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Eighteen Thirty Eight

A Publication of Those Working with Cheney Brothers



*Adorably youthful is a Mary Laird afternoon frock of Malay brown Mirrokrepe with vestee of Crepe Chenette. Girdle of velvyn ribbon
Worn by Miriam Hopkins in "Little Jessie James"*

November

1923

*R. P. Whitcomb, Editor**Elizabeth Paine, Secretary*

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FITTING IN

WE all know lots of men with all sorts of ability except the ability to "fit in," and this one lack has nullified all the rest of their abilities.

They are the class of men concerning whom one habitually asks, "What is Bill doing now?" They drift from job to job, not actually failing in any of them, but just naturally failing to fit. Their personality thwarts their own ambitions.

A man who cannot get along with his fellowmen cannot get along at all, because nine tenths of existence consists of getting along with other people. There are a few conspicuous examples to the contrary, but they only prove, without breaking, the rule. Very generally, if you will study the personality of any man conspicuous for success or leadership, you will find that his associates have liked him—he got along with them—he fitted in. For, after all, we are first and foremost, human beings, dependent largely upon the approval or tolerance of our fellowmen, and if we start by arousing their antagonism we shall have to expend much of our energy in fighting that instead of directing it all to the real work of life. Too much of the power is consumed in overcoming friction.

Therefore, the most important and valuable quality any of us can cultivate is the quality of fitting in. The man who cannot fit in doesn't last anywhere. His ability may sell itself over and over, but his personality fails to keep it sold.

Life and business are made up of give and take. Learn to give as well as to take—fit in!

The Message to Garcia

By Elbert Hubbard

WHEN war broke out between Spain and the United States it was very necessary to communicate quickly with the leader of the insurgents. Garcia was somewhere in the mountain fastnesses of Cuba—no one knew where. No mail or telegraph message could reach him. The President must secure his co-operation and quickly.

What to do!

Some one said to the President: "There is a fellow by the name of Rowan who will find Garcia for you, if anybody can."

Rowan was sent for and given a letter to be delivered to Garcia. How the "fellow by the name of Rowan" took the letter, sealed it up in an oil-skin pouch, strapped it over his heart, in four days landed by night off the coast of Cuba from an open boat, disappeared into the jungle, and in three weeks came out on the other side of the island, having traversed a hostile country on foot, and delivered his letter to Garcia—are things I have no special desire now to tell in detail. The point that I wish to make is this: McKinley gave Rowan a letter to be delivered to Garcia; Rowan took the letter and did not ask, "Where is he at?"

By the Eternal! There is a man whose form should be cast in deathless bronze and the statue placed in every college of the land. It is not book-learning young men need, nor instruction about this and that, but a stiffening of the vertebrae which will cause them to be loyal to a trust, to act promptly, concentrate their energies: do the thing—"Carry a message to Garcia."

General Garcia is dead now, but there are other Garcias. No man who has endeavored to carry out an enterprise where many hands were needed but has been well-nigh appalled at times by the imbecility of the average man—the inability or unwillingness to concentrate on a thing and do it.

Slipshod assistance, foolish inattention, dowdy indifference and half-hearted work seem the rule, and no man succeeds, unless by hook or crook or threat he forces or bribes other men to assist him; or mayhap God in His goodness performs a miracle, and sends him an Angel of Light for an assistant.

You, reader, put this matter to a test:

ask one or more of the following questions:

Who was he?

Which encyclopedia?

Was I hired for that?

Don't you mean Bismarck?

What's the matter with Charlie doing it?

Is he dead?

Is there any hurry?

Sha'n't I bring you the book and let you look it up yourself?

What do you want to know for?

And I will lay you ten to one that after you have answered the questions, and explained how to find the information, and why you want it, the clerk will go off and get one of the other clerks to help him try to find Garcia—and then come back and tell you there is no such man. Of course I may lose my bet, but according to the Law of Average I will not. Now, if you are wise, you will not bother to explain to your "assistant" that Correggio is indexed under the C's, not in the K's, but you will smile very sweetly and say, "Never mind," and go look it up yourself. And this incapacity for independent action, this moral stupidity, this infirmity of the will, this unwillingness to cheerfully catch hold and lift—these are the things that put pure Socialism so far into the future. If men will not act for themselves, what will they do when the benefit of their effort is for all?

A first mate with knotted club seems necessary; and the dread of getting the "bounce" Saturday night

holds many a worker to his place. Advertise for a stenographer, and nine out of ten who apply can neither spell nor punctuate—and do not think it necessary to. Can such a one write a letter to Garcia?

"You see that bookkeeper?" said the foreman to me in a large factory.

"Yes; what about him?"

(Continued on Page 4)

As History Records It.

THIS year marks the quarter century celebration of the Spanish-American War. From the standpoint of the modern schoolboy or girl it wasn't much of a war. But it must be confessed that history holds few tales to rival the one of the message to Garcia. The story of this adventure and the business sermon inspired by it are worthy of repetition. The hero of the first was Andrew S. Rowan, recently decorated with the Distinguished Service Cross and the Silver Star Citation. The author of the second was Elbert Hubbard.

Andrew S. Rowan, at the time we declared war against Spain, was a young Lieutenant in the United States Army. President McKinley decided to send an officer to Cuba to find out how strongly fortified the island was, and to what extent the United States forces might expect aid.

General Garcia, long the leader of the rebels, was considered the man whose help and information would be most valuable. The important point was to reach him. Nothing was known of his whereabouts except that he was somewhere in Eastern Cuba.

Rowan was chosen to undertake the trip. He reached Kingston, Jamaica, and on April 23, 1898, while awaiting further orders from Washington, received the cipher message: "Join Garcia as soon as possible." There were no further orders, no further instructions. Dressed as an English hunter, Rowan crossed the island and reached Saint Ann's Bay an hour after midnight. There he boarded a boat which took him to the shore of Cuba. Then began his trip through the forest. For a week he traveled uncharted wilds, picking up information from Cuban rebels and deserters of the Spanish forces. He literally swam rivers and climbed mountains to get to Garcia.

On May 1, Rowan reached the Cuban General, delivered his message and gave General Garcia all the information the latter wanted. For five hours the two men talked over the business. Then Rowan was asked whether he was ready to start for Washington. At 5 o'clock that afternoon he left the General's camp, accompanied by three Cuban officers. After many hardships they reached Key West and boarded a ship for Washington.

You are sitting now in your office—six clerks are within call. Summon any one and make this request: "Please look in the encyclopedia and make a brief memorandum for me concerning the life of Correggio."

Will the clerk quietly say, "Yes, sir," and go do the task?

On your life he will not. He will look at you out of a fishy eye and

The Message to Garcia

(Continued from Page 3)

"Well, he's a fine accountant, but if I'd send him uptown on an errand, he might accomplish the errand all right, and, on the other hand, might stop at four saloons on the way, and when he got to Main Street would forget what he had been sent for."

CAN such a man be entrusted to carry a message to Garcia?

We have recently been hearing much maudlin sympathy expressed for the "down-trodden denizens of the sweatshop" and the "homeless wanderer searching for honest employment," and with it all often go many hard words for the men in power.

Nothing is said about the employer who grows old before his time in a vain attempt to get frowsy ne'er-do-wells to do intelligent work; and his long, patient striving after "help" that do nothing but loaf when his back is turned. In every store and factory there is a constant weeding-out process going on. The employer is constantly sending away "help" that have shown their incapacity to further the interests of the business, and others are being taken on. No matter how good times are, this sorting continues: only, if times are hard and work is scarce, the sorting is done finer—but out and forever out the incompetent and unworthy go. It is the survival of the fittest. Self-interest prompts every employer to keep the best—those who can carry a message to Garcia.

I know one man of really brilliant parts who has not the ability to manage a business of his own, who is absolutely worthless to any one else, because he carries with him constantly the insane suspicion that his employer is oppressing, or intending to oppress, him. He cannot give orders, and he will not receive them. Should a message be given him to take to Garcia, his answer would probably be, "Take it yourself!"

TONIGHT this man walks the streets looking for work, the wind whistling through his threadbare coat. No one who knows him dares employ him, for he is a regular firebrand of discontent. He is impervious to reason, and the only thing that can impress him is the toe of a thick-soled Number Nine boot.

Of course I know that one so morally deformed is no less to be pitied than a physical cripple; but in our pitying let us drop a tear, too, for the men who are striving to carry on a great enterprise, whose working

hours are not limited by the whistle, and whose hair is fast turning white through the struggle to hold in line dowdy indifference, slipshod imbecility, and the heartless ingratitude which, but for their enterprise, would be both hungry and homeless.

Have I put the matter too strongly?

POSSIBLY I have; but when all the world has gone a-slumming I wish to speak a word of sympathy for the man who succeeds—the man who, against great odds, has directed the efforts of others, and, having succeeded, finds there's nothing in it; nothing but bare board and clothes. I have carried a dinner-pail and worked for day's wages, and I have also been an employer of labor, and I know there is something to be said on both sides. There is no excellence, per se, in poverty; rags are no recommendation; and all employers are not rapacious and high-handed, any more than all poor men are virtuous. My heart goes out to the man who does his work when the "boss" is away, as well as when he is at home. And the man who when given a letter for Garcia, quietly takes the missive, without asking any idiotic questions, and with no lurking intention of chucking it into the nearest sewer, or of doing aught else but deliver it, never gets "laid off," nor has to go on a strike for higher wages. Civilization is one long, anxious search for just such individuals. Anything such a man asks shall be granted. He is wanted in every city, town and village—in every office, shop, store and factory. The world cries out for such: he is needed and needed badly—the man who can "Carry a Message to Garcia."

A LESSON IN ENGLISH

Correct answers shown below

1. Would you write---

I DID it already
or I HAVE DONE it already
WHO shall I call
or WHOM shall I call
It's just AS I said
or It's just LIKE I said
The river has OVERFLOWED its banks
or The river has OVERFLOWN its banks.
I WOULD like to go
or I SHOULD like to go
I LAID down to rest
or I LAY down to rest.
Divide it AMONG the three
or Divide it BETWEEN the three
The wind blows COLD
or The wind blows COLDLY

You will FIND ONLY one
or You will ONLY FIND one
Between you and I
or Between you and ME

2 How do you say---

evening—EV-en-ing or EVE-ning
ascertain—as-cer-TAIN or as-CER-tain
hospitable—HOS-pi-ta-ble or hos-PIT-able
abdomen—AB-do-men or ab-DO-men
mayoralty—MAY-or-al-ty or may-OR-al-ty
amenable—A-ME-na-ble or a-MEN-able
acclimate—AC-cli-mate or ac-CLI-mate
profound—PRO-found or pro-FOUND
beneficiary—ben-e-fi-shEE-ary or ben-e-FISH-ary
culinary—CUL-i-nary or CU-li-nar-ry

3 Do you spell it---

calendAR or calendEr
receIIVE or recIEve
repreIIVE or repriEve
donKEYS or donkIES
factorIES or factorYS
repEtition or reptition
sepARate or sepERate
aCoModate or aCCoMModate
traffiCing or trakICKing
aCSeSible or aCCeSSible

ANSWERS**1**

I have done it already
Whom shall I call
It's just as I said
The river has overflowed its banks
I should like to go
I lay down to rest
Divide it among the three
The wind blows cold
You will find only one
Between you and me.

2

ben-e-FISH-ary
EVE-ning
as-cer-TAIN
HOS-pi-ta-ble
ab-DO-men
MAY-or-al-ty
a-ME-na-ble
ac-CLI-mate
pro-FOUND
ben-e-FISH-ary
CU-li-nary

3

calendar
receive
reprieve
donkeys
factories
repetition
separate
accommodate
trafficking
accessible

Dame Fashion's Page

By Yvonne Lang

FEW creations for Fall and Winter have made their debut to the Fashion World, and it remains to be seen which are going to be the favorites of the "Well-dressed Woman."

Materials vie with each other for prominence. Velvet, of course, is the chosen fabric of the season, with tinsel brocades and crepe satins, a close second. Other fancied goods are the brocaded satins and crepes, chiffon and georgette, satin and moire. Very often the new gowns show combinations of two unlike materials such as brocade and plain crepe, velvet and crepe, or satin and velvet.

Chinese blues, reds, yellows and oranges are the newly introduced shades, and brown, russets and greens continue in popularity. Black usually combined with a gayer color is also good.

There are two distinct silhouette, the straight and narrow, sometimes having its severe lines broken by a circular flounce or softened by tiers, and the peg-top or extended hip-silhouette. The circular movement seen so much of late was apparent in last Spring's models. Dressy frocks and long coats featuring the beltless semi-fitted lines frequently have shaped flounces or deep pleatings



RUSSIAN AFTERNOON GOWN

The Mary Laird frock worn so becomingly by Jean Tennyson, prima donna of "Adrienne" is of gleaming satin Panne effectively trimmed with a wide band of fur and embroidery of gold threads

around the bottom or cascading at the side.

THE tendency seems to be, however, to keep front and back of frocks perfectly flat with all fullness concentrated on side. A good many of the formal afternoon and evening gowns favor the bustle adaption with voluminous bows and sashes. Two contrasted materials or contrasting colors fashion other smart afternoon dresses. Bodices are somewhat fitted with straight full skirt. Metal brocades compose part of the more elaborate formal dresses. Three-piece costumes have blouse of brocade or the frock is simply plain and the jacket is enlivened with embroidery.

There is an emphatic change in necklines. The overdone bateau has been deserted for the more becoming V or square cut. Extremely low decollete is in again. Usually, the front of the gown, however, features the high bateau neckline terminating into a deep decollete in the back. For street and general wear long-fitted sleeves are worn, and elbow length for afternoon.

The lavish use of ribbon and lace on all things continues. Many garments are very much befurred, no doubt due to the Russian influence. Elaborate embroideries suggestive of the Chinese are seen on a good many jackets of three-piece costumes, and on bodices of afternoon dresses.



EGYPTIAN EVENING GOWN

Monkey fur and gold lace are effective trimmings on Mary Laird's evening gown of tarragon green Brokado Krepe. Worn by Miss Miriam Hopkins of "Little Jessie James"



LONG LINES, AFTERNOON GOWN

Lustrous Mirrokrepe was used in the fashioning of this Mary Laird gown of slim lines worn by Miriam Hopkins ingenue in "Little Jessie James" and heavy black lace for the chic little cape and tunic. A long silk tassel and buckle are its only trimmings



BOUFFANT EVENING GOWN

Miriam Hopkins, ingenue in "Little Jessie James" is simply adorable in Mary Laird's youthful robe de soiree of daffodill Crepe Faille Moire and gold lace. Girdle of Veityn.

BUSINESS, LIKE WATER, CLARIFIES THROUGH MOTION AND FOULS FROM STAGNATION

1029
1571
1610

ARABIAN CALIPHATE
Arabian followers of Mohammed established the Arabian Caliphate.

Western Turks, followers of Seljuk, conquered many parts Persia and Arabia.

Turks, invaded and ruled about 1800.

641
600
328

ARABIAN CALIPHATE
Arabian followers of Mohammed established the Arabian Caliphate.

Early Christian Term applying to the art influence of the early Christians.

Byzantine

1500
600

ISLAM—MOHAMMEDAN
Arabs, Persians, Moors, Berbers, Turks, Mongols, Persians. Mohammedan art extended through the Mediterranean countries and Western Asia.

Early Christian Term applying to the art influence of the early Christians.

1000
1300
1200 B.C.

SCANDINAVIAN
Influenced by Celtic but unlike Celtic, designs were of unbalanced relations.

CELTIC
Celtic ornament showed complex but well-balanced interlacement of curved lines and animal forms.

100 B.C.
79 A.D.

POMPEIIAN
Development of Roman and Greek arts. Pompeii destroyed by volcano, 79 A.D.

453 B.C.
550-800
550-1005

ROMAN
Roman Empire extended over Greece, Italy and West Asia.

BYZANTINE
Roman Christian Period. Constantine, Emperor Eastern division of Roman Empire.

558 B.C.
2000 B.C.

PERSIAN
Persians conquered the Medes and Babylonians, established the Persian Empire. Became Mohammedan 641 A.D.

2000 B.C.
1400 B.C.-500 B.C.
500 B.C.
711 A.D.
1525 A.D.
1748 A.D.

INDIAN
Brahma Period.
Buddha
Mohammedan invasion.
Mogul Empire.
English control.

608 B.C.
538 B.C.

BABYLONIAN
Babylonian Empire which sprang from the dissolution of the Assyrian Empire.
538. Babylonian Empire incorporated by Persians.

2286
1300
640
608

ASSYRIAN
Chaldean Period.
Assyrian.
Median.
Babylonian.
The people of Assyria were the Medes, Persians, Babylians.

4000 B.C.
324 B.C.

EGYPTIAN
Egypt became Greek Kingdom.
30 B.C. Became Roman Province until Mohammedan invasion, 640 A.D.

3500 B.C.
3500 B.C.
2200 B.C.
500 B.C.
1260
1368
1620

CHINESE
Mythic Period.
First Empire.
Confucius.
Yomen.
Ming.
Khang Hi.

1000 B.C.
500 B.C.

GREEK
Doric, Ionic, Corinthian orders. Became part of Roman Empire.



1000 B.C.
500 B.C.

INDIAN
Brahma Period.
Buddha
Mohammedan invasion.
Mogul Empire.
English control.

Chronological of the Design Periods

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SILKEN THREADS


THE appeal for aid to sufferers from disasters in Japan sent out by The Silk Association of America met with a very generous response. Cheney Brothers was among those who subscribed \$10,000 to the fund.

* * *

We are greatly indebted to Clifford & Lawton for the privilege of reproducing the Chronological Tree of the Design Periods.

* * *

Dr. Hurd will be at the store on Monday, Wednesday and Friday of each week from eleven to twelve-thirty o'clock. Appointments can be made with Miss McManus.

* * *

We wish to call your attention to Mr. Farnsworth's Course in Practical Psychology held at the 23rd Street Y.

M. C. A. The course includes a series of lectures dealing with the practical application of psychology in the every day world. For further particulars regarding this course call at Mr. Whitcomb's office.

* * *

We welcome the following to our force: Miss Slade, and Messrs. Muttell, Stirn and Homack.

* * *

The Roosevelt House, 28 East

Twentieth Street, the restored birthplace of Theodore Roosevelt, where trophies of "the Colonel's" colorful life are now on exhibition, is open to the public week days from 10 to 5 o'clock and on Sunday from 1 to 5 o'clock. Admission 25 cents, Saturdays and Sundays free.



A Beaver Dam---Squash Pond

J. Brittain

The decorator who placed the old felt hat on the standard in the rear of the Dress Goods Department the other morning certainly has an eye for beauty.

* * *

The following letter was received from an out-of-town customer:

"Kindly send us three (3) bow ties—35 inch, neat pattern, something suitable for a very stout man 40 years of age."

BESSIE isn't really rude though she did have an open book on the table in front of her at luncheon. Offer Elizabeth some banana pie if you would solve the riddle.

* * *

The recent display in the new Spring line of silks in the Dress Goods Department presented a very pleasing picture.

Question No. 1: Why should meetings be arranged to interfere with the foot ball games?

* * *

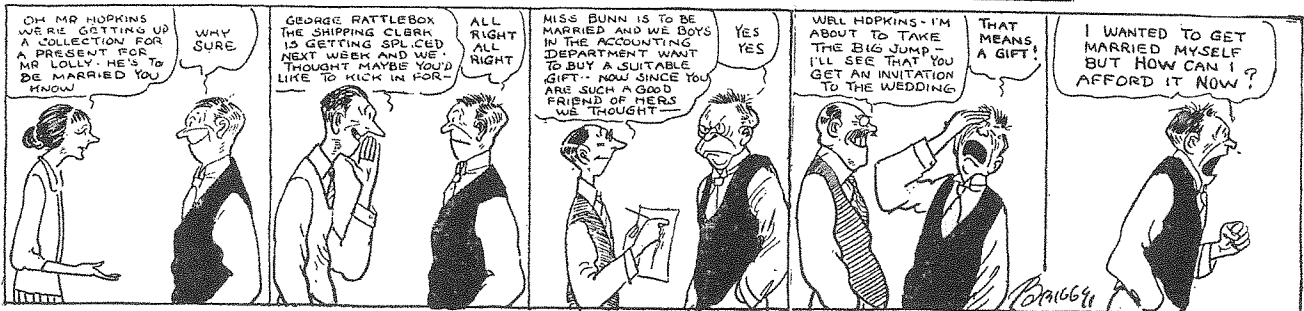
Red Cross Roll Call

The annual Red Cross membership roll call, which began November 11th and will continue to Thanksgiving Day, November, 29th, gives every person an opportunity to share in the great

agency for the relief of human sufferings. The American Red Cross will "carry on" in any event, through earthquake, fire, flood and battle, and every other calamity. The more assistance it receives from the people of the nation standing behind it the better able it will be to do so.

Give your dollar to your department representative.

There's At Least One in Every Office : : : : : BY BRIGGS



---New York Tribune

WHEN YOU GET TO THE END OF YOUR ROPE TIE A KNOT AND HANG ON

SILK OPENING FORECASTS SPRING FASHIONS

“AMERICAN women will be arrayed next Spring in silks which have gone back for their inspiration to the cradle of silk and of civilization,” said Mr. Creange at the Spring opening held recently.

Designs and colors show the strong influence of China and the East foreshadowed at the Chinese Grand Prix Ball in Paris a few months ago. Chinese blues will dominate the color scheme, but Chinese reds, greens, and yellows will be almost as popular. Printed silks will be worn more than ever—and are more wearable than ever before. The greatest vogue at present is for materials in which the designs are made up of very small units distrib-

uted over the cloth both as to color and design so that from a distance the cloth may seem to be almost plain. The fashionable fabrics which are used for printing are flat crepes and crepes, including Frost crepe, Mirro crepe, Roman crepe, and Cinderella.

Designs follow the ancient route of the silk caravans Westward from China, and are strongly Persian, Turkish, and Arabian in motive. Persian effects are the biggest thing abroad at this moment, and the new printed silks reflect this trend, but in a different treatment entirely, employing the characteristic Persian motives in small figures, carried out in the vivid Chinese colors.

BUSINESS BOOKS

The following books are recommended highly and can be purchased from Brentano's, corner Fifth Avenue and 27th Street:

<i>Executives</i>		
Church, A. H.	Making of an Executive	\$3.50
Gowin, E. B.	Developing Executive Ability	3.00
Gowin, E. B.	The Executive and His Control of Men	2.00
Franklin, B. A.	Cost Reports for Executives	5.00
<i>Business English and Letter Writing</i>		
Hall, S. R.	Handbook of Business Correspondence	5.00
Dolch, E. W.	Manual of Business Letter Writing	2.25
Hotchkiss, Y. B. & Kelduff, E. J.	Handbook Business English	1.30
Schulze, E. H.	M. King Letters Pay	5.00
<i>Accounting</i>		
Kester, B. B.	Accounting Theory and Practice, 3 volumes Volume I, \$3.00; Volume II, \$4.00; Volume III, \$5.00	6.00
Bell, W. H.	Accountants Reports	6.00
Montgomery, R. H.	Auditing Theory and Practice, 2 volumes Vol. I, \$6.00; Vol. II, \$4.00	
Nicholson, J. L.	Cost Accounting	5.00
<i>Efficiency</i>		
Henderson, C. S.	Personal and Business Efficiency	2.00
Scott, W. D.	Increasing Human Efficiency	1.50
<i>Salesmanship</i>		
Stevenson, J. A.	Constructive Salesmanship	3.00
Hess, H. W.	Creative Salesmanship	3.50
Ketson, H. D.	Mind of the Buyer	1.50
<i>Bookkeeping</i>		
Klein, J. J.	Bookkeeping and Accounting	2.50
Beach, F. L.	Twenty Seventy-Minute Lessons in Bookkeeping	1.50
<i>Secretarial Work</i>		
Church, A. L.	Training of a Secretary	1.75
Kelduff, E. J.	The Private Secretary	1.75
<i>Office Administration</i>		
Galloway, L.	Office Management	3.50
Schulze, J. W.	Office Administration	3.50
<i>Charts and Graphs</i>		
Karsten, Karl G.	Charts and Graphs	6.00

PEOPLE WE KNOW



HARRY CLARK

ANOTHER employee of long-standing with Cheney Brothers who started in our Mailing Department, and, by earnest endeavor, has been advanced to his present position as one of our Billing Department experts.



WILLIAM ROWE

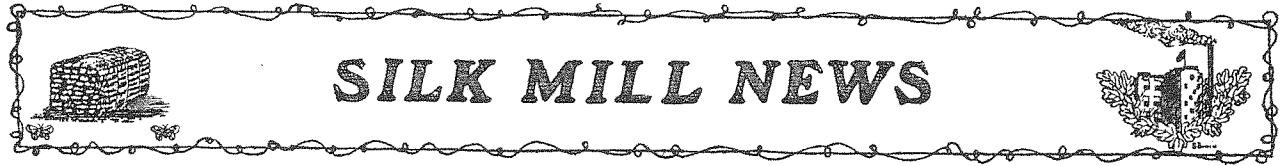
A MASTER Cravater who almost became a Master Mariner during the war. Bill is one of Mr. Poncet's stand-bys in the Cravat Department and has been with Cheney Brothers over ten years.



LEIGHTON TRACY

SINCE this valuable and efficient member of the Sales Engineering Department joined our force he has made a host of friends. He is a New Englander by birth and has all the characteristics of one.

HE WHO FOLLOWS ANOTHER IS ALWAYS BEHIND



SILK MILL NEWS

Charles Allen Day, Manager of Cheney Hall Over 53 Years Service

THOSE of our readers who have visited Cheney Hall in South Manchester will remember Mr. Day, the manager. Mr. Charles Allen

Day was born in Old Lyme, Connecticut, February 13, 1845. When seventeen years of age he eagerly answered his country's call for volunteers and enlisted first for a nine months' period at Norwich, Conn., on August 17th, 1862. He was assigned to Co. C of the 26th Connecticut Volunteer Infantry Regiment, which marched through the streets of Norwich November 12th and embarked on steamer "Commodore" for New York. The regiment was at camp in Brooklyn until December 6th, 1862, when they sailed under sealed orders to a southern port. Six days out from New York, the men were told that their regiment would become a part of the forces under General N. P. Banks, assembling at New Orleans. On December 16, 1862, the regiment landed at New Orleans and on the 18th at Camp Parapet. Here firearms were issued for the first time and intensive drill carried on. Not being used to the southern climate, many of the men succumbed to the ravages of malaria and other sickness.

The 26th Regiment occupied a right center of Dow's Brigade under General Sherman. When everything was all set for battle, with great enthusiasm, General Sherman in person ordered, "forward," and led the men into battle. In this engagement the advanced position was secured and

held. When the roll was called it was found that there were 107 dead and wounded including all ranks from Colonel to Private. On July

the regiment was received by the Mayor and people with great enthusiasm.

Mr. Day immediately offered his services again, this time being mustered into Federal Service with the First Regiment, Connecticut Volunteer Heavy Artillery under date of December 10, 1863. A long winter of drilling and guard duty followed in various camps near Washington, D. C. Real action started May 16, 1864, with the beginning of the siege of Petersburg, Va. About a month of heavy artillery sharp combats. When the Petersburg mine was blown up Mr. Day was there in the fight, being at the time about 700 yards from the mine. He was also with Co. A of the First Regiment Connecticut Volunteer Heavy Artillery in the siege of Yorktown which lasted 30 days and also in the Spring of 1863 in the siege of Richmond under the command of General Burnside. Mr. Day recalls especially an incident when on guard at Fort Morton across



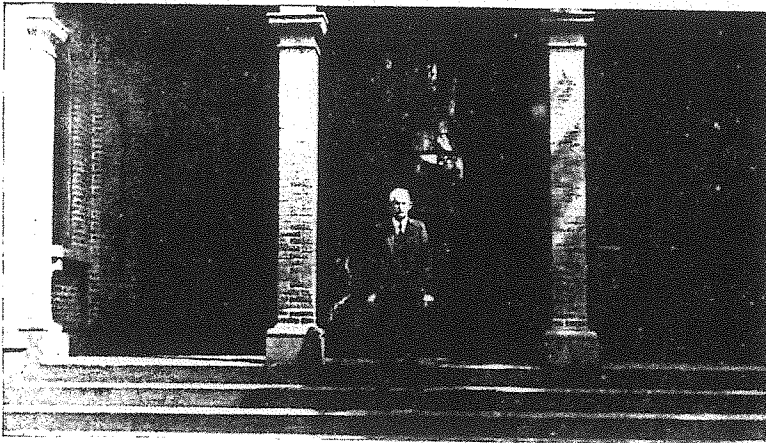
Charles Day as He Appeared During the Civil War

8th Fort Hudson surrendered with 6408 prisoners. In this engagement the regiment was under continual fire day and night until the afternoon of July 14, a period of many months. By reason of expiration of term of service, the regiment was ordered on July 25th, 1863, to return to Norwich, Conn. The trip was made by Mississippi River steamer "Maurice" to Cairo, Ill., thence by rail to Chicago and New York, thence by steamer to Norwich, where on August 7th

from Petersburg he had the pleasure of loaning General Grant his field glasses. To Mr. Day this was the supreme moment in his life, to be able to be of even such humble service to the great man of the day.

The last combat which the First Regiment entered and which Mr. Day well remembers, was the assault on Fort Stedman on March 25, 1865. A special detail of 100 men (Mr. Day included), under command of First

(Continued on Page Eleven)



As Manager of Cheney Hall Mr. Day Has Met Thousands of Visitors

C. B. A. A. HOLDS BAZAAR

THE last gun of the Cheney Brothers' Athletic Association Bazaar was fired Saturday night, October 27th. Despite the fact that Tuesday and Wednesday evenings the crowd stayed at home on account of a veritable downpour of rain, the Bazaar as a whole was successful.

Entertainment four nights by professionals, dancing every night with music supplied by Victor Orchestra in harmony with Pipe Organ. Among the novel features of the booths was the Corn Game; by far this proved to be the most popular section. One can lose money more gracefully at this game than any other. Children, grandmammas—everyone tried their luck.

Charles Allen Day, Over Fifty Three Years Service

(Continued from Page Ten)

Lieutenant Rogers, Second Lieutenants Smith, Couch and Reynolds, and with lanyards, fuses and primers, joined the assaulting battery No. 20. It was a surprise attack carried on in the middle of the night. These 100 men entered the fort, immediately manned the guns, turned them about and opened fire on the retreating masses in the fort. Men who were not required at the cannons, used muskets and before daylight what was left of the enemy had evacuated the fort.

There were, of course, a great many such instances that Mr. Day could relate if only time and space could permit. On January 11, 1865, he was promoted to Corporal. He was in the service until the last gun was fired and was mustered out at Hartford, September 25th, 1865.

April of 1870, when Mr. Day first entered the employ of Cheney Brothers, he tells of his first job as surveyor's helper with Chester Van Horn, Civil Engineer, who laid out the foundation for the Spinning Mill. Later Mr. Day worked with the carpenters on the Spinning Mill and up to the time that Mr. George Shieldge was transferred from Cheney Hall to the Hartford branch. Then Mr. Day became manager of Cheney Hall and is still in the same capacity, working with the same spirit of co-operation, sincere, efficient and "always on the job."

Many people of distinction, such as Horace Greeley, delivered addresses

in the Hall. In fact, it was Horace Greeley who delivered the address dedicating Cheney Hall some few months after its erection.

During the World War Cheney Hall was used day and night as Red Cross Headquarters. Cheney Hall is still a busy place, in fact, in the winter months it is used practically seven days in the week.

Among his many activities, Mr. Day still finds time to maintain one of the fairest garden spots in the vicinity. A review of his garden is a living example of his mastery of the art of horticulture. From the picture one can get something of an idea of the fruits of his labors. The hollyhocks were in the height of their beauty.

Customer—"You say this hair restorer is very good, do you?"

Druggist—"Yes, sir; I know a man who took the cork out of a bottle of this stuff with his teeth and he had a mustache the next day."

It was leap year, and Liza was forty and single, so when Luke called up on the telephone, the following conversation took place:

Luke—"Hello, is dis Miss Liza?"

Liza—"Yes, dis is Liza. What does you' want?"

Luke—"I jes' thought as how I'd call and ast you would you marry me, Miss Liza?"

Liza—"Laws! Yessah. Who am it?"



"Friends and Flowers Make Life Worth While," says Mr. Day



*"The Proteus Beauty, that illusive pow'r
Who changing still, was all things in an hour,
Now, fix'd and bound, is just what reason wills,
Nor wayward Fancy's wild decree fulfills."*

*—Gray's Inn Journal, 1753. An Appreciation
of Hogarth's "Analysis of Beauty".*

IN the National Gallery in London hangs an excellent self portrait of William Hogarth, the British painter. Drawn upon the palette in the lower left hand corner is a curved line, below which are inscribed the words—"The Line of Beauty."

No Egyptian hieroglyphic ever amused more than did the Hogarth enigma. Appearing as it did at the height of the painter's fame, it aroused curiosity, created a storm of discussion, and set the public clamoring for explanation; until at last the painter attempted a reply.

Hogarth contended that a form, in order to have grace and beauty, must be flame-like; that "the serpentine line, by its waving and

winding at the same time in different ways, leads the eye in pleasing manner along the continuity of its variety." He claimed that the principles incorporated in the line of grace, were "fitness, variety, uniformity, simplicity, intricacy, and quantity—all of which cooperate in the production of beauty, mutually correcting and restraining each other occasionally."

So came the term "the Hogarth line." So new recognition and a name were given to the flowing outline employed for centuries in sculpture, painting and textile design—a line that gives proof of its appealing charm in the patterning of lovely Decorative and Upholstery Silks by Cheney Brothers.

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