

Eighteen Thirty Eight

A Publication of Those Working with Cheney Brothers



December



1922

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VOL. 6

DECEMBER, 1922

NO. 1

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.

What is the Christmas Spirit?



IT is the spirit which brings a smile to the lips and tenderness to the heart; it is the spirit which warms one into friendship with all the world, which serves one to hold out the hand of fellowship to every man and woman, to every boy and girl.

For the Christmas motto is "Peace on earth, good-will to men," and the spirit of Christmas demands that it ring in our hearts and find expression in kindly acts and loving words.

What a joyful thing for the world it would be if the Christmas spirit could do this, not only on that holiday, but on every day of the year. What a beautiful place the world would be to live in. Peace and good-will everywhere and always. Let each of us in Cheney Brothers resolve that, so far as we are concerned peace and good-will shall be our motto every day, and that we will do our best to make the Christmas spirit last all the year around—at home, on the road, in the store, in the mill.

Second International Silk Exposition

Valuable in Its Educational Function

THE most marvelous exposition ever staged by any single industry will be held February 5 to 15, 1923, in the Grand Central Palace, under the auspices of the Silk Association of America and The Silk Travelers' Association.

Every phase of silk—that delicate fibre which supports a billion-dollar industry—will be shown from sericulture and the reeling of silk from cocoons by native operatives brought direct from the silk filatures of China, Japan and Italy, on through every process of manipulation to the finished product, including weaving of broad silks, ribbons; making of gloves and hosiery; also dyeing, printing and finishing of broad silks and ribbons.

Cheney Brothers' exhibit promises to be an interesting one.

MR. Charles Cheney, who is a member of the Executive Committee, has this to say regarding the exposition which is organized primarily for educational purposes:

"Obviously the purpose of the International Silk Exposition is to place the silk industry and product before the people, to show them the merit and extent of American manufacture, and to educate them in the beauty and usefulness of silk.

"In building the display we shall seek to create a harmonious picture, presenting exhibits not as a collection of uncorrelated, separate units, but as parts of a beautiful whole. Thus they will be merged in a unity of effect symbolic of the unity of interest and unity of spirit in the great industry of which we are all proud.

"We have made the Exposition an international one because we feel that foreign producers have their place in the picture as well as we. Our goods, we believe, will not suffer by comparison with theirs. Rather we welcome the most beautiful things from any quarter, feeling that they only add to the attractiveness of the exhibit and thus to the strength of the lesson.

"It is our wish to interest the public in our industry as well as in our



goods to show them the origin of our materials and the methods of our manufacture that they may understand how silk, velvet, brocade and satin are produced. Thus, we are advertising, not the goods of any one house, but the fabric, silk.

"IN volume of output number of employees, and quality of product our American industry now far outranks that of any other country. It is hardly an exaggeration to say that it is equal to that of all other countries combined. Originally ours seemed to be a country in which there were no favorable conditions for the development of a silk industry. We produced no raw silk, we had no industrial organization, and possessed little knowledge of art. But under the shadow of a protective tariff we have been able to work out our problem in spite of a certain prejudice in the mind of the public in favor of foreign made goods, and in the face of the prestige built up through centuries of development in the old world. We are now proud to show ourselves to the people and let them judge us.

"Our miraculous growth has taken place without the slightest injury to any other American industry. The development of our art in the midst of keen, free, unrestricted competition has enabled us to produce constantly increased volume and constantly increased qualities at constantly reduced prices. At the outbreak of the war we were producing goods at certainly less than one half the prices ruling for the same qualities a generation previously, and increases since have only been in pro-

portion to the general readjustment of price levels.

"The Exposition will be most valuable in its educational function. We have a great industry, and the people of the country ought to know more about it."

ANNUAL RED CROSS DRIVE

THE recent Red Cross Campaign met with a good response in the store. The following had charge: Floyd Smith, captain; Larry Dalton, Miss Hooley, Miss Valliere, Miss Woeful, Miss Sedweek, Miss Paine, Harry Benson, Robert Kane, Miss Kelly, Miss Hill, Miss Harbeck.

They succeeded in enrolling almost everyone in the store who had not already joined at home. Even some of the latter took out an additional membership with us at Cheney's.

For Lovers of Winter Sports

OUR Mr. Schlueter has received a letter from the Commissioners of the Palisades Interstate Park drawing our attention to the winter season at Bear Mountain Inn. They offer as attractions: a new toboggan slide, a flooded playground for skating when Highland Lake is not available, and many snow-covered hills for skiing and snow-shoeing. Lodging is furnished at \$1.00 per night with all the comforts of home, but not luxuries. Breakfast is 50c and lunch and dinner \$1.00 each. A round trip fare on the West Shore Railroad is \$3.10. Reservations should be made at the New York office of the Commission, 25 Broadway, which should be made in advance. A deposit of \$1.00 per person at the time of reservation is required.

S. I. Warren Nominated for Director in S. T. A.

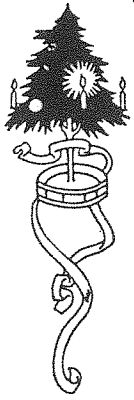
The annual meeting of the Silk Travelers' Association will be held Thursday evening, December 28th, at the Hotel Astor. An election of officers will take place at the meeting and Mr. Samuel I. Warren is a nominee for Director.



A MAN CANNOT ASPIRE IF HE LOOKS DOWN

Volunteer Waiters for Next Clue Smoker

Mr. Budd grants permission to use Upholstery Floor



THE second of the Clue Smokers will be held in the store Thursday, January 4th. It is planned to make this affair a New Year's rally and we fortunately have secured the consent of Mr. Charles Cheney to give us a talk on this evening.

Elsewhere in Eighteen Thirty Eight you will find an advertisement prepared by Mr. Guy Bolte'. Having read it, our efforts seem kind of sad. However, we have a little jolt to hand the boys.

At the last smoker Col. Heckman stated that he thought every employee of the New York Store should be a member of the Clue, and as you all know there isn't a doubt in the world but that he is right.

Now there must be certain advantages to being a member, and one of

these should be the procuring of tickets for Clue affairs at an inside price. For the last smoker there was one price—75c. For the coming one on January 4th the price will still remain 75c, but only for those who are members of The Clue. If you are not a member the price to you will be \$1.00. This is not unreasonable. The membership of The Clue is not much over a hundred, which amounts to \$25.00 a month in dues. The loss on the last smoker was around \$70.00, or two and a half months' dues. This rather answers the question of "what do we get for our quarter?" Why should those who fail to pay their quarter get anything?

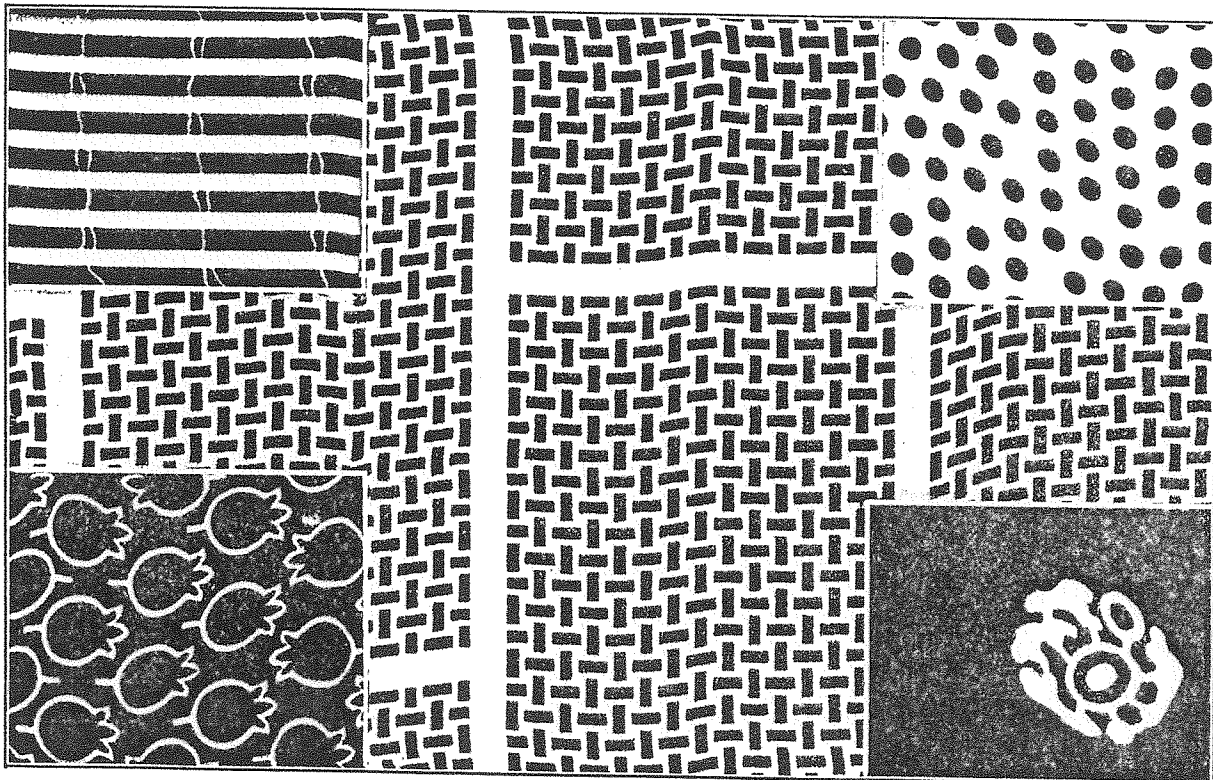
This smoker is going to be a big improvement over the last one. Rowland Boyce has organized a crew of twelve waiters so that instead of the members having to line up army fashion to get their food, they will sit right at the table and be served in royal style.

The speakers are Mr. Charles Cheney, Mr. Jones, and Mr. Horace Cheney. We all know Mr. Charles and Mr. Horace. Mr. Jones, who is an executive of the Alexander Hamilton Institute, is a national figure in the business world and has been on the same program with the President of the United States.

The Entertainment

THIS rally isn't going to be all serious. Leighton Tracey of the Dress Goods Department has been working on the entertainment for the past several weeks. Tracey, who at college had a great deal of experience preparing amateur entertainments is going to exceed himself in putting over this one for The Clue.

You liked the last smoker, this one is going to be even better. If you don't belong to The Clue, and you don't know who your department governor is, ask Arthur McCready. Don't hesitate—get aboard the band wagon.



A GROUP OF CHENEY SPRING SILKS

Center and Lower Right, Printed Crepe de Chine. Upper Left, Upper Right and Lower Left, Foulard.

THE CHEERFUL MAN IS PREEMINENTLY A USEFUL MAN

BRING FAMILY, FRIENDS
AND SWEETHEARTS

House Party Feb. 15th

THE annual house party, the mid-winter social event of the New York Store, will take place at the Hotel McAlpin, Friday evening, February 15th, 1923.

Though sponsored by THE CLUE, this event is a social gathering for all who work with Cheney Brothers.

The Clue invests its money, the good-time dividends are divided among all who attend.

Tickets One Dollar

MEMBERS of the committee have been busy answering the query: "Why are tickets only a dollar this year?" Simply because the will of the majority rules The Clue. In previous years a supper was served at 12:30. It cost \$1.75 per person, which naturally had to be included in the price of the ticket.

In making their soundings for this year's house party, the committee heard rumblings of discontent. The price of the ticket was too high. The supper was unnecessary. What we want is lots of dancing. A dollar is enough for a ticket.

Why try to give you something you don't want?

The price of a ticket is a dollar, and includes an evening of dancing with music furnished by a 100% jazz band and delicious lemonade and punch to cool you off between dances. Food will not be served but you need not fear starvation as the several restaurants of the hotel will be open until 1 A. M.

The Girls

BECAUSE the girls are not members of The Clue does not exclude them from a hand in the management of the house party.

Of course, it is to be expected they will attend but the committee wants them to feel they have had a hand in the promotion of this affair. Three young ladies have accepted The Clue's invitation to organize the girls. We hope in return the girls will give them hearty support.

A RING ANYWAY.—"Were you ever proposed to?"

"Once, a chap asked me to marry him over the telephone, but he had the wrong number."

LAUGH THIS OFF

Cheney Brothers Shock Troops

Will assemble on Thursday, January 4th

For a concentrated attack on

ROAST SUCKLING PIG mountain

protected by

MASHED POTATO parapets

APPLE SAUCE trenches

MINCE PIE forts—

AND Hot Coffee.

Zero hour: 6:00 P. M.

We jump off on the second floor and all signs point to a Famous Victory.

Here's our support:

HEAVY ARTILLERY

Mr. Chas. Cheney on "Education and Idealism."

Mr. Horace Cheney on "The Tariff."

Mr. John Jones, V. P. Alexander Hamilton Institute, on "Home Study."

WHIZZ BANGS

Four vaudeville acts, etc., etc.

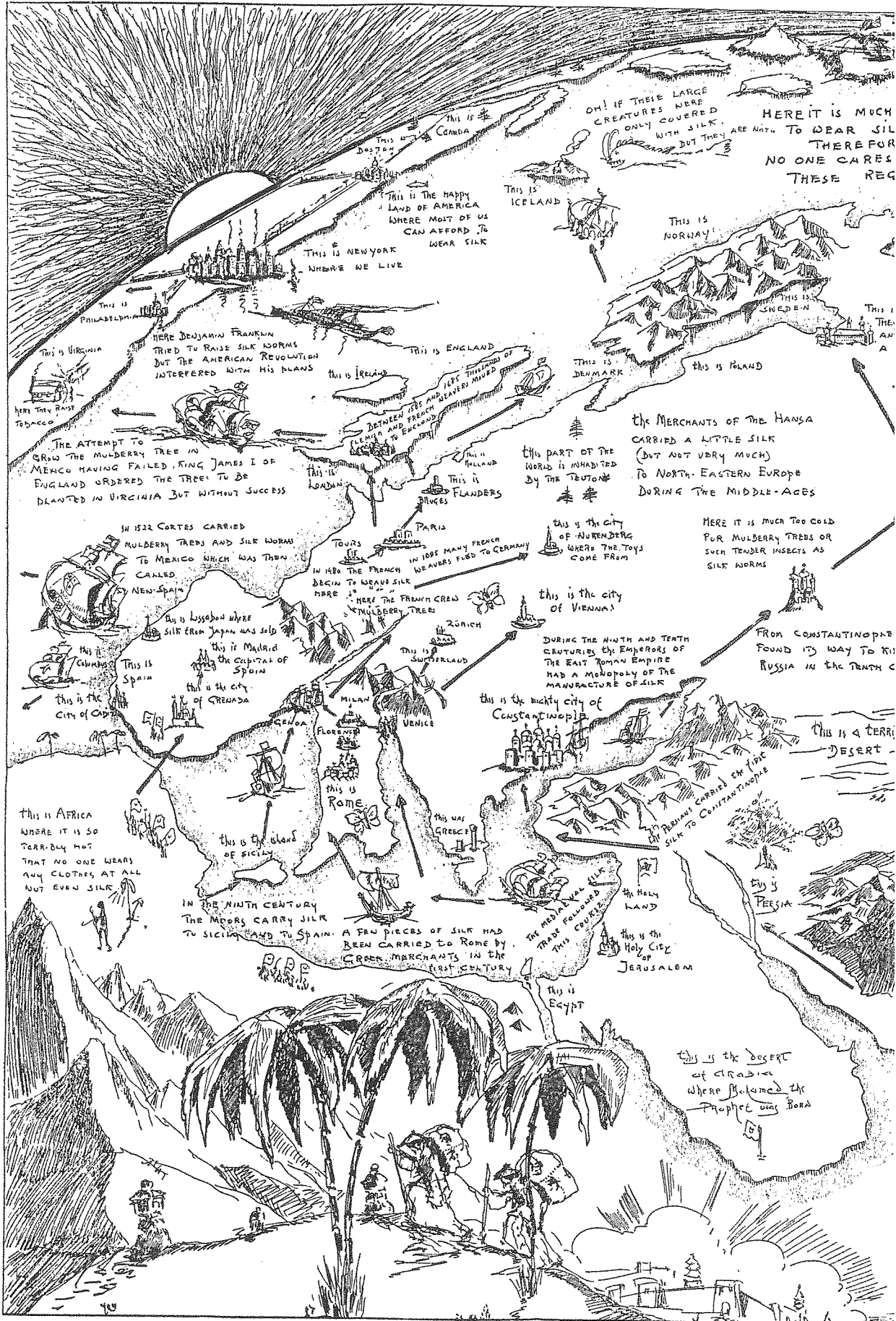
'S fair enough, isn't it?

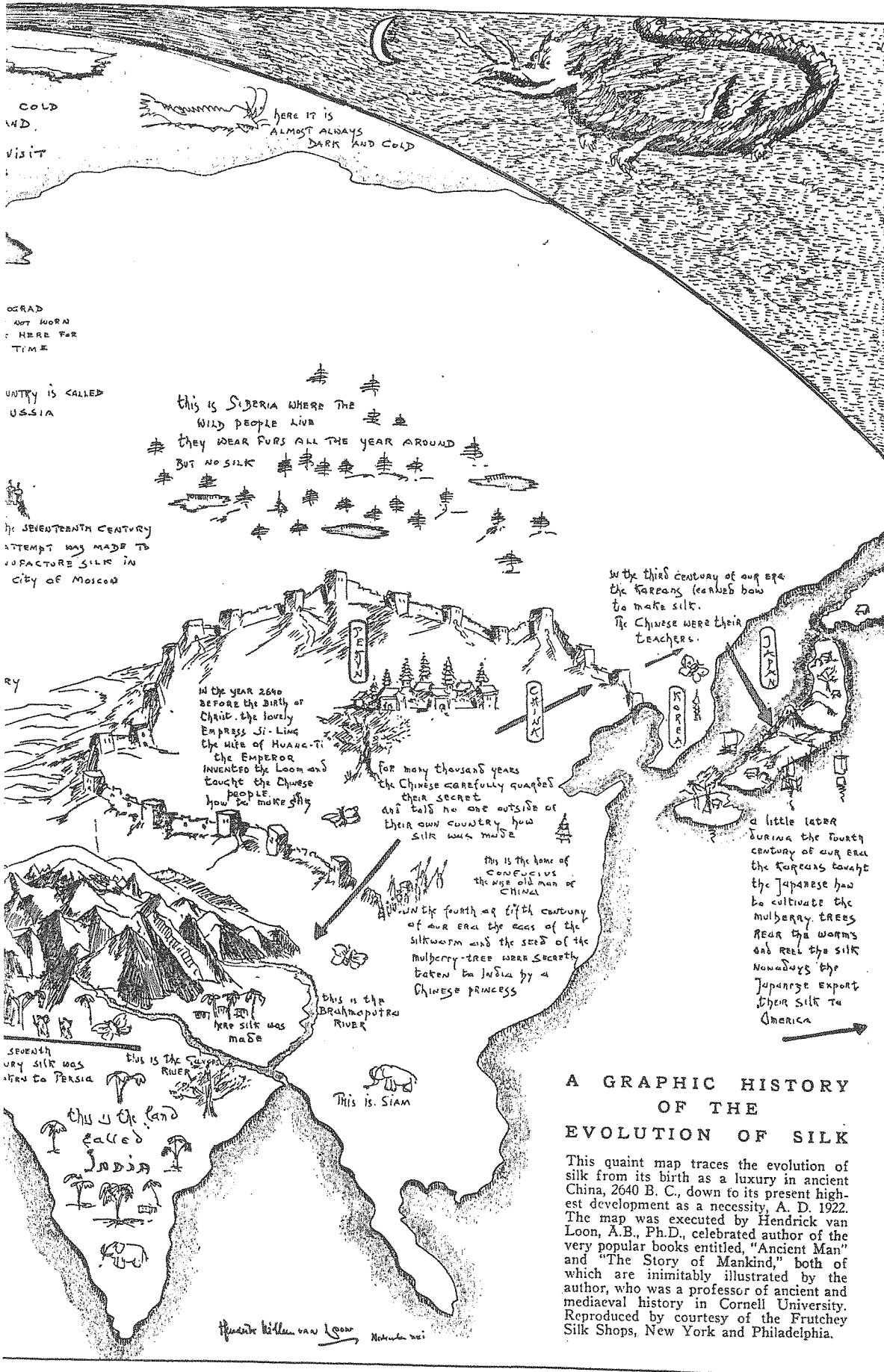
The first "Clue" Smoker was good but this will be an absolute "wow!"

Tickets—3,275,000 roubles, roughly 75c American.

Miss it and you'll wear black crepe on your hat from now on.

Eighteen Thirty Eight





A GRAPHIC HISTORY OF THE EVOLUTION OF SILK

This quaint map traces the evolution of silk from its birth as a luxury in ancient China, 2640 B. C., down to its present highest development as a necessity, A. D. 1922. The map was executed by Hendrick van Loon, A.B., Ph.D., celebrated author of the very popular books entitled, "Ancient Man" and "The Story of Mankind," both of which are inimitably illustrated by the author, who was a professor of ancient and mediaeval history in Cornell University. Reproduced by courtesy of the Frutchey Silk Shops, New York and Philadelphia.





AN interesting little pamphlet entitled "Principles of Good Correspondence" issued by the American Rolling Mill Company has been added to the Clue library. Those who dictate letters as well as those who transcribe them will find some very helpful suggestions.

The New York Store welcomes Mrs. Florence Wheaton Bushnell, who has been transferred to us from the Mill.

Perry Campbell has been transferred from the Mailing to the Decorative Department.

WE have several new faces in our midst, among whom are Miss Scheu, in the Credit Department; Miss Coughlin, in the General Sales Department; Miss Stockhouse, in the Cravat Department; Miss Broun, in the Billing Department; Mr. Alan Edwards and Mr. Reilly, in the Dress Goods Department; Mr. Calvin Edwards and Mr. Shannon, in the Upholstery Department; and Mr. Pelzer, in the Credit Office.

A certain person in the Yarn Department is not content to have a turkey for his Thanksgiving dinner, but goes out hunting for a few mountain lions. Suppose for his Christmas dinner he'll have a couple of reindeer. Some appetite we'll say

MISS Helen Brandon has recently moved from North Bergen to Union Hill, N. J. Miss Brandon has appeared to have an antipathy for Manhattan as her residence, but she is gradually approaching the City and one move more should bring her across the river to the New York side.



This CAME to us—
Mr. and Mrs. John Westenberger have the honour of announcing the marriage of their daughter
KATHRYN MARY
to
MR. WILLIAM VOGT
on Sunday, the twenty-sixth of November
One thousand, nine hundred and twenty-two
Brooklyn, New York

DeWitt Smith was among the rooters at the Army-Marines football game which was played at Baltimore Saturday, December 2nd. As he spent some time with the Marines in service during the war he wagered that the Marines would win.

If Walter C. Hyland has even as much as one-half the success on the hunting trip he is enjoying as we go to press we shall have a headliner to tell of his success in the next issue!

The Misses Sedweek, Anderson and Riggs

THE Clue is exceedingly anxious to have the girls participate in the promotion of the house party. The Misses Sedweek, Anderson and Riggs have accepted the invitation of the entertainment committee to interest the young ladies of the store.

The Fifty-first Annual Dinner of the Silk Association will be held on February 3rd in the Grand Ballroom of the Hotel Astor.

THE International Silk Exposition has secured from the New York Post Office the privilege of cancellation from December 1st to February 15th. Every letter mailed from a New York postal station during that time will be cancelled with a stamp bearing the words "Second International Silk Exposition," and the date. The publicity acquired will be extremely valuable.

Orders for Christmas candies can be left in the cafeteria or with Miss Sparks. Wholesale prices.

If you see an editor who pleases everybody, there will be a glass plate over his face and he will not be standing up.

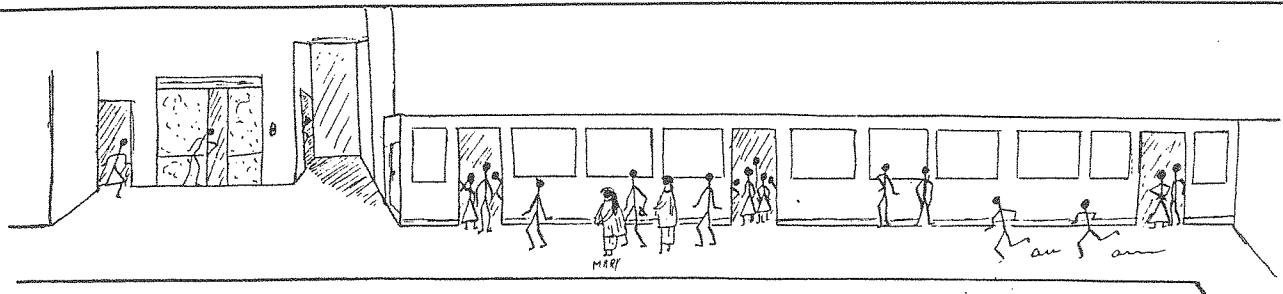
HUGH Burtis has taken on added dignity since he has acquired a non-conspicuous mustache.

Now the cold weather is coming the Advertisers will soon be shouting for their individual oil stoves.

Weren't you all envious of our much dolled-up beauties in the Sample Room. Elizabeth says it was some theatre party.

Eighteen Thirty Eight is indebted to Hugh Burtis, of the Advertising Department, for the headings over "Silken Threads" and "Silk Mill News," as well as the cover.

Mr. Henry Creange, manager of the Art Department, returned from abroad on the steamer Paris with many new ideas.



**MARY PICKFORD
VISITS THE STORE**

IT'S a good thing Miss Mary Pickford doesn't visit the New York Store often, or a number of us would be at home suffering from stiff necks.

She came, she saw, and she converted all our youths and Andy Martin, into ardent admirers. Mary is going to make a new picture and before she left Los Angeles arranged with the firm of J. W. Robinson and Company to have their representative take her to some of the leading houses in New York City during her visit here. Her new picture requires gorgeous silks for the costumes, so naturally Robinson's representative arranged with Mr. Warren, that "Our Mary" should see the dress goods line first.

Her party, including the noted author, Mr. Edward Knobla, arrived in a 1922 Packard limousine about 11:30 in the morning. They were ushered into the private salesroom where Harry Spear, who was to show them the line, joined the famous number of those who are able to say upon being introduced to strangers: "Shake the hand of the man, who shook the hand of Mary Pickford."

While she was going over the line, Larry Dalton, Vincent McCormick and Charlie LeClere all found important reasons to go into the private office and take a glance at her.

After seeing the dress goods line the party formed a column and paraded down the main aisle to the elevator, the tourney ending at Mr. Budd's sanctum. Unfortunately Mr. Budd passed the party on his way out and the duty of making her at home fell to Mr. Franklyn Griffin. One thing we noticed about Mary is when she meets anybody she turns on her smile like one would turn on an electric fan and just as promptly turns it off. Valentine showed her the upholstery fabrics.

To make the day complete, Mary next called on Mr. Prankard of the Velvet Department. Mr. Grant, as she stated, showed her the most beautiful velvets she had ever looked at. The open arrangement of the velvet floor gave our girls adequate opportunity to look her over, which we assure you they did to their hearts' content. At about 2:30 the party retired to their Packard in good order and returned to the Ritz.

We hope that Mary will mention to Doug that Mr. Poncet is now showing his Christmas neckwear.

CHENEY LIMERICKS

UPSTAIRS there's a man they call Denning,
Of whom this small ditty I'm penning.

He handles our pay
And this much I'll say—
On Friday's we're glad to see Denning,

There is a top-notch called Bills,
Who greets all who cross our door sills

With a smile and a shake,
Many friends he does make,
When "Mary" came—Oh, Boy! What thrills!

FOR THE LETTER WRITER

The Wrong Word

1. He don't know anything about it.
2. If he don't come in at once, I am going.
3. She don't care what happens.
4. Why don't the bread rise?
5. This is right; why don't it?
6. If it don't rise soon, I shall think there is no yeast in it.
7. She don't know the way home.
8. If she don't, why don't she ask?
9. Don't he know about the game?
10. Don't the note bear interest?

The Right Word

1. He doesn't know anything about it.

(Note: In this sentence and in those following does not is preferable. Doesn't is colloquial, and is not favored in careful writing.

2. If he doesn't come in at once, I am going.
3. She doesn't care what happens
4. Why doesn't the bread rise?
5. That is right; why doesn't it?
6. If it doesn't rise soon, I shall think there is no yeast in it.
7. She doesn't know the way home.
8. If she doesn't, why doesn't she ask?
9. Doesn't he know about the game?
10. Doesn't the note bear interest?

BOWLING SCHEDULE

Our bowling team has the following games scheduled: Dec. 18, L. & E. Stirn; Jan. 4, Susquehanna Silk Mills; Jan. 12, Peierls, Buhler & Co., Inc.; Jan. 24, Wm. Iselin & Co.; Feb. 7, L. Erstein & Bro., Inc.; Feb. 23, Textile Banking Co., Inc.; Mar. 13, H. R. Mallinson & Co., Inc.; Mar. 16, Wm. Openhym & Sons; Mar. 23, L. F. Dommerich & Co.

PEOPLE WE KNOW



G. R. BOYCE

WHEN a Westerner wishes to pay a man a high compliment he speaks of him as a "straight shooter." Not being western but with full appreciation of all the expression means it is our opinion that Roland Boyce, who has been with Cheney Brothers and Mr. Budd for twenty years is "a straight shooter."



MISS GRACE OWENS

WHEN it comes to the Stenographic Department, of which Miss Owens is the Supervisor, "Everybody wants what they want—and quickly."

She meets all requirements with: "We are awfully busy but will do our best." That, folks, is the spirit that won the war.

Miss Owen has been with us for eight years, starting in as a typist and gradually working her way up.



ED SMITH

WHEN evening festivities are at the peak for most of us, Ed Smith, our messenger, takes his valise and starts for Hartford. On arrival he swaps it for one from the mill and returns to New York. Most of our readers have never met Mr. Smith, but he's a jolly friendly soul, in spite of his midnight rides.



Some Phases of the Work of the Medical Department at the Mill

THE work of our Medical Department at the Mill has a large number of distinct phases and there are a large number of activities that come under this department which are of unusual interest and are doing very fine work for the Company and the employees. It would be impossible to set forth or to discuss all of the functions of the Medical Department in this brief article and, for that reason, this article will be confined to two of the principal phases; namely, the work that is done at the Medical Office by the doctors directly, and the work of our outside nurses.

Curve I on Chart A shows, by months, the total number of visits made to the Medical Office. As can be readily seen, the high points during the twelve months ending September 30th, were last January and February, where the total number of visits for each month exceeded twenty-seven hundred, or an average of over one hundred cases per day.

Curves II and III on the same chart similarly show the cases, by months, for men and women, respectively.

Curve IV on the same chart shows the total number of dental cases by months. This chart shows one of the

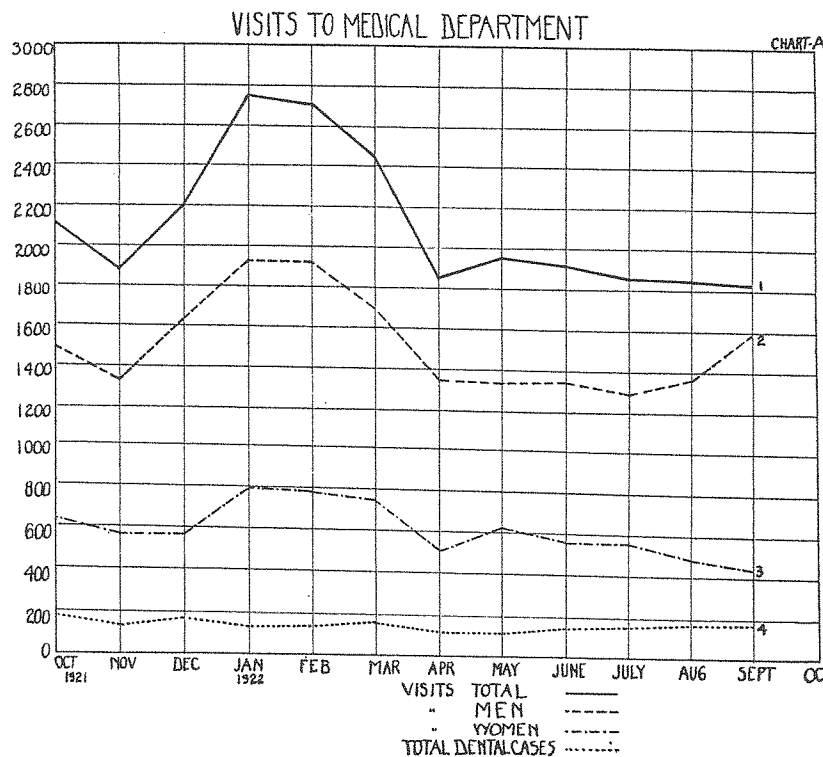
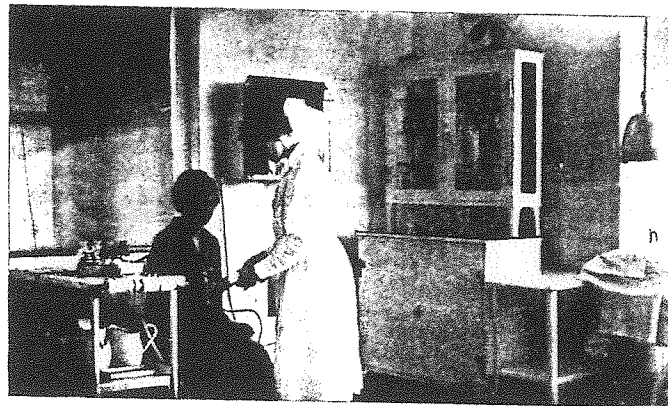
most important features of the work of the Medical Department and also brings out very clearly the extent to

As is doubtless known, the cost of operation of this entire department is borne by the Company and all of the employees who can come to the Medical Office are eligible to this service.

Chart B shows, for a period of twelve months, the work of the Visiting Nurses. This service is now extended to the homes of all employees of Cheney Brothers and to the dependents of those employees who are members of the Benefit Association.

Curve I shows the total number of visits, by months, made by the nurses to the homes of the employees. The peak of the curve, so to speak, was reached in February, 1922, where the number of visits during that month exceeded one thousand.

Curve II on this same chart shows the number of different patients seen during this same period at the homes of employees and again the peak of this curve was reached in February where there were about two hundred sixty different cases. These two charts show, beyond any doubt, that the employees at the mill are availing themselves of the service and apparently, from the results obtained, feel that the attention re-



which the people at the mill make use of the services that are afforded them by Cheney Brothers.

availing themselves of the service and apparently, from the results obtained, feel that the attention re-

(Continued on Page Eleven)

Col. Heckman Speaks to the Get-Together Club

ON Thursday evening, November 23rd, Colonel J. C. Heckman, General Sales Manager of Cheney Brothers' New York Store, addressed the members of the Get-Together Club at Cheney Hall. The gathering that he addressed was unusually large when it is considered that it is the first meeting for this year.

Colonel Heckman laid especial emphasis on the absolute necessity for close co-operation between the Sales and Production forces and, with the aid of a few illustrations, showed how impossible it was for either branch to exist successfully without the existence of the other. He further emphasized the fact that the principal function of the Sales Department was to keep the manufacturing plant thoroughly informed as to the desires of the customers in order that the materials manufactured might meet a ready sale at the time that they were ready for shipment. Going further, he showed that beyond any question the customer actually sets the standards of quality that he desires as well as the time when the shipment is to be received by them; in other words, goods that might have a full value in May might be of much less value several months later.

ATTENTION was then turned to the organization of the New York Office and the various Departments and their functions were very carefully explained. Reference was made to the Art Department, showing how it obtained its advance information on the demands that style would make in probably one or two years. It was further brought out in this connection that the Art Department must establish a very positive point of contact with the styles of Paris and, at the same time, keep in close touch with the work that is being done by Cheney Brothers' competitors and also make an attempt at predicting what the

future requirements will be.

It was very definitely brought home to all of the members present that it was necessary for the New York Office to impose certain conditions on the mill; such as, delivery dates, quality of goods received, careful inspection, and the reduction of second quality goods to a minimum.

IT was brought out that deliveries from the mill must be made promptly and in quantities corresponding to promises made when the order was taken. It was also stated that the greatest of care should be exercised by the Inspection Department at the mill in order that the goods delivered to the customer on a first quality basis should be as near perfect as possible. This is especially true in connection with Cheney Brothers because of the name that they have es-

and feels more than ever before that the organizations are not separate and distinct, but that both are working for the same ends and are anxious to do all they can to uphold the name of Cheney Brothers which has been so firmly established.

DELVE INTO RECORDS FOR SERVICE AWARDS

A NUMBER of Service Department clerks have been at work on service records. Each year it is necessary to go through the entire employee records to learn the number of years each worker in the mills has been with Cheney Brothers. Cheney Brothers Service Pins are awarded to employees who have worked over five years, and a different type

of pin is given for the different numbers of years served. Christmas time is the season of the year chosen for awarding the service pins.

This year the records are being figured up to December 1. Each person's length of service will be figured, regardless of absence from the employ for any time.

C. B. A. A.

THE Directors of Cheney Brothers' Athletic Association held a meeting on December 4th. Among other matters they discussed a boxing tournament to be held in January; the formation of a Hockey League, and the opening of the Basketball League. They decided upon Dec. 13th for a Get-Together of the Machine Shop and Ribbon Mill groups.

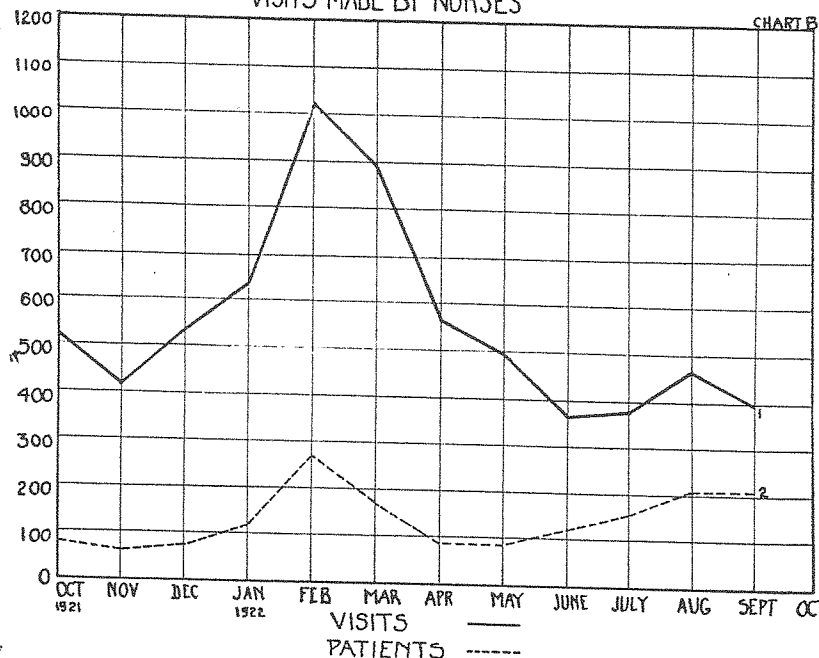
WORK OF MEDICAL DEPT.

(Continued from Page Ten)

represent all of the services that can be rendered.

At some future date, it will be possible to continue this same article explaining, in brief, all of the other functions.

VISITS MADE BY NURSES



tablished throughout the country on fact between the two organizations the basis of super-quality.

THERE were many other factors brought out in Colonel Heckman's talk which emphasized more and more strongly the many reasons for perfect co-operation between the Sales and Manufacturing Departments. This talk was very enthusiastically received by the members of the Club and there were many questions asked by the various individuals after the close of the meeting. The Get-Together Club hopes to be able to maintain a con-



MURIEL

GERMAINE

If you like the frocks of Muriel and Germaine, you may order patterns of them through Cheney Brothers. Ask for patterns by name and state size desired. The price is \$1.00 per pattern, cut to your order by special arrangement with Le Bon Ton. Send check or money order to Cheney Brothers 219 Fourth Avenue, New York City.

THE fastidious woman, who demands the daintiest of apparel for the entire gamut of her wardrobe, will find a Cheney Silk for every purpose; clinging crepes and washable satins for boudoir wear, radiant satins and gracefully pliant crepes for afternoon, and sumptuous brocades for evening gowns and wraps.

A surprising amount of smartness lurks in

Muriel's chic frock of almond-green Mirro-krepe. The one-sided drapery effect is achieved by the cameo clasp; double sleeves and a lace bertha give added distinction. Germaine's gown of Frostkrepe in a Java shade is of moyen age inspiration. The vestee of Brokad'or and the fur girdle are also very smart.

Muriel's frock
--back



Stores with a reputation for fine merchandise will be quite sure to sell Cheney Silks, either by the yard or in garments ready to wear.

CHENEY BROTHERS
4th Avenue at 18th Street, New York

**CHENEY
SILKS**

Back--
Germaine's frock

