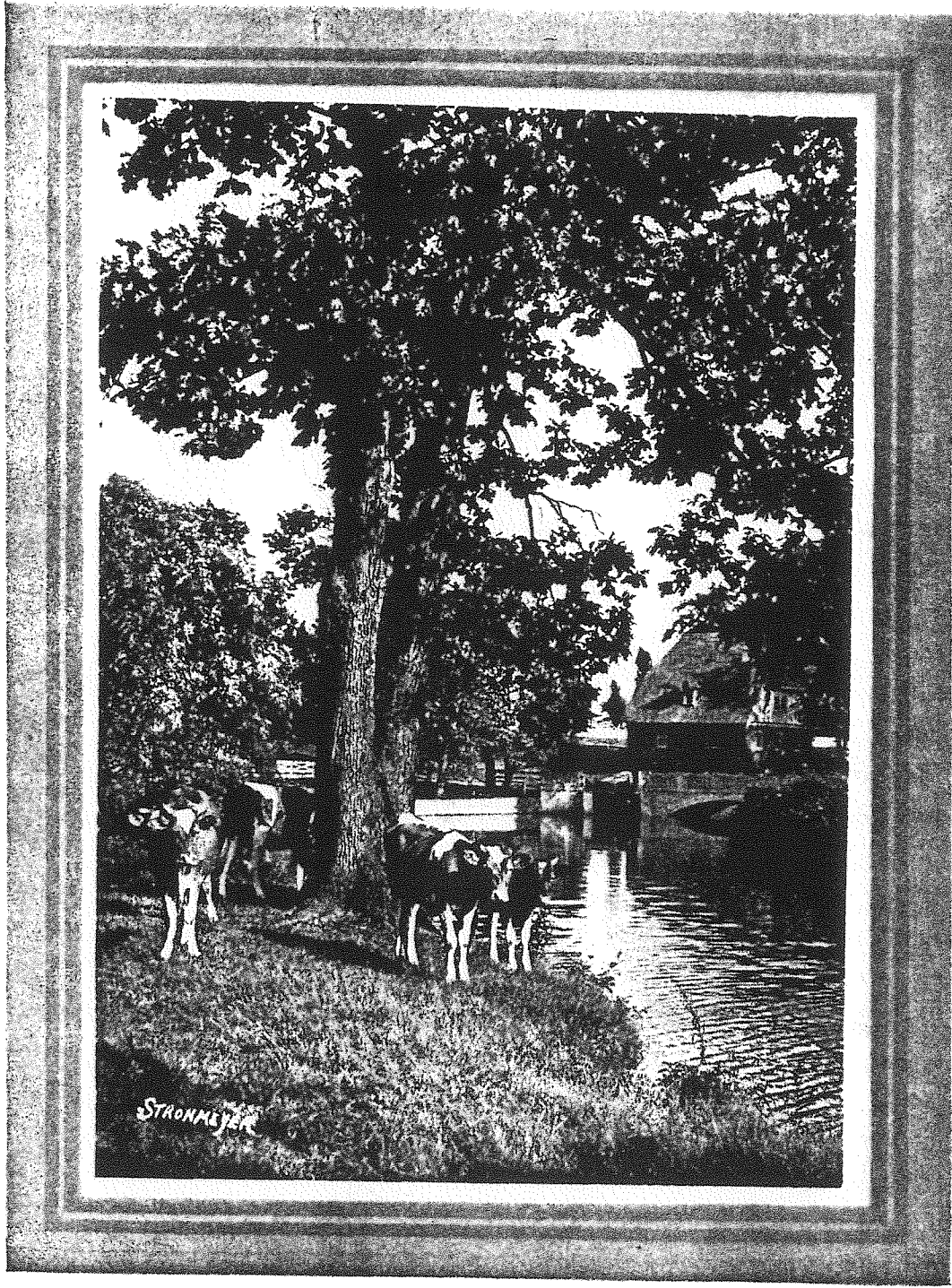


FREE LIBRARY

Eighteen Thirty Eight

A Publication of Those Working with Cheney Brothers



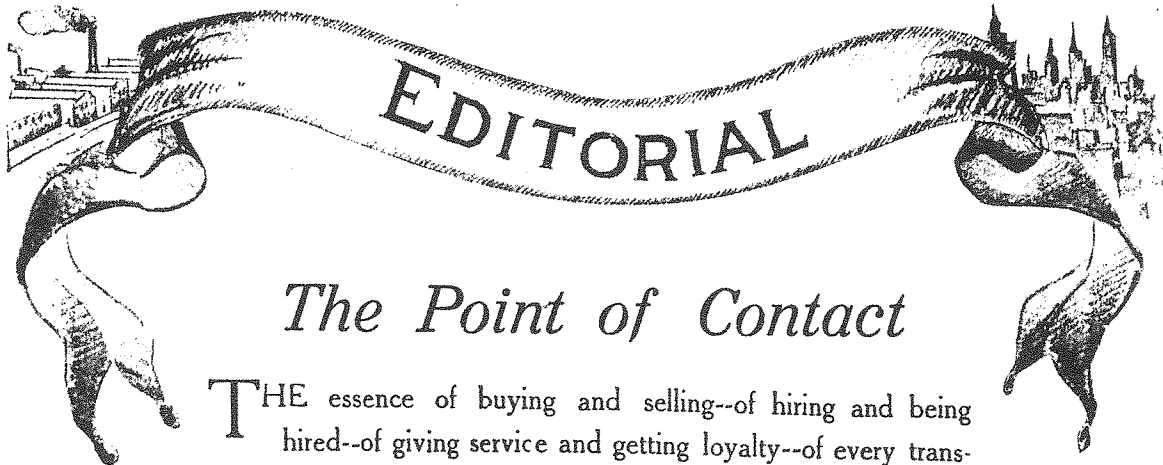
STROMMEYER

July



1924

Decorative Silks in America - F. W. Budd



The Point of Contact

THE essence of buying and selling--of hiring and being hired--of giving service and getting loyalty--of every transaction in business involving the relations of one person to another--is the point of contact, of common understanding and sympathy between the two parties. Therefore, the application of personality to business is a very important thing, in fact, success in business comes through contact with people--everything depends upon the manner of your contact.

The point-of-contact idea is a good one, and many successful silk people have made this element a science. The business man who hopes for great success in these modern days must recognize the fact that this element underlies all that he does. He must map out a consistent campaign of personality.

We see men and women all around us who neglect this point-of-contact idea in their daily transactions and who finally find themselves fighting against influences they cannot overcome. They seldom get the point-of-contact. They go at most of their transactions from a wrong standpoint. At the beginning they get men out of sympathy, instead of into sympathy with them. They antagonize and irritate, rather than invite and conciliate. They seem to have no conception of the way to reach a human point of contact.

The point-of-contact is all-important and it will pay all Cheney folks to understand it.

Eighteen Thirty Eight

R. P. Whitcomb, Editor
Elizabeth Paine, Secretary

Associate Editors—F. W. Budd, Yvonne Lang, Hugh F. Burtis, Arthur Durfee, Walter L. Donovan, U. J. Lupien and James A. Irvine, representing the Mill; H. T. Braue, Mrs. Laura Roof, Lillian Riggs, William F. Lynch.

VOL. 7.

JULY, 1924

No. 7

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.

Decorative Silks in America

FROM a talk by Frederick W. Budd, who has been associated with Cheney Brothers for over forty years, delivered before the Art-in-Trades Club, New York City, on March twentieth, Nineteen twenty-four

Development of the Silk Industry in America

The Beginning

THE first silk mill in the United States seems to have been started by Rodney and Horatio Hanks in Mansfield, Connecticut, in 1810, but was abandoned by them in 1828. The first really successful silk manufacturers in the United States were Cheney Brothers, who started in the silk business about 86 years ago at South Manchester, Connecticut. They started in a very small way, with very limited capital, to spin silk for sewing thread. After the silk was spun it had to be dyed,

but Cheney Brothers had no dyeing plant, and as there were no railroads at that time, this thread had to be carried by teams to New Hampshire, where there was a small dyeing plant. This was an expensive proceeding and after a short time the firm organized their own dyeing plant. Later on, when they commenced to make ribbons and broad silks they acquired a finishing plant, and as their business developed they were obliged to organize printing, finishing and various other departments in order to produce the finished article.

In 1861 they started to make ribbons, and in the year 1866 they commenced to make dress silks. In silk, as well as other manufacturing

industries, it is indisputable that while inventions have multiplied wages, these same inventions and competition have even more remarkably lowered the price, in spite of the fact that the protective tariff rate has remained comparatively level and in many cases it is only the tariff that has made the development of the industry possible at all in this country.

Cheney Brothers take up Decorative Silk Manufacture

IN the year 1880 Cheney Brothers took up extensively the weaving of plush and velvet, for which it was considered necessary to import two looms from Germany. The velvet looms now in general use were invented in 1892 by Richard Mommers in the Cheney Mills, and Mr. Mommers is still in the employ of the firm.

In 1882 another far reaching invention was made in these mills by a man named Grant, who at that time had been employed in the factory 42 years. This invention is known as the Grant reel for winding silk and has made a practical revolution not only in silk but in cotton and worsted winding throughout the world.

In the year 1913 the United States consumed as much raw silk in manufacturing goods as France, Germany, Italy and England put together.

Silk Statistics

STARTING now on my topic as to the development of the silk industry in this country for the 40 years from 1880 to 1920, I do not wish to weary you with a lot of statistics, but I have been able to obtain from the Silk Association comparative figures on a few important items, which will show what has been accomplished:

	Year Ending May 31, 1880	Calendar Year 1919
Capital Invested...	\$19,125,300	\$532,732,163
Looms	8,474	106,826
Employees	31,337	136,775
Value of Products..	41,033,045	688,469,523
Cost of Materials..	22,467,701	388,469,022

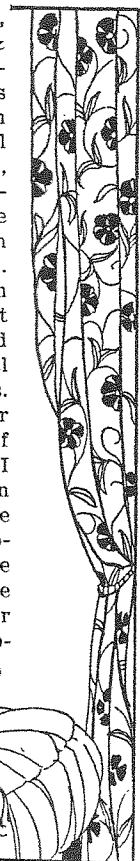
	Year Ending June 30, 1880	Calendar Year 1919
Imports—Raw Silk	\$12,024,699	\$329,338,872
Imports—Mfg. Silks	32,188,690	54,700,816

I UNDERSTAND that of the entire raw silk industry in Japan 75% of their entire production comes now to America, of Italy's production over 40%. The figures for China are not available. You will therefore see that the silk industry in this country in 1880 was comparatively small.

New York Decorators in 1880

In the year 1880 there was not a piece of fine silk upholstery goods made in the country and it was not until about 1885 that Cheney Brothers commenced to make some very inferior upholstery fabrics. At that time, 1880, Arnold, Constable & Company were the leading upholstery jobbers in America. Their main competitor was Nicol Collishaw & Company, an English firm who carried a large stock of fine upholstery goods, which were made in England. W. & J. Sloane were on Broadway near Great Jones Street and had not commenced to deal in upholstery fabrics. Johnson & Faulkner were on the corner of Lafayette Place and I believe that their main business at that time was in haircloth and upholstery findings. The leading decorators were Herts Brothers, Herter Brothers, B. L. Solo-

(Continued on Page 4)



Decorative Silks in America

(Continued from Page 3)

mon's Sons, Arnold Constable & Company, McGibbon & Company and a few others. The retail trade was all below 23rd Street. As to decorators outside of the city I think I am safe in saying that in 1880 there was no concern handling fine decorative fabrics west of Chicago.

IT is an interesting fact that our first customer in fine decorative fabrics was a woman by the name of Mrs. Candace Wheeler. Her business was conducted under the name of The Associated Artists. She had with her several women who had artistic taste like herself, and they occupied an entire house on East 23rd Street. Mrs. Wheeler was an unusual type of decorator. She created in her studios her own designs for printing and weaving and I can remember as a boy that Mr. Cheney would come down from the mill to consult with her as to the fabric that she wished to have made. She possessed a wonderful combination of vision and good taste and from this business connection was developed our decorative department. Her business grew to such an extent that she was obliged to form a partnership with two gentlemen, who unfortunately were more commercial than artistic and Mrs. Wheeler finally retired.

The development of our upholstery fabrics for the first 10 years was very slow and discouraging. We had no skilled workmen for jacquard looms, nor had we looms to weave fine fabrics. The only real help and encouragement we received outside of Mrs. Wheeler was from Mr. Faulkner and Mr. Whitney, who was then the head of the upholstery department in Arnold Constable & Company. The trade in general was

afraid to show us anything for fear that we would copy their fabrics, and the Museums had nothing with which to help us. Furthermore, we had no designers who knew anything about period designs, and we did not know much about it ourselves. But fortunately for us most of our customers did not know much more. Under such conditions and with the growing demand for French fabrics the selling department in New York was on the ragged edge. We felt that at any time the firm, all the members of which lived at South Manchester, would decide to throw out the department, as many others would have done, but the turning point finally came and for the past 20 years, we, as well as our American competitors, are making upholstery fabrics that are equal, and in many respects superior, in workmanship to our foreign competitors.

THE prejudice against American goods has largely disappeared, but we do meet people who do not know that fine upholstery goods are made in this country and I am led to believe that some decorators may still find it easier to sell French fabrics, because they are French.

As an illustration of this, I recently called on some friends who had been redecorating their apartment. I was told that the decorator had used French fabrics—but they were made at our mills at South Manchester, and I believe that my hostess was as much disappointed when I told her so as she probably would be if I told her that her Paris gown had been made in America.

Then and Now

Twenty-five years ago, however, our salesmen had much harder problems to contend with. As an example, a large jobber in those days was selling our satin damask in considerable quantities to a furniture manufacturer. The sale of this fabric was probably hurting his business with imported goods and he did not wish to develop this business by putting in new patterns. We finally offered new patterns of a similar quality to the furniture trade and we were met with the remark by one of those manufacturers that when we could pro-

duce American goods that were as good as his French goods he would give us some business, and when we asked him to show us the French fabric that he liked, he took us into his salesroom and showed us several suites of furniture covered with material made by our mills in South Manchester. We could not, at that time, reveal the fact that they were our goods, as by so doing we would have lost a good jobbing customer.

HOW would a salesman like to stand by and hear a conversation between a salesman and a retail customer, who happens to be admiring a fabric and hear the salesman tell his customer that the goods would be out of the Custom House (which meant our warehouse at South Manchester) the following week?

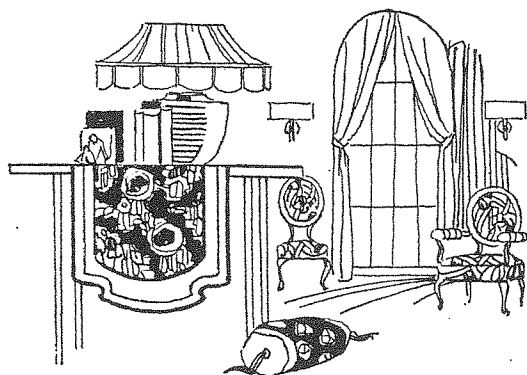
I have recently been told of an American lady paying a very high price for some antique furniture in Italy, which when examined by her husband on arriving at their home, was found to be stamped under one of the chairs: "Made in Grand Rapids." Stories of this kind are numerous in the trade and apply to many of the artistic things produced in this country.

I am told that our fabrics were used in the palace of the President of the Argentine Republic at Buenos Aires, but the English firm who did the work there told us that if it had been known that they were American goods they could not have been used.

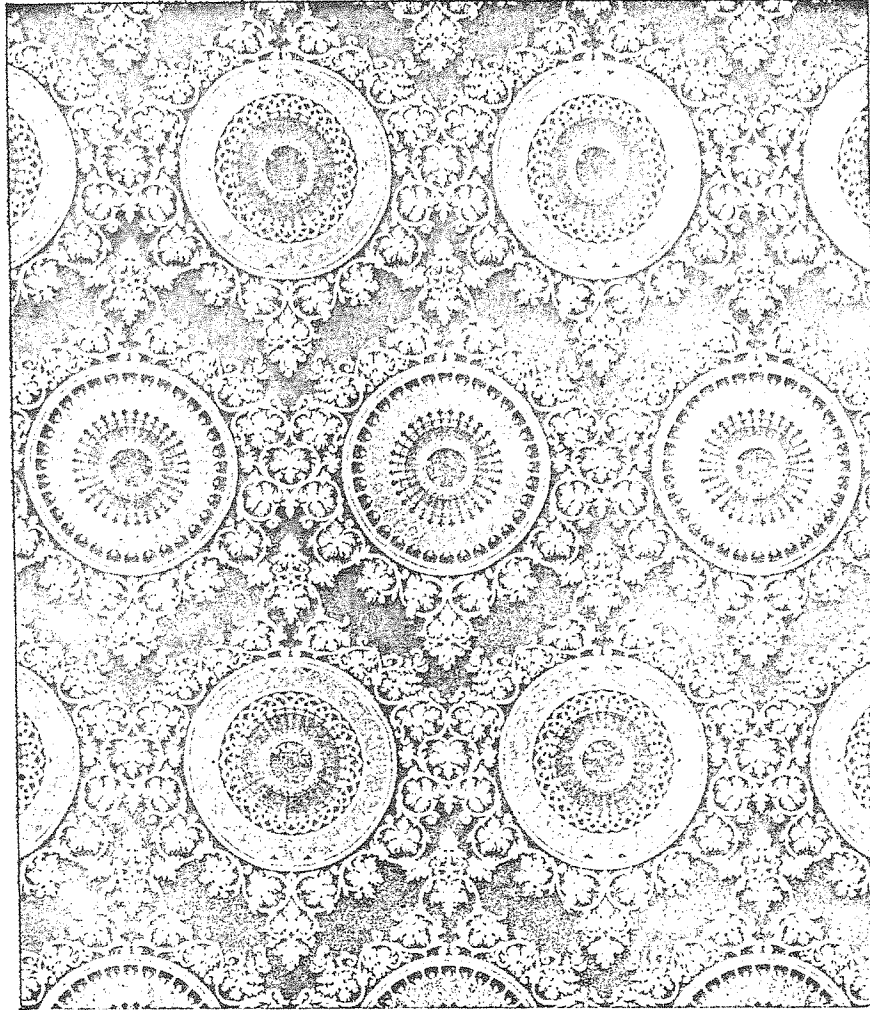
The American woman has been led to believe for years that she must look to France for the material for her fine gowns and correct fabrics to furnish her home. When the great war broke out we commenced to realize that we must depend more upon ourselves, and as we found out how much the great nations of Europe looked up to us for help our people gradually came to realize what we were actually producing right here and many people, who a few years ago would not use goods made in America, have become Americanized themselves, but there is still much room for improvement.

The American manufacturer had to contend with the prejudice against American made goods for years and unfortunately, propaganda which has created this prejudice, has come as much from our own people as from

(Continued on Page 5)



THE MAN WHO ONLY HALF TRIES DOESN'T EVEN HALF MAKE GOOD



A Brocade of the Byzantine Period

Inspired by a black and gold design found in an old book at the Metropolitan Museum of Art, the glowing sub-surface tones makes this fabric distinctly a creation by Cheney Brothers

Decorative Silks in America

(Continued from Page 4)

abroad. Prior to the war you could meet Americans every summer in Europe, who professed to know so much about Europe and actually knew so little about their own country.

IN our mills at South Manchester today we have the expert Frenchman, who creates the weaves for jacquard designs; the Germans who learn their trade of dyeing silk yarns in their homeland; the English weaver who handles the jacquard loom. All of these are now American citizens. In fact I understand

that we have 32 nationalities now working in these mills. We also have the American born men, some of whom have been in the employ of Cheney Brothers for 40 to 50 years, who have created attachments for power looms that have been the means of reducing the cost or improving the weave or finish, that has enabled us to compete with the lower cost of foreign manufacturers. Our jacquard velvets are also woven on a power loom in a manner created by Clifford Cheney.

Such success as we have acquired is due to hard and intelligent work at our mills. In one of Secretary

Mellon's speeches he says: "The most noteworthy characteristic of the American people is their initiative." It is this spirit which has developed America and it was the same spirit in our soldiers which made our American armies successful abroad. Woodrow Wilson recognized the power that this nation could exercise for the good of mankind. He had vision and for that I admire him. To be successful in business we must have vision, and faith in what we are undertaking to do, and it is this faith in America, and what the American manufacturer has accomplished, that we must broadcast to the American people.

PRIZES FOR NAMES

THE Dress Silks Department has now and will continue to have during the year new fabrics for which it would like suitable names.

Suggestions from anyone in the employ of Cheney Brothers are acceptable.

TEN DOLLARS will be paid to the one who suggests the best name and which can be registered in the Patent Office at Washington.

Such sources as literature, mythology, music, ancient or medieval history have been found to be fruitful in good names. Names of pleasing sounds (as Rivulay) or of attractive associations in the minds of most persons (as Cinderella)—meaningless as they first may be in regard to silk or fabrics—are very desirable.

In general the following will not be acceptable:

Names of publicly known persons, as Calvin Crepe or Coolidge Crepe; Descriptive names as Double-Faced Satin;

Present day geographical names as Manhattan Voile;

Names similar to ones now in use by other silk manufacturers;

Names used in other allied industries as Merino.

There is no limit to the number of names any one person may submit. However, please be critical of their appropriateness for the fabric being named. We want to reserve the right to keep any name submitted which,

(Continued on Page 11)

A STUMBLING BLOCK IS A STEPPING STONE YOU TRIPPED OVER

Wandering in the Swiss Alps

By John J. Dahne, formerly of our Yarn Department

WHAT joy does it mean for the country lad to spend a few days in the great city, midst millions of people hurrying through endless traffic, gazing in bewilderment and with wild admiration at the huge buildings that border the streets, and wondering of the great mysteries they may unfold.

The happy call of the Bob-white or the piercing cry of the hawk is not missed by the lad as he fairly overflows in his enthusiasm. The shifting of scenery creates a picture in that young mind which will not fade, even after he returns to his home among the hills. It is more natural that his interests in other things are awakened, and he relates to his friends and family his discoveries while in the great city.

A VACATION trip is more or less a shifting of scenery. The opportune moment to place oneself in different surroundings; an opportunity to procure fresh mental color and to return with a wealth of delightful memories. Let us then prepare for a tour, and with our pack firmly set, and with a trusty Alpenstock in hand, set out.

Geschenen is a small town at the beginning of the Schollenen, and at the foot of the great St. Gotthard. In the narrow Schollenen through which we pass, stands the "Teufelbrücke" (Devil's Bridge), which spans the deep gorge. Walls of straight solid rock rise steeply on both sides, and a huge cross is seen hewn in this rocky wall. This is to commemorate the battle-ground in the year 1799 between the French and the Russian armies, as the name, "The Russian Cross" implies.

Our way leads us always upwards, out of the valley and beyond the shadow of the great fir trees. It is

a hard journey, and we walk in silence, breathing deeply of the clear, thin air, and watching how bare and wild the surroundings are becoming. Here and there small patches of snow are seen, whereas trees disappear and small shrub and bushes of alpine-roses take their place. Further on is a snowy peak hovering above the pass, and we near the Pass-hotel,

made, and with every step a test is made as to the firmness of the ice and snow, by the leading man, who pokes his alpenstock into the snow as a precaution against falling into lightly covered crevices.

ONCE on the other side, nothing is more wonderful than these cool, refreshing breezes which sweep across the mountains. Here and there are snowy slopes, down which one may slide, using his alpenstock as a support.

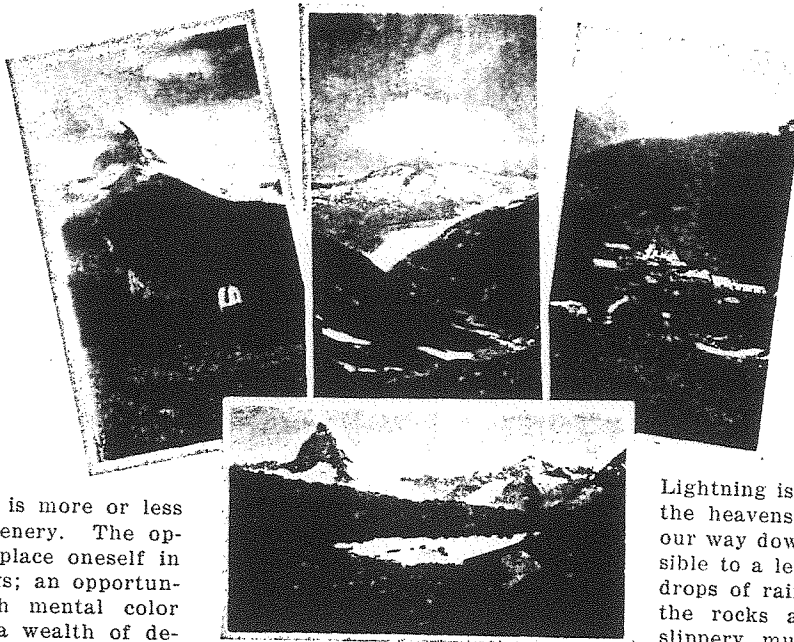
With the sound of thunder and the rush of cross winds, we ask ourselves if we had not better swing our course to the other side of the mountain, if that is at all possible at this point — for, above the Rhone glacier and the Bernese Alps, ugly black clouds are grouped together.

Lightning is now beginning to streak the heavens with fire and we make our way downward as quickly as possible to a less exposed point. A few drops of rain blow our way, wetting the rocks and making them quite slippery, much to our discomfort.

THE lightning is zig-zagging to every corner of the Rhone Valley and we are glad when it leaves us to make our retreat in peace. For a short time though, this is impossible, as the wild rush of the rain, wind and lightning, combined with the crashes of thunder in the neighboring alps is such a wild fantastic scene, that it holds one spellbound. Only afterwards, after having short-cut to Gletsch, where we again meet and mingle with people, do we feel what the charm of the mountains really is, and, with love and great respect for those huge peaks of ice and snow, we close our second touring day.

We now find ourselves in Munster, a small village nestled between

(Continued on Page 9)



1. The Matterhorn from Riffelalp.
2. Storm approaching over Bernese Alps and Rhone Glacier.
3. The Village of Munster.
4. The Matterhorn and Dem Blanche.

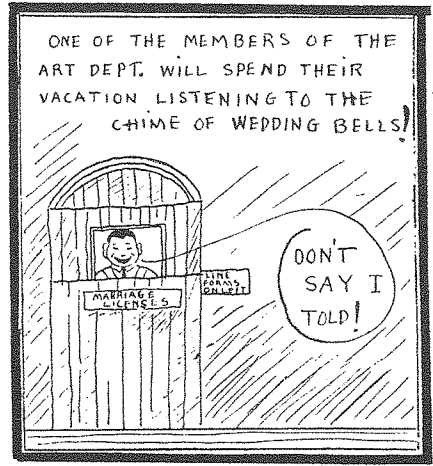
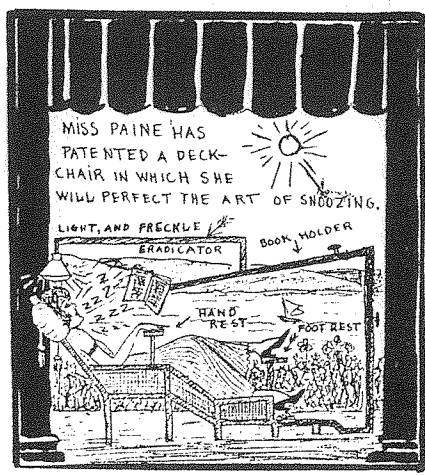
very happy to unpack for the night. Nine hours of tramping have not left us fatigued, because of the lightness and coolness of the air—only hunger urges us into a quicker pace as we await a hearty meal served with old Sassella wine.

The next morning the sky is cloudy and, instead of continuing our journey westward, we turn toward the south.

To the right we must cross, over an ice-field and glacier, which is the start of the ascent of the Piz Rotondo. This crossing is most carefully

DON'T WAIT UNTIL YOUR SHIP COMES IN—ROW OUT TO MEET IT

“ IN THE GOOD OLD SUMMER TIME ”



VACATION DAYS!



Drawn by Hugh Burtis

NO OBJECT IS SERVED IN WAITING UNTIL NEXT WEEK OR EVEN UNTIL TOMORROW

SILKEN THREADS

THE Upholstery men — Messrs. Stephens, Spoerl, Skinner and Davis from our Branch Offices, came to New York last month to a conference of the Upholstery Salesmen. It is always a great pleasure to see them in the New York Store.

* * *

Richard McLaury, of the Adjustment Department, is going to camp with the 7th Regiment for his vacation.

* * *

Cupid is working fast this year. Brides are cropping out in all departments and it seems to be the popular way to spend one's vacation. Miss Denbert of the Billing is the latest addition. The best yet though is the clever way our friend Miss Anderson kept it from our unsuspecting minds for two years.

* * *

Our friend Mr. Morgan seems to be living up to his name and is expecting to sojourn at Newport for two weeks.

* * *

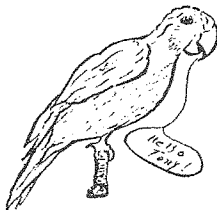
Vacations are here in full swing—and although the old saying is that "a leopard cannot change his spots," we have new proof every Monday morning that vacations do change one's color—they're all going out white and returning black or red, according to taste.

* * *

We were sorry to hear of the death of Frank Leavy's father and extend our sympathy to him.

* * *

We have decided that anything may happen in Cheney Brothers. The latest addition to our personnel is a large green and very talkative parrot which flew in one bright morning and by way of greeting took a large chunk out of Tony's finger. He makes a very good mascot for the Shipping Department in his improvised cage.



Ella Roberts of the Dress Goods Department, departing for Europe.

We are all glad to see Arthur Nichols back well and strong again after his recent illness—quite a delegation greeted him at the front door on his return.

* * *

We understand Miss Epp of the Cravats is going in for swimming. Miss Erdle had better look to her laurels.

* * *

Mike Mooney enjoyed the "big eats" at Ferndale, N. Y., where Willie Emmett, Dave McCarthy and Mike Mahoney will be among those present this summer.

* * *

THE Misses Taylor and Donahoe of the Dress Goods Sample Office made a tour of the Village during a lunch hour recently. Their tales are most weird and they have resolved not to enter into the Bohemian living.

* * *

The Yarn Department Girls are hiking northward for vacations—Miss Brandon to the Catskills and Miss Nyquist to Camp Wopowog, Conn.

* * *

If you have a copy of the August-September, 1922, or March, 1923, issues of "Eighteen Thirty Eight" and can spare it, will you please send it to the Editor.

* * *

Not all members of the Sales Engineering Department go back East to spend their vacations. Mott is enjoying a camping trip up-state.

MISS Davis of the Stock Control Section is back on the job after having enjoyed a pleasant vacation in the vicinity of Drakestown, N. J. It is reported she won the champion swimming match held in the Village creek.

* * *

Arthur Foster and family motored to Chicago on their vacation.

* * *

On July 1st we tried out the new "Air Mail" service of the Post Office by sending some mail to the coast which reached its destination inside of 36 hours at a cost of 24c.

Those desiring to reach Cleveland, Chicago, Iowa City, Omaha, Salt Lake City and San Francisco in short time should mark their mail via "Air Mail Service" and the Mailing Division will do the rest.

* * *

Smith of the Engineering Department has certainly been lucky during these "Convention" days. It must take considerable engineering ability to secure complimentary tickets for the many events which he has been able to get in on.

* * *

George O'Connor is back looking smiley and sunburned after a pleasant visit in Westport, Conn.

Cheney Limericks

THERE is a young man they call "Larry,"
Who works all day like the old Harry,
At the "Board" he's right there,
And names fly through the air,
And those wanted had better not tarry.

NOW all of us know Miss Perrine,
And agree that we think she is fine.

She is there with the pep,
And you'd best watch your step,
When around Miss Perrine any time.
—Pep.

Wandering in the Swiss Alps

(Continued from Page 6)

the hills in the Rhone Valley, unable to continue on our way, nor to return up the valley. The storm of yesterday, which caused us so much unpleasantness, has torn up large sections of woodland, thrown large and small trees rolling into the valley, and poured tons of earth and rock on highways and passes, making the danger of further avalanches great.

AS we walk up one alley way of the town looking for a hotel, we notice that houses and barns are supported by huge blocks, over which a wide, flat stone is placed to prevent snakes, rats or other undesirable creatures from disturbing the peace of the inhabitants. To our great joy, though, we find the hotel to be a newly built one and without exception very clean and homelike. The stay in Munster is only a day of roving over grassy hills and slopes, and enjoying the picturesque scenes produced by the sun and clouds behind the nearby hills.

We are now standing in Zermatt, at the graves of the three participants of Mr. Whympers ninth party to attempt to vanquish the steep and mighty mass of rock—The Matterhorn, and as we look up from this resting place, we see towering above all, that gigantic mountain king who has taken so many sacrifices.

Although the temptation is great, we decide to push on to Riffelalp, and then to the Gornergrat, rather than make the personal acquaintance of His Royal Highness.

THE ascent to Riffelalp bears, hard as it is, a four-hour grind on one beaten path, with nothing of interest to see, unless one turns round toward the Matterhorn. The path is very steep, and for the inexperienced tourist it seems an impossibility to reach any height without breaking one's back in the attempt. After the third hour, the nailed shoes cling to the earth and each minute means just a little nearer to heaven. At last Riffelalp is reached and just in time for lunch, which is served in a large, well furnished summer hotel. After lunch, a rest is proclaimed to be in order, and in the mid-afternoon heat with the sun shining from a slightly

clouded heaven, we once more set out.

Little by little the trees and grass disappear. Flowers are no longer seen, only rocks and more rocks, and the further you look the more you see.

Slowly we make our way upward, colder and stronger becomes the wind. This increases the higher we go, and by and by large flakes of snow begin to fall, despite the fact that we have but August. By the time we reach the summit, we are covered with snow from head to foot, and are very much disappointed for everything is bleak and cold and one cannot even see the Gorner glacier which is 1200 feet below the precipice on which we stand.

MORNING! The first rays glisten off the edge of Monte Rosa, and suddenly the Lyskamm seems to have caught fire, closely followed by Les Jumeaux (Castor & Polliux). To the right of these and to the front, stands that wild and ruddy Breithorn which is proud of being one of the most popular peaks in Switzerland. These peaks stand out so clearly before you that the wonder of it all carries you off into a different world. The piercing cold is no longer felt, and the mind is completely hypnotized by the grandeur of these majestic alps.

And the Matterhorn! Naked of clouds, he is as red as an Indian under the fiery glare of the morning sun, and the changes in color on that huge mass of rock, during the short time of the sunrise, is so magnificent that it is indescribable.

Returning slowly downward, there is with each step taken, a desire to stop and gaze once more—a farewell glance over this land of beauty. We do not care to shift this scenery, nor to shift ourselves from the neighborhood of these beloved mountains which have been put here with a purpose. A tired mind cannot help but find rest and fresh mental color in this Godly land. And, as our tour nears an end, we realize that life in the open affords one so many opportunities not only for pleasure, but also for education and health. We return to our daily life as another person, and it seems that just as that country lad shows his greatest enthusiasm while in the city, so is the reaction, the illuminating of our spirit greater when in the open—in God's country.

PEOPLE WE KNOW



MARTIN J. BENNETT

MARTIN J. Bennett may not be as well known as is his work in handling the Sales Promotion Department's shipping—but those who know him best appreciate that he is made of the real stuff, and for that we like him.



MISS ROSE COGHLAN

THE Sales Engineering Department has a valuable member in Miss Rose Coghlan. Her quiet congenial manner has won for her many friends in the short time she has been with us. You will note that she has her usual smile.



CARL WARTH

WHEN Carl Warth was promoted to the Decorative Department we all knew he would make good on the job. Besides this he has attained fame in the store and on outings as a member of the "Harmony Boys." Isn't that sufficient?

THE MAN WHO IS WRAPPED UP IN HIMSELF MAKES A MIGHTY SMALL PACKAGE


SILK MILL NEWS


Ribbon Mill Has Outing

IN spite of the threatening weather, the Ribbon Mill Outing with some ninety "outers" in seventeen automobiles left the Mill on Saturday morning, June 21st, at 9:30. Each car carried a striking red banner lettered "Cheney Silks" which no doubt had some advertising effect judging from the facial expressions of the audience in the towns through which the parade passed.

Except for an unfortunate experience which necessitated Speed King Moloney and his racing Reo to serve for two hours on Rocky Hill's country road to one of the Service Department guests with his car full of hungry "outers,"



The Outing Committee

the party reached Madison Beach Hotel in record time. The dinner was good and most heartily received.

THOUGH the plans were to adjourn from Madison to Hammonasset Beach for sports, swimming, etc., Mr. Howell Cheney's invitation to the crowd that they visit his summer cottage at East River and spend the afternoon there was received with great acclaim. They found an ideal beach, good swimming and an exceptionally good ball diamond. "Pete" Johnson was called upon for many a rescue during the swimming stunts and innumerable pitchers were worn out during the ball game

(Continued on Page 11)



All Present and Accounted For

Photo by Harry Benson

EVERY MAN AND WOMAN THAT EVER WON ANYTHING KNEW HOW TO--DIG

Conference at Conditioning and Testing Laboratories

THE Third Conference was held June 17th, at Cheney Brothers' Conditioning and Testing Laboratories, for the purpose of presenting views and agreeing on a reasonable, simple and practical standard to classify raw silk qualities. It was agreed to limit the Classification to five grades: XXX, XX, X, No. 1 and No. 1½ respectively. Three characteristics were taken into account as being essential to determine the specific quality of raw Silk; they are:

Evenness with a parity of 70%.

Cleanliness with a parity of 15%.

Nature with a parity of 15%.

Evenness. The method of comparison with standard seri-plane board was chosen and decided upon as being the only practical means of establishing a universal understanding. Three seri-plane boards are photographically reproduced in their full size representing XX, X and No. 1 respectively, and are set up as standards to compare with. Silks comparing better than XX go in class XXX, and silks poorer than No. 1 go in class No. 1½. These standard photographs are to be placed the world over for identification.

Cleanliness and Nature are still under discussion; an agreement will be an issue of the next meeting. It is the contention of the members of this group that when their work is completed, and Standard Classifications are established and final, that same will be used for the legitimate grading in the reclassification of chops to be published and revised every six months. This, we trust, would help to check hazardous grading.

Ribbon Mill has Outing

(Continued from Page 10)

in which both men and women participated.

Shortly after five the party started for home and it is rumored that the Racing Reo with Driver Moloney made up on the home stretch for all the time spent doing the "Good Samaritan" act on the way down.

Herb Ingham

AT the Mill we all know Herbert Ingham,
Who lures wiley fishes, gosh ding 'em,

He week-ends in Maine,
In hopes he may gain,
A big one—this fisherman Ingham.
—Pep.

Express Stop Needed

It is interesting to note that many midtown business men and property owners are endeavoring to secure the change of the Thirty-third Street station of the Lexington Avenue Subway from a local to an express stop. The new building at Madison Avenue and Thirty-fourth Street which will be Cheney Brothers' new salesrooms, Belding Brothers' new building across the street and the upward trend of the silk market will, no doubt, add additional traffic at the Thirty-third Street station.

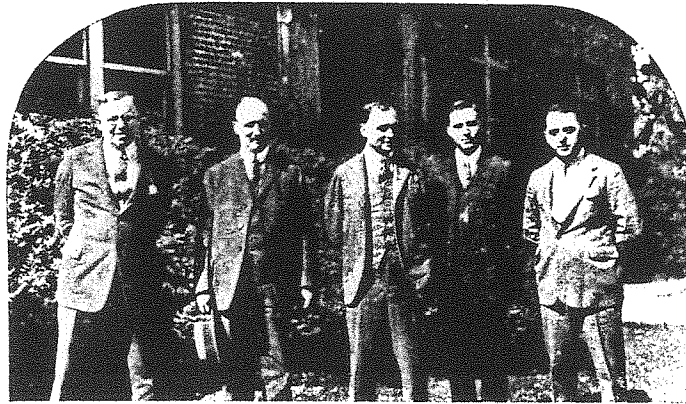
The growth of this section has already been foreseen by the Fifth Avenue Association, and for several years that

organization has urged upon the Transit Commission the issuance of an order that would insure the desired improvement. Such an order was issued in May of last year, and upon appeal of the Interborough Rapid Transit Company, the matter was postponed last October because of the financial inability of the railroad company to undertake its share of the construction expense.

The Perpetual Change

She—I want a dress—the very latest style.

Salesman—Will you please be seated, ma'am? The fashion is just changing.—Punchbowl.



Reading from left to right: E. Schellenberg, The Schwarzenbach Huber Co.; A. Bosshard, Stehli Silks Corp.; F. Schaefer, Phoenix Testing Lab.; J. Hoffman, Duplan Silk Corp. and F. Schmutz, Cheney Brothers

Prizes for Names

(Continued from Page 5)

though not suitable at the time, seems to us might be of future use. For each name so reserved we shall pay one dollar and then, later, nine dollars if it should be applied to any fabric. If the chosen name should by any chance have been submitted by more than one person the ten dollars will be given to the one who sent in the name earliest. Enclose in an envelope your suggestions plainly headed: "NAMES" and dated, and addressed to J. E. Shields, Dress Silks Department.

"Darling, will you marry me?"

"Have you seen mother?"

"Yes, but I still love you."

The Missionary Spirit

By ROGER W. BABSON

A certain corporation held a meeting of its sales force. At the close of the Conference the President urged the men to get the "Missionary Spirit," which is one big thing that all business needs today. It was a royal group of men, and all but one returned to their posts imbued with this missionary spirit and filled with the desire to render real service. There was, however, that one exception. He came to the President at the close of the Conference and said: "I am a church member and do a lot of church work, but I want to tell you frankly that the only thing which would interest me to be a missionary is a salary of \$20,000 a year: I therefore tender you my resignation."

Owing to the fact that this was a young man whom the President had helped in a number of ways, he naturally was very much hurt at this young man's attitude. However, for the good of the Corporation he immediately accepted the resignation, altho giving him some good fatherly advice at the same time. Instead of feeling badly about this one disappointment I presume he should have been happy that this was the only one of the group who had such a mistaken perspective of life. Believing that every business organization has one or more such mistaken men, I am making it the subject of this special letter.

The real need today is not more factory space, or more salesmen, or even more advertising, but rather more of the missionary spirit—the desire to render real service. The wage workers need it in the factories; the salesmen need it in the field; the merchants need it in their respective localities. During the War and the post-war period too many lost the love for service and became imbued with the love of money. The missionary spirit which built up America and American industries has gradually been fading away. In place thereof there has come this money-grabbing spirit. This is the fundamental difficulty with the business situation today. The real reason why I became bearish so suddenly a year ago was because I believed that there must be a general repentance along these lines before the situation would be really sound. As history shows that people don't repent until they are first caused to suffer, it seemed as if there must be unemployment, failures, and a general business depression before people are again brought to their senses and again come back to those fundamental traits upon which real prosperity is based.

To imbue an organization with the missionary spirit it must, of course, have a product which will make people healthier, happier, or more prosperous. There are some lines of business which do not fulfill any one of these three requirements, and there are even some lines without which the country would be better off. The great bulk of business, however, is in the interest of a healthier, happier, and more prosperous nation. Hence, manufacturers and merchants of such products can present their work as a real public service and appeal to their men to adopt the missionary spirit. The apparent idea of some men that there is a high wall separating religion and business is, of course, absolutely wrong. The teachings of the Church demand that we should serve our fellow-men just as much on week-days as on the Sabbath, and that unless our daily work promotes the welfare of the nation we should get out of it into some other work that does. Moreover, the idea that any one by being a missionary on the Sabbath is exempted from being a missionary on any other day of the week is, of course, fundamentally unsound. Furthermore, it is exceedingly short-sighted.

Even from a selfish point of view, a young man to succeed must have the missionary spirit. I have among my acquaintances a very large number of rich men. At the moment I cannot think of one of them who has tried to be rich. They were interested in creating something and their wealth came to them as a natural reaction. They were interested in manufacturing a certain product either better or cheaper than any one else and their profits came to them automatically. You yourself probably never tried to make money. You were brought up to work and make yourself useful. These were principles that your father and mother instilled into you. As you went out into business you worked harder than the other boys did, and coupled with it you had the missionary spirit. That is why you went ahead of them and that is why you are now an owner of a business instead of an employe. If your first thought had been to make money you would not be where you are today. Hence, I say that not only is it the duty of all men to have this missionary spirit, but they are best off with it in the long run.

What should the practical application of this be? It seems to me that we all should clean house and revamp our organizations. During the War we were obliged to take anybody we could get in order to keep the wheels turning. Following the War we took back returning soldiers, and employed others, not for their efficiency, but for the general good. As a result our organizations became diluted and the missionary spirit waned. When I was a boy my mother turned the house upside down for about a week this time of year to do her spring cleaning. I wonder if it wouldn't be a good idea to try this old-fashioned New England habit in our organizations. Certainly the next time we "take account of stock," or "check up our inventories," let us include the individuals as well as the raw materials and merchandise.

(Copyright 1924. Roger W. Babson)