

Eighteen *CHENEY* Thirty Eight

A Publication of Those Working with Cheney Brothers



THE SPORTING COSTUME OF THE COMING WINTER WILL, MORE OFTEN THAN NOT, BE ACCOMPANIED BY THE NEW CHENEY CEINTURE CANADIENNE IN BRILLIANT COLOURINGS SOLD BY THE CRAVAT DEPARTMENT. MISS DOROTHY KNAPP, WINNER OF THE ATLANTIC CITY BEAUTY CONTEST WEARS THE ABERCROMBIE & FITCH SKIING COSTUME AND CANADIAN GIRDLE TO ADVANTAGE.

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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 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. Edward T. Hatch of Lord & Taylor once wrote that "Success in business comes through contact with people—that everything depends upon the manner of your contact."

The point-of-contact idea is a good one, and the business man who hopes for great success must recognize the fact that this element underlies all that he does. He must map out a consistent campaign of personality.

We see business men all around us who neglect this point-of-contact idea in their daily transactions and who find themselves fighting against influences that 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 read the human point-of-contact. It takes constant forces to keep their concerns afloat while a really successful concern is the one which goes of its own momentum. To get this momentum

they should get the point-of-contact.

Don't Worry

One of our girls was heard to remark: "I can't seem to get my work done—I worry about it so."

Don't worry! An old slogan

we use up much of our mental reserve, instead of using that energy to do the work. If we worry about our health, we often make our condition worse instead of better.

So, let all of us in Cheney Brothers try to keep the little old slogan in mind—"Don't Worry!"

Stone in the Road

Long years ago a certain King, wanting to test the mettle of his subjects, went out one night and placed a heavy stone in the middle of a much frequented road. When daylight came he watched from a neighboring inn to see what his people would do when they came to the stone. All day long he watched and not one made any attempt to roll it away — all walked around it.


Next day the King summoned all his subjects and while they looked on he rolled away the stone and reaching down drew forth a bag of gold. The bag was inscribed: "To the person who takes the trouble to move the stone."

The chances are that right in your office you are passing something every day which, if developed, would bring, not alone the bag of gold, but promotion, happiness, success.

The stone which holds many an office worker back is carelessness—carelessness about work, quantity and quality; carelessness about punctuality; carelessness about following instructions to a finish.

Is it this "stone in the road" which is preventing you from attaining the reward commensurate with your ability?

CONCENTRATION

CONCENTRATE
ALL YOUR
THOUGHTS UPON
THE WORK IN HAND
THE SUN'S RAYS DO
NOT BURN UNTIL
BROUGHT TO A
FOCUS. 

ALEXANDER C. BELL

but a good one. Many of us have a great habit of worrying. We worry over our work; we worry over our health; we even worry over our pleasures. It is all a waste of energy, and in this age of conservation and efficiency we all want to use every ounce of our energy to the best advantage. If we allow ourselves to become upset over our work

NOTHING IS SO FATAL TO SUCCESS AS INDIFFERENCE TO OCCUPATION

Clifford Cheney Greeted by a Hundred Members at Great Clue Smoker

Col. Heckman and J. C. McMichael Give Interesting Talks

Kelly, Doyle and Mc Allister Feature Entertainment

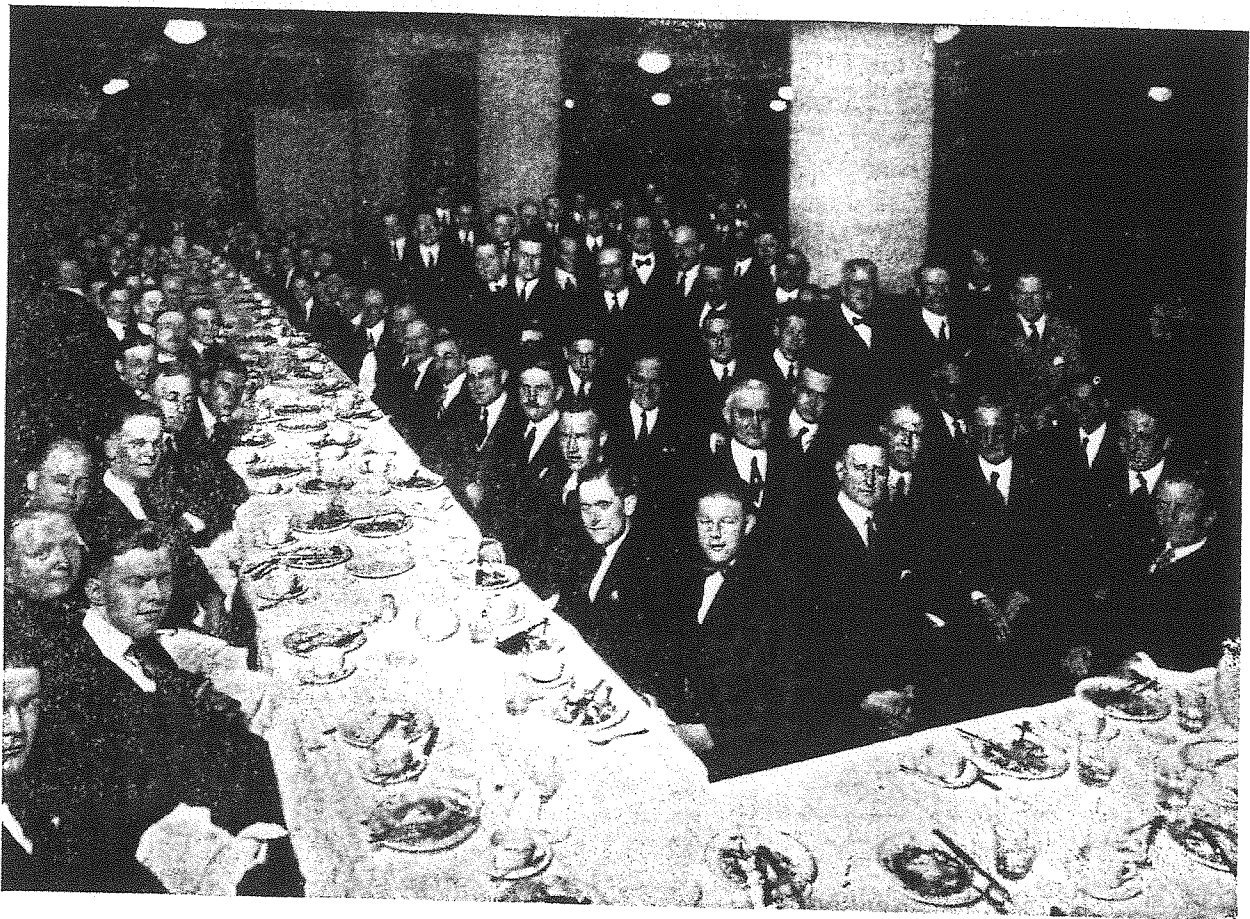


Photo by Keifeln Photo Service

Any report of the splendid Clue Smoker held October 26th, which failed to start right in by acknowledging the Clue's indebtedness to Mr. Budd would be getting off on the wrong foot. By granting permission to use the second floor Mr. Budd assured the party of comfortable quarters, and when you make folks comfortable a good time is bound to follow. To Mr. Budd the Clue respectfully doffs its derby.

The evening started with the serving of the well-advertised ham in the best army manner. Each diner found himself a place on line and marched past a couple of Ethiopian chefs made up to look like Williams and Walker. The chow—well even if it

failed to taste quite as good as the advertisements promised—it wasn't half bad.

For the next smoker the commit-



Arthur McCreedy, the President of the Clue, who presided at the dinner

tee promises to have hot plates which will help some. Going on the principle that a good dessert covers a multitude of bad cooking, ice cream was served with the pie. After the food, time was called while a flash-light picture was taken. This photograph will be salted away in the archives of "Eighteen Thirty Eight" for future cheyenites to enjoy. After seeing the picture you will agree that if they think it was hard to live in those old fashioned days they won't be far from wrong.

President Arthur McCreedy, one of our greatest hustlers, opened the meeting. His was a short talk of welcome in which he announced that Mr. Horace Cheney would be unable

ALL THINGS COME MORE QUICKLY TO THE MAN WHO MEETS THEM HALFWAY



ARTHUR BILLS

Who took care of the arrangements so well. Always on the job, whether boosting the Clue or writing for E. T. E., or welcoming customers

to attend the smoker because of illness but that he, Mr. Horace, would talk at the next smoker on "the tariff."

Arthur introduced Col. Heckman as the first speaker.

In a straight from the shoulder manner Col. Heckman talked "Clue." He repeated his remarks made to a committee sometime ago and reported in the last issue of "Eighteen Thirty Eight." No one could listen to the Colonel without getting the feeling that he is 100% for a live house organization. He is with us and it's our part of the job to make the Clue worthy of his support.

Joe Doyle, our own John McCormick, followed Mr. Heckman.

Joe put over a ballad in his best Chauncy Olcott style. The enthusiastoc applause gave adequate proof Joe's efforts were appreciated.

Who's Mac?

That question was answered by Mr. McMichael in one of the most interesting talks on "advertising" it has ever been our good fortune to hear. J. C. McMichael knows his subject and presents it in a delightful style. We regret not having a stenographer present to make notes of Mr. McMichael's talk so that we could present them here. It certainly would be nice to have him down for another talk later in the year.

The surprise of the evening was the next number.

Jim Kelly of the Dress Goods Department recited "A Tell-tale Heart" by Edgar Allen Poe. With the poise of a professional, Jim literally knocked the audience out of their seats. His voice was superb, his gestures magnificent. Gosh we'd like to see him in Shakespeare.

Following so serious a performance as Kelly, young Jack McAllister and his crooning tunes about his Southern Mammy were just fine. Jack and his uke are always a feature of Clue entertainments.

Mr. Clifford Cheney was next.

When Mr. Clifford accepted the invitation to attend the smoker he fancied it would be an intimate affair—he had no idea of such a large attendance. Consequently, it was necessary for him to change his talk at the last minute. He spoke on "pile fabrics" and gave a very interesting history of this method of weaving, demonstrating his points on the model of a loom he had especially constructed for the occasion.

The closing event of the evening was the final of the pool tournament which was won by Mr. Thurber.

Cheney Silks for Spring

It is impossible to over emphasize the beautiful array of Cheney Silks for Spring, 1923. The profusion of artistic designs and unusual color-

Silk Mill News

The second annual Hallowe'en party was given by the Athletic Association of Cheney Brothers and their friends in Cheney Hall on the evening of October 30th.

Cheney employees at the mill are rehearsing for the musical comedy, "The Glorious Girl," which will be presented locally in Cheney Hall on November 13, 14 and 15. An entirely local cast will give the show, each and every one of the company of two hundred being employees of Cheney Brothers.

Up to October 27th, the Inter-Mill Bowling League scores stood as follows:

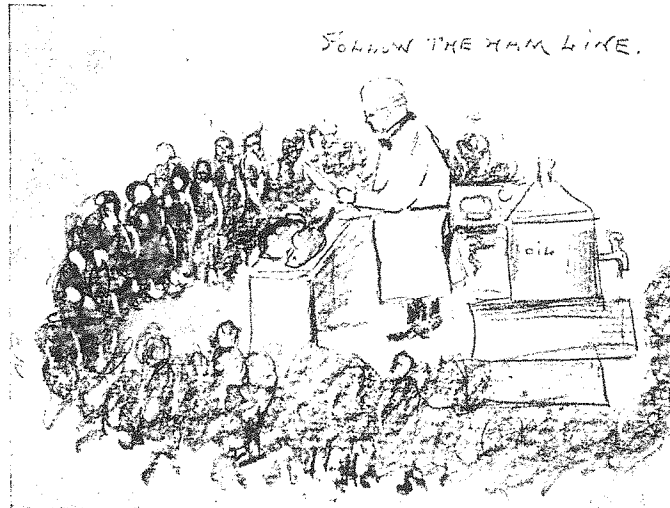
	W.	L.
Ribbon	5	1
Spinning	4	2
Weaving	4	2
Velvet	4	2
Lower Mills	2	4
Old Mill	2	4
Machine - Electric.....	2	4
Throwing	1	5

Say—

I know you can't be Mr. Cheney,
Mr. Heckman, the G. M.—
but, say,
Right there on the job you are filling
You, yourself, can be as big as they.
So listen to what I am telling,
And keep it right under your hat—
If you are the best that there is in your line,
Why, NO man can be bigger than that.

Silk Mission

The Silk Association of America will send a mission to the Orient early next year to discuss, with the Japanese and Chinese, a number of commercial and scientific matters pertaining to raw silk.

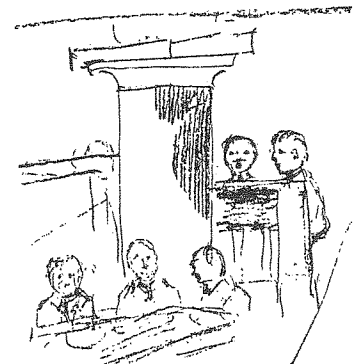


ings are irresistible in their loveliness.

There are the always smart small patterns and all-over effects on Topping Twills, Showerproof and satin Foulards. Then, too, the filmy georgette feature—the simple and dainty all-over designs of quiet taste.

The more extreme and audacious patterns suggestive of the Far East are represented on Crepe de Chines of exquisite richness, and Crinkled Crepe. On Cinderella the exploitation of the daring and unusual both in designs and colorings is marvelously executed, the modified Paisly and Persian ideas being prevalent.

Never before has the skill of Cheney Brothers been more perfectly exemplified than in the new Spring line.



Bandanna Handkerchiefs the Rage

FOR those of us who are interested in style (are there any present who are not?) I would suggest rummaging in our grandmothers' attic and resurrecting the good old "Bandanna Handkerchief, of the days of yore. Of course you can buy them at Woolworth's—but our own Cravat Department is getting out a Deauville Kerchief" that is stunning and there is no end to the ways it can be worn—as a scarf, a sash, a head-dress, for millinery or for blouses.



The accompanying illustration gives some idea of what a tricky little blouse two bandannas will make. The kerchiefs are tacked together at the top with a space left open to form the sleeves. The borders are cut off at the bottom of the blouse, the gathers added and the borders sewn on again. Fifteen minutes' work and—presto, we have the latest from gay Patee.

Miss Leonora Hughes, the well known dancer, arrived recently on the S. S. Majestic and commented particularly on the Vogue in Paris for bandannas—on hats, around the shoulders, at the wrist or in the pocket. They are even being worn with tea or dinner gowns. All of which goes to prove that Dame Fashion often plays queer tricks.

The Magic Workers

How many of us ever stop to think how our floors are kept clean, or realize that while we are home enjoying our nice hot dinner, our office is silently and mysteriously being put in order for our return in the morning. We have four of these magic-workers—Mrs. Manning, Mrs. Wiegel, Mrs. Lynch, and Mrs. Moeller.

We will have some idea of what these toilers of the night do when we realize that there are 32,451 square feet of floor space just on our three floors, excluding the basement. Their job is perhaps not one of the pleasantest—at the end of the day when the rest of us like to forget work for awhile. However, their work is a very necessary and fundamental part in our establishment, and we all find our offices pleasanter and healthier because of their unceasing labor.

D. G. Men Dine

At a dinner given for the Dress Goods salesmen at the Manhattan Club on the evening of October 18th, there were about thirty present, including several of our Department Managers. Mr. Creange gave a very interesting talk on "Style" and its origin. Mr. Austin Cheney, Colonel Heckman, Mr. Bolte, Mr. Warren and Mr. Budd all had a few words to say, which helped to make the evening an interesting and a pleasant one.

A colored boy entered a drug store and asked for a nickel to phone. He left the door of the booth ajar and the drug clerk heard a conversation something like this:

"Hello—Mr. Smith?"

"Do you need a good colored chauffeur?"

"Got a good one?"

"Don't drink?"

"No bad habits?"

"Takes good care of your car?"

"Well, Mr. Smith, I guess you're all fixed."

He came out smiling. The drug clerk said: "Sorry, boy, that you didn't get that job."

"I don't got that job, Mr., but I was just checking up on it."

People We Know



MISS BERNARD

A really distinguished person, in addition to being Mr. Budd's secretary. She is the first young lady to be employed in Cheney Brothers' New York store. Remember, we haven't mentioned age—merely period of service. Taking our cue from the Art Department made-moisell, nous vous saluons.



MISS SEDWEEK

Coming from Buffalo to act as Col. Heckman's secretary, Miss Sedwick has added a new and forceful personality to our organization. She doesn't quite like New York—yet. But, that really doesn't matter—she is enthusiastic for Cheney Brothers and a fine person to meet.



MISS DAWSON

Mr. Warren's secretary is a person full of surprises. She can do everything and do it just a bit better than expected. Her delightful voice and charming personality have been a factor in the success of all Clue entertainments.

Silken Threads

JOHN Muldoon has been promoted to the Velvet Department. Here's wishing him success.

Quite a number of our Cheney folks are taking up educational courses this winter. If there are any others who are interested they should apply to their department manager for particulars.

We welcome Miss Carrie Schardt in the Cravat Department; Mr. Paul Klinefelter in the Upholstery Department; Mr. John Gray in the Art Department; Mr. William McGrath in the Dress Goods; and Leo Knight and John MacMillan in the Mailing Department.

Robert Hass is a new comer to the Shipping Department. Give him a hand-shake, fellars.

"Dave" McCarthy is breaking all records on City Deliveries—he sure is a hustler.

Chas. L.—Say, Floyd, we need some crayons—we haven't a one in the house.

Floyd S.—That's alright, but we have a "Creange" on the 3rd floor."

The saying: "How would you like" was quite a sensation about the store the other day when the Smoker Bulletins were issued.

"Alec," the electrician, is sporting something new in headwear—just a little something round and rather petit. Real classy, we'll say.

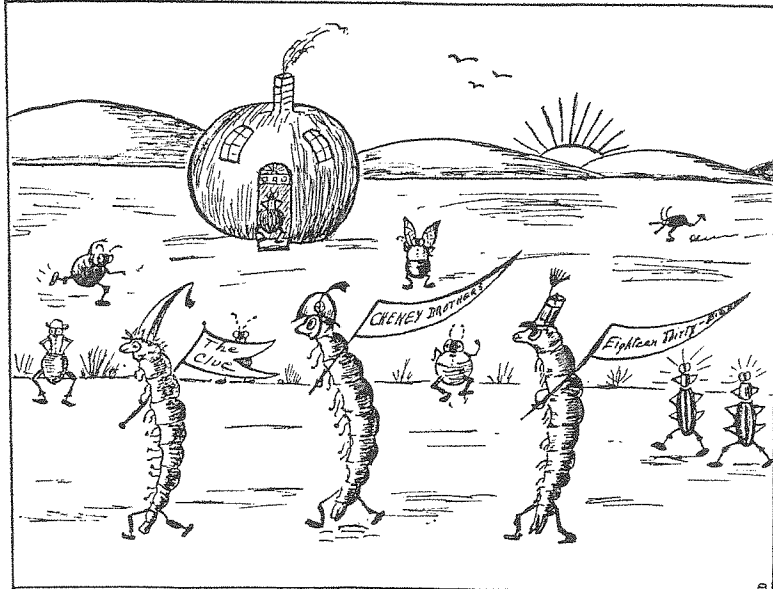
Here's one Ed. Schafer tells us: Didja hear that Charlie had an increase in his family last week? Yeah! His youngest son ate a green apple and doubled up.

Nothing Like Getting Ready "Oily" Looks like a real "hot time" this coming winter for those who were lucky enough to secure an oilstove at the recent sale held in the basement.

Broadcasted

R. H. L. Hel-lo—do-you-hear—hel-lo—this is station—this-is-station—B. V. D.—signing-off-until—spring—good-night.

Mr. Creange sailed for France on the S. S. Aquitania," on Tuesday, October the seventeenth. Business takes him directly to Paris and he is



THANKSGIVING IN CHENEY LAND

By E. Patne

planning to be back in New York in about a month. We all wish him "Bon Voyage."

Ask Floyd Smith what he knows about wisdom teeth. He'll say a mouthful.

The Stenographic Section is exceeding the speed limit for matrimonial ventures. Miss Diana Brown recently left to be married and Miss Kathryn Westenberger is next in line. Bring on the rice and shoes!

Wilbur M. McCombs of the Mailing Department has been transferred to the Credit Department.

To our new friends in the Stenographic Department — Greetings! Miss Deublein, Miss Ward and Miss Attridge have recently been added to Miss Owen's group of girls.

Dress Goods Department

We congratulate Ed. Munson on being the proud father of a bouncing baby boy.

During the World Series games, two valuable tickets were raffled off in the Dress Goods Department. Excitement reigned supreme while the 50c chances were snapped up like hot-cakes. The lucky winners were Arthur Nichols and Harry Spear.

Arthur Foster has been made the Dress Goods Department's Governor in the Clue in place of August Schlueter.

On Monday evening, Oct. 16th, Mr. Warren gave a dinner to the Dress Goods salesmen. It was for the pur-

pose of discussing their line of goods and the individual selling problems of each man. The dinner was presided over by Mr. Warren and proved to be a great success.

Advertising Department

Said Miss Woelfel to Miss Lang, "You hand out quite a line." "How dare you say that?" said Miss Lang, "My English's really fine." "I'll have you know," Miss Lang enjoined, "I'm not one of that ilk." "Why no, you're not," Miss Woelfel laughed, "The line I meant was silk."

Yes, indeed, by the time Miss Lang has shown the Spring line to representatives of various publications, three times a day, for two weeks, you couldn't blame anyone for saying she had picked up a mighty good line.

Office

Mr. L. Ochse spent his honeymoon in Sullivan County.

We are pleased to welcome Miss Fischer, who replaces Miss Byrnes.

Miss Catherine Malone has moved to Connecticut to live, to the regret of her many friends here.

Three sub-committees, each with its own chairman and all working under the general chairmanship of John B. Taylor, have been selected to handle the Sales Campaign of the National Silk Week Committee which follows the Silk Exhibition to be held next February. Mr. Warren is chairman of the Plan Committee and Mr. Budd is on the Publicity Committee.

A Departmental Ditty

(Sung to the tune of "Mary Had a Little Lamb.")

I
Jeanne once had a birthday date,
She thought no one did know—
But one both wise and clever
Found it out by radio.

II
Lo and behold! October tenth—
It dawned both bright and clear
And on Jeanne's desk, in gay array
Were gifts from far and near.

III
Such gems there were, a wondrous sight—
But e'en more dazzling quite,
Were the famous names from far and near

With which they were bedight.
IV
Rudolph, Clemenceau, Albert Rex,
Warren G. and Astor too,
Were some of the donors of the gifts
Which burst upon our view.

V
'Tis fine to think that one so shy
Here in our midst should dwell,
And having all those world-famed friends—
Not one of us did tell.

Miss Brown Now Clue Librarian

The Clue Library has been transferred from the Art Department to the Ribbon Department on the first floor, where it is in charge of Miss Brown of that department. There are some very good business books, as well as some of the latest fiction. Mr. Poncet is Chairman of the Librarian Committee of the Clue.

Cheney Limericks

There is a young woman named Owen,
Who keeps the Stenographers going,
She's ne'er known to shirk,
And she turns out the work
Before you know what she is doing.

There is a young man they call "Floyd,"
Who's deed is as good as his woid.
He orders our pencils,
Typewriters and stencils,
At a speed that is simply absoid.

May we rise to remark that sailors should make good card players, as they know how to handle a deck. And a dancer should be able to assist with the shuffle, all of which helps a good deal.

Cheer for the Girls

There is much enthusiasm and excitement over the Girls Inter Mill Bowling League at South Manchester. There are fourteen teams in all representing the various departments and heir standing up to October 21st was as follows:

STANDING

Girls Inter Mill Bowling League

	Won	Lost
Main Office	3	0
Throwing No. 1.....	3	0
Weaving No. 1.....	3	0
Weaving No. 2	3	0
Velvet No. 2	3	0
Velvet No. 1	2	1
Old Mill	2	1
Ribbon	1	2
Dressing	1	2
Weaving No. 3	0	3
Throwing No. 2	0	3
Velvet No. 3	0	3
Velvet No. 4	0	3
Spinning	0	3

"Let me do my work from day to day
In field or forest, at this desk or loom,
In roaring market-place or tranquil room.
Let me but find, in my heart to say,
When vagrant wishes beckon me astray,
'This is my work! My blessing, not my doom.
Of all who live, I am the one by whom
This work can best be done, in the right way.'"
—Henry Van Dyke.



A half-pint effort will never hold a gallon of results

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"The thoughts of today become the dreams of tonight, the character of tomorrow and the destiny of the future."

There are so many Oranges in suburban New Jersey—Orange, East Orange, West Orange and South Orange—that people are petitioning for the right to change town names. Why not change the name of the swellest Orange to Grapefruit, N. J.?

PEOPLE WHO HAVE A PECK OF TROUBLE NEVER COMPLAIN OF SHORT MEASURE

HERALDING
THE THIRD
CLUE HOUSE PARTY

at

HOTEL McALPIN
FRIDAY FEBUARY 16th

\$1.00

*The Dollar Should Get You
The Good Time Will*