here from you thinking you for a reply and hoping to here from at an early dait.

Yours Truly

PEOPLE WE KNOW



MISS HELEN BRANDON

MISS Helen Brandon is a very efficient stenographer in the Yarn Department. She is quiet but when it comes to work—she is right there.



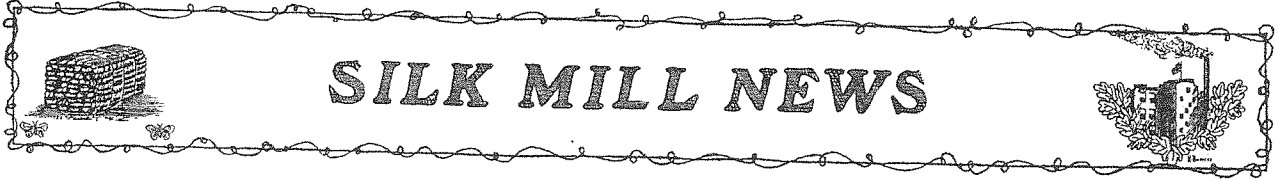
U. J. LUPIEN

THE activities of Mr. U. J. Lupien of the Service Department at the mill keep him busy day and night. He is a big fellow, not only in size but in character, and this accounts for his many staunch friends.



GENE GHIO

GENE, who operates our passenger elevator, is always with us in our ups and downs. Both Cheneyites and customers find him cheerful and agreeable under the most trying circumstances. He is a great connoisseur of the weather.



SILK MILL NEWS

Herman Bronkie has been secured as Playing Manager to direct Cheney Brothers' Athletic Association Baseball Team for the season 1924

THE executives of Cheney Brothers' Athletic Association have entered into a contract with Herman Bronkie to take charge as Playing Manager of a baseball team which is to take part in a playing schedule of a regular league. The league is to be composed of the following teams.

New Departure Company, Bristol.

American Thread Co., Willimantic.

Independents, Torrington.

Rhode Island Worsted Co., Stafford Springs.

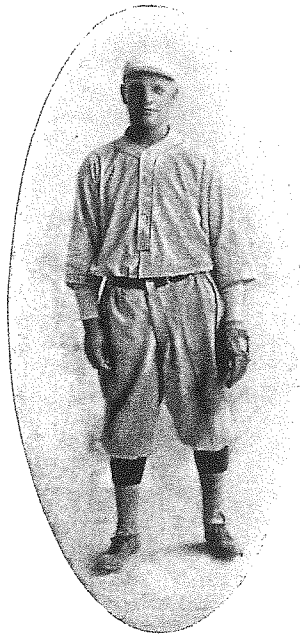
_____, New Britain.

Cheney Brothers' A. A., Manchester.

The Association plans to place a winning team on the field composed of employees of Cheney Brothers and coached by the well-known big leaguer, Herman Bronkie. Herman will have entire charge of the direction of the baseball team, both in practice and on the field, and will hold down a regular position on the team in addition. With his ability as a player together with his experience and ability as a manager and coach there should be no ground for doubt but what Manchester will have both hands on the pennant when the curtain drops on the 1924 season.

CHENEY Brothers' Athletic Association will take over the managing and financing of a team to represent Cheney Brothers and the town of Manchester and, in so doing, they feel confident that they will receive a whole hearted spirit of all baseball fans in making this a season that will be a credit to the town. Plans are under way, at the present time, to place in the hands of interested baseball fans season tickets for the season of 1924. These games will include those regularly scheduled in connection with the league and, in addition, a series of games will be arranged with well-known teams to give the sports of the town of Man-

(Continued in Third Column)



*Herman Bronkie, American League Star
Third Base Man*

HERMAN Bronkie has made his mark in the Big Baseball Leagues, playing from coast to coast. He was born in Manchester, where he got his start in baseball. He is returning to his home town to build up a winning team in the Connecticut State League.

Bronkie is a playing manager of the Cheney Brothers' Athletic Association Team and has full control. The Athletic Association has absolute confidence in his ability to turn out a winning team and has given him a free rein.

Everybody in town is back of their fellow citizen Bronkie and is looking forward to the demonstration this coming season of clean, snappy baseball.

(Continued from 1st Column)

chester a good line of clean baseball.

OFFICERS of the league are preparing plans and schedules for the season and hope to open the league about May 17th. As soon as these plans have been perfected, they will be announced through the columns of this paper and it is planned to keep the public informed of all progress of the team.

The Athletic Association is not going into this plan with the purpose of making money but, nevertheless, hopes to make the team self-supporting.

The Athletic Association has for the past two years of its activities had very good success in all the line of sports that have been carried on. Industrial baseball, bowling, basketball, volley ball, soccer and tennis have all had the backing and support of the Athletic Association, and will continue to have this same cooperation, not with the idea of accumulating funds in the treasury but to give the employees of Cheney Brothers something interesting in the line of out door sports.

Whatever surplus money may accumulate in the treasury through various activities will be used for the benefit of the members of the association and expended by the executives in giving free exhibition bouts, buffet lunches, smokers, etc., during the year. In this connection might be said that plans have been made to give a combination smoker and boxing exhibition on Monday, April 14th, which is to be held in conjunction with the annual election of officers.

THIS is the first time in the history of Cheney Brothers that a team representing the Athletic Association has been in open competition with teams representing other plants and communities as the policy has been in the past to confine all athletic activities to interdepartment games.

I WISH, I CAN, I WILL - THESE ARE THE THREE TRUMPET NOTES TO VICTORY

9569-74-C

Two Long Service Men

WALTER SAUNDERS

WALTER Saunders, of 20 Linden St., will finish out his 55th year of service in April, 1924. He was born in Manchester, May 8, 1855. At the age of fourteen he started to work for Cheney Brothers. He served an apprenticeship as a machinist under foreman Sumner Van Horn. With the exception of seven years as stationary engineer in the Carpenter Shop, Mr. Saunders has been actively engaged as a mechanic. During these fifty-five years of service a great many changes have taken place in the development of the present plant. Way back in 1869 all of the mill buildings were located in what is now known as the Old Mill. The Machine Shop stood on the present site of the Goods Ware House. What is now the Stationary Printing was used for the Winding Department.

The Cheney Mills were considered quite in the woods at that time. The present sites of the Spinning Mill, Weaving, Velvet, etc., were thickly covered wood-lands, a choice place for trapping and hunting. Mr. Saun-



ders tells an interesting story of the first money that he earned. An old farmer named Mr. Eldridge at North Manchester kept a large herd of cattle. Walter Saun-der's job was to get up early enough in the morning to drive these cows two miles to pasture then hurry home to get ready for school. Then immediately after school the cows were driven back to

the barnyard. At the end of the week he was the proud recipient of his pay of 25 cents. "Times have changed," says Mr. Saunders. "Where is there a boy today who would contract to do the job at such a price?"

In 1898 Mr. Saunders bought a building lot at 20 Linden Street and built a home in which he has lived since that time. All of his friends said that he was making a mistake to build a house out there in the wilderness. They have all changed their minds when they know how pleasant a location it is to-day.

FRANK SAUNDERS

MR. Frank Saunders, of 24 North Fairfield Street, was born in Manchester on March 3rd, 1858. He has been working for Cheney Brothers since he was twelve years of age. While he was going to school, he worked during vacation periods in the Yarn Department under foreman John Sault. In 1874 he started in the Machine Shop to learn the machinist trade.

In those days there was no South Manchester Railway and no street cars. The workers in the mill who lived at North Manchester used to come to work by stage coach as far as the Methodist Church on Main street.

When Engineer Cushing, of Providence, was laying out Park Street, Frank Saunders was employed as surveyor's helper. He recalled an interesting experience. In attempting to run a line, it seemed necessary to cut down a large oak tree. Definite orders had been given to the engineer that no tree could be felled without first consulting Mr. Frank Cheney, father of President Mr. Frank Cheney, Jr. One afternoon as Mr. Cheney reviewed the situation he gave orders to change the course of the road so that it would not be necessary to cut down the tree. Mr. Cheney was a great lover of trees and nature and disliked very much to cut down any tree that could be saved. However, in turning this over in his mind, he decided that the road must be made straight and the next morning gave orders to have the tree cut down.

ANOTHER interesting thing that Mr. Saunders calls to mind is the first reservoir that supplied water to the mills. This was located on the hill just south of Forest street on the present site of Mr. Horace Cheney's residence. Water was pumped into this reservoir from which it was piped to the various mill buildings.



In the boyhood days of both the Saunders brothers, their home was one of three small buildings located on the site of what is now the Machine Shop. Instead of Velvet Mill, Spinning or Broad Goods, Weaving or any mills north of Hartford Road there was a vast amount of woodland where the boys used to go hunting. The school house of South Manchester was located at the center, the present site of the property owned by the U. S. Government. This school was known as the Academy.

In 1897 the Machine Shop was built and all the machinery and equipment moved from the building of the Old Mill. The interesting fact is that both Saunders boys have worked in the Machine Shop these many years over the same spot where their old home used to stand. The foremen under whom they have worked were Mr. Sumner Van Horn, Mr. George Cheney, Mr. Frank Cheney, Jr., Mr. Whitney, Mr. James Fallow and the present foreman, Mr. James Kletzle. Both brothers are still very active in their work, sincere, good fellows among their co-workers and with a smile and good word for everybody. Both men are storehouses of information and, if space would only permit, many interesting experiences could be told.

Vivid Scarfs are everywhere!

BRILLIANT COLOURS predominate in the many scarfs seen on Fifth Avenue and other fashionable thoroughfares.

The scarf fabrics are Crêpe de Chine, Cinderella, and Chiffon.

With the tailleur O'Rossen, Cheney printed scarfs, twenty inches wide and seventy-two inches long, are worn. The block printed squares, forty inches to the side, are smart with these suits, when tied ascot-style.

Other scarfs are twelve inches, twenty inches, thirty inches, thirty-six inches and forty inches wide, and from sixty inches to ninety-six inches long.

See the new Cheney scarfs. Not only tailored suits, but every smart bathing costume this summer demands one.

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