

Eighteen Thirty Eight

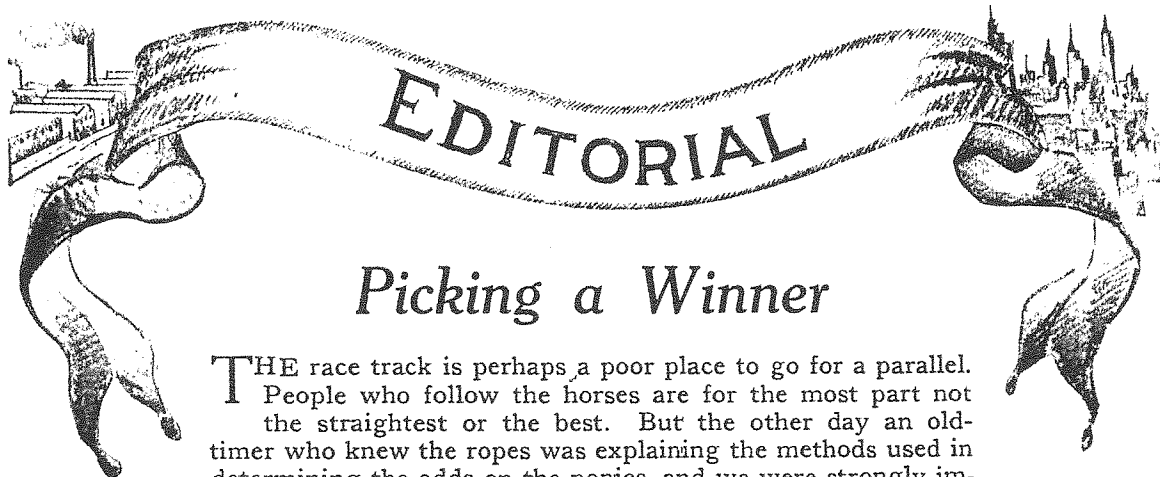
A Publication of Those Working with Cheney Brothers



This picture shows the modern way of reeling silk, that is, the interior of a large silk reeling establishment or filature where hundreds of girls are engaged in reeling silk from the cocoons

January

1925



Picking a Winner

THE race track is perhaps a poor place to go for a parallel. People who follow the horses are for the most part not the straightest or the best. But the other day an old-timer who knew the ropes was explaining the methods used in determining the odds on the ponies, and we were strongly impressed with the similarity between making books on the horses and rating men and women in business.

In horse racing the odds are all determined by past performances. When the odds are marked up on a race horse by the bookmakers they are based on what that horse has done in the past—the time he has made, the races he has won, how he behaves under certain conditions, whether or not he is a quitter. Or, in plain words, how he runs.

Business has a similar method of rating us human beings when we trot into the paddock of the employment office for a chance to come under the wire in the most interesting of all races—the Great Derby of Business.

Right now the bookies have their clockers out watching all of the horses that are racing. Right now we who are working here and elsewhere are also being clocked and watched, for the same reason that the bookies watch the horses—so that bets can be made with intelligence on them. For when an employer places a man on the payroll he is betting just so much per week that he has picked a winner on the basis of past performances—the man's previous employment record—that the man will give him a quality and quantity of service; and the man bets his time and effort that he will make good on the job. So it is not very much different from the horse race after all.

Now suppose a horse never wins a race. Suppose he can't run on a muddy track. Suppose he quits or throws his jockey. He is marked up by the bookies as an "also ran"—one whose chances are very slim indeed and who is only played by boobs and fools. Sometimes he does come in in the money, but very seldom. The long shot is by no means the safe thing to play, and so the horse is plugged from track to track and finally altogether ruled off the turf and ends his life by pulling a grocery wagon.

And that's just what happens to us humans when we fail to perform. Throwing the jockey—the boss; failing on the muddy tracks—unreliable in emergencies; scratched for poor starts—one job to another; and so on until we are ruled off the turf altogether and are forced to seek any job we can get, rather than having something to sell.

When a man has made a good record of employment he has something to sell; he has established his line of credit as an employee; he has created real working capital—something to invest when an opportunity offers. That's what we Employment Managers want to buy when we have a job open.

—Earl B. Morgan, in the Elliott Service.

Eighteen Thirty Eight

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No. 11

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.

Chamber of Commerce Hears Charles Cheney

Mr. Charles Cheney Addressed the Members of the Chamber of Commerce at South Manchester on January 9th and told the business men---

they were just as much in the silk business as any of the Cheneys. Mr. Cheney deplored the fact that Manchester people not actually employed in the silk mills have not taken a greater interest in the business which is the life of the town. To show that the firm of Cheney Brothers stood ready to correct this fault, Mr. Cheney said that an arrangement would be made to entertain the members of the Chamber with an inspection tour through the Cheney plant.

Smooth Running Machine

MR. Cheney was asked to address the Chamber on any subject he chose. He felt that the members of the Chamber knew more about European finances than he did himself. Mr. Cheney thought it appropriate to discuss something more vital and something which was right at home. And, by that something he meant the silk industry. Mr. Cheney said the Cheney organization was like a high priced smoothly operating automobile. The better the car functioned the less people on the street knew about its intricacies. The business men of Manchester take it for granted that the Cheney machine runs along by itself and consequently takes little interest in the way it operates. The firm just runs along without attracting attention.

Mr. Cheney urged the members of the Chamber to get interested in the firm and the manner in which it was operated. He said that he had found the silk industry to be the most interesting and entrancing game he could possibly have followed. No matter what a man's natural bend is he will find some work in the Cheney plant to which he is suited. "Why, we could even use a minister in the business," said Mr. Cheney. In one large silk filature in Japan Mr. Cheney said he met a Christian pastor at work and making himself valuable to the concern. "There are plenty hovering around Manchester doing the needed work," said Mr. Cheney, "so it wasn't necessary to hire any."



A Silken Bond

While speaking before a group of Japanese business men recently Charles Cheney said that a bond of interest, a bond of silken threads, as it were, had been brought about between Japan and the United States through the silk industry. This chain of interest also included France. America is the production link in the chain, Japan is the material link, France is the art link. There are two other links in the chain in the United States and they are distribution and consumers. All bound together through this one industry and their fortunes cannot be separated. The Japanese like to refer to this word picture drawn by Mr. Cheney and he said he felt that he had struck the right cord necessary to bring about amicable relations between the nations. The common interest, the bond of dependability upon one another, tended to make the nations more friendly.

Communism

DISCUSSING this common interest and cooperation idea Mr. Cheney said that he had heard present day Communism in Russia compared to early Christianity. Personally, Mr. Cheney believed Communism was exactly opposite to early Christianity. Communism is a leveling of all mankind to the lowest standards. The more fortunate man, the man with riches gained through his own ability, is forced to give up all that he owns, all that he cherishes to those who are less fortunate and less able. All must go down to a common level in Communism.

Early Christianity leveled but, in the leveling, standards were raised.

Christianity teaches that man should give of his store for the common welfare, raise the level and standards for the less fortunate. Communism is cutting down to common level as opposed to Christianity's building up to a common level.

In the Same Boat

THE Japanese have a motto and the J. P. Morgan of Japan has posted throughout his plants this same motto. It means in English that the employer and the employee are all passengers in the same boat. All have things in common.

The Complete Industry

In mentioning a plan whereby the members of the Chamber may be introduced to the silk industry Mr. Cheney said that the Cheney plant was the only one in the world where the silk industry could be seen. Other places have weaving, some dyeing, some preparation of silks, but the Cheney plant, right here in Manchester, did everything that was necessary in transforming the cocoon into the finished product.

The production of raw silk has always gone to a poor country. France once was the raw silk market but that country became relatively prosperous and the raw silk business moved to Italy, then the poorest country in the world. Italy gained prosperity and the silk business moved to China and then to Japan. Raw silk must be produced cheaply. If the growth of the worms and the obtaining of cocoons is costly, the manufacture of the product is prohibitive. Mr. Cheney's own father sent out the first export of raw silk from Japan in 1857. That industry has grown to be the biggest item in Japan's trade.

IT may seem strange that the silk industry was located in the United States. In this country there was no material, no art and no machinery. The only thing that kept the industry alive when once it had started was the protective tariff. This tariff gave the United States manufacturers pro-

AN OBSTINATE MAN DOES NOT HOLD OPINIONS, BUT THEY HOLD HIM

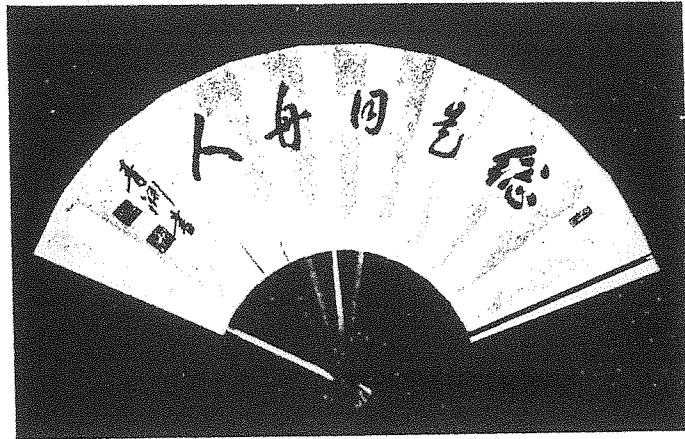
tection from the influx of foreign made goods and gave these manufacturers an opportunity to learn the business and perfect the industry. The Cheney family hasn't aspired to politics but the firm has followed the political game closely because it means life or death to the industry here. There are various kinds of legislation the firm must watch closely in order to make business relations such that the Cheney Brothers can carry on prosperously.

Human Hands

RAW silk, art, and machinery would be of little value if there were no human hands trained and fitted for the production of the silk. These human hands must be carefully watched and must be kept moderately happy, at least. The Cheney plant has been trying to keep the employees as highly contented as possible and at the same time get the maximum of production and efficiency from the workers. An attempt is being made to reward the laborers in proportion to their skill. Mr. Cheney feels that the firm of Cheney Brothers has had a large measure of success in maintaining the even balance between contented workers and maximum production.

Wage Problems

The wage scale is a big problem with Cheney Brothers. The industry is seated in the heart of the high wage section. Hartford's employees are on the whole highly skilled and highly paid. Consequently Manchester people want to live just as well. In order to do this the local employees must give the firm their worth in wages. The task and bonus system has been looked upon as a big bugaboo, some cruel system of extracting more and more work from the employees. It is not a cruel system but it is solving the problem for Cheneys of paying higher wages than any other silk plant in the world, and at the same time competing favorably with all other silk plants in the country on prices. Cheneys long ago gave up the idea of trying to undersell other silk manufacturers. The increased cost of production in Manchester makes this impossible. However, Cheneys hope to sell always at about the market price.



"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.

Style Leadership

STYLE leadership has been an important feature in the success of the local concern. This year's products from the Cheney factory have never been excelled. While on his last trip to Paris Mr. Cheney was talking with the leading designer of French modes. This designer, a woman, practically controls Paris styles. She could never be induced to look at American made goods. She simply considered them always inferior to French goods in style and manufacture. However, Mr. Cheney met her through friends and she finally consented to look at some of his advance style books containing next summer's products from Manchester. She became interested at first. Then she became enthused. Next summer she will be dressed in Cheney silks. For the first time she realized that American products, Cheney silks, were ahead of the French products. This means greater business for the Cheney plant.

Our Own Problems

MANCHESTER must work out its problems right here before tackling the burdensome problems that confront the world. If Manchester is to be a beacon light to show the way toward better living we must all aid in solving Manchester's problems. If the Chamber of Commerce helps in solving these problems then the Chamber will have justified itself.

Service Record of Sales Organization New York

as of
Dec. 28th, 1922; Dec. 3, 1923; and
Dec. 31, 1924

	1 Year or less	1-5 years	5-10 years	10-20 years	Over 20 years
1922....	30%	43%	12%	12%	3%
1923....	32%	35%	14%	15%	4%
1924....	33%	32%	16%	15%	4%

35% of our employees have seen five years or more of service.

"Enthusiasm"

In addition to being one of the prerequisites of a successful salesman is of prime importance to any man.

Without enthusiasm your latent abilities would be worthless.

You may have knowledge, sound judgement, and a good sense of reasoning, in addition to these you must apply all the enthusiasm that you can command to encourage results, these qualities will eventually spell success.

Enthusiasm in your work, and your other walks of life will do more to encourage happiness, and make friends.

Your passive attitude of indifference will accomplish nothing.

Enthusiasm can be developed by honest and persistent efforts.

MAN IS THE ONLY ANIMAL THAT CAN BE SKINNED MORE THAN ONCE

What About 1925?

By Horace B. Cheney

THE silk business has, for some time past, been going through a period of extreme difficulty and depression; a period of a large number of failures and very unsatisfactory prices. During most of this period the relative price of silk, in comparison with other textiles has been low.

Figures from the United States Bureau of Labor Statistics indicate that the price of silk goods, taken from the latest available figures, were materially lower, relatively, than the price of cotton and woolen cloths; this conclusion being based upon a comparison of the prices obtained over the entire period of 1913 to date, of the principal items of silk manufacturers, cotton and woolen manufacturers; also the price of silk goods has not risen during that period, to at all correspond to the increase in the price of raw silk and labor. Our hourly rate has risen approximately 220% since 1913. The price of raw silk, and the price of merchandise has kept fairly parallel, although the price of merchandise has not gone nearly as high nor as low as raw material. Recently there has been more stability in the price of raw silk, with a much firmer tone, and a decided upward tendency. At the present time, both raw silk and finished material, stand approximately 90% higher than they were in 1913, showing that the manufacturers' return on the merchandise, because of the very high increased cost of labor, is relatively much lower, and accounts for the large number of failures that there have been.

BUYERS are always inclined to place more weight on the price of raw silk than it is entitled to in the price of goods. There is, at the present time, a decided indication of better times to be looked for in the silk business; the lowest point of activity both in the number of persons employed and in the machine hours operated was reached in 1922, at which time approximately 50% of the employees only, for full operations, were employed, and only somewhat less than

50% of the available machine hours. This low point was reached in about May and June of that year. Since that time there have been rises and fluctuations, but at the present time there is a decided indication of greater activity, both in employment and in the use of machinery, and both of them are now at a higher point than they have reached at any time during the intervening period.

The last available information showed about 80% of labor employed, and about 82% of machinery in operation; an indication that there is still room for improvement in activity, but by far the best conditions that there has been in a long time.

SINCE the election of President Coolidge, there has been evidence of a decided improvement in business everywhere, and the silk business is getting its share of it; not only is there more activity and more orders, but prices also show an improvement; it is certain that the price of silk will have to show a better relation to the cost of labor and material than they have shown, if the business is to show any real degree of prosperity. All business today being based upon confidence in the future, anything which tends to stimulate the degree of confidence will improve the activity of business. There is absolutely no question whatever that the business world in general approve of the recent election. It is equally true that people buy on a rising market, and stand aside and watch on a falling one. There are decided indications that conditions in Europe are better than they have been, and they are going to be better in the future than they have been in the past. It is a little difficult to predict what result this is going to have upon business in the United States. It is certain that business cannot become settled in the United States until conditions become more settled in the world; on the other hand, the very settlement of those conditions abroad will tend to unsettle them in this country, as when they again become producing

units they will cut still further into our markets by their ability to produce things more cheaply as is evidenced by the present large importation of velvets, which has resulted in great inactivity and some distress in that business, caused through the importation of large quantities of very low priced merchandise from abroad.

THIS probability of serious price competition on imported merchandise will in turn react to prevent a rapid readjustment in this country, to meet the difficult conditions outlined above; any attempt to adjust prices will be prevented and offset by importations; it does not seem probable, as this applies to all industry, that we can look for anything like booming times in industry. A slow readjustment of conditions, both here and abroad, will have to take place gradually; the gradual approach to normal exchange, and normal conditions in Europe, which will probably take a long time to accomplish, will have to be reached, before we, in this country, will not have to fear their interference with our markets. It is extremely improbable that we may look for any considerable change in the wage conditions which exist in this country. The Bureau of Labor Statistics' figures in relation to wages and employment are almost exactly parallel to our own experience, extending over a period of approximately 85 years, and do not show a decrease in wages for anything except the briefest periods; in fact, the only decreases in wages as between one ten year period, and the next, was at the time of the resumption of species payment after the Civil War, which was not in reality a decrease in wages, but a change in the medium in which wages were paid.

A HISTORY of the wages in the building trades in England going back over a period of 700 years, shows each succeeding generation paying higher wages than the last.

(Continued on Page Seven)

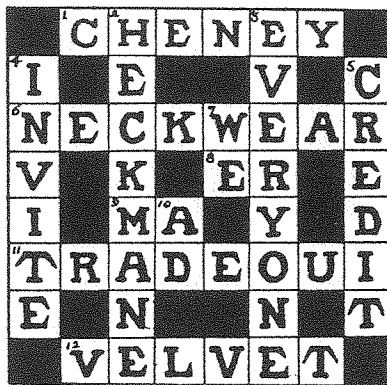
COMMON SENSE IS VERY UNCOMMON. HORACE GREELEY.

Cheney Puzzle Fans Busy

WE are submitting for your solution the puzzles on these two pages, which are the best of those sent in so far. Mr. Mathews, of the Velvet Mill, responded with a very unique puzzle which is essentially Cheney, and Mr. Poncet has lived up to his agreement and is sending the promised award. As a puzzle maker Mathews is a winner. Mrs. Lietfreds' is very good but we do wish there were a few more Cheney terms.

Come on now, Eighteen Thirty Eight readers, and send us some more—the latest fad is making them instead of solving them, you know, and we expect some mighty good ones to run in our next issue.

Solution of last Month's Cross-Word Puzzle



What Could He Remember

Smith is a young lawyer, clever in many respects, but very forgetful. He had been sent to a distant town to interview an important client when the head of his firm received this telegram:

"Have forgotten name of client. Please wire at once."

The reply he received was:

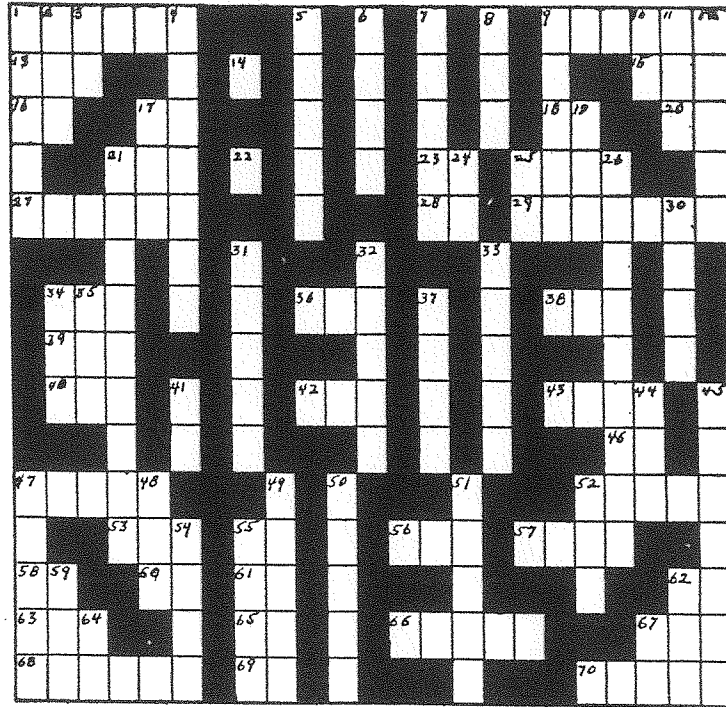
"Client's name Jenkins. Your name Smith."

The worst aches heal.

—Confucious.

The best heels ache,

—O'Sullivan.



By CARL E. MATHEWS, Velvet Mill

Horizontal

- 1—A dress goods cloth.
- 9—Negotiation.
- 13—A measure of length.
- 14—Personal pronoun.
- 15—Girl's name.
- 16—Number (Roman numeral).
- 17—A popular chewing gum (abr.)
- 18—Preposition.
- 20—A parent.
- 21—Cow's music.
- 22—An article.
- 23—Pronoun.
- 25—Returned sound.
- 27—A shrill sound.
- 28—As.
- 29—A container.
- 34—And so forth (abr.)
- 36—Equality of value.
- 38—A spring.
- 39—A cheer.
- 40—Girls name.
- 42—A human being
- 43—Ambitionless (we hope no C. B.'s are)
- 46—That is.
- 47—Soil.
- 52—Term used in Acc. Dept.
- 53—Body of water.
- 55—Preposition
- 56—Slang for no
- 57—Particular class of goods.
- 58—Part of verb "to be."
- 60—Note in diatonic scale.
- 61—Into.
- 62—To accomplish.
- 63—Abr. for telephone.
- 65—That parent again.
- 66—What Cheney Brothers make.
- 67—Three.
- 68—Root of a word.
- 69—Nickname.
- 70—Man's name—N. Y. Store (first name).

Vertical

- 1—A southern state.
- 2—Sick.
- 3—An abbreviation (National League).
- 4—Substance from wool of sheep.
- 5—Purchaser of silk.
- 6—Kind of silk thread.
- 7—Where fashions are created.
- 8—Kind of silk.
- 9—Instruct.
- 10—Part of verb "to be."
- 11—Scotch head dress.
- 12—Divisions of time.
- 17—Neck piece.
- 19—Article.
- 21—Traders of silks.
- 24—Preposition.
- 25—French for and.
- 26—Kind of silk yarn.
- 30—Famous actor's first name.
- 31—A lustrous fibre.
- 32—How we beautify plain material.
- 33—One who displays silks.
- 34—Period of time.
- 35—A little fellow.
- 37—How we look in Cheney Silks.
- 41—Where our Sales Office is situated.
- 44—Nevertheless.
- 45—Resembling a peg.
- 47—To raise the spirits.
- 48—Pronoun.
- 49—An elementary cell.
- 50—Work with a silk loom.
- 51—What C. B. creates.
- 52—Finis.
- 54—An age (classic form).
- 55—The healer of all troubles.
- 59—Came to-gether.
- 62—What the U. S. is now. (?)
- 64—A suffix.
- 67—Preposition.

THE MAN WHO WAKES UP AND FINDS HIMSELF FAMOUS HASN'T BEEN ASLEEP

CHENEY BOWLERS GOING STRONG

CHENEY Brothers' Bowling Team is doing fine work this season.

Though they drew a very hard schedule by having to meet practically all the strongest teams at the beginning of the season, they have come through in fine shape and have held their own very nicely. Their record to date is 11 wins and 13 defeats. They lead the second division. This record hardly demonstrates the good work they have been doing. They have made all their opponents step along very lively, but were unfortunate in losing several very close games.

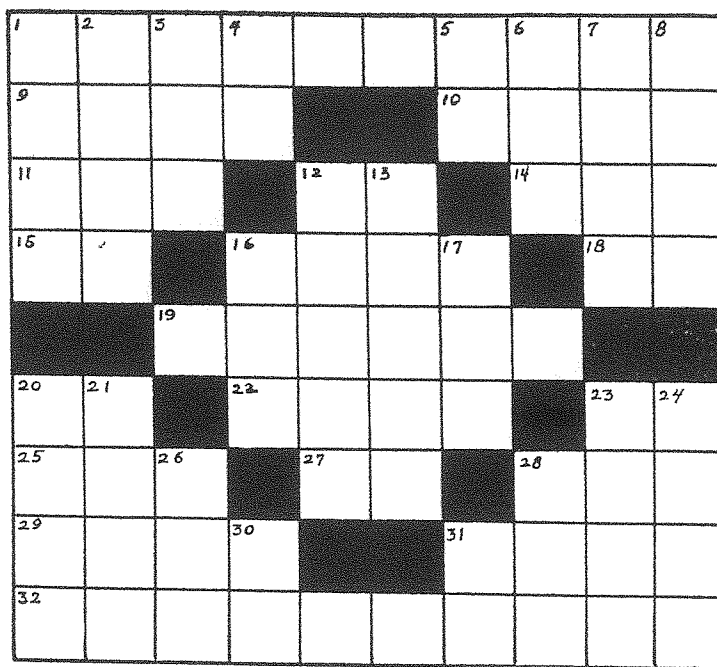
The team spirit is fine; the best battling team we have ever had, and it is a pleasure to see the boys in competition. There is never the suggestion of a let up, and they are always in their fighting mood.

The season is just half finished, with 24 games still to go. The boys expect to lose very few games from now on, and have their eyes on finishing in about sixth place. If they can accomplish this, and there is no reason why they should not, it will be a good improvement over last year when they finished next to last.

We are printing the balance of the schedule as an invitation to everybody to go up to Thums Alleys, Broadway and 31st Street, to see and urge the men on. The games start at 7:30 P. M. sharp and are all finished before 10:00 P. M., so that anyone wishing to go, is assured of getting home at a reasonable hour.

Averages to date—Brittain, 156 17/24, James 168 8/24, Denning, 166 3/24, Sturm, 170 8/24, Vogt, 178 7/24. Team average 839 19/24. High team score 966. High individual score, Vogt 243.

Schedule—Jan. 20th, L. Erstein Brothers; Feb. 2nd, L. F. Dommerich & Co., No. 2; Feb. 17th, Schwarzenbach Huber & Co.; Feb. 27th, J. H. & C. K. Eagle; March 9th, Fleitman & Co.; March 19th, Wm. Openhym & Sons; March 30th, Peterls & Buhler



By MILDRED E. LEITFRED, Adjustment Department

Horizontal

- 1—Dress goods material of fairy tale origin.
- 9—Substitute for butter.
- 10—A dim light.
- 11—A former soldier (abr.)
- 12—Southern Continent (abr.)
- 14—Part of Firm name (abr.)
- 15—Prefix meaning former.
- 16—Having the nature of raw silk.
- 18—Denoting hesitation.
- 19—Salesmen's sample.
- 20—Fourth note of diatonic scale.
- 22—Apple of discord (Greek myth).
- 23—Northwestern State (abr.)
- 25—The Skipper of the "Ark."
- 27—One of the Brothers (initials).
- 28—A brand of tea.
- 29—Long narrow inlets.
- 31—Villain in Othello.
- 32—Where our Mill is located.

Vertical

- 1—A sheltered nook.
- 2—Holly.
- 3—Business term used by Cashier.
- 4—To accomplish.
- 5—For example.
- 6—Measure of weight (abr.)
- 7—Gold coins of Italy.
- 8—Latin for love.
- 12—Neck adornment.
- 13—Northern ocean.
- 16—Female of sheep.
- 17—Chain of tobacco stores (abr.)
- 20—Shape.
- 21—Part of an opera.
- 23—A prophet.
- 24—A way in or out.
- 26—Hurried.
- 28—To make edging.
- 30—A state (abr.)
- 31—Form of the verb to be.

& Co., Inc.; April 1st, Fred Vietor & Achelis.

Notes.—Textile Banking Co. have lost only 2 games to date and have won 19. A fine record. Cheney took one of those games. Against Mallinson, the boys settled down to the job on hand and took all three games. The team did very well against L. E. Stirn, 1924 Champions. They took the first game but lost the second by a few pins, after rolling the fine score of 911. The boys found Schefer, Schramm & Vogel quite easy, and took all three games.

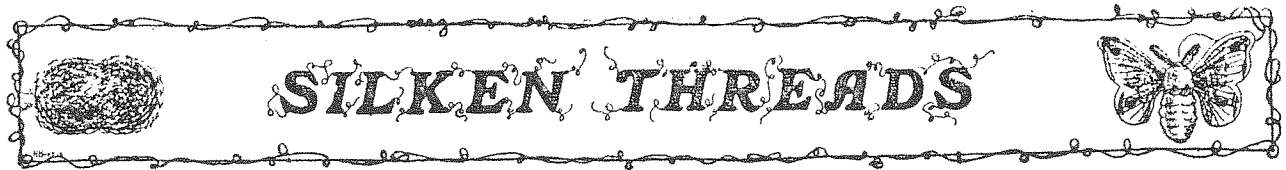
WHAT ABOUT 1925?

(Continued from Page Five)

This is true not only of monetary wages, but of the true wages represented by the purchasing power of labor.

In the immediate future there is every prospect that business is going to be more prosperous, more solidly founded, unless the probability of serious reaction is less for the next year, than it has been at any time since the war.

WHAT A MAN IS DEPENDS LARGELY ON WHAT HE DOES WHEN HE HAS NOTHING TO DO


SILKEN THREADS

THE New York Store has its first 1925 baby. Mr. Virgile, of our Art Department, is the very proud father of a son.

* * *

Mr. Donovan of the Cravats won the fruit cake in the Cafeteria raffle. We hope he did not eat enough to have any ill effects.

* * *

The latest arrival in the Upholstery Department, Clifford Dunn, wishes to know "how they put the whiskers on Velvet?" Will someone please enlighten him?

* * *

We were very sorry to hear of the death of Miss Bartsch's mother recently and extend our sympathy to her.

* * *

Mr. Cyril Boyd Smith, of the Sales Engineering, has just lost his father also, and the sincerest sympathy of the Store is with him.

* * *

We have been hearing many rumors about a certain young lady in the Sales Engineering receiving an engagement ring—you will have to ask her to verify it.

* * *

Even tacks have their good points. Ask Miss Hochfelder of the Stenographic Section.

* * *

Mrs. Roof was called suddenly home on account of the death of her father. Our greatest sympathy is extended to her in her loss.

* * *

SEVERAL visitors from the Mill have been down this month. Miss McCarthy, from Mr. Knight's Office, and a friend went around the Store one morning; also Mr. Bissell, Mr. Barrett and Mr. Swanson were here on a short visit. We were very glad to see them all.

* * *

Bert Myers has been made head of the Bogota Fire Department. Hail to the Chief!

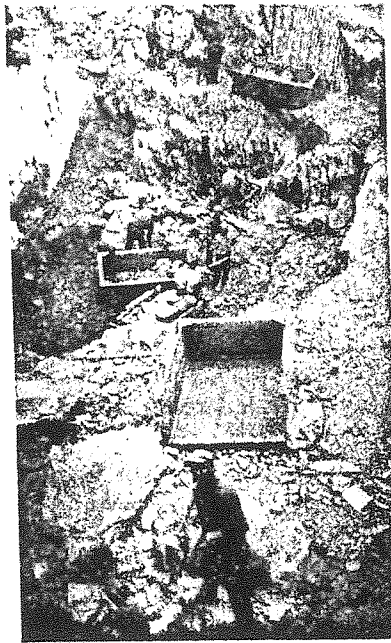


Photo by Durfee

Just a Hole in the Ground—but wait— at Madison ave. and 34 st.

WELL, Mr. Post is on the jury again. He must be well on the way to being a judge by this time.

* * *

You may be interested to know that the average attendance in the Cafeteria during December was 145 employees per day. Speaks well for Mrs. Cheek's cooking.

* * *

How about that tall young man in the Dress Goods that seems to be so popular in the Subway. We understand that the "Skipper of the Ark" has been a bit overshadowed lately.

* * *

On January 3rd the Silk Club of Chicago held its second Annual Dinner at which Mr. Charles Cheney made an address. Mr. Byers, of our Chicago Office, was a member of the committee. A number of prominent silk people were present.

WE understand that Mr. Small owes Larry Dalton a dinner—he is saving up to be able to cope with the enormity of the occasion when it arrives. Larry is little, but Oh My!

* * *

Did you notice Vincent McCormick's new coat rack on the first floor? He is a very high-minded young man.

* * *

Dr. Hurd has given several of our employees the typhoid vaccine—try touching one of them on the left arm.

* * *

We were shocked to hear that Mr. Perry, of the Philadelphia Office, had lost his father—the New York Store sends him their regrets and sympathy.

* * *

We hear that Elizabeth of the Dress Goods never gets a minute to herself since the new telephone was put in at home.

* * *

Mr. John A. Dutton has recently left our employ in the Chicago Office to take another position. He has been with Cheney Brothers for 10 years working up from office boy to assistant to Mr. Byers.

* * *

The New York University School of Commerce, Accounts and Finance offers courses in the following:—

- Accounting
- Advertising and Marketing
- Economics
- English
- Management, etc.

Terms begins Monday, February 2nd. For further information apply to Mr. Whitcomb's Office.

* * *

There were 3502 visits to the New York Store Medical Office during 1924, with the month of March being the heaviest.

Cheney Folks' Service Long

EACH year Cheney Brothers distribute service pins to employees in the service 5 years and upward. The service record is counted as of December 1st of each year, and this year 76 Cheney folks were awarded service pins for 25 years or more of service with the company.

Employees at the mill completing 40 or 50 years were presented with their pins at the Main Office by Mr. Frank Cheney, Jr., President of Cheney Brothers.

In New York the service pins were presented to the New York sales organization employees by Mr. Howell Cheney on December 31st. Mr. Andrew Martin, who completed 40 years of service in the New York Store, was presented with his pin three weeks later. In point of service, Mr. Martin is second to Mr. Budd.

At the presentation on December 31st the following received their pins: 5 year pins—Edna Anderson, Edna Anstett, Irene Beck, John B. Brittain, Hugh F. Burtis, Edward Chant (Chicago Office), Lawrence Dalton, Elizabeth Foley, Estelle Luhrs, Annie Lynch, David McCarthy, Michael Mooney, Louis Ochse, Lillian Riggs, Ella A. Roberts, Joseph Schieffer, Howard Valentine; 10 year pins—Edgar F. Kraft, Frank McGovern; 15 year pins—John D. Rogers, John C. Small, Jr. (Boston Office), Frederick Wakefield.

The complete list of Cheney folks who received long term service pins is as follows: Weaving Mill, 25 year pins—John J. Campbell, Henry Irwin, James Cole, Harry Dwyer, Geo.

Tomlison, Charles E. Neilson, Jane Freeborn, Mary McCarthy, 2nd, John P. Campbell, Daniel Fitzpatrick, Archie McCollum, Jr.; 30 year pins—John H. Bissell, Thomas Heritage, Mary McAleer, Elizabeth Weir, Joseph Holland, Fred Leidholdt, Elizabeth Waldo, George McCreery, William Dowd. Velvet Mill, 25 year pins—John D. Henderson, Jr., James Fogarty, Adolph Benson, Emma Merkel, Alfred Anderson, Jerry Shea, Olaf Johnson, Samuel Johanson, Hugo Johnson, Wm. Gilkinson. 30 year pins—Ethel Brainard, Michael Weiss; 40 year pins—Marcus Moriarty. Ribbon Mill, 25 year pins—Wil-

liam Hunter, Agnes Prendergast, Nellie Dougherty; 30 year pins—Nellie Sullivan, Robert Kerr, Sr., Sarah Reardon, Annie McAdams; 40 year pins—Annie McKenna. Dressing Mill, 25 year pins—Rachel Hoyle, Albert Borowskie, Hokam Olson, Thomas Haggarty; 30 year pins—John G. Bjorkman. Spinning Mill, 25 year pins—Edward F. McCarthy, John F. Miner, Bella Lappin; 50 year pins—Sarah McAdam. Throwing Mill, 25 year pins—Mary Finn. Winding and Spooling Department, 25 year pins—Nellie Hartnett; 40 year pins—Bridget Barnes. Dyeing and Finishing Department, 25 year pins—William Custer, Henry Morgan, Julia Hogan, Carl Kjellson, Axel H. C. Parks, Thomas Brennan, Rose Sceery, Robert J. Cassels; 30 year pins—Frederick Behrend, Herman Helm, Harry W. Keeney; 40 year pins—Annie Garvey, Byron Darling. Yarn Dye Department, 25 year pins—Joseph Weir; 30 year pins—Paul R. Dougan. Miscellaneous Departments, 25 year pins—Andrew Bengston (Outside Labor), Thomas Appleby (Carpenter Shop); 30 year pins—William Runde, Jr. (Carpenter); 40 year pins—Robert Richmond (B. G. Warehouse), James B. Johnston (B. G. Warehouse), 50 year pins—Alfred Hyde (Railroad). Office, 25 year pins—Louis S. Carter, George A. Johnson. New York Store, 40 year pin—Andrew Martin.

SILK ASSOCIATION DINNER

The Silk Association of America held its fifty-third annual dinner on Saturday, January 10th, in the grand ballroom of the Hotel Astor, with more than 1,400 guests attending. The principal speaker was James A. Goldsmith, President of the Association, who urged that the selling price of silk be based on the cost of production rather than on the fluctuating demand of customers.

A man's description of Woman:
A rag, a bone and a hank of hair (Kipling).
A woman's description of Man:
A nag, a drone and a tank of air (Grimm).—Red Tape.

PEOPLE WE KNOW



HENRY J. REUMAN

MR. REUMAN was with Cheney Brothers in active service for a number of years and is our only New York Store pensioner. He was first employed in our Shipping Department down on Broome Street, and was always faithful and dependable.



LAWRENCE DALTON

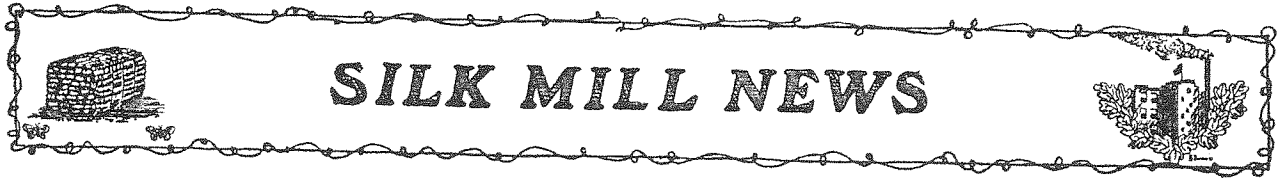
"LARRY" recently received a five year Service Pin. He is always on the job with a smile in his busiest moments and can operate a switch board as well as tell you about most anything you want to know in the Dress Goods Department.



MRS. ELSIE SCHEU HENRY

MRS. HENRY has been employed in the Credit Department for the past two years and is right there when it comes to Dictaphone operating. She recently changed her name but we are glad she decided not to change her job.

ABSENCE MAKES THE WAGE GROW SMALLER.



Christmas Party--Get-Together---Charles Day Honored

BEFORE a gathering of nearly four hundred members of the Cheney Get-Together club held in Cheney Hall December 18th, Frank Cheney, Jr., President of Cheney Brothers, told an interesting history of the Cheney family and the growth of the Cheney organization. He also publicly announced that Charles A. Day, veteran employee and caretaker of Cheney Hall, would be placed on the pension list January 1. In appreciation of Mr. Day's services Mr. Cheney presented the retiring employee with a check from the firm.

Fifty-four Years' Service

Charles A. Day has been with Cheney Brothers for fifty-four years. He came to work with the local concern after having passed through the Civil War. Cheney Brothers built Cheney Hall just after the Civil War and Mr. Day was made assistant janitor. Shortly afterward he was given charge of the hall and he has remained with the firm in that capacity since that time.

Needed a Rest

In making the announcement and in presenting Mr. Day with the check Mr. Cheney said it had come to the time when this man who had been in their service for fifty-four years needed a rest. Mr. Day had decided he wanted a rest and it was at his request and consent that the pension arrangement was made. Mr. Cheney said that the firm was appreciative of the services Mr. Day had rendered. He had always been on the job ready to do what was asked. The company felt that this untiring service of Mr. Day's should receive public recognition and Mr. Cheney said it was a pleasure to tell him that the company agreed with him that he needed a rest and it hoped he would live and enjoy his rest for many years. In addition to placing him on the pension list the firm wanted to show the

Success
is one part
Inspiration
and nine parts
Perspiration

feeling it had for such loyal servants and wanted to do something to show that appreciation of his work and express the feeling it held for him. Mr. Cheney said he knew that he was not only expressing the feelings of every member of the firm when he made this announcement but that the public wished that Mr. Day should be rewarded for his long service. Everybody in town knows Mr. Day, said the president of the firm and they want him rewarded.

Mr. Day's Answer

MR. DAY was overcome by the announcement and the presentation of the check. He thanked Mr. Cheney with a clear firm voice and said he was sorry to give up his job.

Henry Morgan made a motion that Mr. Day be made the first honorary life member of the Get-Together Club. This was voted unanimously. Mr. Day responded by saying that he had been a charter member of the club, but was pleased to be made the first honorary life member.

Mr. Cheney also gave a historical sketch of Cheney Brothers which was of great interest.

The turkey dinner served by the Main Office group of the Club to-

gether with the presentation of gifts from the Christmas tree to various members, including guests from the New York Store, added to the enjoyment of all.

A Simple Formula

If you want to boost the numerals
That designates your pay,
This simple little formula
Will start you on the way;
So let it penetrate your brain
And in your mem'ry sink;
Keep thinking what you ought to do
And doing what you think.

Keep thinking what you ought to do
And how it should be done,
You'll throw away a worn-out tool
And get another one,
Then scrap your worn-out methods
Or they'll put you on the blink
Keep thinking what you ought to do
And doing what you think.

Do what you think you ought to do
And do it good and quick,
Before some other thinking man
Steps in and turns the trick.
Let your thinking be constructive
And your thought with action link
Keep thinking what you ought to do
And doing what you think.

Aim High

Plan for more than you can do,
Then do it,
Bite off more than you can chew,
Then chew it,
Hitch your wagon to a star, keep your
seat,
And there you are!

A farmer hitched his team to a telephone pole.

"Here," exclaimed a copper, "you can't hitch there!"

"Can't hitch!" shouted the irate farmer. "Then why does the sign say 'Fine for Hitching'?"

—Staley Journal.

BENEFIT ASSOCIATION OF CHENEY BROS. STATEMENT FOR QUARTER ENDING DEC. 27, 1924

Receipts		
Cash on hand Sept. 30, 1924		\$21,744.67
Members Contributions, October	\$4,682.13	
Members Contributions, November	3,826.59	
Members Contributions, December	4,243.41	
		12,752.13
Cheney Bros. Contributions, October	1,170.53	
Cheney Bros. Contributions, November	956.65	
Cheney Bros. Contributions December	1,060.86	
		3,188.04
Interest from Manchester Trust Co.	161.36	
Interest from Investments	2,771.26	
		2,932.62
		\$40,617.46

Expenditures		
Sick Benefits	\$7,732.50	
Maternity Benefits	300.00	
Death Claims	2,340.00	
Annuity Payments	377.44	
		\$10,749.94
Cash on hand December 27, 1924		\$29,867.52

Total Benefits Received by Members and Held by the Association for the Future Benefit of Members, November 1, 1910, to December 27, 1924

	For year ending Dec. 27, 1924	Total since Nov. 1, 1910
Benefits Paid		
Withdrawal payments		\$ 86.75
Annuity payments	\$377.44	729.23
Sickness and dowries	29,721.60	363,521.44
Death claims	6,110.00	80,866.00
*Accident	10,210.41	68,982.37
*Surgical attendance	1,184.55	18,405.71
*Pensions	53,343.34	359,106.84
		\$891,698.34
Held for Future Benefit of Members:		
Reserve against claims reported before March 29, 1924, and continuing after March 29, 1924	13,088.55	13,088.55
Surplus	117,665.32	117,665.32
		\$130,753.87
Total benefits received or held for future benefit of members	231,701.21	1,022,452.21
Total paid in by members	50,052.01	479,271.61
		\$181,649.20
Difference		\$543,180.60
*Expense Account—		
Salaries	\$5,205.66	\$64,072.25
Printing	123.01	4,305.53
Investigating	656.64	6,476.49
Medical Direction	8,629.50	21,547.91
Nursing Expense	2,136.72	7,964.88
Miscellaneous	1,571.57	10,303.09
		\$18,323.10
		\$114,670.15

*Paid by Cheney Brothers. This does not include \$82,383.40 paid between November 1, 1910, and January 1, 1925, on pensions established before organization of Benefit Association.

CHENEY CREATIONS WIN TRADE AT FASHION SHOW

THE Annual Fashion Show sponsored by the National Garment Retailers Association, held at the Hotel Commodore in New York City January 20th, proved to be a distinct triumph for Cheney Brothers as well as a great credit to the Association itself.

This year the planning of the Show was given over to the more prominent and higher class of textile houses for the purpose of showing exclusively American-made costumes and dresses developed in American born textiles; the better to impress the buying public with the beauty and originality of the product of American designers and textile mills.

Cheney Brothers caused to be made more than a score of models especially for the occasion, each one being personally supervised by Mr. Henri Creange and his corps of assistants, according to the most recent fashion advices. These models were variously developed in bengalines, many novelty weaves in ribbed effects, Cote Dolphin, Cote Triton, Twilladorn, crepe satins, printed crepes, etc.

The reception accorded a model made of one of the new "Prints Peronniere", inspired by the work of Edgar Brandt, was the most notable event of the evening. Round after round of applause greeted this creation—and it might be said without exaggeration that the models fostered by Cheney Brothers received the most hearty welcome of any at the show.

It was especially gratifying to realize that the productions of Cheney Brothers were second to none in the great collection that brought such a large gathering to this annual event. That fact was registered in immediate acceptance and approval on the part of the audience, there being more than two thousand people who braved the storm and slippery streets to be in attendance.

Our co-workers in South Manchester, as well as those who had a direct part in this magnificent demonstration of Cheney style leadership, are to be congratulated for the part they played in skilfully executing the tasks assigned to them in the making of the beautiful silks which brought so wonderful a response from the critical audience which is always to be expected at the Annual Fashion Shows of the National Garment Retailers Association.

A PESSIMIST IS A PERSON WHO WOULD LOOK FOR SPLINTERS IN A CLUB SANDWICH



A 50-inch material
in a range of five
colour combinations.
Pattern 12½ inch
repeat in width.

A FLEMISH BROCADE OF THE SEVENTEENTH CENTURY

DURING the reign of "the Grand Monarch", Louis XIV, France inspired every decorative style. The fabrics of the Low Countries followed closely those which were manufactured at Lyons.

Large patterned realistic flowers and floral

ornament, symmetrically arranged—sometimes with a reminiscence of the printed oval framing—were often seen in designs reflecting the love of Flemish gardens. In its fidelity to the art of the period, as in its authoritative weave, this brocade by Cheney Brothers holds unusual interest.

CHENEY BROTHERS

4th Avenue at 18th Street, New York

**CHENEY
SILKS**