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Eighteen *STARS* Thirty Eight

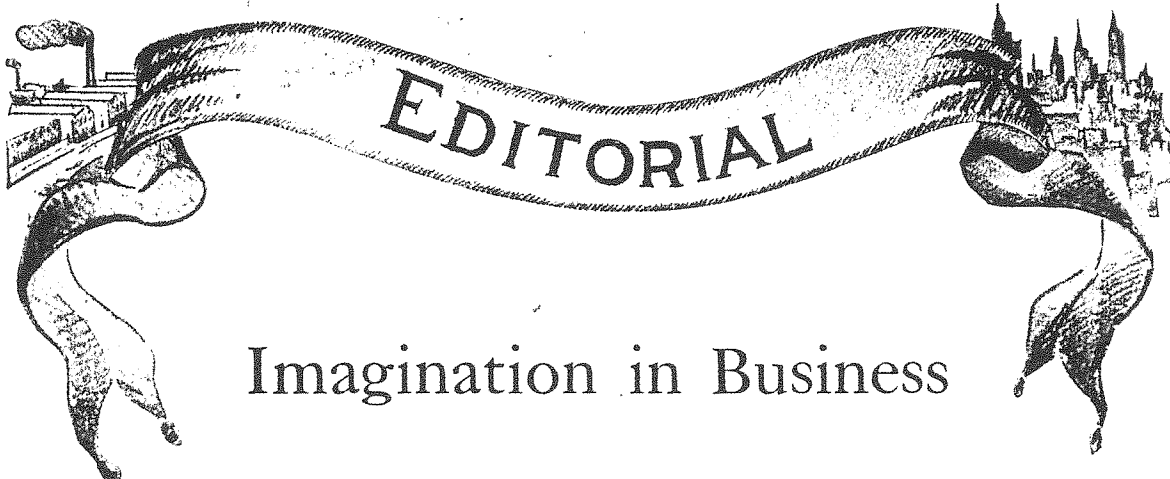
A Publication of Those Working with Cheney Brothers



Fall Number



1924



Imagination in Business

¶ Imagination in the lives and thinking of people is one of the most needed qualities of the human race to-day. Imagination is nothing more nor less than the ability to see things before they are actually brought about.

¶ Imagination of the right kind sees things so real and sees them to so much purpose that the person doing the imagining can bring things to pass, can create, can make out of little or almost nothing the real things of this world.

¶ Imagination has a good deal that makes it seem like a divine power. It must not be confounded with the capacity to build useless air castles. It must not be mixed with the idea that a great many have of clairvoyancy. We must remember, however, that it is this capacity to see far into things which has made it possible for the great commercial industries of the country to be built. We must not forget that the heads of these industries had the picture in their mind long before the industry had fairly started.



Eighteen Thirty Eight

R. P. Whitcomb, Editor

Elizabeth Paine, Secretary

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VOL. 7.

FALL NUMBER, OCTOBER, 1924

No. 8

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.

Insurance Doubled Without Extra Cost

Amendments to the By-Laws of the Benefit Association of Cheney Brothers, September 8, 1924

NOTIFICATION has been received from the Insurance Commissioner of the State of Connecticut giving his approval for the proposed changes that were submitted to him by the Trustees of the Benefit Association after the meeting of July 10th, 1924. These amendments are as follows:

I. Amend Article V, Section 5, by the elimination of the words "one half of" in the fifth line, so that the section as amended shall read:

Section 5. In case of death due to sickness or to an injury (as specified in Article VII of these By-Laws) other than by accident in the company's service, the amount equal to one year's mean wage of the class to which the member is contributing shall be paid in monthly installments during one year after such death to the beneficiary or beneficiaries of the deceased member. The Operating Committee may anticipate the payment of any one or more such monthly payments.

This change amounts to doubling the death claim that was formerly carried in the different classes without increasing the contributions of members. This may be briefly ex-

plained by the following table:

Death Claims After Sept. 8, 1924							
Class	Class	Class	Class	Class	Class	Class	Class
A	B	C	D	E	F	G	
260.	520.	780.	1040.	1300.	1560.	1820.	

II. Amend Article VI, Section 1, by substituting "of not to exceed" for "equal to" in the fifth line and striking out the words in the sixth and seventh lines "but not exceeding \$390," so that the section as amended shall read:

Section 1. Members retiring from active service on a pension or annuity, but performing some service for the company suited to their capacity, may retain a death benefit of not to exceed that of the class to which they were contributing at the time of retirement. In order to retain such death benefit they shall contribute 25 cents per month, for each \$100 of death benefit. Their contributions shall be deducted from their pension or annuity and credited to the Association.

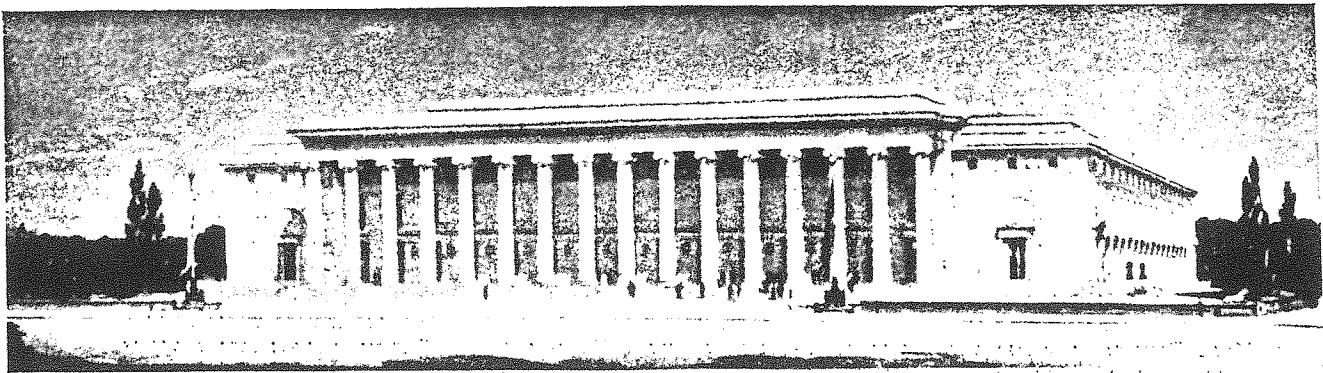
Prior to this change a pensioner or retired employee was not allowed to keep a death claim exceeding \$390.00 after being pensioned. Hereafter the pensioner will be allowed to keep a death claim equal to the amount that

he carried prior to being pensioned. As an illustration—a man who was a Class E member prior to Sept. 8, 1924, automatically dropped to a maximum possible death claim of \$390 after being pensioned; due to amendment I, as above stated, if he had been pensioned after Sept. 8, 1924, the death claim of that class would have been \$1300, and he would be allowed to carry any amount up to \$1300, instead of any amount up to \$390.

III. Voted to repeal Section 2, Article VI, subject, however, to such rights and the continuance of such rights of such members only as have acquired additional death benefits thereunder prior to this repeal.

Prior to Sept. 8, 1924, it was possible for full members, who were under fifty years of age and who passed a special medical examination to take out additional insurance in the Benefit Association, not to exceed twice the amount that their class indicated. For example: if a member in Class D was under fifty years of age and passed a special physical examination, it would be possible for that member to take out an additional amount of insurance, not to exceed \$1040.

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Victory Memorial Building in Washington, D. C.

EMPLOY AN OPTIMIST TO GET RESULTS AND A PESSIMIST TO FIGURE 'EM UP

Educational Courses of Special Interest

THERE are a number of very interesting courses this fall and winter to which we should like to draw the attention of the people in our organization. If there are any employees who would like to take up any courses of study, it would be well for them to consult their Department Manager or Mr. Whitcomb:

The following courses are recommended:

New York University School of Retailing—

Interior Decoration—Thursday 8:00-9:45 p. m. (This course deals with the fundamentals of interior decoration.)

Silk and Silk Fabrics—Monday 8:00-9:45 p. m.

Psychology of Salesmanship—Monday 8:00-9:45 p. m.

Clothes—Monday 8:00-9:45 p. m.

Color and Line—Wednesday 8:00-9:45 p. m.

Details of these can be obtained from Dr. Norris A. Brisco, Director, New York University School of Retailing, 32 Waverly Place, New York City, or in Mr. Whitcomb's office.

New York Evening Textile School, under the auspices of the Board of Education, is conducting a free evening course on Broad Silk Analysis and Construction on Monday and Wednesday evenings from 7:00 to 9:00 o'clock. Advanced classes meet on Tuesday and Thursday evenings. Mr. Kaskel of the Textile High School, 124 West Thirtieth Street, will give you further information.

Historic Textile Fabrics—Course by Rudolf Meyer Riefstahl. Fifteen lectures illustrated by lantern slides and followed by discussions. Thursdays at 8:00 p. m. at the Metropolitan Museum of Art, in Classroom B. This is a New York University course and is open to the public. The charge will be \$15.00 for the series.

Y. M. C. A., 23rd Street Branch and 57th Street Branch, has a number of courses of interest, among them an advanced and elementary course in Bookkeeping and one in Business English, advanced and elementary.

THE Ballard School, 610 Lexington Avenue, offers evening courses in Secretarial and Business Training for young women. Classes are held on two or three evenings a week between the hours of seven and half-

Salesmanship and many others.

The course in Silks is held on Monday evenings from 7:30 to 9:30 p. m. Fee \$16.00. Mr. J. Chittick. Registration in Room 315, University Hall, office of the Registrar.

* * *

"AMBITION"

Is a treasure that should be developed to its full value.

Ambition is the prime factor for the success of our efforts and desires. It is a recognized fact that little or nothing will ever result without it.

Ambition goes hand in hand with hard and conscientious work. ♪

To cultivate ambition, the mental attitude in connection with your work is of great importance.

Confidence, enthusiasm, and ambition are qualifications that will lead to the success of your desires.

* * *

"CHARACTER"

Is an estimable asset.

It is the embodiment of those characteristics which beget reputation, respect, and prosperity.

Character shapes your very action, and by which others will value your word.

Sincere and honest thoughts will impress themselves of the loftiness of your character.

* * *

"INITIATIVE"

Doing the right thing at the right time, without being told.

The routinists never puts a thought or idea into his work, and by his lack of initiative remains hitched to the post.

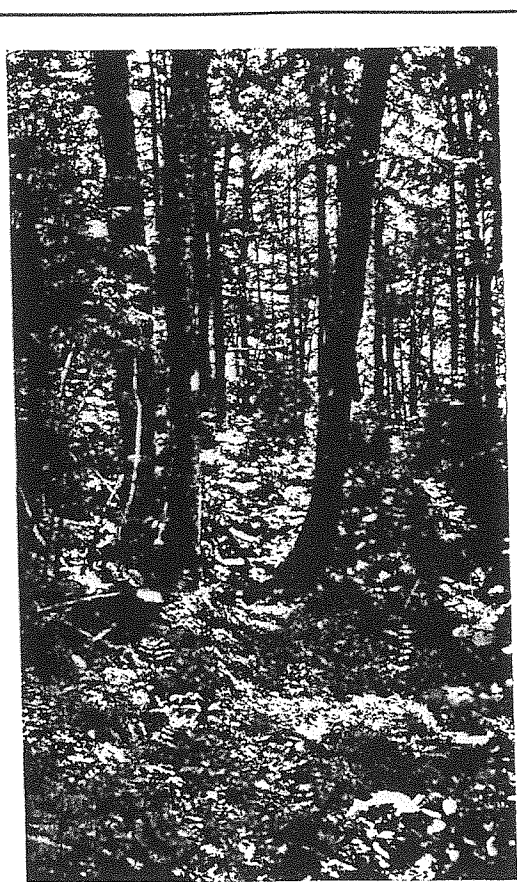
Make your suggestions before the boss or some one else can get the jump on you.

Whatever your work may be, think of some way which may be better, and beneficial to the business.

Be original, and convincing.

Put your ideas into practice.

Qualify as a leader, and not a follower.



An Adirondack Trail

J. Brittain

past nine; forty-eight subjects being included in the curriculum.

Evening courses in business are also offered by Columbia University. They include Textiles, Accounting, Bookkeeping, Finance, Advertising,

A Story of Printed Decorative Silks

By F. W. Budd

PRINTED decorative silks were introduced in this country by Cheney Brothers over forty years ago and have been carried in their stock ever since. They were first made for sash curtains, the designs being in small geometrical figures in one or two colors on light grounds, and were carried in all high class upholstery stocks. This was followed by a demand for floral designs which were used for pillows, down quilts and art novelties, the sale of which continued for years.

Shortly before the beginning of this century we came in contact with a Syrian colony which had immigrated to this country and established themselves in business. They were dealers in oriental fabrics. Twenty-five years ago you would see the Syrian peddler with a pack on his back, traveling from town to town, and especially to the summer hotels, where he would display his silks and linens from the orient. These Syrians very soon saw the value of Cheney decorative prints for kimonos, and asked us to make for them oriental patterns. This class of work required very elaborate designs, and we went to Paris in search of designers who were familiar with this work, and there we came in contact with a trade that were producing designs and fabrics for Russia, India, Turkey, and what is now known as the Near East. It was not long before the Syrian peddler was showing at the American summer hotels oriental silks created in design and coloring that "astonished the natives." They were the "talk of the town." The peddler himself did not know where they came from; all he knew was that he could procure them from Syrian firms that were

then established in a tenement district in the lower part of New York not far from the Battery. The kimonos were made by their families in their little tenement homes. Year after year this demand grew, and when Gilbert and Sullivan's opera "The Mikado" was put on the stage, the girls were dressed in the Cheney Japanese kimonos, and the Syrian colony did a thriving business in kimonos for several years.

BUT, like many other good things, it was overdone. The American manufacturers came into the field and commenced to use cheap imitations

did not know whether these silks were domestic or foreign. They were unlike any other printed silks made in this country or Europe, and notwithstanding the fact that they have had a long and successful sale in this country, they have never been made in the elaborate designs and colorings either in France or England. Our designs have been developed from a great variety of sources. Among the early successes was one made and sold by the Associated artists of this city, who designed it in their own studio. It was known as "A Mid-Summer Night's Dream." Designs were

developed under our instructions from the best of Paris studios, from the Syrians, Armenians, Bulgarians, English, Japanese, Spanish, Italian and other nationalities. The artists of our Greenwich Village competed with women of artistic tastes who live in our fashionable apartment houses, but during these forty years the majority of our successful designs were made under our supervision by American designers. The most successful silk fabric ever produced by any manufacturer in this country or Europe is the Cheney



Approaching Lake Champlain

R. P. Whitcomb

that were inferior in quality, design and coloring. But the Cheney decorative prints were not to fail; they were taken up by other trades. Many of the elaborate printed linings used for women's wear were of these silks. The printed silk lamp shades in soft oriental colors are made from the Cheney creation. It is very interesting to look back on those days at our manner of doing business. We did no advertising, and the decorative fabrics might properly have been called "mystery silks." They were sold only to the manufacturer and jobber. The consumer, in most cases

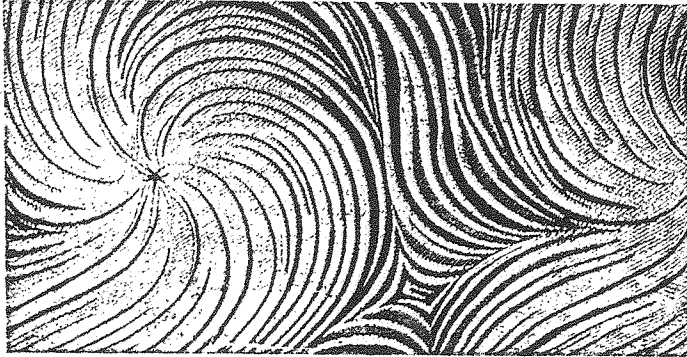
Florentine Silk. It has been weaving continuously for over fifty years under this trade name, and millions of yards have been sold. It is today one of the standard qualities in our decorative silks. Every manufacturing trade that uses silk has at some time bought this Cheney Florentine. In addition to its sale in every state in our land, it has been sold in Canada, South America, Cuba, England, Australia, the Philippines, and through the merchants of this country has probably found its way around the world.

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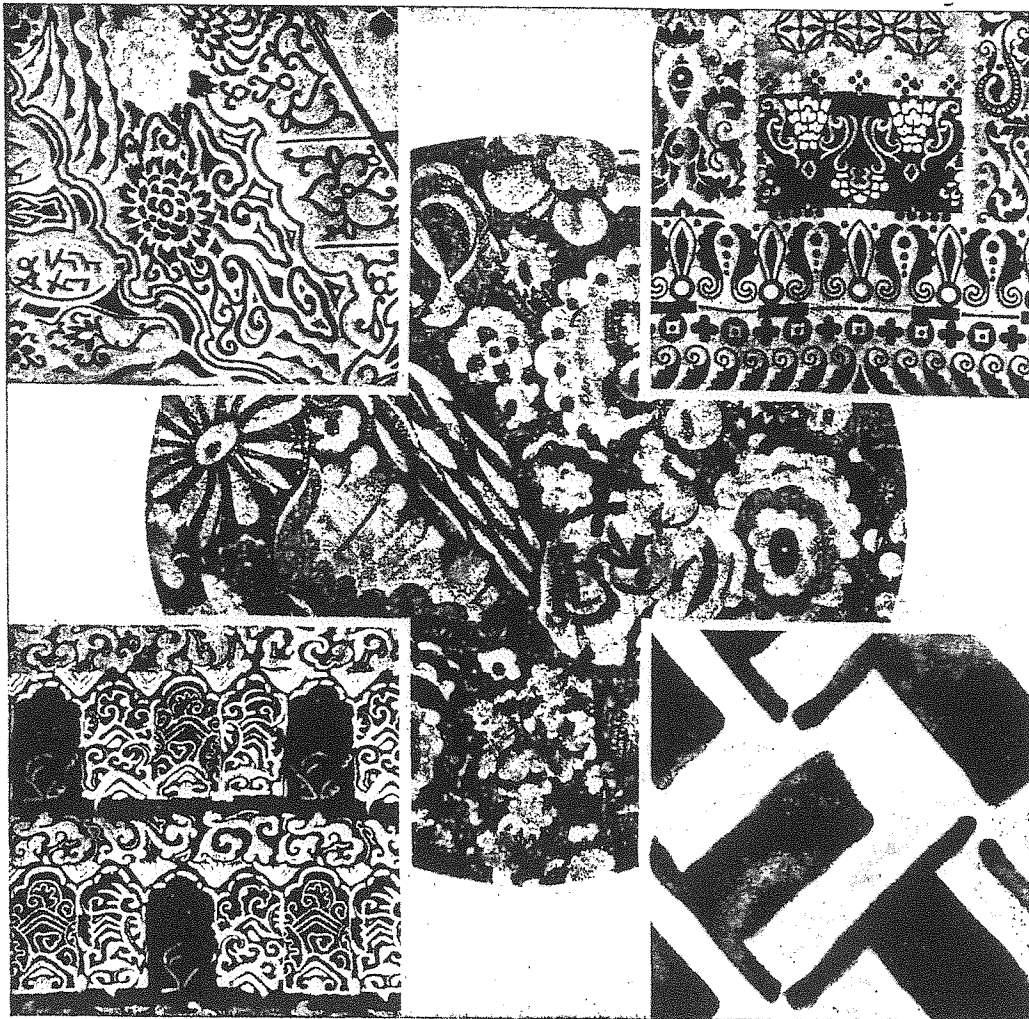
WE ALL LIKE THE MAN WHO "STICKS THROUGH THICK AND THIN"

Cheney Prints Have Attracted Attention

BROKADOR
Chrysanthemum design worked out with rayon threads on a crepe satin ground



BROKADOR
Chinese dragon design. Combination of gold tinsel and rayon threads



Top---Left, a beautiful Chinese design in dull red, blue and green on a sand ground. Printed on cinderella. Right---Another bizarre pattern in red and brown tones on a gold ground. Printed on velvet.
Centre---A gold metallic and silk fabric in a rich harmony of Oriental colorings,
Bottom---Left, a crepe fabric in a soft blending of blue, green, yellow and dull red.
Right---light brown ground of chiffon voile with appliqued inserts of panne velvet in a darker tone.

GET READY AND THE CHANCE WILL COME

The Style Chart Innovation

WHAT will be classed by many as an innovation in women's wear service to store keepers and customers, has been inaugurated by Cheney Brothers in the form of a style service chart.

The chart indicates what good taste and dress ethics dictate as proper wear for morning, afternoon, dinner and evening; for sports, the boudoir and dishabille. The chart indicates the fabrics and colors for the Fall and Winter season and the type of costume most appropriate to the

occasion.

They say that the effect of fitness which the smartly gowned woman makes this year is due in part to her careful discrimination in selecting her accessories with a view to the whole costume. Scarves, stockings, hats, parasols, must be in the picture with the gown. Underslips and trimmings for the gown should be selected simultaneously with the outer material to bring out the color scheme either in blend or in contrast.

The chart has been prepared to

enable the retailer and his sales people to aid the woman shopper to see at a glance the salient points in the latest fabrics and costume fashions of the season.

The facts concerning fabrics, costumes and colors are based upon a careful study of the stylistic trend foreshadowed by Paris. There has been no attempt to list every material, every color and every type of costume that will be worn this year. The most fashionable have been tabulated

(Continued on page 11)

Cheney Style Service Chart of Fabrics and Colors for Fall and Winter 1924-1925

Occasion	Material	Color	Type of Costumes
FOR MORNING WEAR	Frostkrepe	White, Daffodil, Middy, Sponge, Green.	Suits, Tailored and Simple Frocks, Coats.
	Cote Centaur	White, Mocha, Navy, Beige	Suits, Tailored Frocks, Coats.
	Crepe de Chine	Canary, Peter Pan, Graylock, Ecu	Blouses, Tunic Dresses, Beach Frocks, Smocks.
	Crepe Faille	Peanut, Seagull, Nuggett, Artichoke.	Suits, Tailored and Simple Frocks, Coats.
	Drapaca	Black, White, Navy	Suits, Three-Piece Suits, Coat Dresses, Tunic Dresses, Chemise Dresses.
FOR SPORTS	Bengaline	Black and White, Nugget, Buttercup, Mandarin.	Sport Suits, Separate Skirts, Short Coats.
	Bengaline Radiant	White, East Wind, Golf Red.	Sport Suits, Separate Skirts, Short Coats.
	Frostkrepe	Bahama, Daffodil, Kelly, Red Dragon.	Tailored Dresses and Suits, Plaited Skirts, Blouses, Smocks.
	Ordule	White, Amber, Coxcomb, Navy	Tailored Dresses, Separate Skirts, Coats.
	Tussah	Oyster, White, Ecu	Tailored Dresses and Suits, Plaited Skirts, Blouses, Smocks.
FOR AFTERNOON WEAR	Mirrokrepe	Beige, Pewter, Cocoa, Navy, Black, Green.	Gowns, Ensembles, Robe Tuniques, Blouses, Wraps.
	Chen Ella	Black, White	Dresses, Coat-Frocks, Three-Piece Costumes, Coats, Separate Skirts.
	Frostkrepe	Sand, Pearl Grey, Electric Blue, Malay.	Dresses, Tuniques, Wraps, Blouses.
	Cote Centaur	Copper, Callot Blue, Brickdust, Morisand, Titian, Beige	Tailored Dresses, Three-Piece Costumes, Coat-Frocks, Coats, Wraps.
	Bengaline	Black, Heron, Chow, Mushroom, Midnight Blue.	Tailored Dresses, Coat-Frocks, Wraps.
	Satin Jacquards (Brocade)	Caramel, Stone, Cedarwood, Scarab, Copper.	Dresses, Blouses, Wraps, also linings for Coats and Wraps.
	Flat Crepe	Fig, Peter Pan, Mocha, Lacquer Red	Gowns, Chemise Frocks, Blouses, Wraps.
	Crepe Faille	Graylock, Almond Green, Crow Blue, Caramel, Mal-Fong	Ensembles, Coat-Frocks, Wraps.
	Cut Velvets	Two-tone effects and fashionable shades	Gowns, Wraps, Blouses, Tuniques.
	Printed Silks	Cinderella and Crepe de Chine in Chinese color combinations	Appropriate as linings for Coats, Wraps, Scarfs.
FOR DINNER AND EVENING WEAR	Tinsel Brocades	Royal Blue and Silver, Chinese Rose and Gold, Powder Blue and Turquoise and Gold.	Gowns, Wraps, Capes; also linings for Fur Coats and Wraps.
	Printed Tinsels	Antique Chinese harmonies	Gowns, Wraps, Capes; also linings for Fur Coats and Wraps.
	Printed Velvets	Rich subdued hues of multicolored tones.	Dresses, Tuniques, Wraps, Capes; linings for Fur Coats and Wraps.
	Satin Brocades	Banana, White, Phyllis, Morning-Glory, Grege, Old Gold	Gowns, Dinner and Dance Frocks; linings for Fur Coats, Wraps, Capes.
	Satin Crepes	Flesh, Rose, Orchid, Periwinkle, Mauve.	Gowns, Dinner and Dance Frocks.
	Crepe Medici	Lacquer Red, Citrine, Fuchsia, Salmon	Gowns, Dinner and Dance Frocks.
	Crepe Yvette	Madonna Blue, Flamingo, Canary, Coral.	Gowns, Dinner and Dance Frocks.
	Crepe Chenette	Orange, Blue-Jade, Old Gold, Raspberry, Pink.	Gowns, Dinner and Dance Frocks.
	Inlai	Two-tone effects—Blue and Gold, Burnished Gold and Green, Bronze and Grey, Grey and Green.	Gowns, Dinner and Dance Frocks.
	Moires	Evening Shades	Gowns, Wraps, Capes.
FOR THE BOUDOIR	Brokado Krepe	Pink, Royal, Gold, Turquoise	Tea Gowns, Negligees, Deshabiles.
	Crepe de Chine	Rosalind, Juliet, Felicia, Constance, Priscilla, Milisande, Camille	Tea Gowns, Negligees, Deshabiles.
	Crepe Chenette	Rosemary, Fawn, Banana, Del Monte, Dahlia, Madonna	Tea Gowns, Negligees, Deshabiles.
	Satin Crepe	Boudoir, Arbutus, Peachblow, Dawn, Morning Glory	Tea Gowns, Negligees, Deshabiles.
	Inlai	Two-tone effects—Ivory and Orange, Gold and Jade, Vampire Burnished Gold and Blue.	Tea Gowns, Negligees, Deshabiles.
	Cut Velvets	Gold, Raspberry, Pink, Salmon, Grey, Blue; also two-tone effects	Tea Gowns, Negligees, Deshabiles.
LINGERIE	Crepe Jersey	Pastel Shades	
	Cinderella	Pastel Shades	
	Negligee Satin	Pastel Shades	
	Crepe de Chine	Pastel Shades	

THRIFT IS THE CHAIN THAT KEEPS US FROM SKIDDING INTO DEBT

SILKEN THREADS

SILKEN Threads should be termed "Matrimonial Ventures" in this number as it is all we can do to keep up with Cupid. One expects this sort of thing in June, but then according to scientists, the seasons are slowly changing and in about 100,000,000,000,000 or more years we will be having June weather in October—and Cupid always believes in keeping up with the times. The following are a few of his latest successes:

Miss Florence Woelfel has deserted the Sales Promotion Department for a bigger and better job—MARRIAGE. Needless to say, she will be greatly missed among her fellow-workers and we all join with them in extending whole-hearted good wishes for her future happiness in this new venture.

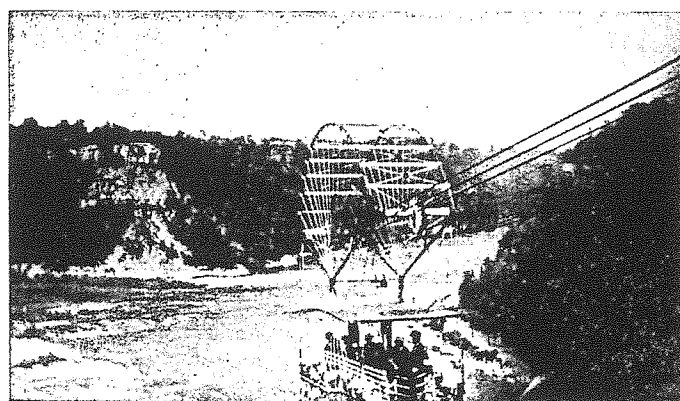
Fred Tietz, of the Yarn Department, is also among those present in this column. He departed on his vacation and returned still happy though married.

Miss Clara Haslam, of the Stenographic Section, was married on September 11th to Mr. Eugene F. Gannon, also formerly of our employ. The Stenographic Section presented her with a mahogany clock before she left to remind her of the days in C. B. They are honey-mooning in the Thousand Islands, Canada, and thousands of good wishes go with them from their friends in Cheney Brothers.

Miss Elsie Scheu of the Credit Department has the record for speed—she has announced her engagement and been married—all since the last issue of Eighteen Thirty Eight, and we are sincerely wishing her a bright and happy future.

There must be some magic power over the members of the Stenographic Section, as Miss Mary Holzman had hardly been welcomed into its midst before she appeared with a diamond on the regular finger.

Miss Gertrude Downs, also of the Stenographic, is another victim of Cupid's bow and surprised us by coming in with a M. R. S. degree one day. Our wishes for happiness seem unnecessary when we see her happy smile.



Spanish Aeroway Over Rapids at Niagara

We haven't heard anything lately about Miss Snyder's pet mouse.

There was a fire in Jersey not long ago—Bert Myers of the Bogota Volunteers, assisted at the burning.

Ella Roberts is back in her accustomed place looking very plump and pleasing after her visit abroad. All you thin girls take note.

Mr. Tracy, of our Sales Engineers, and Mr. Small, of the Boston Office, had a fine time chasing each other around the Maine woods. The question is "Where was Johnny Small?"

We have all been very sorry about Dennis Mahoney's illness and are glad to report that he is steadily improving.

Somebody in the Accounting Department wants to know if an hour glass is small in the middle to show the waist of time.

We were glad to see Mr. Charles Cheney upon his return from Europe on the Rotterdam on Friday, September 12th.

Oh, Babylon! Oh, Babylon! Long hast thou waited for The thrill that now hath come to thee Through the "Ark" of Harvey Orr.

"Andy" Martin has been with Cheney Brothers 40 years and is still going strong. He is the second oldest employee in point of service in the New York Store. Congratulations, Andy!

George Yarrington of the Billing Department is the "Burbank" of New Jersey. He raised a dahlia this year that was 10 inches in diameter and was the talk of the town. All you gardeners please note.

S O --
 Wilt thou take her for thy pard,
 For better or for worse;
 To have, to hold, to fondly guard
 Till hauled off in a hearse?
 Wilt thou let her have her way,
 Consult her many wishes;
 Build the fire every day
 And help her wash the dishes?
 Wilt thou comfort and support
 Her father and her mother,
 Aunt Jemima, Uncle John,
 Three sisters and a brother?

(The sequel to the story is this:)
 His face grew pale and blank;
 It was too late to jilt.
 As through the chapel floor he sank,
 He said:

— "I wilt!"

WE were all very sorry to hear of the death of Mr. Bragoniers' mother, who died at the old family home in Winchester, Virginia, recently.

* * *

Not long ago the tubes in the Upholstery Department became disconnected and several of the carriers whizzed over Calvins' head, whereupon the Sample Section went under cover until Andy could do the necessary honors.

* * *

Have you heard that Fenwick Meyer of the Upholstery Department has been mistaken for the Prince several times?

* * *

On the 22nd of August Miss Reilly was given a birthday diamond shower by her admirers in the Accounting Department. From the glittering array we expect immediate results.

* * *

According to Hugh Burtis the trout are not plentiful in Greenwood Lake. But there seemed to be plenty of other "game" to make his vacation interesting.

* * *

The secret of Vincent McCormick's school girl complexion is out at last. On a recent week-end visit it was discovered that instead of vanishing cream he covers his face with camphor ice and keeps a tub of it under his pillow. Go to it, girls.

* * *

We wonder what the boys in the Dress Goods Department mean when they yell at "Nip Haines" not to over train.

* * *

Eighteen Thirty Eight extends a cordial welcome to all the new members in the organization.

* * *

Randolph Lyon and Edmund Taylor of our Mailing Division have been promoted to the Dress Goods and Adjustment Departments respectively.

* * *

Heard on the second floor: "And what did the mother snake reply when the baby snake asked her for a piece of chewing gum? "Wrigley, Wrigley."

* * *

We understand that Florence Caffera of the Accounting Department, recently won a bed spread on a lottery. A good start for a "Hope chest."

CHENEY LIMERICKS

THERE is a young fellow named Clapp,
Who works with much vigor and snap,
Adjusting's his line;
We're not sure that in time
He will not try adjusting the map.

THERE is a young man named Da Costa,
Who hates to be ordered or bosta,
But he's there with the work
Which we know he don't shirk,
As there's too much for time to be losta.

SILENT PARTNER PHILOSOPHY

Every time I help some human up the hill, I look back and find that I, too, have climbed to a higher altitude.

Napoleon said: "Ability is of little account without opportunity." And here Napoleon, as a practical philosopher, met his Waterloo. Better to say: Opportunity is a blank cartridge without a good gunner.

The happiest man is the fellow that manufactures the most happiness and generously gives it all away.

When you get a little weary from long hours of hard work and begin to feel sorry for yourself—begin to regret that you are not rich—just go out into the world and watch the wretchedness, and then you will want to come back and take a new hold with both hands, while you quietly thank God that you are well and able to work.

A STORY OF PRINTED SILKS

(Continued from Page 5)

The woman who wishes to be original can find in these decorative silks unusual designs and colors that will make the most charming house dresses, pajamas, smoking jackets, bedspreads, and numerous other articles that cannot be found in the ready-to-wear departments or among the made-up articles. They are sold by the yard in decorative and upholstery departments, and that is where the French woman frequently goes to procure material for her house gowns.

PEOPLE WE KNOW



FRANKLYN D. GRIFFIN

MR. Franklyn D. Griffin, assistant manager of the Upholstery Department, who has seen eighteen years of service with Cheney Brothers, has a host of friends in the trade and in the Store. Those who know him best say he is just as fine as are the fabrics he handles, and that is going some.



ELSIE SNYDER

MISS Snyder has been in our Accounting Department for over six years and is one of its most efficient members. She is quiet but—right there with the work as has recently been proven.



ELIZABETH KILLION

MISS Killion (Bessie) reflects the good nature and willingness characteristic of the girls in the Sample Section—her winning smile and ever-ready wish to oblige is well known to us all.

SILK MILL NEWS

NEW STAGE SETTINGS

FOR CHENEY HALL

When Cheney Hall opens it will have an entirely new stage equipment. The stage is being rebuilt under the direction of a New York contractor and the old-fashioned sliding scenery will be replaced by new drop scenery. To make this possible the ceiling of the stage has been torn out and raised about ten feet and hoisting gear, from which the scenery will be suspended, is now being installed. The new equipment also includes a new curtain.

* * *

WILLIAM H. COATES

The late Mr. William H. Coates, of 121 High street, South Manchester, Conn., has to his credit a continuous service record with Cheney Brothers of 42 years and six months. Mr. Coates was born in England on May 31, 1840.

At the age of 32 years he entered the employ of Cheney Brothers as foreman of the Winding Room in the building which is now occupied by the Stationery and Printing. Later he was made Foreman over the Folding Room and the Shipping Department, under Mr. John S. Cheney. Here he worked until he retired in May of 1914.

He was of a natural cheerful disposition, a favorite among his fellow employees and faithful to every duty. After the death of his wife he failed very fast. His death on Sept. 8th was mourned by his many friends and neighbors.

NORMAN L. HOPE

Mr. Norman L. Hope, in the service of Cheney Brothers for many years, died on September 7th at his home in Hartford at the age of 79 years.

Mr. Hope entered the employ of Cheney Brothers in 1888. He was a very valuable and trusted employee, and was loved and respected by all. One of his closest friends was Colonel Frank W. Cheney.

Mr. Hope was a veteran of the Civil War and was captured and confined for seven months in southern prisons. He was known for his many acts of kindness to members of the Grand Army, and was prominent in fraternal

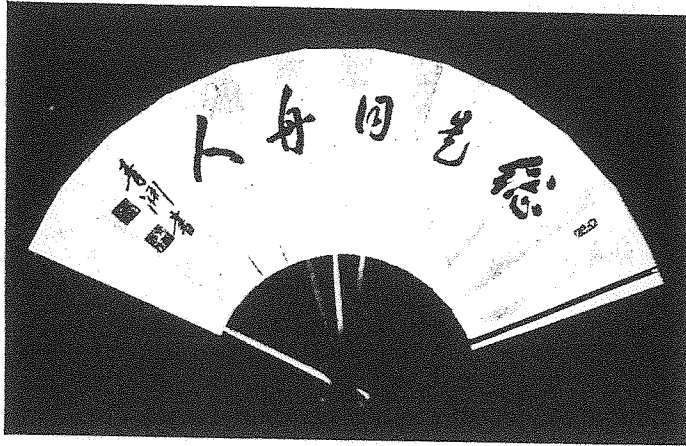
circles in Hartford. His wife and a daughter, Mrs. F. W. Wakefield, survive him. Mr. Horace B. Cheney was one of the pall bearers at the funeral.

* * *

The July issue of "The Fog Horn", a very interesting little house-organ published by the Parks-Cramer Company, was entirely devoted to Cheney Brothers' Mill at South Manchester. Under the head "A Connecticut Yankee and King Huang Ti's Mulberry Leaves" an interesting story is told with illustrations of the Park Spray Central Station Humidifiers and other sections of the Mill.

* * *

All successful employers of labor are stalking men who do the unusual, men who think, men who attract attention by performing more than is expected of them. These men have no difficulty in making their worth felt. They stand out above their fellows until their superiors cannot fail to see them.—Charles M. Schwab.



"Employees and Employers are all passengers in the same boat." This is the meaning of the inscription printed in Japanese on the fan. It is the motto of Japan's foremost Industrial Leader and Financier, Viscount Shibusawa. This gentleman is an intimate friend of Mr. Charles Cheney. Recently two of his representatives were visiting here in Manchester and presented to Mr. Charles Cheney this fan as a token. Instead of using calling cards it is the custom of Japanese people to leave with their Host some such token as a fan, as a remembrance of their visit.

THIRD ANNUAL OUTING

THE third floor office crew of the Broad Goods Weaving Mill staged their third annual outing at Saybrook Point, Conn., Saturday afternoon, August 16. Everyone had a grand good time and in addition landed a good supply of fish and clams.



Reading from left to right those in the picture follow: Tom Brown, Arthur Hennequin, Tom Wilson and Herbert Phelan.

OILY TO BED AND OILY TO RISE IS NOT OILWAYS WISE

More About Salesmanship

Written Expressly for Eighteen Thirty Eight by a good friend of Mr. Budd

INTEGRITY, patience, tact, confidence and strength of purpose (sticktoitiveness). With these all working, one need not be brilliant to be successful as a salesman.

It has been said, one must be diplomatic. True enough, but there comes a time when even diplomacy must be cast aside and the deciding knock given. A fair example is the prize fighter who dodges, jumps, side steps until he sees the opening he has been looking for, when the final punch is given and the victory won.

Many salesmen may interest or please a prospective buyer, but the important thing is to sell him. You have often heard a salesman referred to as a fine fellow who never urges too much, but does he get the business?

There are people with whom, and there are times too, when the urge is essential. Knowledge of your goods and faith in them begets that confidence in the buyer which completes the sale.

If your goods are higher in price than others, there must be a reason. They are better in quality, or newer in style. These are facts of which a salesman must inform himself.

An unemployed Scotchman walking on the banks of the Clyde heard a man calling for help, saying he was "dronin." As he went down for the last time he was able to tell his name and place of business. The unemployed man ran to the foundry, rapped on the door and said: "I'm lookin' for a job"—I'm lookin' for Sandy McTavish's job." "He's dronin in the River joost above." The man at the door replied, "You're just too late, I gave it to the man that pushed him in the water." Therefore, always be beforehand.

In a certain line of business, when no one seemed to want anything and all the salesmen in that line sat down saying, "There's no use trying—business is dull and people won't buy," another man saw in this his opportunity. Practically all competition was eliminated, and by extra effort he was able to secure the business for which the others did not even try.

What are your plans for the day? Have you any appointments, or do you need to make them? Are you just going to drift in any old place?

On a man's desk I once saw a long list of names. They proved to be people he had sold or hoped to sell. He made it a point to get in touch with as many of these as possible every day, either by telephone, letter, or personal contact. He could not offer new things every day, but his goods could be offered in different form, and he said it was surprising how often he was able to interest his clients without making them tired hearing from him. Weigh your words well! Talking is a fine art! The greater art is to say the right thing at the proper time.

How many times just after you have left a customer you think of something you might have said which would have carried great weight, but the door is closed and you can't go back. Prepare yourself before you open the door. Does a lawyer appear before the Judge and trust to luck or his quick wit to defend the case he is trying? He has prepared himself with all the pro's and con's beforehand. He tries to imagine his opponent's answer to every question he asks. He forms in his mind the answer to questions he thinks his opponent may ask.

If it is vital for him to do this, why is it not for you? It may be tiresome at first and it will be difficult, but it will make you successful.

INSURANCE DOUBLED WITHOUT EXTRA COST

(Continued from Page 3)

THIS amendment will not alter the status of those few who avail themselves of this opportunity, but eliminate this feature after Sept. 8, 1924.

IV. Voted to repeal Section 3, Article VI, subject, however, to such rights and the continuance of such rights of such members only as have acquired additional death benefits thereunder prior to this repeal.

This amendment follows as a result of Amendment III and refers to

the amount that was to be paid for the additional insurance as stated in Amendment III and is repealed, inasmuch as this feature is eliminated for all members after Sept. 8, 1924.

V. Amend Article V, Section 2, by the addition of the following paragraph on Page 30, between the present second and third paragraphs:

"In the case of those who are not eligible to Class I pensions from Cheney Brothers, on the basis of Old Age, but who may otherwise become eligible to Class II or III pensions on the basis of disability and who have become permanently disabled on account of sickness, or, by an injury other than by accident in the company's service, payment of one-half of the mean weekly wage of the class to which the member is contributing shall be made for the period of total permanent disability, but the total amount not to exceed the maximum sum that could have been paid to a member according to his or her status."

The Style Chart Innovation

(Continued from page 7)

in the order of their importance in the fabric world.

ACCOMPANYING the chart are lists of the materials and colors favored in Paris openings. Alongside each name there is a horizontal line, the length of which represents the relative importance of the material or the color at the Paris openings.

Dress charts for men, indicating the proper attire for different occasions and different hours of the day and night, have been quite common for many years. They have been of material service to the haberdasher as a reference in properly guiding customers on what is good form and in good taste.

It is believed that the Cheney style service chart for women marks a departure that will be welcomed by store keepers and consumers alike as filling a long-felt want.

ANSWER WITH FACTS, NOT ARGUMENTS



THE smartest frocks for Autumn will be fashioned of fine satins—Cheney Brothers' Mirrokrepe being preferred by artist-dressmakers.

Exquisite in its draping qualities, adaptable to any silhouette, Mirrokrepe with its deep lusted satin surface in modish colors and shades readily lends itself to individual expression. It is reversible for trimming purposes.

Cheney Brothers' Silks always forecast the fashion trend.

CHENEY SILKS

There's a Cheney Silk for every garment
a woman's wears.