

Eighteen *CHENEY* Thirty Eight

A Publication of Those Working with Cheney Brothers

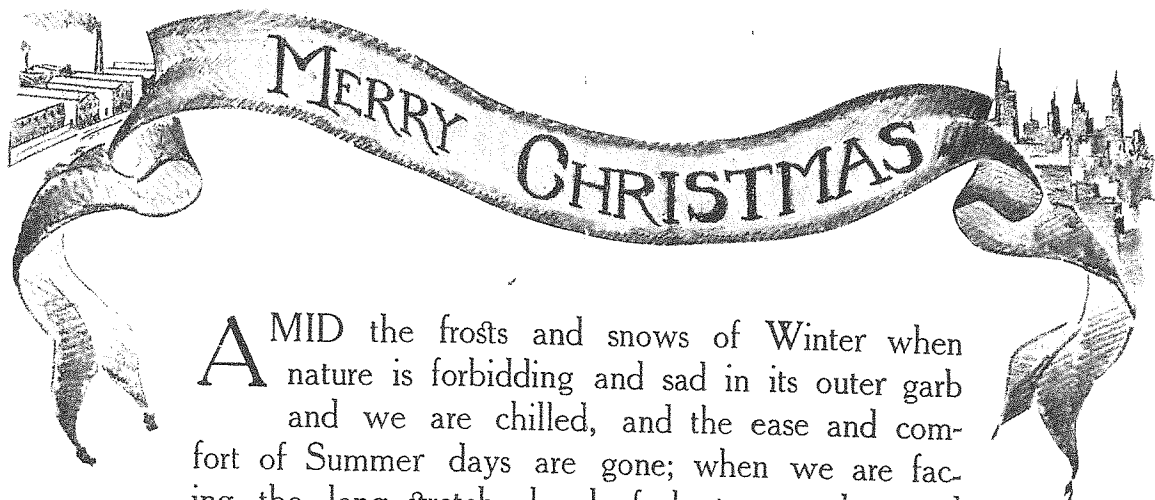


Merry Christmas

Drawn by E. AGEIR, Art Department

December

1923



A MID the frosts and snows of Winter when nature is forbidding and sad in its outer garb and we are chilled, and the ease and comfort of Summer days are gone; when we are facing the long stretch ahead of short, grey days and feel restrained and circumscribed in our freedom, we come to the time of universal cheer and good will of Christmastide. It is a paradox. It is as though pain and suffering should bring songs and smiles.

Our Christmas trees are merely fancifully decorated reproductions of the forest trees which nature is decorating with snow and icicles and we gather around them in gladness and friendliness.

It is the inborn need for geniality, kindness and joy coming to the surface. Man likes to be with his own kind. Man likes to break away from the hardness and selfishness of the world and to be generous and self-sacrificing. It seems that the very grimness of Winter forces him into a reaction of cheer and he rises above his usual level, breaks out of his ruts and gives and gets more satisfaction out of what he gives than out of that which he receives.

Here is the lesson of Christmas. When we are in danger is the time for courage. When we are overburdened and disheartened is the time for fortitude. When we are cold and cramped is the time for cheer.

Merry Christmas to all.

Charles Cheney.

Eighteen Thirty Eight

R. P. Whitcomb, Editor

Elizabeth Paine, Secretary

Associate Editors—F. W. Budd, G. R. Boyce, Hugh F. Burtis, Arthur Durfee, Walter L. Donovan, U. J. Lupien and James A. Irvine, representing the Mill; F. C. Merrell, Mrs. Laura Roof, Edith G. Tyler, G. J. Virgile.

VOL. 6

DECEMBER, 1923

No 12

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.

Cheney Prints for 1924

By Yvonne Lang, Advertising Department

FOR the first time Cheney Brothers formally presented their new dress silks for Spring, 1924. The opening took place in the front part of the Dress Goods Department on Tuesday afternoon, October 30th. About twenty editors connected with fashion publications viewed this collection of unusual beauty, while Mr. Creange gave a little talk on the origin and trend of the various designs. The Advertising Department is very glad to report that this showing has resulted in some very fine publicity.

There is a radical difference in the new patterns as compared to those of other seasons. An altogether new technique of design has been carried out, and where formerly we have been accustomed to seeing large unbroken and vividly colored designs, they are now for the most part small monotonous closely repeated, or large and broken up into small units, giving the semblance of plainness to the material from a distance. Many different ages, climes and environments have been drawn upon for inspiration. The materials which have been used for printing are two qualities of crepe de chine, Cinderella (a flat crepe), Showerproof Foulard, Twill-adorn, the new trade-mark name for Topping Twill, Crinkled crepe and Crepe Chenette.

The influence of the Orient is very much felt throughout the line. The charm of China, Arabia, Turkey and Persia, are all faithfully represented. Persian patterns, however, predominate, and show an entirely new treatment carried out in brilliant Chinese shades. Silks of Hispano-Moresque inspiration, whose lovely intricate patterns recall the floor of the Alhambra, and bold and simple designs taken almost in their entirety from the stone sculpture of primitive African art are noted.

Striking and new are the reproductions of designs from France, carried out in fine line wood-cut technique.

FLORAL patterns are fighting for supremacy over the Persian but like the Chinese, they are not destined to come to the fore until next year. This Spring, however, will bring forth a more modern conception of these motifs. They are mostly

entirely new treatments. Two very pleasing dot designs are the filet lace effects, which by the way, caused such a sensation at the Paris races. Plaids are again coming into their own, and an etheralized version is carried out in dots. In the all-over effects, there are simple but classic arrangements of dots of all kinds, shapes, and sizes.

WOOL emroideries are to be printed! Very smart interpretations of Hungarian wool embroidery as worn by the peasants are included in this collection. All-over effects of large wheels or scrolls or wavy stitches appear in brilliant colorings on light grounds. The Turkish towel motifs are also smart and effective.

The first appearance in America of the Swedish Ballet which made its debut in Paris about two years ago, will create a vogue for Swedish Art, predicts Mr. Creange, as did the Russian Ballet's engagement here several years ago. Two designs of much charm represent quaint pastoral scenes carried out in peasant colorings and the new Chinese blues, reds, and greens. Russia, however, has not been forsaken. One pattern very cleverly handled by the artist, and which has afforded much amusement to those who have seen it, depicts a peasant "Russian Wedding Feast." An overblouse or tunic fashioned of this design would be simply fetching.

A more artistic version of the Bayaderes (clear cut stripes) is the new "traversers" movement, which repeats itself in bands of varying widths running across the material. The traver, not usually clear cut, is so evenly distributed over the surface of the design, that it is not immediately noticed. This new style tendency is now dominating the mode abroad.



Underwood & Underwood

This demure little frock of Showerproof Foulards has a front panel of Mandarin Blue eyelet embroidered organdie. The black grosgrain ribbon suggests the old-fashioned laced-in effect.

geometric or impressionistic in feeling, and not the usual naturalistic representations. As one artist whose work is represented says, "They are flowers as they appear to me growing in the fields as I speed by in my high-powered car."

It seems as though fashion will never tire of dots. Every year brings

This ensemble achieves distinction by combining plain and printed Crepe de Chine. An indication of the line for winter is apparent in the tunic widened at the bottom.

Paris, Novembre, 1925



Style and elegance combine alluringly in this trim frock of plain and printed Crepe de Chine. The short, plaited cape is fashioned of the plain silk and complements the dress effectively.

Paris, Novembre, 1925



Suggesting Hungarian wool embroidery this sports wear Frock is refreshing of plaited panels and vestee of Crepe Chenette. The full-sleeved and belted blouse is of gayly printed Cinderella.

Paris, Novembre, '25

THE three-toned vogue, conceived in Paris, in dresses made in three sections, each section a deeper shade of the same color, has developed into designs printed with three-tone units on plain backgrounds. For example, a variation of the idea is given by a cube effect—the cubes are of black, red, and yellow on a black background, or white with pale blue and deeper blue on a white ground. This graded effect is very much more attractive and more adaptable to sheer materials like chiffon or georgette.

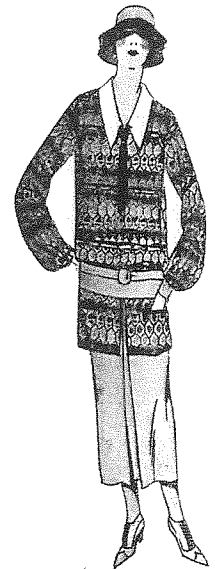
Something entirely new and different are the lovely bordered silks. These bordered materials derived their inspiration from pottery designs, and have inch wide borders of soft white or the shade of the predominating color in the pattern. Others have a border of white on one side and another color like tan or henna on the reverse side. Stenciled borders in contrasting tones appear on plain crepe de chine. In the making up of the tubular or one-piece frock destined to be so fashionable this Spring, these bordered fabrics are especially appropriate, as the borders may be used for trimmings.

HAZEL Burnham Slaughter, the young American designer who won the Tut-Ankh-Amen scholarship last year for her "Skylines of New York," has also contributed her share of ideas. One design which has caused considerable comment is an impressionistic scene of "The Cafe de Paris at 'midnight.'" All the accompaniments of a crowded restaurant are featured, guests seated at tables with the waiters serving them, the jazz band, and dancers, etc.

Many of the backgrounds used are navy, all shades of tans and browns. Black grounds are an especially good foil to the vivid colorings which are patterned on them. Chinese blues, Patou's Egyptian red and green and Worth's deep blue are also used quite extensively. Newly introduced are a "soft white" which is very flattering to the skin because of its yellowish tinge, and a lovely pinkish beige. For sports wear, the white and light grounds are patterned with Chinese red and green.

The Paris vogue for alpaca weaves has led to the creating of two Cheney productions "Drapaca" and "Dalpaca," artificial-silk fabrics with real silk fillings. They come in all the leading street shades, including the Chinese Blues. "Tremblant" and "Fulminant," both artificial silk fabrics, with satin surfaces are two other new Spring novelties. "Cote Centaur," a new addition to the bengaline family, is a heavily ribbed material with a worsted filling, especially made for suiting and wraps.

Other numbers included in the collection are several new designs on "Brokado Krepe," and a striking oak leaf motif in Moire. Also interesting is the crepe faille satin backed moire which was improved upon five times before it was entirely approved by the house.



Piquantly colored Cinderella, printed in the new "travers" effect dominates this sports frock. The skirt is of sand-tinted Fulminant as is the belt.

Paris, Novembre, '25

This modish frock of figured Crepe de Chine is supplemented by a long coat of Crepe Cantonesque which is lined with the same patterned fabric as that of the frock.

Paris, Novembre, '25



Extremely chic is this fascinating street dress of printed Crepe de Chine. Shawl collar and scarf of accompanying chapeau are of deep red Frostkrepe.

Paris, Novembre, 1925



Special Course in Salesmanship

ONE of the courses most in demand in the Educational Department at the Twenty-third Street 'Y' is the Salesmanship course. This course is ordinarily offered twice a year, in two sixteen week terms, beginning in October and February, but owing to the fact that it seems certain that from thirty to forty students would be ready to begin before that time, a special mid winter class will be offered to begin Monday evening, December 17th. Mr. Guy C. Carr, a salesman and salesmanager of long experience, is the instructor in these classes..

The course followed will be based on four text books under the headings "The Salesman and His Job," "The Salesman and His Goods," "The Salesman and His Customer" and "The Salesman and His Sales." This text material will be furnished to each student as a part of the service covered by his tuition fee. The weekly lesson will cover discussion of the text material and will be followed each night by actual selling practice under the supervision of Mr. Carr.

The past record of this course has demonstrated that in these classes Salesmanship is taught to the best possible advantage. The Twenty-third Street Y. M. C. A. has been conducting these classes for sixteen years, and hundreds of men have graduated from the classes and are now making good as salesmen and salesmanagers.

The invitation comes from the Director of the Educational Department of the Y. M. C. A. to the interested men of Cheney Brothers to attend the opening session of this class December 17th. If they decide to enroll they may then pay a part of the complete tuition fee of \$30.25, the balance to be paid in thirty days. To members of the Y. M. C. A. the course is \$25.00.

Miss Alexander Held Up

As Miss Alexander of the Accounting Department started for business on the morning of December 6th, she was accosted by a well dressed man, on Central Park West, who, at the point of a revolver, requested her to hand over her money. Fortunately, a friend came to her aid and the man hurriedly jumped into a passing automobile closely pursued by a plain clothes man.



Books on Business and Finance

FOR SALE AT BRENTANO'S,
Fifth Avenue and Twenty-seventh St.
New York City

An Approach to Business Problems
J. O. McKinsey \$4.25
Getting the Most Out of a Business
E. St. Elmo Lewis \$4.00
Influencing Men in Business
Walter Dill Scott \$2.00
Marketing Problems
Melvin Thomas Copeland, Ph.D. \$4.00
Office Administration
J. Wm. Schulze \$3.50

EFFICIENCY

Fatigue Study—Frank B. Gilbreth and Lillian M. Gilbreth Ph.D. \$1.50
Increasing Human Efficiency in Business—Walter Dill Scott Ph.D. \$2.00
Personnel Administration: its Principles and Practice—Ordway Tead and Henry C. Metcalf Ph. D. \$5.00
American Business Law
Hon. A. B. Frey, A. B. LL.B. \$3.00
Effective Direct Advertising
Robert E. Ramsay, \$5.00
The Training of a Secretary
Arthur L. Church \$1.75
Careers for Women—C. Filene \$4.00
Who's Who in America
Albert Nelson Marquis, \$7.50

Silk Dinner

The Fifty-second Annual Dinner of the Silk Association will be held at the Hotel Astor, January 12, 1924 and will have a number of new and unusual features. Will Rogers, well known lariat thrower, comedian, and after dinner speaker, will make the principal talk of the evening.

An African of peculiarly dusky hue was hailed to court one morning for stealing chickens. The Judge said to the clerk: "Swear the prisoner."

"Sam, do you solemnly swear to tell the fruth, the whole truth, and nothing but the truth, so help you God?"

"I does, sah."

"Sam, what have you to say for yourself?"

"Well, Jedge, with all dem limitations you has just put on me, I doesn't believe I has anything at all, to say, sah."

Prize Winners

The winners of the prizes offered by The Hose & Ladder Co. at Cheney Hall, Thanksgiving Eve. were as follows:

| Prize | Lucky No. | Winner |
|--------------------------------|-----------|-------------------------|
| Turkey | 9732 | Chick Zimmerman |
| Goose (No. 1) | 10784 | Raymond Smith |
| Pig | 6251 | Mrs. Wilson Martin |
| Silk Dress Pattern | 7622 | Mrs. Robt. Cassells |
| Pair R. I. Reds | 6529 | Sam Gilkinson |
| Bushel Potatoes | 9795 | A. L. White |
| 2 Ducks | 3826 | Geo. H. Howe |
| 1 Basket Golden Baldwin Apples | 11996 | Andy Gayer |
| 1 Pr. Wyandottes | 6029 | Anna Gedraitis |
| 2 Large Hubbard Squash | 450 | L. E. Plummer |
| Bushel Potatoes | 9795 | A. L. White |
| Pair Fowl | 2585 | E. Gustafson |
| Bushel Turnips | 3105 | John Tamositis |
| Pr. Light Brahmas | 6350 | David McKee |
| 12 Silk Ties | 11891 | Helm Tire Service Corp. |
| 2 Bags Flour | 7718 | Barbra Schieldge |
| 1 White Leghorn Rooster | 1087 | Julius Jess |
| 1 Bushel Turnips | 3105 | John Tamositis |
| 1 Pr. Plymouth Rocks | 13943 | Grace C. Morris |
| Trio R. I. Reds | 10245 | R. Griffin |
| Goose (No 2) | 154 | C. Dietz |

Which Do You Prefer?

According to a story that was sent in by one of our contributors, a very old man was polishing a brass plate, set beside the doorway of a savings bank, on which the lettering read "Save Your Money."

A well-dressed young fellow, passing by, stopped and observed the incongruity of this shabby, underpaid old workman polishing a legend, the significance of which had obviously never penetrated his consciousness.

"How long have you been polishing that sign?" he asked jauntily.

"Fifteen years," the old man answered.

The young fellow laughed.

"It doesn't seem to have had any effect on you, pop," he said. "Have you got a thousand dollars in the bank?"

"Have you?" the old man inquired.

"No-o-o," the other admitted.

"Well, I have," the old man turned back to his job and kept right on polishing.

There are so many morals to be drawn from this incident that we shall ask you to select the one that most appeals to you.

Personally we prefer the last four words.

Get-Together Supper Big Success

A MEETING of the Get-Together Club (Thursday, Nov. 1st), at Cheney Hall was very well attended and in every way successful. A wonderful roast beef supper, in fact, more of a banquet, than supper, was put on by the Maintenance Department. How it was possible to prepare such a supper for the price of 75 cents is something that no one can explain. However, we know it is due to the efforts of Kletzel and his committee.

Vocal solos were admirably rendered by Messrs. John Munson, Royal Webster and Tom McGill with Mr. Smith at the piano. The orchestra music was furnished by Sherwood Bissell at the piano, Clifford Johnson playing a banjo and Bill Robinson playing a saxophone.

Everyone who attended received a present direct from Japan given by Mr. Austin and Mr. Ward Cheney—gold scarf pin very neatly set in a fine wooden case of typical Japanese design. The appreciation of each member of the club was expressed by a rising vote of thanks. Mr. Cheney spoke on the Silk Mission. In his introduction, Mr. Cheney outlined the purpose of the Silk Mission to the Orient, giving many reasons justifying that purpose. In short, the Mission discussed with the silk grower and trader of China and Japan the money problems which confronted them. One of the biggest hinderances to the healthy growth of the silk industry is the vicious gambling custom on the Yokahoma exchange. It seems that any one in Yokahoma could gamble with as low as ten pounds of silk. The Silk Mission recommended that only authorized brokers be allowed to operate on the exchange and who were able

to show that they had bonafide buyers for the silk. Further, that the individual sale should not be less than one bale of silk.

Mr. Cheney pointed out how the manufacturers of silk in this country were the greatest importers of raw silk from the Orient and, therefore, have much in common with the growers in Japan and China. It is, therefore, necessary that the one understands the other's problem in order to bring about steady progress in the industry. At the present time Japan leads the world in their indus-

of the manufacturing establishments of both China and Japan, as well as the attending of numerous conferences and countless banquets. Mr. Cheney related some very interesting experiences while attending these banquets. He said that the Chinese people can not work without a big noise. He recalled one incident of a large boat on the river, known as Chinese junk. There was a terrible noise coming from this boat which proved to be the shouts of a great many Chinese coolies who were operating the treadmill in the boat which ran the paddle wheel. The harder they worked the harder they would yell.

Traveling over land in China is done by jinrikisha. On one occasion Mr. and Mrs. Cheney were drawn in a jinrikisha over the country, a trip of about 6 miles, by two boys in about 50 minutes time. Mr. Cheney was instructed beforehand by his host not to pay the boys but he managed to hand them a dollar. They were so delighted that they started on the run homeward apparently not at all exhausted.

The ancient Wall of China still stands today. It is a mammoth piece of masonry 25 feet wide

at the base, 30 feet high and 15 feet to 20 feet wide at the top. It extends over mountains and valleys for miles and miles, as far as the eye can see. At one particular place there was a break in the wall of several miles and upon asking the reason for this the guide gave the following explanation. The builders of the wall were guided in their work by a white winged horse. At this particular place a mist surrounded the horse so that the builders could not see in which direction it was
(Continued on 11th Page)



Fuji, the highest mountain in Japan

Photo by Richard Halliburton, reproduced through courtesy of "Asia"

try of silk growing. Very much unlike China, the Japanese have done a great deal of research work. After the eggs are hatched out they are given a microscopic examination in order to eliminate diseased eggs. By this method the mortality of the silk worm was reduced from 90% to 12%. The filatures, which are the mills, reeling silk, are noted in Japan for their extreme cleanliness, while the filatures of China are extremely dirty.

The duties of the members of the Silk Mission included the inspection

Try Grading Yourself

THE following self-analysis questionnaires were planned for Peck and Hills' folks, and are included in their manual. Try yourself with them, marking each quality on the basis of 100 per cent for perfection.

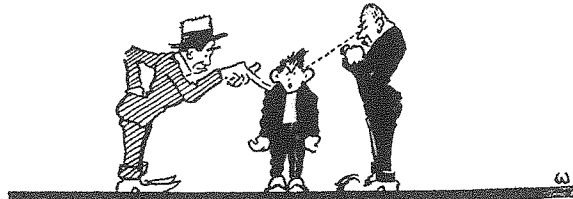
Character Study

1. Capacity continually to strive for an ideal.
 2. Honesty in trifles.
 3. Doing a good turn each day.
 4. Saving systematically.
 5. Cultivating a hobby.
 6. Controlling my temper under provocation.
 7. Loyalty to my organization.
 8. Definite objective toward which I am working.
 9. Tolerance of other people's ideas.
 10. Refraining from nursing a grudge against anyone.
 11. Starting each day's work cheerfully and optimistically.
 12. In what percentage am I easily discouraged?
 13. Strengthening some trait of character.
 14. Delaying doing disliked tasks.
 15. Sincerely trying to live up to the Golden Rule.
 16. Taking pride and pleasure in my work.
 17. Thinking of business after business hours.
 18. Studying my job.
 19. Learning from mistakes and avoiding repetition.
 20. Watching the clock.
- Total.....

Personality Chart

1. Are you developing a pleasing voice?
2. Do you speak clearly and distinctly?
3. Do you use good English?
4. Do you keep the breath sweet and wholesome?
5. Do you keep your shoes polished and in good repair?
6. Do you keep your clothes pressed and brushed?
7. Do you wear clean and good linen?
8. Do you keep your pockets free of unnecessary things?
9. Do you keep your hands and nails clean?

10. Do you give your customers a ready smile and cheery greeting?
11. Are you brisk and business-like in walk and manners?



12. Are you always fit for work?.....
 13. Are you always courteous to and considerate of others?
 14. Are you strictly honest with yourself?
 15. Are you an optimist or a pessimist?
 16. Are you cultivating good habits?
 17. Are you choosing constructive reading matter?
- Total.....

Correspondence Chart

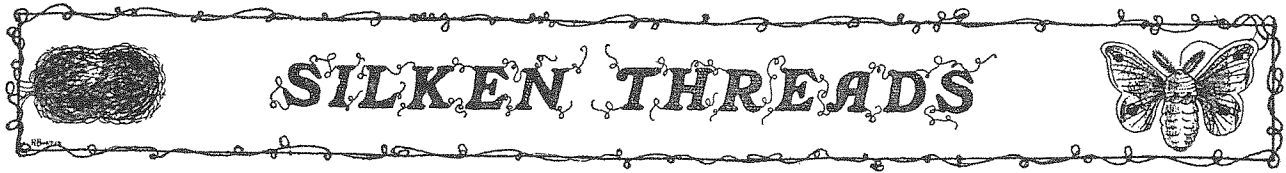
1. Percentage of working hours devoted to accomplishing my tasks.
2. Systematic planning to accomplish the most in the shortest time.
3. Do I study my mail and outline plans in advance so as to economize my assistant's time?
4. Consideration of the subject matter from the customers' viewpoint so my letters are satisfying.
5. Knowledge of the business so my letters are convincing and do not invite criticism.
6. What percentage of my letters infer a desire to serve so my customers feel a desire to buy from us?
7. Percentage of my letters which repeat data and subject matter, but avoid out of date phrases or overloading them with useless words.
8. Do I divide my subjects so my paragraphs are short, the letter well balanced and easy to read?
9. Do I answer correspondence promptly, following a system

- which prevents oversights?
 10. Are orders sometimes unnecessarily delayed at my desk?.....
 11. Do I expedite rush orders, anticipate possible delays, and plan to avoid them?
 12. Do I attend to my work as I would want my business attended to if I were placing it myself?
 13. Do I always aim to give all customers fair and just treatment, and endeavor to make them believe it, so they will want to repeat?
 14. Do I always refrain from saying anything that would reflect upon the customer's integrity, and, in making adjustments, endeavor to bring out conditions which might have been overlooked?
 15. Do I make as much use as I might of the company's manual and form books on effective business letters to improve my style and efficiency?.....
- Total.....

Selling Chart

1. Ability naturally to make sales.
2. Ability to increase average value of sale.
3. Giving as much consideration to adjusting a sale as to making one.
4. Being as considerate of the poorly dressed or uneducated customer as of others.
5. Ability to keep temper with unreasonable customers.
6. Making myself an "assistant buyer to the customer.
7. Being cordial to the customer who does not buy.
8. In what percentage of my sales do I talk up the "use" value of the merchandise?
9. In what percentage do I add daily to my knowledge of merchandise?
10. What percentage of my study time do I spend reading books or selling merchandise?.....
11. In what percentage of cases do I sell prospective customers?

(Continued on Page 9.)



SILKEN THREADS



Here's wishing all a very Merry Christmas.

* * *

We all of us know Mr. Braue
And the wonder to me is just how he
Detects any shade

Of color or grade
Of velvets so quickly—just "Zowie!"
—Pep.

* * *

Durfee was heard inquiring if our Hortense were any relation of Orange Picot.

* * *

Chairman Floyd Smith and his committee met with a very generous response in the recent drive for membership to the Red Cross for the coming year. A total of \$143.00 was received. The committee consisted of the following: Dress Goods, E. H. Spear; Yarn, W. DesSmith; Advertising, H. Burtis; Cravat, Miss Jelly; Velvet, R. E. Miller; Accounting, Billing and Credit, H. L. Smith; Store, Stenographic and Shipping, Mrs. Roof; Art, G. Virgile; Upholstery and Decorative, H. Heidell.

* * *

We were very glad to be able to furnish Mr. Kelly with some extra copies of the November number of "Eighteen Thirty Eight" containing the Chronological Tree of the Design Periods (published through the courtesy of Clifford & Lawton) to be used by the members of the class in color and design at New York University. This course is given under the direction of Mr. Warner.

* * *

Requests are still coming in for copies of the Historical Number of "Eighteen Thirty Eight," although the supply has been entirely exhausted.

* * *

At a raffle recently held, Anna Bargeman and Ed. Schaefer each won a nice fat turkey; but we did not hear of a single dinner invitation for Thanksgiving day.

* * *

Charles of the Upholstery Department when asked to telephone to Mr.

Denning: "We called up a few minutes ago for a messenger boy, have you got him ready yet?"

* * *

Miss McManus recently entertained a number of her college chums for the week-end and took advantage of the occasion to announce her engagement as the solitaire on her left hand proves.

* * *

A liberal reward offered for the person discovering just what that faint shadow is on Charles' upper lip.

* * *

Two of our "Beau Brummels" have set the pace by wearing spats. This seems to have caused much excitement among the other members of the Dress Goods and Art Departments.

* * *

We understand that fencing instructions are being given on the roof by Prof. Mresches. Robert Brown is one of his star pupils. No enrollment for classes after December 20th.

* * *

Pet question of Muriel's—"Why?"

* * *

The Dress Goods Department welcomes Messrs. Hsley and Adams; the Sales Engineering Miss Craton; the Stenographic Miss Leitfred and Miss Neely; the Art Department Mrs. Bostelmann and Mrs. de Carvalho; the Adjustment Mr. Dreisbach; the Cravat Miss Hurst and Mr. Young; and the Shipping Department Mr. Kehoe.

* * *

If any one doubts the approach of Christmas, watch the girls at lunch hour. The crochet hooks and knitting needles certainly fly.

* * *

Did you ever notice that tall YOUNG men usually affect an equally elongated cigar tipped at an alarming angle? Ask Charles Leclare for a cigar some day and be convinced.

* * *

The girls in the Stenographic Department are taking up a collection

to buy Miss Owen a pair of roller skates in order that she can rush at her customary speed without expending so much energy.

* * *

Miss Snyder has been transferred from the Sales Engineering to the Accounting Department.

* * *

Hurrah for the Upholstery and Decorative Department, first to be one hundred per cent in the RED CROSS DRIVE.

* * *

We wonder if the Advertising Department has been appreciating the honor of entertaining some of the new-comers who have been taking the psychological tests.

* * *

Our Cafeteria keeps up to date on the pie list; we have had Blackberry, Strawberry and Mayberry.

* * *

The Sales Engineering Department has lost Mr. Schmech to the Dress Goods Department.

* * *

We are sorry to have to announce that Miss Dawson tendered her resignation, taking effect December first. Miss Dawson has been a valued employee of Cheney Brothers for the past six years, and, during that time has made a host of friends, all of whom regret her departure and wish her every success for the future.

* * *

Carl Warth received the usual Thanksgiving turkey—'nuf said!

* * *

Congratulations to Charles Legge on his promotion to the position of Shipping Clerk! Legge has been with the company for a number of years and has worked hard and conscientiously and his advancement is a deserving one. Thomas McLaughlin is now taking care of the work previously done by Legge.



New York's Birthday Marks Art Milestone

“THE preparations for the coming three hundredth anniversary of the founding of New York, bring forcibly to mind the Dutch influence on American furnishings and architecture,” said Mr. Horace B. Cheney, who is an authority on early American decorative arts.

“When Peter Stuyvesant was Governor of New Amsterdam, as New York first was called, the commerce of the Netherlands was at its full and splendid tide; and New Amsterdam expressed in its customs as in its architecture the spirit of the Low Countries qualified by the necessities of pioneer life.

“In 1647 when Stuyvesant came to New Amsterdam the houses were merely wooden ones which had thatched roofs. As commerce grew, however, so too did wealth, and brought to the burghers' homes many a fairied fabric from the East. As for the quaint Dutch housewives, let them be trusted to add a prideful touch. Thus Mrs. Van Varick's chimney cloth and curtains (which matched, if you please) were of green serge with silk fringe and flowered crimson gauze . . . and she had flowered carpet stitched with gold!”

“Indeed, the character of furnishings throughout Massachusetts, Connecticut and Rhode Island (colonized mostly by Puritans who had left Holland), of Pennsylvania, New Jersey and Delaware (which represented mixed Dutch and English influence) as well as those of New Amsterdam, were essentially Dutch in character. Straight lines were molded into curves, rectangular forms where possible, were modified or abandoned, while the dominant feature of the new form was the use of the Cyma curve in chair-backs, cabriole-legs, scroll-tops of high-boys, secretaries and cupboards.

“Through all this era of increasing opulence stumped old Peter Stuyvesant with his wonderful wooden leg, adorned with its silver rims, studs, bands and most probably bullion lace. Under his government the community of Manhattan Island first began to display real progress, and there is no question that, due to his energy and initiative, the Dutch decorative influence remained so strongly rooted that it peeps

curiously here and there from many of the decorative furnishings and fabrics which line our homes today.”

Grading Yourself

(Continued from Page 7)

- 12. In what percentage of cases can I answer all questions customers ask?
 - 13. In what percentage of cases do I make note of questions I cannot answer, so as to procure the information later?
 - 14. In what percentage of cases am I successful in selling goods that I introduce, and which the customer did not ask for?
 - 15. In what percentage of cases am I constantly increasing my sales by suggestion?
 - 16. In what percentage of cases do I study the lines of merchandise which ought to be suggested by the customer's purchase?
 - 17. In what percentage of cases do I study types of customers?
 - 18. In what percentage of cases do I analyze myself to know why I fail to make a sale?
 - 19. In what percentage of cases do I know my merchandise so that I can teach the customer something about it?
 - 20. Do I always rise when a lady customer approaches my desk and show the courtesy due all customers at all times, refraining from smoking when selling?
- Total.....

Science and Religion

Hostess (at Sunday morning breakfast): Stay for church service, won't you? The only thing you miss by radio is the collection.

Guest: Rather shocking to attend church in our negligees, no?

Hostess: It does seem queer. But not half so queer as to hear the minister pray. “Bless, O Lord, all those who are listening in!”

Two Irishmen in the Shipping Department having an argument:

Dave McCarthy: “Why is it that they never name a battleship after an Irishman?”

John Brown: “Surre, an' they have, what's the matter with O'Regan (Oregon)?”

PEOPLE WE KNOW



MISS ALBINA ROMANOSKI

ONE can always find good appearance, typographically and otherwise in the ADVERTISING DEPARTMENT. Miss Albina Romanoski, while only here a short while, deserves more than six point type? Can more be said?



FLOYD SMITH

BESIDES his regular duties, obtaining supplies and equipment for the store and as assistant to Mr. Whitcomb, Floyd Smith serves us in many, many ways that we know little about. Some call him a “trouble fixer.” He has been with Cheney Brothers for over seventeen years and has many friends in the organization.



ROBERT KANE

ROBERT Kane of the DECORATIVE DEPARTMENT came with C.B. in 1915 and has made good in everything he has tackled. He has a disposition hard to beat—that is what has made him famous at silk exhibitions.

SILK MILL NEWS

Over Half Century of Service

MR. George W. Ferris, of 24 Pine Street, South Manchester, foreman of Tin Shop, has to his credit over fifty years of service. Mr. Ferris started work in the Tin Shop, December 10th, 1872, at the age of twenty-one. After two years under Mr. Otto Kinbley, then foreman, Mr. Ferris was promoted to foreman in 1874 and is still serving in the same capacity, efficient, happy and with a cheery smile for everyone.

It is interesting to hear Mr. Ferris tell of his impressions of the early days of Cheney Silk Mills. He remembers when the present Spinning Mill was first started, the Machine Shop being located in the group of Old Mill buildings. Mr. Charles S. Cheney at that time was manager of the department of which the Tin Shop was a part.

The inspiration to Mr. Ferris and his co-workers, long in the service, is that of having a part in an organization which has and is making progressive strides in the development of the silk industry in America.

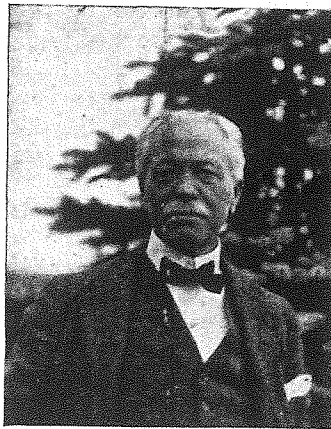
Fillings

The Girls' A. A. had their first supper of the season at Cheney Hall, Monday, November 26th.

The next supper and meeting of the Get-Together Club is scheduled for Thursday evening, December 20, at 6 o'clock. Mr. Howell Cheney will be the speaker of the evening. The Main Office and Ribbon Mill will put on the supper.

On the evening of November 21st, about fifty employees of the company's Electrical Department enjoyed a roast beef supper in Cheney Hall.

Mr. Bende Bendeson, one of the latest pensioners of Cheney Brothers, was recently given a surprise by about seventy-five of his fellow workmen at Cheney Hall. After a royal meal and entertainment had been enjoyed, M. J. Donahue presented Mr. Bendeson with a purse of gold and a bouquet of carnations as a token of his thirty-eight years of faithful service as a loomfixer in the Broad Goods Weaving Mill.



Next Season's Cars

Contributed by one of our Mill Readers

THE new models will have a large number of improvements and will mark a new era for the automobilist.

There will, of course, be the usual four wheels, with pneumatic tires containing 60-80 lbs of air for the benefit of the manufacturers, non-glare head lights which do not illuminate the road, pure tin mud guards and leather upholstery guaranteed to contain not more than one half of one percent.

On the other hand there will be brakes on all four wheels and another on the accelerator for the use of nervous passengers. There will also be push buttons which will enable every occupant to sound the horn according to each one's idea of careful driving, and bumpers on all four sides of the car (with a cow catcher in front large enough to hold one pedestrian and several dogs and hens. Windshields will be made of celluloid to enable the front seat occupants to pass through without cutting themselves. The old-fashioned curtains will be done away with, paper ones being substituted. These will be sold in cartons and can be thrown away after each storm.

The new models will be plentifully supplied with shock absorbers and a novel accessory consist of a padded spring above the head of each rear

seat passenger, to allow them to retain their consciousness while being driven rapidly over the high spots.

The more expensive cars will of course be equipped with radio receiving sets, the ground connection being made by the nails in the tires.

A dummy clutch and service brake will be installed next to the driver for the benefit of the front seat occupant who happens to be a driver himself.

The use of grain alcohol instead of the denatured variety, is advocated for the cooling system in the winter time and an arrangement has been introduced whereby a sample can be drawn off at any time, from above the brass rail in front of the rear seat. There will be in fact so many improvements and accessories, that the new car owners are assured of a perfectly wonderful time—mostly in the garage.

Weavers Lead

THE standing of the teams in the Men's Industrial Bowling League as we go to press shows the Weaving and Velvet mills striving for honor place.

Standing

| | W. | L. |
|------------------|----|----|
| Weaving | 13 | 5 |
| Velvet | 12 | 6 |
| Spinning | 11 | 7 |
| Ribbon | 11 | 7 |
| Lower Mill | 11 | 7 |
| Machine | 6 | 12 |
| Old Mill | 4 | 14 |
| Throwing | 4 | 14 |

High single, Canade Weaving, 136.

High three string, Canade, Weaving, 355.

High team single, Weaving, 576.

Ten High Averages

| | Games | Ave. |
|-------------------------|-------|--------|
| Wilson, Ribbon | 18 | 111.1 |
| Wilkie, Lower | 18 | 110.15 |
| R. Sad, Spinning | 18 | 108.13 |
| Cole, Weaving | 18 | 108.5 |
| Statton, Weaving | 18 | 107.12 |
| Gustafson, Velvet | 18 | 106.15 |
| Bellitti, Velvet | 18 | 105.3 |
| Nelson, Spinning | 18 | 104.12 |
| Canade, Weaving | 18 | 104.9 |
| Wiganoski, Velvet | 15 | 104.8 |

William R. Dunn, Over Fifty Years of Service

MR. William R. Dunn, of 94 Laurel Street, South Manchester, is one of the proud wearers of the Cheney Brothers' fifty-year Service Pin. He started work in the Carpenter Shop in 1872 and is still one of the most active and efficient men of the shop.

Mr. Dunn will remember the job of making the doors, windows and finish material for the Spinning Mill back in 1872. He made the Cheney Brothers' show case for the Philadelphia Centennial.

Some time after the Civil War Mr. Dunn was with Co. G of the 1st Connecticut Infantry as 2nd Lieutenant at Charleston, South Carolina, during the celebration of the surrender of Cornwall. They were the first northern troops to appear in Charleston after the Civil War. L. A. Barber was at that time Colonel of the 1st Connecticut Infantry. Company G used the attic of Cheney Hall as an armory.

Backbone

THERE was an unmistakable American flavor in President Coolidge's message to Congress. Its bare simplicity of language, its unobtrusive courage; no pretense but the simple truth. The opportunities for straddling were innumerable but Mr. Coolidge ignored them all.

One of the salient points in the President's message was: "The taxes of the nation must be reduced. A proposed plan has been presented by the Secretary of the Treasury which has my unqualified approval. I have no hesitation in declaring this to be paramount."

The extent to which federal income taxes paid upon earned incomes up to \$15,000 would be reduced in the program for general reductions advocated by Secretary Mellon is shown below.

| Net Income | —Single Person— | | Head of Family With Two Dependents | |
|------------|-----------------|-----------|------------------------------------|-----------|
| | Pres. Law | Prop. Law | Pres. Law | Prop. Law |
| \$2,000 | 40 | 22.50 | | |
| 3,000 | 80 | 45.00 | | |
| 4,000 | 120 | 67.00 | 28 | 15.75 |
| 5,000 | 160 | 90.00 | 68 | 38.00 |
| 6,000 | 240 | 135.00 | 128 | 22.00 |
| 7,000 | 330 | 180.00 | 186 | 99.00 |
| 8,000 | 420 | 225.00 | 276 | 144.00 |
| 9,000 | 510 | 270.00 | 366 | 189.00 |
| 10,000 | 600 | 315.00 | 456 | 234.00 |
| 11,000 | 700 | 370.00 | 556 | 286.50 |
| 12,000 | 800 | 425.00 | 655 | 299.00 |
| 13,000 | 910 | 490.00 | 760 | 399.00 |
| 14,000 | 1,020 | 555.00 | 876 | 459.00 |
| 15,000 | 1,140 | 630.00 | 996 | 526.00 |



Get-Together Supper Big Success

(Continued from Page 6)

traveling. Consequently they stopped construction on the wall at this place. After a time the winged horse was discovered some miles distant at which point the wall again was started.

After traveling through China the Silk Mission went to Japan, very glad to get back into a country where everything was spotlessly clean. The children on the streets were healthy and happy. Here a person is just as safe on the streets at night as in the day. The Guernsey Silk Filature was visited. Here conditions were the very best that had been seen and reminded one, more than any other, of our own mills in South Manchester. The Japanese girls are very intent in their work and as a visitor comes into the plant it is a very rare thing to see one of the girls take her eyes off her work to look at the visitor. The girls still work 10 to 12 hours a day but they look very healthy, the conditions in the mill being the best in the country. The floors and everything in the mill is very clean. The girls wear white cotton stockings without shoes and at the end of the day the soles are just as clean as at the beginning.

The Silk Mission was privileged to enter the room where tapestries are made for the emperor. The looms upon which these tapestries are woven are 18 feet in length without shuttles or lay or any of the equipment on our modern looms. The design is painted on paper and is placed on the

floor and is used as a guide for the weavers. The raising and lowering warp threads and inserting the filling is all done by hand. The labor cost of the tapestries and the loom amounted to \$15,000. The amount paid for it by the emperor was \$25,000. At the time Mr. Cheney saw the loom there had been about six feet of the cloth woven which took over two years. Each filling thread is fixed into the cloth by means of the finger nail instead of the reed on our modern machines.

One of the pleasant incidents in Japan was a walk in the mountains. Here the trees and vegetation were most beautiful. At the top of the mountain steam was rushing from the fissure in the rock and the earth underneath would rumble continuously. This is interesting to note in view of the disaster which recently happened in that vicinity.

There were many days of travel, work and unpleasantness but there were, of course, many of happiness and real entertainment. It was a wonderful experience for all and, without doubt, there has been developed a better understanding and a spirit of co-operation with the silk people of the Orient.

After the talk, moving pictures were shown which illustrated many of the interesting experiences told by Mr. Cheney.

Did You Know--

That Theodore Roosevelt was born at No. 28 East Twentieth Street in 1858?

That Thackeray visited a house at the corner of Second Avenue and Eighteenth Street?

That Chester A. Arthur took the oath of office as President of the United States at 123 Lexington Avenue—five minutes walk from this store?

That the home of Washington Irving was at one time on East Seventeenth Street?

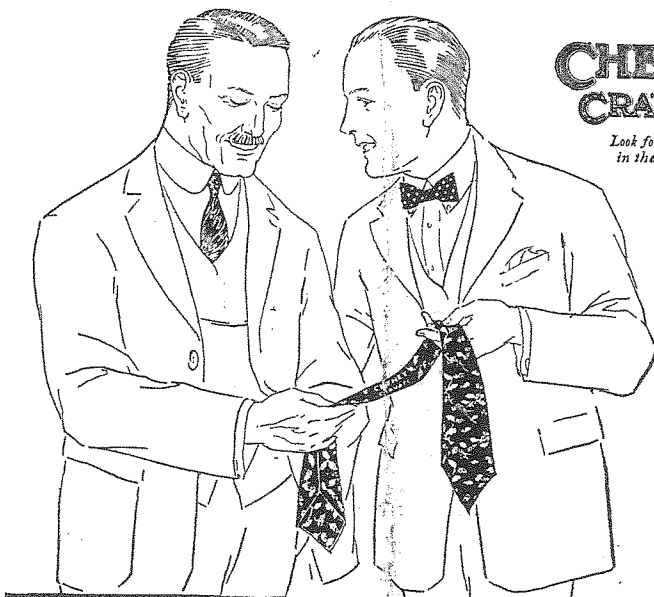
That the first apartment house in the United States was built within a stone's throw of the store? No. 142 East Eighteenth Street, erected in 1869.

Inquisitive: "Where's Andy Martin?"

"Out."

"Out—Where?"

"Oh, he's got a date with a (wax) fig."



**CHENEY
CRAVATS**

*Look for the name
in the neckband*

YOUNG men, old men, particular men; smart, conservative or "snappy" dressers—all will be glad to get Christmas gifts of Cheney Cravats. Colourful designs and rich weaves make these cravats truly distinctive.

Select them now to take home to Father, and the Boys—and for yourself.

SOLD BY

The Best Stores

