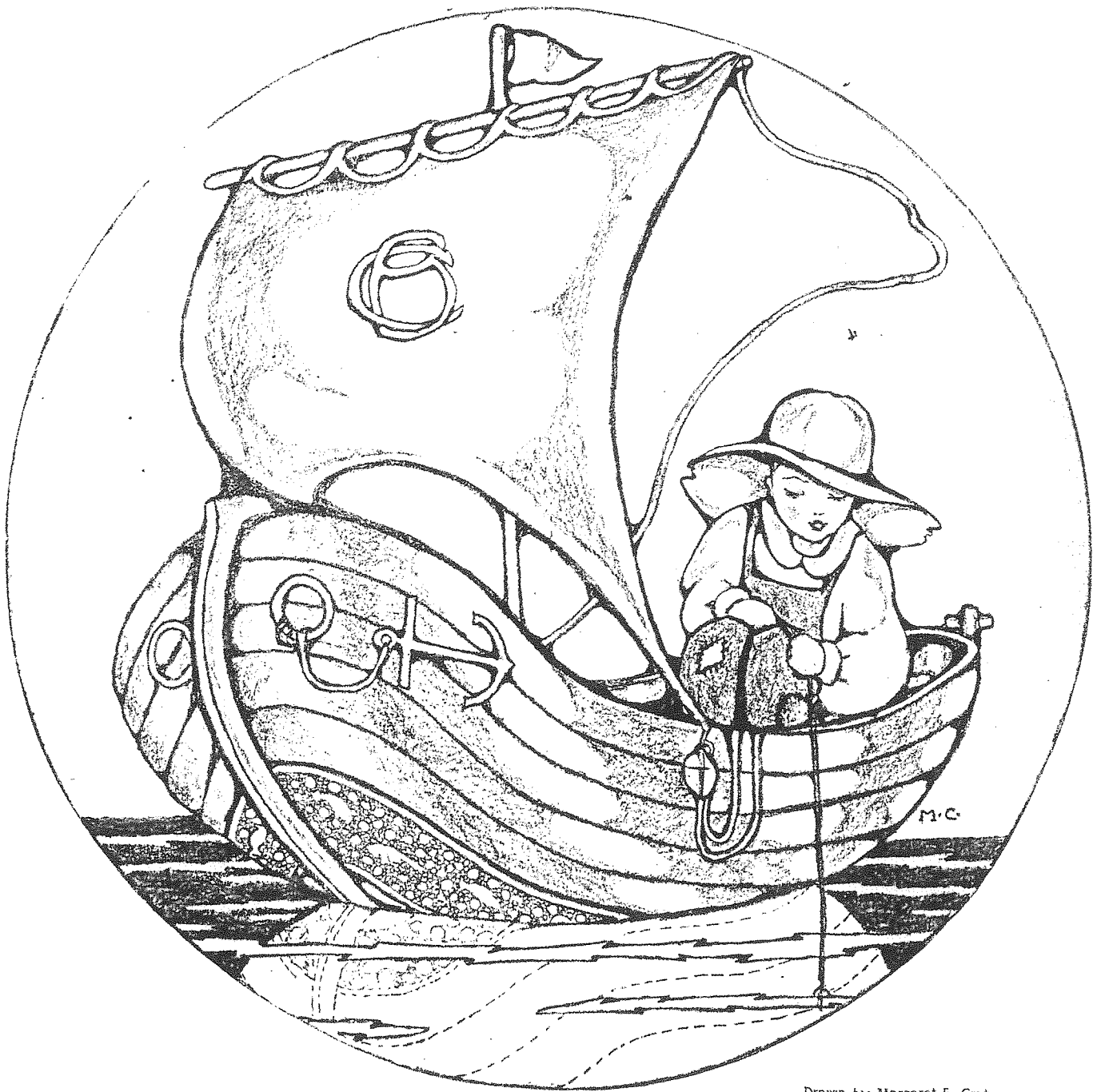


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Eighteen Thirty Eight

A Publication of Those Working with Cheney Brothers



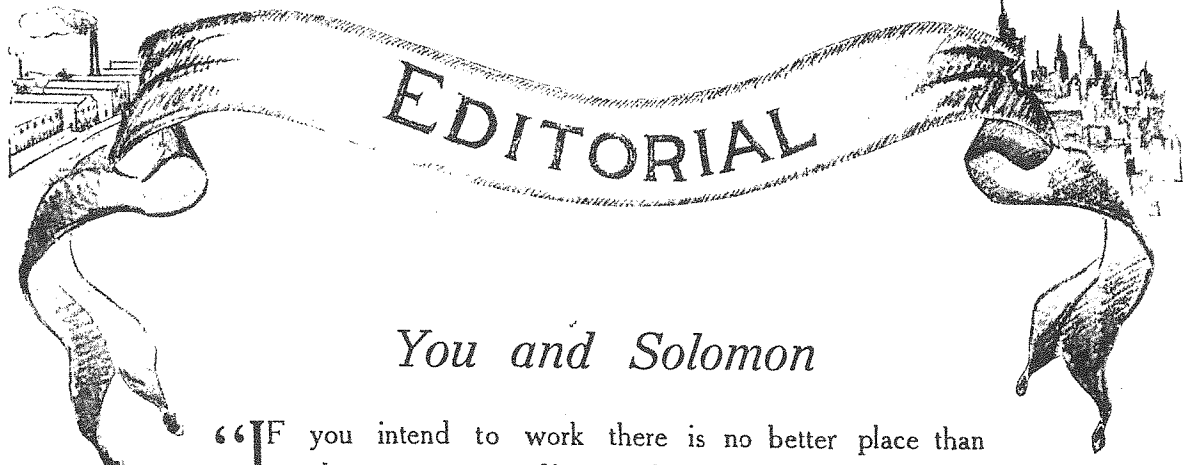
Drawn by Margaret E. Craten

June



1924

Business Methods and Practices of Cheney Brothers



You and Solomon

“IF you intend to work there is no better place than where you are. If you don't intend to work, you can't get along.” That's what Abraham Lincoln said many years ago.

It isn't what you are, but what you do, that counts in this world. Think of every famous man of history, and you will find his name coupled with some achievement, some act, some happening, that marks him as a doer. We think of Noah, and we cannot forget the Ark. To speak of Rameses is to mention the Pyramids. Solomon built his temple, Caesar conquered Gaul, Solon made his laws, Columbus crossed the Atlantic, and so we go on through history. Not what men were, but what they did. We don't remember whether Noah was patriarch of a tribe, we forget what Ramses it was that did the building, the remainder of the names of Solon escapes the memory -- but we don't forget what these men did! In other words, the deed can be bigger than the man, and the name of the man lives because of the deed he did.

It is up to each one of us to be a doer. We might never be famous, but we can each build pyramids of thought, and cross Atlantics of study, and find that the only way to achievement is to Work. And as Abraham Lincoln said years ago: “If you don't intend to work you can't get along.”

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.

JUNE, 1924

No. 6

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.

The Business Methods and Practices of Cheney Brothers as Told by Charles Cheney

IN response to a recent request for an article on Cheney Brothers business methods and practices Mr. Charles Cheney replied as follows:

"It seems to me that the story is one which might readily be compacted into a single sentence; namely, that Cheney Brothers operate in accordance with standard and generally recognized business practices, at fair prices, and stick to their terms.

"This might be stretched a little more and I will give you just a few headlines:

"We make honest goods; keep in touch with the latest developments; seek to sell to the best trade and to establish cordial relations with trade leaders; we ask fair prices for our goods and neither resort to profiteering or to cut-throat competition methods, but we adhere very strictly to the terms which govern and which are in general use and those which have been accepted by the trade and sanctioned by long usage and, more particularly, by the formal endorsement of the Silk Association of America. We are scrupulously careful in the branding of our goods, so that there may be no possible criticism or suggestion of misbranding. We often establish business with small houses, with little or no credit, and often help them onto their feet, and are lenient with customers who honestly get into financial difficulties and require special consideration,

but we are relentless in pursuing crooked work of any kind, whether it be the making of false financial statements for credit purposes or false advertising of our goods or of

avoid the use of superlatives. We wish to secure the friendship and confidence of those who deal with us and believe that a satisfied customer is the best advertisement. We cultivate friendly and cordial relations with the other branches of our industry and especially with our competitors. We do this both because it is good business and because our instincts guide us in that direction. We do not believe that anyone profits by making a nuisance of himself or by being guilty of sharp practices growing out of jealousies and trade rivalries. We always avoid personal exploitation. When we do have anything to say it is in regard to our goods and not about ourselves. We believe that it is just as important to us to establish close and confidential relations with those from whom we buy as with those to whom we sell, and never take advantage of our position to brow-beat those who are offering merchandise to us, and we resent these practices when they are resorted to by those to whom we sell. We believe that all those who are members of our organization, either as managers, salesmen, superintendents, or workers, are entitled to the greatest consideration and that their friendship is a valuable asset. We believe in paying them, first, what they are worth; and

We cultivate friendly and cordial relations with the other branches of our industry and especially with our competitors. We do this both because it is good business and because our instincts guide us in that direction. We do not believe that anyone profits by making a nuisance of himself or by being guilty of sharp practices growing out of jealousies and trade rivalries. We always avoid personal exploitation. When we do have anything to say it is in regard to our goods and not about ourselves. We believe that it is just as important to us to establish close and confidential relations with those from whom we buy as with those to whom we sell, and never take advantage of our position to brow-beat those who are offering merchandise to us, and we resent these practices when they are resorted to by those to whom we sell. We believe that all those who are members of our organization, either as managers, salesmen, superintendents, or workers, are entitled to the greatest consideration and that their friendship is a valuable asset. We believe in paying them, first, what they are worth; and



Present corner at Madison Avenue and Thirty-fourth Street on which is to be erected a new building in which Cheney Brothers will have their New York sales rooms when completed next year. This photograph was taken on May 20th.

other goods represented to be ours, also in these matters we are governed by principle rather than by the amount of risk or loss involved. We do not compromise with offenders, either big or little. We advertise our goods extensively, but with restraint and moderation, and seek to

organization, either as managers, salesmen, superintendents, or workers, are entitled to the greatest consideration and that their friendship is a valuable asset. We believe in paying them, first, what they are worth; and

(Continued on Page 9)

*Banquet at Cheney Hall for 40 and 50 Year
Service Employees*

A HAPPY party of more than 80 men and women, employees of Cheney Brothers, gathered at Cheney Hall Tuesday evening, May 13th. This group included employees who have received 40 or 50 year service pins and a number of invited guests.

After pictures were taken, Mr. William Walsh, Chairman of the Banquet Committee, lined up the party and marched to the banquet hall. Al Behrend's Orchestra fur-

nished the music. A turkey dinner was served by the men of the Service Department. Through the efforts of Mr. Ed Taylor and Mr. Fred Bendall, a lively round of old time and popular songs were sung during the dinner hour.

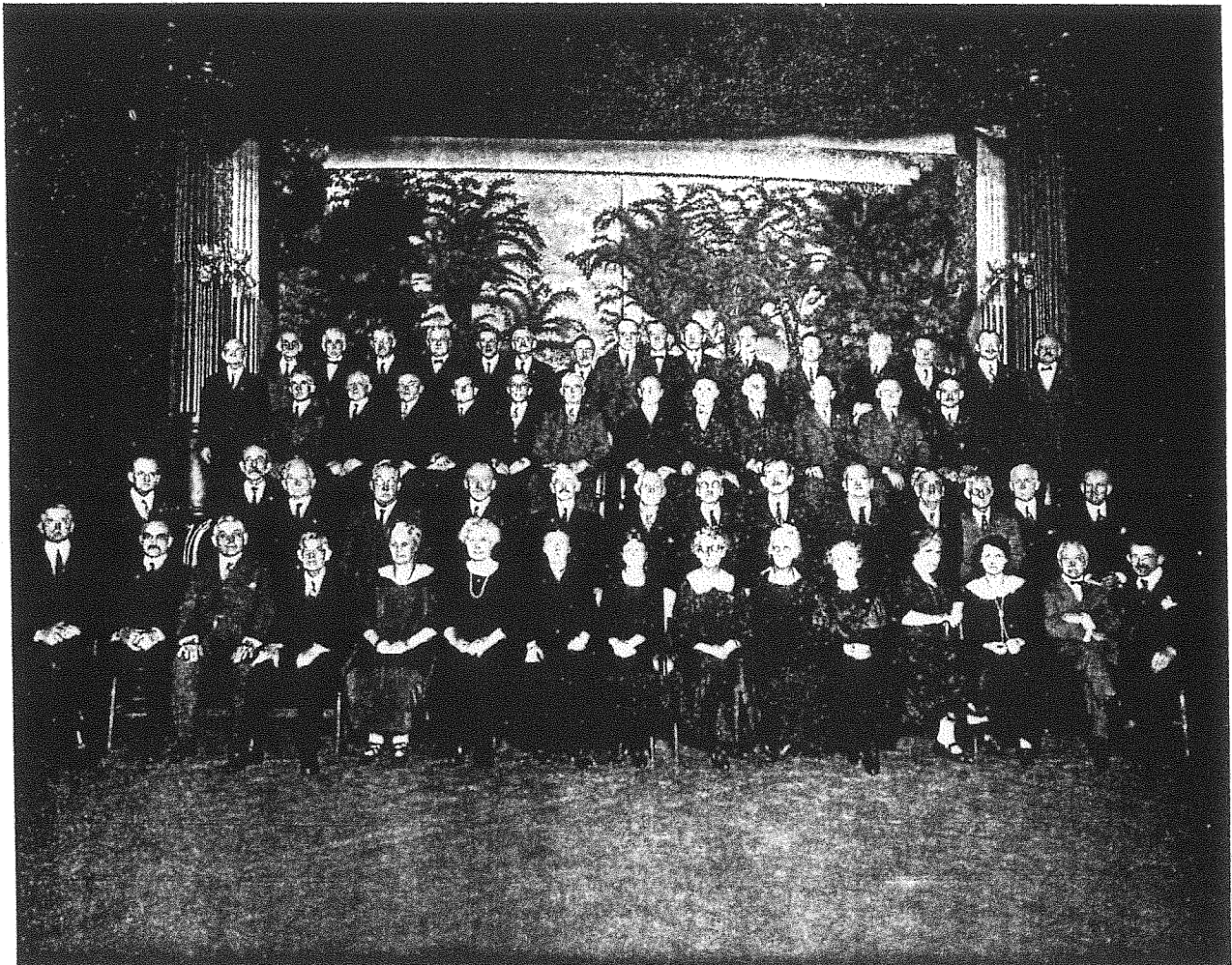
The toast master, Mr. Frank Cheney, Jr., called upon a number of the men who have been in the service more than 40 years.

Mr. Richard Mommers, superintendent of the Velvet Mill, told of

his early experience with Cheney Brothers and the development of the Velvet Department. To him, the outstanding reason for his long service with Cheney Brothers was in the example and practice of fairness by the Cheney Brothers to their employees.

Mr. Frank Cheney, Jr., related in a very interesting way various experiences of his boyhood. He cited instances of loyalty and devotion on the part of individual employees to

(Continued on Page 11)



Group of 40 and 50 year service employees who attended Banquet at Cheney Hall, May 13, 1924

IT IS THE RESULT YOUR SUPERIOR WANTS

Twelfth Annual Outing The Best Ever

ON Tuesday morning, June 10th, the entire personnel of Cheney Brothers' New York office, from Colonel J. C. Heckman, General Sales Manager, down to the newest office boy—almost 300 strong—boarded the S. S. "Onteora" and sailed up the Hudson to Bear Mountain on their Twelfth Annual Outing. The boat left at 9 o'clock and during the trip up cakes and punch were served and Bergé's Orchestra played for dancing. At 12 o'clock everyone enjoyed a picnic lunch served on board.

At Bear Mountain various games and races were staged. Among these were an Inter-department relay race, won by the Upholstery Department, tennis matches, a 50 yard dash for girls, won by Miss E. M. Nyquist of the Yarn Department and a baseball game between the married and single men. Up to the seventh inning the score was a tie 5-5, but with the beginning of the eighth the married men walked away with the game, the final score being 17-6.

One section of the party entrained into busses for West Point and visited the grounds while others played tennis and watched the baseball game. At 5 o'clock all assembled in front of the Bear Mountain Inn, where a group picture was taken which unfortunately was spoiled in developing. A chicken dinner was served at the Inn at 5:15 with dancing between courses. The party then embarked for New York.

Representing the Cheney Silk Mills at the outing were Austin Cheney and Clifford Cheney, U. J. Lupien, J. A. Irvine, B. Knight and Walter Scott.

The committee which arranged the Outing included:

Messrs. Brittain, Burtis, Boyce, Donovan, Kraft, Martin, McCreedy, McLaughlin, O'Hara, Schlueter, H. Smith, Tietz, Virgile, Vogt, Whitcomb, The Misses Anderson, Brown, Harbeck, Paine, Perrine, Riggs, Sozzi and Mrs. Roof and Mrs. Tyler.

Manufacturers Visit Mills

WHAT proved to be a very interesting gathering, was the inspection of Cheney Brothers' plant by the Associated Group of Visiting manufacturers, which occurred on Monday, June 2nd. This group is an organization of eight non-competing manufacturers who visit one another's plants for the purpose of gaining new ideas of mutual benefit. The last meeting was held at the factory of the National Cash Register Company at Dayton, Ohio. The visitors were conveyed by automobiles to the main office, where Mr. Frank Cheney, Jr., president of Cheney Brothers, welcomed them. A short address by Mr. Charles Cheney about the history, traditions and organization of Cheney Brothers was listened to with great interest. Later the visitors were escorted through the plant and, after having luncheon at Cheney Hall, visited the old Cheney Homestead. Short trips were taken through the plant in the afternoon followed by a business meeting and a buffet supper which was served at Cheney Hall.

Representatives of the following Associated Groups of Visiting Manufacturers were present: Brown & Sharpe Manufacturing Co., Providence, R. I.; Eastman Kodak Company, Rochester, N. Y.; Hood Rubber Company, Watertown (Boston), Mass.; The National Cash Register Company, Dayton, Ohio; Underwood Typewriter Company, Hartford, Conn.; Waltham Watch Company, Waltham (Boston), Mass.; Scovill Manufacturing Co., Waterbury, Conn.

GUY BOLTE RESIGNS

EIGHTEEN THIRTY EIGHT sincerely regrets to announce the resignation of Mr. Guy Bolte as manager of Cheney Brothers' Advertising Department. Mr. Bolte, through his genial personality has acquired a host of friends in the Cheney organization, and the best wishes of the entire store go with him for success in his new venture.

HOMER S. CURTIS JOINS CHENEY ORGANIZATION

MR. Homer S. Curtis has joined the force of Cheney Brothers as an assistant to the General Sales Manager, in charge of sales promotion activities.

The new Sales Promotion Department will absorb the work which has been done in the past by the Advertising Department, and will continue the development already begun of the work of promoting sales of Cheney Brothers products through a wide variety of channels.

Mr. Curtis is a seasoned advertising and sales executive, having spent many years in sales promotion work in both the retail and wholesale branches of the textile and ready-to-wear trades.

His experience has been a varied one. He received a part of his newspaper training as a member of the staff of The Chicago Tribune, and later turned his attention to retail advertising. Among the well-known retail concerns with which he has been associated as advertising manager are The Kaufmann & Baer Co., of Pittsburg; The Boston Store, of Milwaukee, and the Fifth Street Store, of Los Angeles. He was also at one time connected with the advertising department of Mandel Brothers, Chicago.

As a result of his work with the National Retail Dry Goods Association, with which organization he spent over two years as Organizations Secretary, Mr. Curtis enjoys a very wide acquaintance among the leading department store owners of the country. For a number of years he was successfully engaged in independent trade and industrial promotion work. He has a first-hand knowledge of markets and marketing not only in the United States but also in Europe, where he has made a number of surveys and studies of distribution and marketing problems.

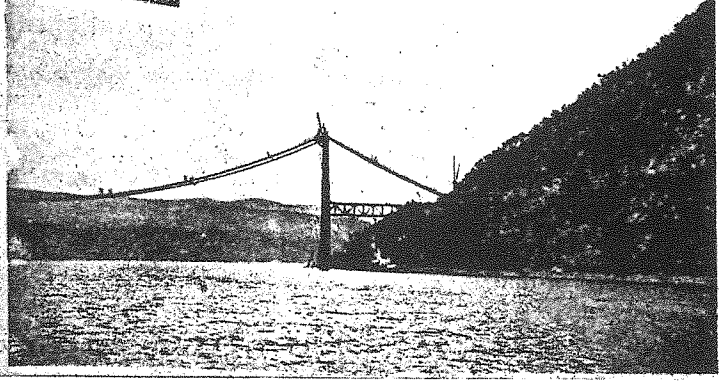
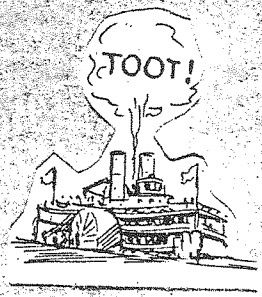
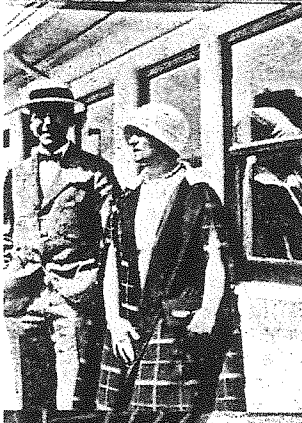
His more intimate knowledge of the wholesale end of the textile and ready-to-wear trades was acquired while associated with The Dry Goods Economist and other trade papers.

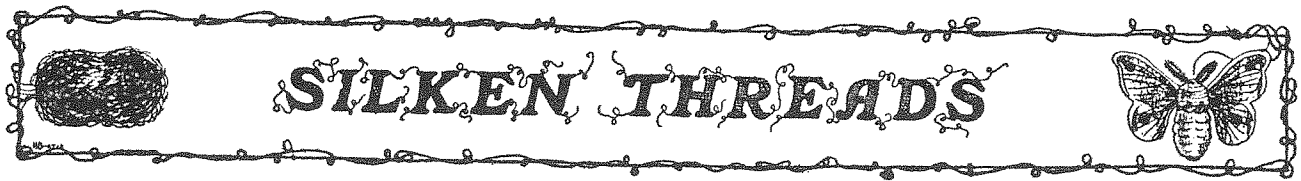
Eighteen Thirty Eight

The Big Bears and the Little Be



the Twelfth Annual Outing





ONE of the new faces which we were glad to greet at the Outing was that of Mr. William J. Williams, who has joined our organization to take charge of the various activities of the Accounting Department.

Mr. Williams has had a wide and varied experience as an accountant and office manager. He comes to us directly from the Internal Revenue Department of the Government, where he has been acting as an expert in reviewing and investigating income tax returns.

* * *

We surely had a perfect day for the Outing, but you may not all know that the credit was principally due to the letter that Gene wrote to St. Peter requesting it.

* * *

Heard on the elevator:

"Well, Gene, are you going to the christening?"

"What christening?"

"Didn't you see New York had a little sun?"

But we are beginning to think that Gene's informant was mistaken.

* * *

Miss Sozzi of the Office is at Atlantic City, getting a much needed rest. We hope she will soon be back in our midst.

* * *

The Y. W. C. A. has sent us folders about two Summer Camps for employed girls—Summit Lake Camp and Camp Niwauna, both open from June 28th to Labor Day, September 1st. The board is reasonable and any of our girls who have not solved the vacation problem may acquire additional information in Mr. Whitcomb's office.

* * *

Frank Leavy, of the Adjustment Department, was the lucky winner of the portable radio raffled off at the Outing. We expect him to be one of our most ardent fans soon.

* * *

Our girls arrayed in Cheney Silks even outshone the cadets with their brass buttons and white pants at West Point.

MR. Schlueter was married on May 28th—the happy bridegroom missed the Outing in consequence but the broad smile that Gus is wearing would denote that he considered it worth the miss.

* * *

It takes a newly-wed to devise a scheme for signalling his presence near. We wondered why the "Onteora" raised its voice in three loud toots till we noticed that we were passing Hastings-on-the-Hudson.

* * *

The Upholstery harmony boys were greatly appreciated on the trip up. Great stuff, Mac!

* * *

We hear that Mr. DaCosta has something quite new in bridge scoring—one might call it English—Colonial. Those concerned don't seem to know whether they are coming or going.

* * *

We all enjoyed the little Cheney sub-debs—the Misses O'Brien and Thomas. They are training early to go to Cheney Outings.

* * *

MR. Palmer must be a member of the "Big Brothers," as he has more sisters and daughters than any one we know of.

* * *

Bessie and Larry teamed up well on board the good ship Onteora in demonstrating to the delight of all their advanced ability in the terpsichorean art.

* * *

We regret to say that the large panorama photograph taken on the Outing was spoiled in developing.

* * *

"Bobby" had a very exciting day on the Outing. Who saw her fall into the lake?

* * *

One thing that Miss Margaret Brown does not like is baseball, especially when she is rooting for the losing team.

* * *

A doughnut eating contest was not on the program but Norman Severson had one all to himself.

WE elect Walter M. Scott dancing master from the Mill with a unanimous vote.

* * *

Girls, the line forms on the right for dancing lessons from Mr. Sturm, but we must admit he is lazy in a rowboat.

* * *

The ball game was favored with real umpiring on the part of Mr. Lupien from the Mill, and Mr. Homer Curtis of the Sales Promotion Dept. Mr. Lupien was so accurate on balls and strikes that there were no disputes and Mr. Curtis on the bases had all the technique of a professional umpire.

Try To Find

A seat in the men's smoking room in the event of inclement weather.

Norman Severson without a bow tie.

Calvin Edwards with his sleeves down.

Andy Martin without his screw driver.

An unoccupied pool table in the clubroom between the hours of twelve and two.

In the May number of the "Pike Phertilizer"—the house organ of the Pike Manufacturing Company, New Hampshire—is shown a picture of a cravat cutter in the ribbon mill of Cheney Brothers.

In referring to Cheney Brothers, the article states, "This surely is a big industry and its products are known everywhere on the face of the globe. Nevertheless, production in this enormous plant is largely dependent on the humble oilstone. When we start pawing over our own personal and delectable assortment of neckties, few of us stop to think of the knife in the hand of the operator, which must always be kept keen and sharp. And yet what is true in the Cheney Brothers' plant holds good in every industrial line. The one most important tool in every imaginable industry is the oilstone."

EDUCATIONAL LECTURES ON SILK FABRICS

AGNES Boeing, of the educational service department, has returned from a field lecture trip which she made at the request of various department stores and other organizations interested in textiles. Among the cities visited by Miss Boeing were Cincinnati, Pittsburgh, St. Louis, and Ithaca.

Her talks dealt with silk fabrics, both from the artistic or design standpoint, and also from the practical angle of the correct way in which fabric should be utilized, color and style information, and suggestions of a similar nature which would help to increase silk sales for the individual sales person, and consequently for the store.

Miss Boeing reports a remarkably high attendance of sales persons at these talks, and a keen degree of interest in availing themselves of the various suggestions and sales helps.

In addition to the department stores, Miss Boeing also responded to the invitation of various schools whose curriculum included textile work, to give to the students a general and practical background of styles, material and designs to supplement their theoretical courses.

What's in a Name? TEN DOLLARS

The Dress Silks Department is interested in receiving suggestions for names of new fabrics recently added to the line. All employees of Cheney Brothers are entitled to offer suggestions and a prize of ten dollars will be paid for each name accepted.

Some of the fabrics which we wish to name are: a new crepe de chine, Flatkrepe, a glos and worsted fabric and a glos and silk satin.

Details of the contest will be posted on bulletin boards in the store.

All suggestions should be sent to the Dress Silks Department.

Nothing purely descriptive or having any personal significance will be considered.

CHENEY LIMERICKS

THERE is a young woman—Miss Woelfel,
Whose expression could never be doleful,

For she carries a smile
That is always worth while;
Very dear to us all is Miss Woelfel.

In Sales Engineering is Mott,
As you know—or again, you may not,

But he's there on the job
And can turn out a mob
Of scarf records—by piece or by lot.

THE BUSINESS METHODS OF CHENEY BROTHERS

(Continued from Page 3)

then a little bit more, and that we should offer them additional inducements for special effort, and in general, treat them as members of the family. We believe that it is our duty, as well as our privilege, to take an interest in public affairs and to keep close watch of our government, and all other matters relating to the common welfare. We feel that we should give our representatives the benefit of our advice and, if necessary, our criticism. We take pleasure in supporting those activities which are strictly outside of our own business, but which contribute to its success and to the welfare of those associated with us in our community, and even in distant places—occasionally in far off lands like the Orient; that is to say, we consider that schools, churches, recreation centers, libraries, and many other good works are as much a part of our organization as though they were formally connected with us.

“All of this means that we seek to do business upon business lines, in a broad and liberal manner, and that those things which govern us are not new discoveries, but are the old things which have, throughout all the ages, been known to all men who have the right ideals in life.

“Lastly, we don't go in for inflation and hurried expansion of our business by borrowing other people's money. We may sometimes have to borrow for our current business uses, but we don't build mills until we have the money to pay for them.”

PEOPLE WE KNOW



FRANK REILLY

FRANK Reilly is one of our “comers” in the Dress Goods Department. He also enjoys outings, and is a constant rooster for Cheney Brothers.



CARRIE SCHARDT

WHO is there that doesn't like Miss Carrie Schardt of the Cravat Department? Besides being a charming girl, she is quite a busy correspondent these days.



FREDERICK TIETZ

TIETZ, of the Yarn Department, has been with the company for seven years and has a reputation as a plugger. They say that quiet people get away with a lot of work.

INITIATIVE IS DOING WHAT SHOULD BE DONE WITHOUT BEING TOLD



SILK MILL NEWS

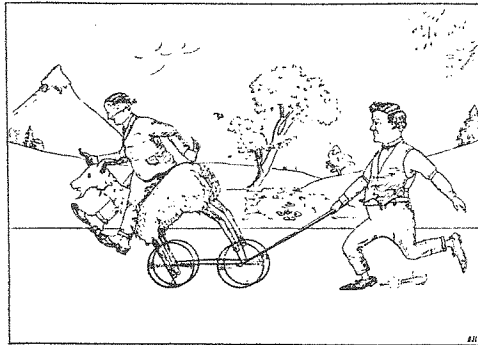
Get-Together Banquet A Huge Success

ON May 22nd over 400 members and guests of the Get-Together Club gathered in Cheney Hall for the final supper and entertainment of the season. A splendid turkey supper with all the fixings, and strawberry shortcake with whipped cream, was put on by the Ribbon Mill under the leadership of Mr. Metcalf, head of the Banquet Committee, and Mr. Maloney, in charge of the waiters. Chef Osano had the food ready shortly after 6 o'clock. Jack Crawford's orchestra supplied the music for the march and the singing during the supper hour. The old stand-bys, Fred Bendall and Ed. Taylor, were right on the job in leading the singing. The orchestra was made up as follows: George Plumb, violin; Otto Newbanner, piano; Arvid Weiman, cornet; Walter Luettgens, Bert Inman, Howard Leggett and Jack Crawford, saxaphones.

A short business meeting followed. Forty-four applications for membership were received. The first on the list was Mr. John C. Small, Jr., of the Boston Office. A special motion was passed to initiate Mr. Small at this meeting. A committee, with Henry Morgan as Grand Mogul of Mystery, brought Mr. Small onto the stage blindfolded, and, after a few consoling words by the Grand Mogul, the victim was forcibly placed upon the proverbial goat which was already in waiting, with Ed. Taylor furnishing the motive power. The initiation was short but interesting and Mr. Small was declared a duly initiated member in full standing. The Grand Mogul called upon him for a speech, emphasizing that it must be short. Appropriately. Mr. Small said "Thanks" and made a bow to the audience. He has the honor of being the first member of the Get-Together Club who has been regularly initiated.

The first hit on the program was

made by McNamera's Band on dress parade. The act was a comedy show in itself and was topped off with a cornet duet, entitled "Larboard Watch," by Hammie Metcalf and John Tomasio. The uniforms, special for this occasion, displayed as much harmony as that of the musical numbers. The band professionals are as follows: Leader, John Turnbull; Second cornet, Hammie Metcalf; first cornet, John Tomasio; baritone horn, Dick Ruddell, piccolo, Joe Ferguson; zobo, Will Remig; flugel horn, John Albiston; snare drum, Mike Barrey;



Small Riding the Goat

bass drum, Dick Boyce; cymbals, Harry White.

FRED Hope kept the audience laughing with readings—Paul Revere's Ride (Swedish version), Big Black Barr, and Casey at the Bat.

Each act was announced by a page in uniform, a popular young fellow in the Weaving Mill, Arthur Hennequin.

The mandolin guitar duet selections proved that we had two artists on the stage in the person of Tony Maselli and M. Armiento. This pair also played an accompaniment for Italian solos rendered by Patsy Bucio.

Jack Crawford's saxaphone band

made up as follows: Otto Neubanner, pianist, with seven saxaphone players—Bert Inman, Howard Leggett, Walter Leggett, Walter Luettgens, Joe Pucci, Wm. Turkington.

IT was a novel sight to see so many saxaphone instruments of all sizes being played at one time.

Dillon, Anderson and McGill, well known vaudeville trio, kept the entire audience in an uproar with their burlesque. A solo entitled "Ten Thousand Years," sung by Thomas McGill, received a great hand.

An interesting twenty minutes followed when a comedy reel was put on the screen by Bill Sweet, well known as the operator on the Friday night educational movie entertainments.

"Italia" was well represented. An accordion solo by John Tomasio was followed by a vocal solo by Michael Cappello. This singer was presented with a large bouquet of lilacs by Andy Anderson.

Michael Barry is an expert in his line and his contribution, a splendid drum solo, was unique and entertaining.

John Pratt rendered one of his yodle songs.

Louis Latanno very ably rendered several selections in Italian accompanied by a mandolin guitar.

Another accordion solo by Steve Osoosky completed the musical entertainment on the stage.

"Dodger" Dowd and his partner, Frederick, certainly distinguished themselves. In addition to their many unique acrobatic stunts, they gave demonstrations of the strong man stunts.

Under the expert supervision of radio engineers Ed Dwyer, Leon Holmes and John Reinartz, a remarkable radio demonstration was given. The first selection was a solo, "On the Road to Mandalay," by a famous singer at Denver, Col.—Fred Bendall. Following this, the an-

(Continued on Page 11)

Banquet at Cheney Hall for 40 and 50 year Service Employees

(Continued from Page 4)

their work and to the members of the firm. Mr. Cheney said that it was this spirit of devotion to the interests of the company that has been the foundation of the success of Cheney Brothers.

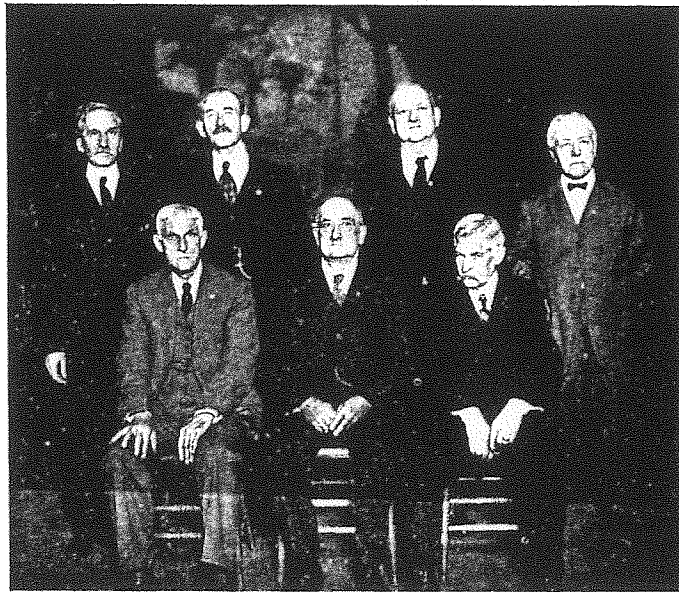
MR. Charles Cheney, speaking on the subject of "Why Do People Stay?" said that the answer is more than the trust and confidence of the co-workers and that the answer can be found in the study of the old homestead. The Cheney homestead is a plain simple New England farm house overlooking the brook and meadow—a place where plain but purposeful men lived and worked out prosperity for the future. It cultivated and inspired high purposes in life. That is what made these brothers work out their problems on such a high plane. Money was to them a means of success rather than an end. It has been the purpose of Cheney Brothers down through the various generations to be able to do something to work out life's problems—to be a path finder, if possible, for others in industry—not hungering for money but rather to be of service.

Mr. Theodore Bidwell told of his experience when he and Mr. Frank Cheney, Jr., were in school together. Mr. Bidwell said that in over 40 years' service it was necessary for him to be away from his work, on account of sickness, only for one week's time. In the Spinning Mill the outstanding feature to him was the persistent effort to maintain high quality in Cheney products.

IT was indeed very interesting to hear Mr. Clifford Cheney tell of his boyhood experiences and how strong friendships developed with such men as William Graham and the Dunn brothers of the Carpenter Shop, Pat Woods of the Blacksmith Shop, and

Samuel Nelson, who worked in the stables. These many friendships, Mr. Cheney said, mean even more to him today and are the brightest spots in his 25 years in the Velvet Mill.

Mr. Charles Staye, of the Printing Department, introduced as a good mixer, told about his experience, as a boy, in learning to mix colors and all other departments of the textile printing trade. While Mr. Staye has been over 40 years in the service,



Group of 50 year Service Employees at Mill

he is still "keeping his eye peeled," as old Pat Daugherty used to tell him, and is as much interested in up-to-date methods as he was when learning his trade.

Mr. James Egan, of the Dressing Mill, in speaking about his experiences during his 44 years of service, told of the many improvements which had taken place in methods and equipment in the Dressing Department. He expressed his appreciation of the co-operation and fine treatment he had always received. At this point Mr. Charles Cheney told how Jack Fitzgerald had been a sweeper in the Dressing Mill for over 40 years. Jack always said that he liked to sweep the Dressing Mill and had enjoyed it for 40 years. He hoped that when he got to heaven he would have the same kind of a job.

THE last speaker was Mr. Sidney Elliott, of the Velvet Mill, who referred to his experiences in the Velvet Mill and with the Cheney boys, who had grown up with the business. Starting in at the bottom, as they did, these boys learned the "ins and outs" of the business and best of all won their way into the hearts of their fellow workers. Strong friendships were made and, when the Cheney boys took the places of their elders in the business, these friendships still held fast.

A short entertainment of scenic and comic motion pictures concluded the evening.

Get To Gether Banquet

A Huge Success

(Continued from Page 10)

nouncer in a strong voice, which sounded very much like Charlie Staye, announced that Charles Murphey, president of the Chamber of Commerce at Portland, Oregon, would render an ovation on George Washington, "first in war and first in peace, etc."—never second. The next bit of music was a tenor solo by a famous singer of Oakland, Cal., one of the great film stars whose stage name is Edward Taylor.

Mr. F. W. Budd sailed on the "Minnetonka" on June 14th for a short European study trip. He will visit the Empire Exposition in England and will then go to Paris to meet Mr. Henry Creange, who is also abroad in the interests of Cheney Brothers.

Women have the same sized vocabulary as men; but oh, what a turnover!—California Wampus.

First Man—What kind of leather makes the best shoes?

Second Man—I don't know, but banana skins make the best slippers. —Iowa Green Gander.

Ornament details from the paintings by Pinturicchio in the Appartamenti-Borgia, Vatican.



CESAR BORGIA, prince, churchman, and adventurer! From his father, Rodrigo, who became Pope Alexander VI, Cesar inherited a love for extravagance and luxury — and the means to indulge them. At the tender age of six, revenues of yearly increase were granted to “the ornament and hope of the house of Borgia, the illustrious Cesar.”

Far from ecclesiastical in nature—for, indeed, some of the darkest crimes of the Borgias are attributed to him—Cesar was raised to the purple as the richest churchman in Christendom. In exchange for a special dispensation to Louis XII, he obtained the duchies of Valentinois and Dyois, and entered the court at Chinon with an imposing cavalcade:

At the head was the Banner of the Bull and mules laden with coffers, their under-draperies embroidered with Cesar’s arms; others wore the King’s colours, scarlet and yellow, and were followed by curveting chargers, pages on horse-back, a

posse of lacqueys and more mules laden with gifts. Thirty patrician gentlemen rode as escort. Then, mounted on a superb war-horse, appeared the handsome Cesar himself, in black velvet, with slashings showing gold brocade beneath, and a chain bearing a medallion of diamonds. On his black velvet cap there glowed immense rubies. Even his boots were studded with gems. His charger was panoplied in a cuirass of gold leaves of exquisite workmanship, its head surmounted by a golden artichoke, its tail confined in a net of gold abundantly studded with pearls.

But a meteoric, turbulent career marked his later years, driven by the pursuit of further dominion. Deprived of titles, penniless, banished from Italy, he fell in an obscure skirmish while fighting for Spain Reflecting on his early magnificence, it is interesting to recall that a number of Cheney Silks, for decorative and upholstery purposes, are reproduced or adapted from the sumptuous stuffs of the period of the Borgias.

CHENEY BROTHERS

4th Avenue at 18th Street, New York

CHENEY
SILKS

Friends, showing Portrait of Alexander VI, Crowns and Bulls, in the Hall of the Saints.

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