

Eighteen Thirty Eight

CHENEY
STARS

A Publication of Those Working with Cheney Brothers

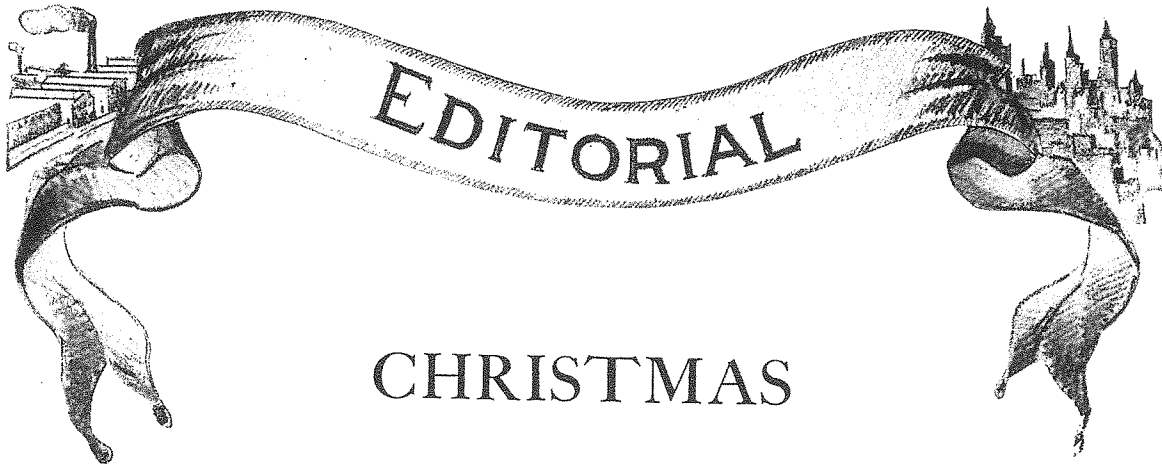


December

Drawn for Eighteen Thirty Eight by Margaret Craton

1924

v 2007.01.13



ONCE again the Christmas spirit is in the air, and it is the season when we of Cheney Brothers should put aside all selfish thoughts and think more of others. True happiness consists in making others happy, and Christmas cheer should be a contagion unchecked and unfettered among Cheney folks. The wreaths of holly become a mockery unless we strive to add to the joy and happiness of those about us. This is the time when we should dig down deep and bring out all the cheer, all the jollity, all the thoughtfulness we can.

“Peace on Earth, Good Will toward Men.” Are we moping or fretting over real or imaginary harm that has been done to us? Are we “picking” on someone? Be broad! Forgive and forget! What a blessing it is to be able to forgive; what a fine thing to be able to forget; and Christmas is the time of the year when this thought should be uppermost in our minds. Winding up the old year with a generous feeling of good will toward others is the best preparation for the coming year.

Here’s wishing a Merry Christmas and a Happy New Year to all Cheney folks in the store—in the Mill—and wherever they may be!

R. P. Whitcomb.

Eighteen Thirty Eight

R. P. Whitcomb, Editor

Elizabeth Paine, Secretary

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VOL. 7.

DECEMBER, 1924

No. 10

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.

∞ For Tom, Dick and Harry ∞

An article from "The Silk Traveler" which was
inspired by an interview with Charles Cheney.

COINING maxims is usually a use-
less procedure. Some of them,
if sprung at the right moment,
will accelerate a man as surely as a
step on the gas will speed up a car.
But they are generally of question-
able value. "Be good and you will
be happy," for instance, only tempts
a man to go out and shoot cows, climb
trees, or bite holes in rubber tires.

But how to remind a man of what
he knows, and to rub the truth into
the mind of the fellow who thinks
"he knows better"? Experience will
not show such men—too many of
them think that "experience" merely
means "don't do what you want to do
—experience is against you." It's
rather a hard problem to tell a sales-
man, for example, the fundamentals
of his job. But Mr. Charles Cheney
has known many and divers kinds of
salesmen for many years; he has
watched all sorts and conditions of
successes and failures. He has a
very good idea of what a salesman
should be; and he talked for a little
the other day about salesmen.

"There seems one attribute that all
successful salesmen have in common,"
said Mr. Cheney, "and that is per-
sonality. I do not mean assumed
personality, but a genuine and earn-
est development of a man's character
and outlook on life. This, apparent-
ly is a quality to be found in every
man who has made a success of his
relationships with other people. The
personality may be genial, kindly,
shrewd, witty, brisk, or suave; but
it must be strong and it must be
genuine.

"There are a thousand things that
might be said about personality. It
is as big and intangible a mystery as
life itself. The psycho-analysts can
understand a little of the workings of
it, but they can no more understand
the thing itself than the biologists can
explain life. One only knows when it
exists. It enables men of the most
diverse types to reach the same goal
of success.

"For instance, take Reid Kathan
in the days when he was selling silks
—there was a strong personality!
Sometimes it was over forceful,



though the hand that led one to do
things was always softly gloved.

"FOR another example, take a man
of an entirely different type—
but every bit as good a salesman,
Uncle Jack Twohey, colorful, genial,
witty, known throughout the trade
for his brown suits and green cra-
vats, and liked everywhere for his
stories. Both of these were unusu-
ally popular and both remarkably
fine men, but each was radically dif-
ferent from the other. Each had his
own individual method of work, dis-
tinct faculty for creating interest and
holding attention—in short his own
personality.

**"A silk salesman needs
to be quite a fellow".**

"OF course, personality to be
worth anything to a man in
business must contain the proper ele-
ments of ambition and energy, and a
few things more."

Study, Mr. Cheney thought, is one
of the most valuable habits a silk
salesman can cultivate. He should
make a practice of studying the prob-
lems of the men with whom he
works, and the ways in which various
people are best approached. A silk
salesman must know how to look
after the interests of the firm which
employs him. This is a very difficult
thing for the modern salesman to ac-
complish. The majority of them are
all too prone to play the game for
their customers without much regard
for the welfare of their employer.
They seek a sale above everything
else, whether profitable or not.

"The real salesman is one who will
honestly take care of his customer's
interests, guide him honestly and
well, and always keep in mind the

welfare of his house. These two aims
are not necessarily antagonistic.
Many seem to think they clash, but
they need not. They often do clash,
and usually the salesman who finds
too great a difficulty in bringing
these two ambitions into harmony be-
comes, sooner or later, talkative, dis-
gruntled, complaining, full of excus-
es, lacking in honest effort, and
eventually looking around for another
connection."

ANOTHER and highly important
thing about salesmen which Mr.
Cheney remarked, and which has a
further bearing on the value of
study, is that the salesman who can
forecast fashions, colorings, and re-
quirements, is of the type most val-
uable to his firm. Said Mr. Cheney:

"You start to sell goods before
you make them. You have to plan
what you will make, and when you
begin to plan it is not only a ques-
tion of choosing designs, colorings,
and fabrics but also of determin-
ing just which designs, colorings,
and fabrics will meet the demands of
the market. Therefore the best sales-
man is one who can forecast and as-
sist his employer to forecast the mer-
chandise he eventually will go out
and sell. He is part of the house.

"It's not a new idea, of course, but
because salesmen have for so long
boasted of their ability to sell any-
thing it is hard for them at times to
realize that their job isn't just to go
out and take the samples that are
handed to them and push them for
all they are worth. They are entitled
to take and should take an important
part in the planning and production
of their company's merchandise. This,
naturally, means long and hard
thought and watchfulness on the part
of the salesmen, and implies that they
are aware constantly that their inter-
ests and those of their houses are
identical."

There were a number of other
points which Mr. Cheney touched on,
and one of these was courtesy and
cordiality to customers. Like per-
sonality, courtesy is a natural out-
growth; it can be cultivated, but the

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A SOUND ARGUMENT IS MADE UP OF MORE THAN SOUND

Shall Stocks Be Starved Another Season?

By J. C. Heckman, General Sales Manager

THAT there is a general tendency away from the policy of hand-to-mouth buying which has been prevalent during the past few years was quite noticeable during the season just closed. However, it was still evident that many retailers have not been brought to a full realization of the folly of such a merchandising policy with its attendant loss of sales and, likewise, profits.

It has always been the contention of Cheney Brothers that a hand-to-mouth method of doing business is just as ruinous as the other extreme of overbuying. Economists, trade experts and the foremost merchants of the country are continually preaching the gospel of safe and sane merchandising which has ever been reflected in the dealings that Cheney Brothers have had with their clientele. In fact, Cheney Brothers have assumed an attitude towards their customers which makes for neither overbuying nor underbuying. The experience and advice of eighty-six years of fine silk making and selling is at the disposal of their customers whenever it is desired.

Whether intentional or not, the stock-starving school of merchandising has thrown a heavy burden on the manufacturer which cannot be met successfully—that of carrying reserve stock for the retailer.

This point was forcibly brought home to us in the season just closed. Many buyers came late into the market with the idea that they would be able to place orders for high-style merchandise and get deliveries within a very short period of time. We are quite willing to think this was due to the fact that they were not familiar with production problems.

CHENEY Brothers anticipated this condition to the limit of their capabilities, making up as much stock as was consistent with good business in order that their regular customers, as well as some of the habitually late comers, might not be disappointed. But those who are familiar with the problems of silk manufacture undoubtedly realize that there is a limit to which a manufacturer can go—even one as large as Cheney Brothers.

It is impossible to place additional looms in operation quickly enough to meet a sudden demand for a style fabric and to deliver late orders when they will be useful to the merchant. These mechanical difficulties often make it impossible to accept even mid-season orders, to say nothing of those that come at the fag end of the season. Somebody, necessarily, must be disappointed. It is quite certain the disappointed buyer is not going to be the one who anticipated his needs and placed his orders when good merchandising told him he should do so.

How, then, can the problem be met to the satisfaction of both the retailer and the manufacturer?

In any style business expert buyers have the means of securing advance information as to the style tendencies so that instead of holding off orders they can, and should, for their own protection, place them far enough in advance to insure getting the proper merchandise delivered in time to take advantage of the best buying seasons in their respective stores.

THE whole proposition resolves itself into a matter of confidence between retailer and manufacturer. The placing of early orders simply reflects the confidence of the retailer in the manufacturer's judgment, while the confidence of the manufacturer in the retailer is shown by his efforts to help the retailer in his merchandising plans. In other words, the placing of early orders is the barometer for the manufacturer's production plans for the season and reinforces his judgment and confidence in the retailer.

The designing and production of high-style silks is no longer a matter of guesswork. The styling staff of Cheney Brothers is so skilled in its field that it can and does correctly forecast the fashions of the hour, enabling the retailer to buy with confidence, secure in the knowledge of their discriminating vision.

The spectacle of disappointed buyers in the past season undoubtedly taught an important lesson. Many of them failed to get the merchandise they needed because they were

tardy in the markets. Mechanical limitations insist that the retailer join us in our confidence for the new season lest he lose the profits that accrue to good merchandising and early buying.

Our spring line is now showing. It has already been pronounced by those competent to judge as the finest in the history of Cheney Brothers' eighty-six years of style-leadership.



CHENEY BROTHERS
WINS FIRST PRIZE

Cheney Brothers was awarded first premium (the blue ribbon pictured above) at the Texas State Exposition, held at Austin, October 6th to 11th, for Upholstery and Dress Silks.

DOING THE RIGHT THING AT THE RIGHT TIME

Some people are always busy. But usually busy at the things that do not count.

Then there are others who are always figuring out for themselves which, of all things they intend to do, and which should be done first.

If you do the least important thing before the most important, you will make no headway.

A bit of consistent thinking will enable you to get just the thing done that ought to be done.

MANY A MAN THAT "RISES TO THE OCCASION" DOESN'T KNOW WHEN TO SIT DOWN

Silk Prices 25 Points Lower Than Woolens or Cotton Cloths

SILK and cotton, as shown by the chart, started even at the beginning of 1923 at 200, with woolen about 15 below. Cotton then advanced and continued higher than silk until September, 1923, when it was approximately on the same level. Woolens took a sharp rise early in 1923, met cotton, and remained with cotton, above silk, until this time last year when all three were approximately at the same price level.

Silk and cotton then rose slightly, fell again, to woolen's level, where cotton remained, while silk prices towards the middle of 1924 took a still further decline and are now approximately 25 points below the two other textiles.

Good Stuff

PERHAPS it won't succeed, brother, this ideal of working in sympathy with the other fellow, but I believe it's worth - while thought. Let's know the personal problems of Tom and Dick and Harry a bit better, and when we can let's give them a suggestion, a word of advice, and too, a word of encouragement. If we, you and I, sit in the boss's chair, if we, you and I, are in charge of a department, let's have our assistants understand that they are working with us and not for us. That they are working with us to make the department, the business, a bigger, better business.

And if we are on the other side of the fence, let's understand that we can't expect always to receive more wages and higher salaries unless the business makes money and whether or not the business makes

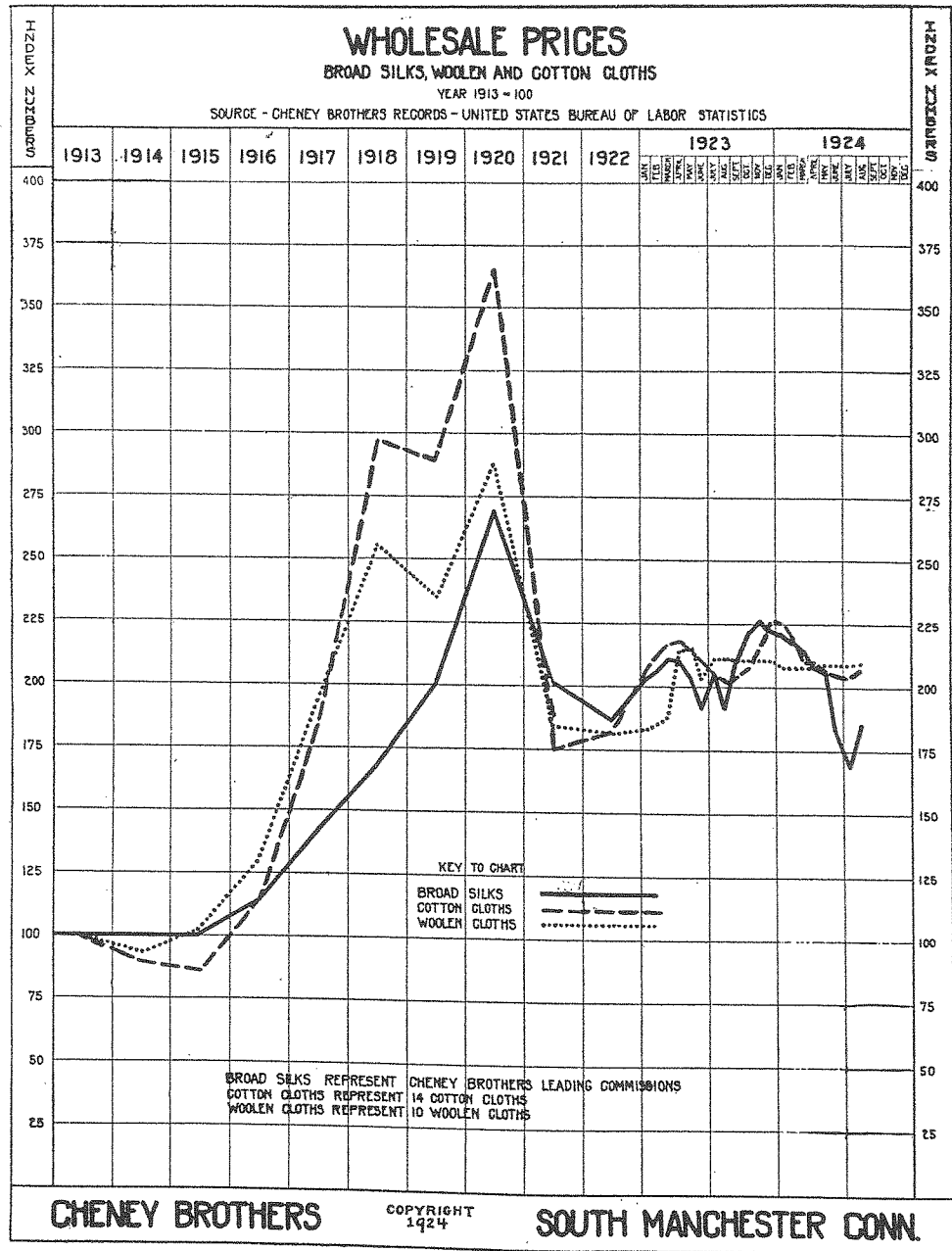
money depends largely upon the work we do. Let's understand that the boss doesn't want to fire us or to have us quit unless it is absolutely necessary, for the cost of hiring and firing is great.

Let's all on both sides be just a bit bigger, a bit broader, a bit more

reasonable, a bit more charitable, a bit more sympathetic, a bit more kindly.

It will prove most worth while. It will reduce arguments and misunderstandings to a minus quantity.

—The Quieterion.



OUR DEEDS DETERMINE US AS MUCH AS WE DETERMINE OUR DEEDS



CELEBRITIES IN GOWNS BY GIFTED MODELERS

Reading top, left to right, evening dress of pearl trimmed Crepe Chenette, worn by Judith Anderson and created by Mme. Elize; Florence Johns, star in "The Best People," in a Jacob Reich ensemble creation of Cheney velvet with cape of the same material, lined with Crepe Chenette with Brocador insertions. Below, a gown of Cheney velvet with lace yoke and sleeves, and an elegant dinner dress further illustrating the vogue of velvet in a gray Cheney velvet, both of which are worn by Sue MacManamy, appearing in "High Stakes," these models also being Mme. Elize's creations. Photos copyrighted 1924 by Cheney Brothers



CONCEIT MAY PUFF A MAN UP, BUT NEVER PROP HIM UP

FOR TOM, DICK AND HARRY

(Continued from Page 3)

politeness of the man who is naturally careless and indifferent to others is a thing that will take in no one. It is hard to say from what source a true spirit of politeness springs. Often, however, it emanates from a ready and genuine interest in other people, and their affairs. This breeds understanding, and understanding makes for tact and fellow-feeling. The other fellow is often more interesting than his features and oddities would lead us to believe.

If fellow-feeling is functioning right, the accompanying considerations of honest intent and practice in helping customers with their business problems will not need any special fostering. There will be a fund of right advice and a carefulness in watching that a customer does not buy foolishly and unwisely overstock.

And, of course Mr. Cheney made reference to the value of an easy manner of talk. But he also made reference to a thing that often hurts an easy talker—one who is addicted to vanity over his ability to "talk." He must have the facility for also keeping his mouth shut.

"In fact, a silk salesman needs to be quite a fellow.

"But," added Mr. Cheney, "though he be all this and have all the qualities which have been commended, he will fail and fail promptly unless he loves his work and is absorbed in it. A man cannot sell silk whose heart is in jewelry or shoe-strings or in anything else under the sun. He has to be a silk man—first and before all—and he has to build all he has—his interest, his enthusiasm, his personality, and his ability to present his case, on a foundation of character, honesty of intention and faithfulness, sobriety and—decency."

Yes, repeating the apt summary of Mr. Cheney—and it is a pity you could not have seen the twinkle in his eye as he said it)—"A SILK SALESMAN NEEDS TO BE QUITE A FELLOW."

. . . .

"What do you think counts most in this world?"

"Well, there's the adding machine."—Toronto Goblin.



A Cross Word Puzzle

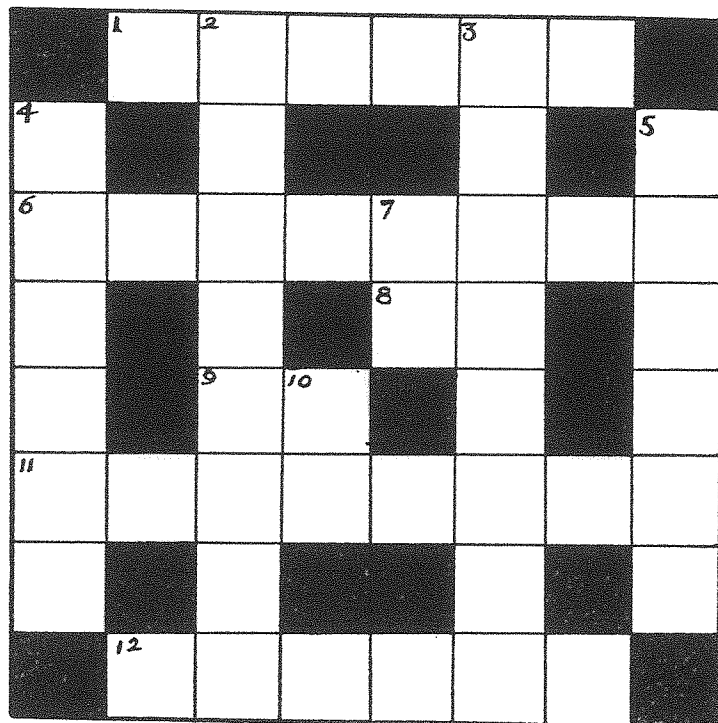


By ELIZABETH PAINE
(Solution in next issue)

Foreword:—As Cross Word Puzzles seem to be still raging, Eighteen Thirty-Eight is going to start a competition all its own. We would like to have all you puzzle fans contribute and the idea is to use as many silk terms and Cheney words as possible. Mr. Poncet has even offered a prize for any puzzle containing all Cravat words.

The puzzle below is a good sample of what not to do. In the first place the construction is not regular. In all puzzles contributed the design must be symmetrical. In the second place one word had to be misspelled (very punk). And thirdly the writer has used two words where one ought to be. But the terms and the idea is there, so fly at it, you puzzle fiends!

All puzzles to be sent to Miss Paine as soon as possible.



DEFINITIONS

Horizontal

- 1—Our Firm itself.
- 6—Term used in Cravat Dept.
- 8—Sound of hesitation (never used when considering Cheney Silks).
- 9—A parent (No cross word puzzle complete without one).
- 11—Two words (with apologies)—First: five letter word often used after the words "cutting up." Second: French "yes."
- 12—A dept. on the third floor.

Vertical

- 2—Our Sales Mgr. (misspelled).
- 3—Those who should wear Cheney Silks.
- 4—To allure (as Cheney Silks do.)
- 5—Another dept. on the third floor.
- 7—Those who work for Cheney Brothers.
- 10—What our Sales Promotion Dept. handles.

RIDICULE IS OFTEN EMPLOYED WITH MORE POWER THAN SEVERITY



A VERY Merry Christmas to all Cheneyites is the sincere wish of Eighteen Thirty Eight.

Mr. Denning is now the proud father of a very wee young lady who, we understand, has been named "Loud Speaker." Congratulations, Denning!

Mr. Heidell, of the Upholstery Department, has also had an early visit from Santa and reports a new young man in the family. More congratulations.

Miss Helen Brandon, of the Yarn Department, is wearing a diamond on the third finger of the left hand, so we suspect that Cupid beat Santa Claus that time.

Miss Sussman, of the Cravats, has added another ring to that same finger. She was married to John Dietz, formerly of our Yarn Department, on Saturday, November 22nd. On the preceding Friday the young ladies of that department, members of the daily "Rectangle Table Club," gave her a kitchen shower. The festivities were held in the Cafeteria and Josephine was sent away with the best wishes of all, in which all of her friends in the Store join.

DR. Hurd recently had one of his cross word puzzles printed in the New York Herald-Tribune, from which we quote the following:

"To our notion, Dr. Hurd is one of the best puzzlemakers. Here's one of his that hasn't an abbreviation or a two-letter word in it. We award him the degree of M. P. to tack on to his M. D., for he is a Master of Puzzling."

We were all sorry to hear of the death of Mr. Newman's mother and extend our sympathy to him.

We say it
again---
Merry Christmas

The many friends of Miss Werner will be sorry to learn of her illness and hope it will be of short duration.

THE following is a clipping from the "Counter-sign," a paper edited by Buflums' in Long Beach, California:

COLOR TALK

Mr. Drake, representing Cheney Brothers, makers of the famous Cheney silks, addressed all department heads and members of the Ready-to-wear department this morning, on "Colors."

We wish Mrs. Cheek success in her new undertaking, in charge of the Cafeteria, and welcome Mrs. Leavitt to our organization.

We are all glad to see Mr. Nichols looking so well once more.

Fenwick Myers, of the Upholstery, won the famous Thanksgiving turkey in the lottery this year (with the stuffing). He is now looking forward to putting it over on some unsuspecting mortal next year.

We are very glad to see Miss Owen back after her recent illness.

Mr. Rich seems to have enjoyed a much needed rest at Bermuda and is back looking well and happy.

Arthur Berg is so immersed in radio that when he measures silk now he does it by wave lengths.

Since Al Chinery got his radio he has been getting more distant stations every night until one morning he said he had broken a tube and heard "Glasgow."

MR.S. Leitfred, of the Adjustment Department, has been ill for some weeks with an operation and we are hoping to see her back in our midst soon.

It's too bad Cheney Brothers didn't have a football team with such a splendid halfback as Malcolm, of the Sample Room.

We don't like to mention names, Fitz, but what do you think of a fellow who comes to work without his vest?

Armistice Day was observed in the Store by a two-minute silence at 11 o'clock—all activity ceased for that period of time.

Said McCarthy to Brown: Are there any Jews at the North Pole?

Said Brown to McCarthy: Of course not.

Well? queries McCarthy: Where does Iceburg come from?

Joseph Devereux and Harry Roloff (the long and short of it) recently received their third degree, they being new members of the Jolly Shippers.

The Silk Division headed by Mr. Charles Cheney, Chairman, responded very well to the Annual Red Cross Membership Enrollment for 1924 and passed last year's record. Colonel Heckman acted for Mr. Cheney during the latter's absence abroad. The Roll Call in the Store netted a total of \$674.00, which amount included a contribution from Cheney Brothers. Floyd Smith acted as captain in the Store and the departmental captains were as follows: Misses Bartsch, Owen, Bernhard, Werner, Mrs. Roof and Messrs. O'Hara, Burtis, W. Smith, Hasler, H. Smith and Spear.

WHEN A MAN WAITS FOR SOMETHING TO TURN UP, OFTEN HIS TOES DO IT FIRST

AS in previous years, the Service Department has placed on sale in the Cafeteria, candy at wholesale prices, which means an approximate saving of \$200.00 to people in the Store.

* * *

The Jolly Shippers are very glad to hear that Anthony Cangialosi is going so well after going through his severe operation.

* * *

The attention of Cheney folks is drawn to the Grand Central School of Art, located at the Grand Central Terminal Building, which school we can recommend to anyone in the Store interested in taking evening lessons in Art.

* * *

A STITCH IN TIME

MANY are the advantages that are to be obtained from the "stitch in time" policy as applied to our physical make up. Of this we are becoming increasingly aware and are consequently consulting the Medical Office rather more freely than in the recent past. Dr. Hurd conducts an office period here every Monday, Wednesday and Friday, 11-12:30, and is prepared to dispense advice and treatment to any of us who wish to make an appointment or wish to drop in and see him.

The care of actually existing ailments is not the only function of the Medical Department, for the periodic physical check-up examinations we are offered rank quite as important in the light of present day knowledge concerning disease prevention. We are reminded that these examinations are at our disposal at approximately yearly intervals, and everyone is urged to take advantage of them as his turn comes around, remembering at the same time that they are in no measure compulsory. Each time the findings revealed are compared with the records of previous examinations, and many times valuable data is obtained that may aid considerably in the improvement of one's physical fitness. It is pleasing to recall that all these records are strictly confidential and as jealously guarded as if they were in the files of your own family physician.

* * *

Mr. Reddish has recently become officially engaged. Many congratulations!

CHENEY LIMERICKS

In Dress Goods we have Mr. Shields,
Who's a Corker just everyone feels,
Always ready to smile
Even when work will pile
Up around this indomitable Shields.

Now upstairs we have Mr. Miller,
Who in Velvets has long been a pillar,
His system is fine
Not one error or line
Of mistake can get by Mr. Miller.
--Pep.

* * *

BOOKS TO READ

Attention is drawn by the Service Department to the following books issued by the McGraw-Hill Book Co., Inc.:

Management Engineering, by P. F. Walker; \$3.50.

Graphic Statistics in Management, by William Henry Smith; \$4.00.

The Technique of Executive Control, by Erwin Haskell Schell; \$1.75.

Auditing and Accounting Handbook, by Frederick W. Kilduff; \$6.00.

Industrial Cost Accounting for Executives by Paul M. Atkins; \$4.00.

Handbook of Sales Management, by S. Ralond Hall; \$5.00.

Production Engineering and Cost Keeping, by William R. Basset and Johnson Heywood, of Miller, Franklin & Basset; \$3.50.

If there are any individuals who are interested in any of these books, the Service Department will be very glad to make the purchases for them.

* * *

WILLIAM L. JOHNSTON

The many friends of William Johnston were shocked to hear of his death on December 12th. He was in the employ of Cheney Brothers from 1897 and rose in the ranks becoming a salesman in the Dress Goods Department. He resigned two years ago to go with the Robinson Silk Company. To his widow, his friends express their deepest sympathy.

* * *

It is a big man who can play nobody.

* * *

A lot of people who have nothing to fuss about make a fuss about nothing.--Elbert Hubbard II.

* * *

Miss Benson's fudge, South Manchester variety, was enjoyed by many of us in the Store.

PEOPLE WE KNOW



JOHN SMALL

ONE of the jolliest and best liked members of our sales force is Mr. John Small, of the Boston Office. He is known from one end of New England to the other and has been a roofer for the house he represents for the past fifteen years.



GEORGE BREDDER

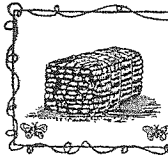
A CONSCIENTIOUS worker and one of our promising young men, George can be credited with many friends throughout the house. We understand that he is a member of the Board of Education of East Paterson and one of the prominent citizens in that suburb.



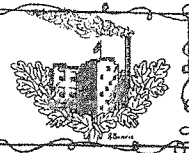
TOM McLAUGHLIN

TOM McLaughlin, one of the "Jolly Shippers," is a Cheneyite of long standing; a conclusive proof that his ability is as remarkable as his good-nature. A mainstay of the Shipping Department who can always be relied upon.

ISN'T IT FUNNY HOW MANY FAMOUS MEN WERE BORN ON HOLIDAYS?



SILK MILL NEWS



Advertising Delegates Visit Mills

ABOUT 180 delegates from the New England District Convention of the Advertising Clubs of the World visited the Plant on Tuesday, November 18. The party was divided into three groups each headed by members of the firm. As each group arrived at the mill to be visited it was met by the manager of the mill and his assistants. Although the amount of time allotted was very limited, the visitors obtained a fairly definite idea of the manufacturing of Cheney Silks.

The departments visited were Throwing, Broad Goods Weaving, Velvet and Finishing. In the Throwing Mill a display was arranged showing samples of products from the raw silks to the colored yarns in skeins. In the Velvet Mill a number of the latest designs of velvets were displayed. In the Folding Room of the Finishing Department there was an especially large display of finished Broad Silks. Much credit is due to those who arranged these various displays. Half of the group consisted of women who evidently were very much impressed particularly with the finished velvets and broad silks.

Sir Henry Thornton Visits Silk Mills

On Thursday, November 13, Sir Henry Thornton, chairman of the Board of Directors of the Canadian National Railway, visited the Plant under the guidance of several members of the Firm.

Colonel Osborn Speaker at the Get Together

ABOUT 300 members of the Get Together Club enjoyed a splendid roast turkey dinner, put on by the Maintenance Department at Cheney Hall on Thursday, November 20.

After a short but very enjoyable entertainment by local artists, Colonel Norris Osborn, President of the Connecticut State Prison Board, delivered a most interesting address. Colonel Osborn is a clever and able speaker and it is hoped that he can be sched-

uled again in the near future at a meeting of the Get Together Club.

Edgewood House Set-Back Tournaments

Granville Lingard and his set-back enthusiasts are certainly putting Edgewood House on the map. Every Friday evening the men of the Edgewood House light up their pipes and enjoy the evening competing with one another for the grand prize in the tournament. The winners will be entitled to their choice of any pipe in the show case at the Edgewood House.

After the Set-Back tournament has been completed a checker tournament will be started.

The Book of Information for Cheney Brothers Employees

IN order that each employee of Cheney Brothers may have accurate information regarding the Plant and its activities a small book entitled "Book of Information for Employees" has been published. The plan is to distribute copies of this book to each employee now in the plant as well as each new employee coming into the plant. While it would be quite impossible to give information in a book of this size which would answer every question, the book does contain definite information regarding subjects which especially concern the employee in his relation to his work, his fellow employee and the company.

These books are distributed without charge to the employee and it is hoped that they will be retained and used as an aid to a complete understanding of things at the plant.

Get Together Christmas Party

The December Get Together meeting on December 18 at Cheney Hall, was unequalled. A turkey supper, put on by the Main Office group, which includes the Stationery Printing Department, Tabulating Department and Service Department, was enjoyed by a jolly bunch of Cheney folks. Bert Knight was chairman of

the supper committee and Clarence Bissell chairman of the entertainment committee. The speaker of the evening was Mr. Frank Cheney, Jr.

IF you have a grievance—
something has happened
something has been said
you think something was not
right—or an injustice done you,

DON'T

go talking about it and criticizing to one, then the other. You are wasting your time and taking up the valuable time of others. It is disloyal and brings you nothing.

Be loyal to your firm and to yourself. Don't be a knocker and a gossip. See those in authority and talk it over.

Always give good for evil and see how gratifying it is and how the world looks to you.

It is a beautiful world, but it only looks to you as you make it for yourself.

* * *



A LOAFER MUST FEEL FUNNY WHEN A HOLIDAY COMES ALONG

Indirect Problems of Industry

An Address by U. J. Lupien Before the Men's League
of the Center Church

THERE are two kinds of problems in industry; direct, which has to do with machinery, materials and technical process of turning out goods; indirect, which most of all has to deal with the individual.

The human problem in industry has various classifications such as welfare work, industrial work, and in Cheney Brothers it is known as the service department. Three principles are necessary for the employer in employing help; first, to locate a man to operate a machine; second, teach that man to operate that machine; third, encourage him so he can be kept operating that machine.

An average man, equally balanced, is like an equilateral triangle with quantity of work, quality of work and attitude taken in doing his work forming the three sides of it. One class may be able to do plenty of work, but lack in quality and attitude. Another class may have quality and attitude but lack in quantity. The third class which lacks in attitude is the bad actor. Any individual may be under any one of these three groups.

Industry has found that the first thing to be considered is proper placement of the individual. Misplacements often occur, not only in industry but professions.

The employment bureau tries to prevent misplacements. Misplacements often occur after the man has been secured.

The employment bureau and medical department help place the man in the proper job. They also try to teach the persons something about the company's policies and ideas.

INDUSTRY owes it to the employees to give them proper training. Cases were cited where a man employed twelve years was laid off and a man employed only two years was retained.

In twelve months ending November 1st employees of Cheney Brothers made 33,536 calls at the medical office. During the same period 12,157 cases were examined in the mills.

During the same time 8,613 cases were seen by the nurses on cases outside the mills. A person not well, cannot do the right kind of work, either in quantity, quality or attitude. Since February 1, 1924, 466 pairs of glasses were dispensed to employees at wholesale rates, which helped lengthen the quality line of work. The object of the Medical department is to keep the person fit for the job.

During the period from November 1, 1910, to April 1, 1924, Cheney Brothers' Medical Association paid out in sick benefits \$341,665.34; in death claims, \$77,226; Cheney Brothers' pensions, \$394,721.31; workmen's compensation, \$77,193.14. This side tends to protect a man in case of sickness and death.

CHENEY Brothers also operate three boarding houses and a restaurant which serves meals at cost. During the past year 37,707 meals were served with a net surplus of \$17.58. They also own 426 rents, housing 620 employees. They also assist employees to secure their citizenship papers, and have rendered much assistance to their employees in getting the families of their employees to this country from foreign shores. In summing it up, the service department tries to give the individual what he or she needs as he wants it and when he wants it.

"MISTAKES"

When a doctor makes a mistake he buries it.

When a plumber makes a mistake he charges twice for it.

When a lawyer makes a mistake it is just what he wanted, because he has a chance to try the case all over again.

When a carpenter makes a mistake it's just what he expected.

When a judge makes a mistake it becomes the law of the land.

When a preacher makes a mistake nobody knows the difference.

BUT if WE make a mistake—
GOOD NIGHT!

Rules for Health

1. Walk in the open air.
2. Keep a contented mind.
3. Breathe deeply of pure air.
4. Enjoy innocent amusements.
5. Get plenty of sleep each night.
6. Give your body and soul plenty of sunlight.
7. Eat healthful, plain food—and just enough of it.
8. Associate with companions who will benefit you.
9. Give your body plenty of pure water, outside and inside.
10. Do unto others as you wish them to do unto you.

Why We Should Co-operate in Business

1. It is a duty we owe Cheney Brothers.
2. It is a duty we owe ourselves.
3. It increases efficiency.
4. It promotes good feeling.
5. It develops energy.
6. It improves quality.
7. It increases output.
8. It decreases cost.
9. It is an educator.
10. It eliminates petty jealousy.
11. It creates enthusiasm.
12. It gets results.

HANDLE WITH GLOVES

Jim—I proposed to Alberta, one of the twin Laird sisters, last night, but she gave me the mitten.

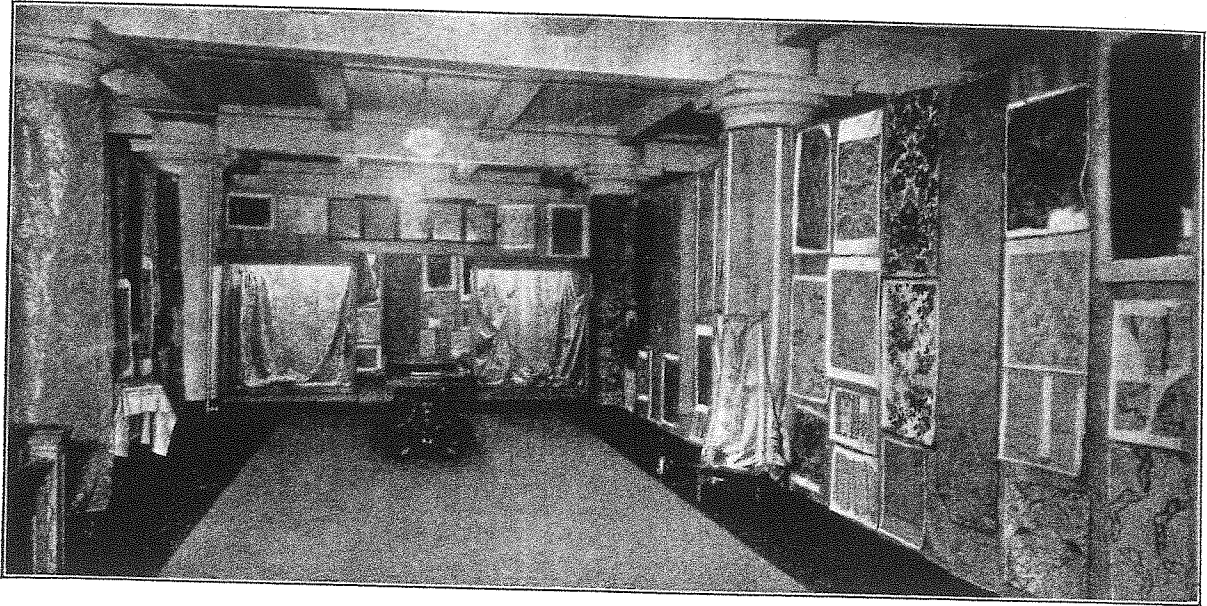
Tom—Where are you going now?
"I'm going to propose to the other twin and see if I can get the mate."
—Lehigh Burr.

Mr. Stinky: Are you the bootblack who shined my shoes last?

Bootblack (disgustedly): No; I only been here a year.

It's no use waiting for your ship to come in unless you have sent one cut.

YOU CANNOT MAKE BOTH ENDS MEET BY STRETCHING THE IMAGINATION



Exhibition of The Holzach Collection at
Cheney Brothers' New York Office.

IN THE Rue Beauregard, in Paris, G. Holzach established a great reputation for textile design. He was an artist, and, to the end, a student of art.

Every dealer in old documents or period examples—Italian, French, Flemish or English—wore a path to Holzachs. In time the artist accumulated an enormous mass of material, some mere fragments, some a yard and a half or a yard in length; but so long as they showed the pattern and the color-

ing and demonstrated beauty of weave, they appealed to him. The Holzach estate included about 800 examples of brocade, damask and brocatelle—all unusually beautiful and important, or the artist never would have preserved them. These precious fabrics and documents of design have been purchased by Cheney Brothers. They form an inspiring addition to the archives of the artists who reproduce and adapt designs for Cheney Decorative and Upholstery Silks.

CHENEY SILKS

CHENEY BROTHERS, 4th AVENUE at 18th STREET, NEW YORK CITY

420 Boylston Street
Boston, Mass.

29 East Madison Street
Chicago, Ill.

Finance Building, South Penn Square
Philadelphia, Pa.