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Eighteen Thirty Eight

A Publication of Those Working with Cheney Brothers



Remarkable door of forged iron by Brandt, entitled "Les Cigognes." It is the work of genius. Clearly Eastern in its inspiration, the spirit is entirely Brandt. Clouds and sun rays bring out the possibilities of his medium. It is a triumphant piece of metal work.

November



1924



This Hits Us All

EACH of us may have his own pet bunch of shortcomings; but there's one, at least we share in common. We're all eligible for membership in the "hammer-slingers' club." Now, knocking is hard on him who gets it. His feelings are hurt, sometimes it costs him the price of a good name.

Also, it hands him who indulges therein a nice hard rap. For it is nothing else in the world, this hammering instinct, than the wish to appear better or smarter or richer than the man we go after.

We compare our strength to his weakness, and then immediately our heads begin to expand. Of course, we usually admit, under pressure, that he has his good points, but at best we touch lightly on these. We do not stress his assets.

Few of us stop long enough to really take the other fellow's measure accurately. That wouldn't suit our book at all. For if we did, it's barely possible that our own standing would not be quite so high. We never pick the same flaw in another that we are conscious of in ourselves. The weakness we retail is one of which we are not guilty. Poor business. There's only one tape-measure that's worth a whoop, and that's the one that measures our growth against our past record. For that's something real!

Are we going forward? Has this day been better lived than yesterday? Are we fighting harder, or at least as hard, to achieve that cherished desire as we did last week? If we are, there's something to crow about, for we are at least holding the line. If we are not, we are losing. For one never stands still. You are either more or less of a personality than you were. So in reality it is an admission of littleness for you to go around picking out some weak brother and measuring yourself against him.

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.

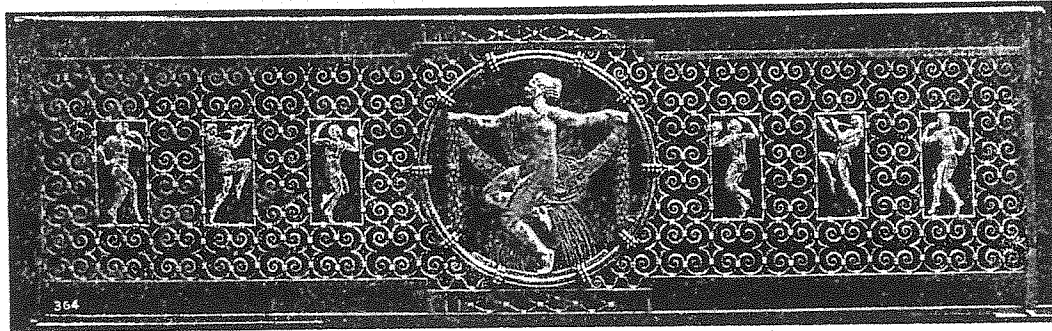
VOL. 7.

NOVEMBER, 1924

No. 9

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.

∂ *New Modern Art Period Finds First Expression* ∂
in America in Textiles



Balustrade in forged iron, by Brandt

QUITE the most impressive Opening which Cheney Brothers have ever had in connection with the annual showing of their collection of printed silks took place on October 9th when about two hundred persons including competing silk producers, garment heads, store buyers and men prominent in allied fields responded to Cheney Brothers invitation to attend this function.

Mr. Henry Creange, manager of the Art and Dress Goods Departments, gave a most interesting talk and explained to the gathering the evolution of the present line and outlined the theory of color styling dominating the new Spring silks.

A new modern art period was launched in America when the iron work of Brandt, great French ferronnier who made the famous doors of the Verdun Monument for the French Government, found its expression in silk designs created by Cheney Brothers and shown at this Opening.

EXHIBITED with the silks were works of Brandt and also a door by him, loaned by the Metropolitan Museum of Art and which was shown there for the first time in October.

The "Prints Ferronnier," an amazing group of designs inspired by the iron work of Brandt, are the first textiles to show the influence of this modern master. They are striking and spirited in composition, showing the characteristic Brandt motifs of graceful "tendril" and "coquille,"

and employing these in the delicate tracery of large designs. They secure all the brilliance of the original design, with an added beauty of warmth and color. They are developed in the characteristic "Camaieu" color principle of the season, and in the dominant color schemes. Another interesting example shown in the Ferronnier group is a Jacquard tinsel brocade reflecting with remarkable fidelity the motif in an iron balustrade, one of the Brandt pieces on exhibition.

WHILE the influence of Brandt has given its own impress to one part of the line, all of it reflects modern art tendencies. Exquisiteness is the keynote of these Spring prints, which appeal not only to the eye but to the intellect. A radical difference from last season's prints, both in design and color schemes is noted. The magnificence of China and Persia abdicates in favor of detailed perfection of design and subtle simplicity of coloring. Modern art, represented by the extraordinary "Prints Ferronnier," modern florals, and "character" designs which interpret ancient motifs in the Brandt spirit, leads. Plaids supplant the travers. Geometrical designs, with dotted effects predominating, take the place of large Oriental motifs. An interesting new technique, the "Gravure," influences several groups of prints. Three-tiered effects, borders, and stripes are in vogue. Polychrome gives way to

monotone. Color is raised to a new plane of artistry in the "Camaieu."

THE plaid is a very important style theme in the new prints. It takes the place of the travers tendency in last Spring's prints. There are geometrical plaids which combine the partiality of the season for dots; there are plaids in cross-stitch prints, and there are plaids done in the new "gravure" technique.

The trend of fashion toward the Directoire period is affirmed by the appearance of the stripe. These stripes or "rayures" are very delicately proportioned affairs, and an exquisite note in the new prints.

Border effects are also noted, developing from this idea introduced last year.

An important new technique in textile design is launched in the "Gravure" prints, adopting the characteristic short wavy lines of the engraver, and giving a raised effect to plain material. These "Gravure" prints influence a number of the groups of design in the Cheney line, notably the geometric patterns, the modern art, and the florals.

GEOMETRIC designs form a large proportion of the Spring line, dotted effects being in the lead in this group. The dot is found in a variety of combinations which reveal unsuspected flexibility and originality in this design motif. There are prints with three tiers of dots in successively increasing size; there are prints

YOU WILL NOT SUFFER FROM INDIGESTION IF YOU SWALLOW YOUR PRIDE ONCE IN A WHILE

Cheney Brothers' Bond Issue

Charles Cheney makes statement

A GREAT deal of interest was taken in the recent announcement of the issue by Cheney Brothers of \$5,000,000 of 5 per cent serial gold bonds dated November 21, 1924; and to mature \$500,000 annually each November 1st, to 1934. The bond issue, which was offered by the Bankers Trust Co. and Brown Brothers & Co., was entirely subscribed to on the day it was offered to the public. Mr. Charles Cheney, Treasurer of the Company, explains the issue in a letter to the Manchester Herald as follows:

October 21, 1924.

The Manchester Herald,
Manchester, Conn.

Gentlemen:

You have doubtless had called to your attention the fact that the Bankers Trust Company and Brown Brothers & Company, jointly, are selling for our account an issue of \$5,000,000 5 per cent 10-year, serial Gold Bonds, maturing \$500,000 annually.

We think that you will probably take a natural interest in this matter and wish to inform you as to the purpose of the issue. Prior to the outbreak of the war Cheney Brothers had only very occasionally been borrowers of money from the banks. During the war and post-war period the Company abstained from any extensions to its plant and from all other inflationary moves and have, to the present time, adhered strictly to this policy. Nevertheless, due to the decreased purchasing power of money, as reflected in the cost of labor, material and supplies, it has been necessary to employ a largely increased amount of working capital in order to do the same volume of business as formerly and this has obliged the Company to have recourse to bank borrowings to a considerable extent.

At the present time it appears that

we are able to fund these current obligations for a ten-year period at a very advantageous rate and we have concluded that it is sound business policy for us to take advantage of the opportunity, and that constitutes the sole reason for the issuing of this loan. There is no particular change in the status of the Company and there are no unusual occurrences

only modification of the old status is that current bank borrowings will be replaced by a long term funding at more advantageous rates.

Yours very truly,
CHENEY BROTHERS,
Per Charles Cheney,
Treasurer.

A FAST COLOR CREPE JERSEY

OUR co-workers and friends in the trade will be interested in knowing that we are now producing a silk for underwear which is far superior to anything on the market. This fabric is crepe jersey and in order that it may be easily and positively identified it is being selvedge marked with the words "Cheney Crepe Jersey—Fast Color."

Imagine a white that will not turn yellow after repeated washings and a black that will not hurt other dainty garments of various colors when tubbed together. Picture dainty underwear in the smart new colors Paris has decreed for underthings. Add to those the staple pinks and flesh and a no more beautiful line of underwear shades and colors is to be had, especially when it is considered that they can be washed and washed and washed.

In selvedge marking "Fast Color" on crepe jersey we are placing our unqualified approval on both the fabric and the dyes that have been used in producing this wonderful lingerie fabric. We have the greatest confidence in its washing qualities else we would not have gone to the length of positive identification.

Crepe Jersey is made especially for fine undergarments and deshabelle wear. We expect it to be one of our most popular numbers.



This smart little afternoon dress employs the new material with the irregular designs. Note the tunic with the pleats unsewn at bottom, the big yoke and "V" shaped decollete.

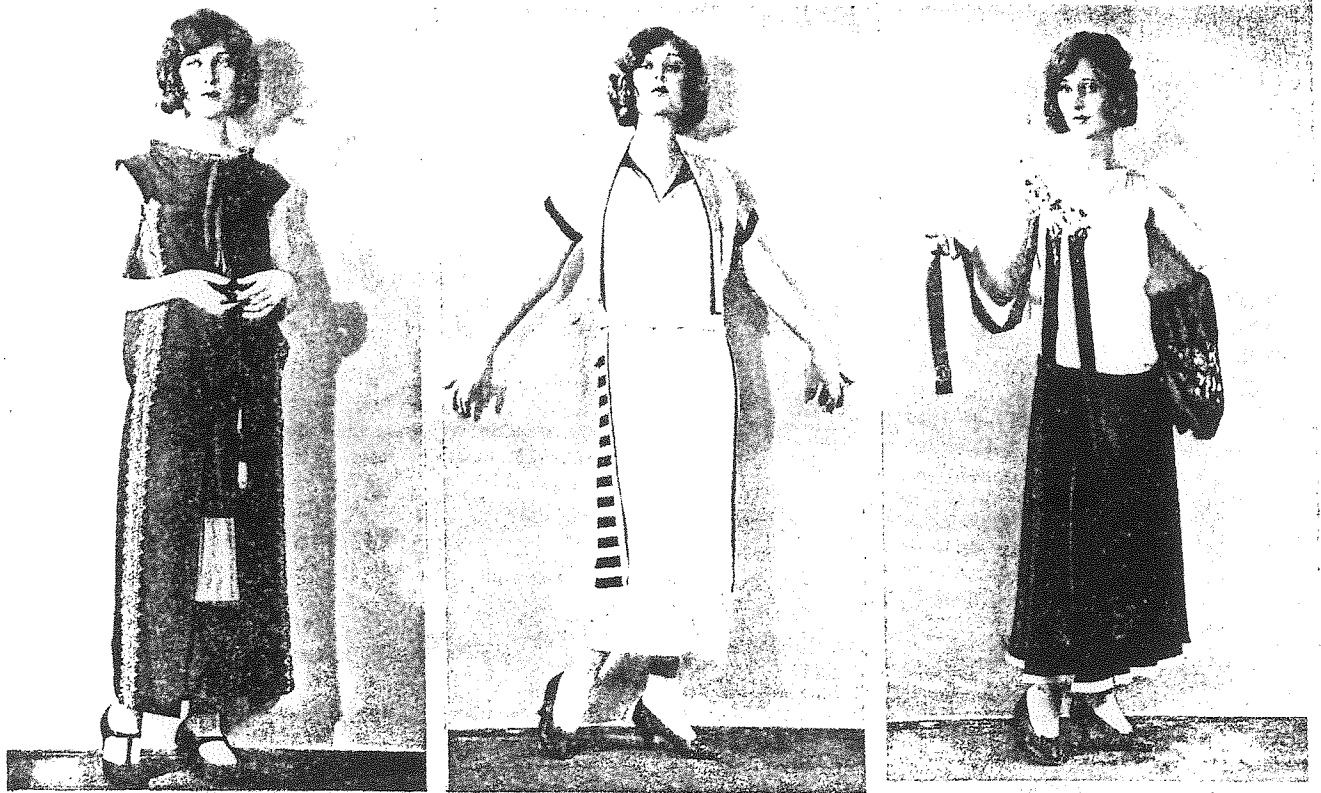
The feature of this dress is the "pils religieuse"—two such pleats in plain material on the bodice—while two plain and two printed ones form the skirt.

which have made it necessary to have recourse to a new form of borrowing.

THE finances of the Company are in excellent condition and are materially strengthened by this operation.

The business policies of the Company are in no way changed and no new plans are in contemplation. The

BEING "SQUARE" DOES NOT MEAN FROM THE NECK UP



SILK COSTUMES ON THE NEW YORK STAGE

Top left, a Chinese inspired frock of Frostkrepe with an underslip of black and white Cinderella, worn by Miss Dolores Costello in George White's "Scandals." Center, a sports frock of white Frostkrepe trimmed with red Satin Panne and bands of embroidery. Right, an afternoon frock of black and white Satella, with a black coat. Lower left dance frock of Glo-gleam Taffeta, worn by Helen Costello in George White's "Scandals." Right, gown of black Mirrokrepe trimmed with a band of white fur—coat also of Mirrokrepe with flare, cuffs and collars of white fur. All costumes were designed by Maybelle Manning for the "Scandals."

The Holzach Collection Shown

BACK in 1912, there was a studio out on the Rue Beauregard, Paris, famous for its work in textile designing, especially in Jacquard designing, and the makers of fine fabrics wore a path to its door; the work accomplished there was unquestionably of the highest possible character.

Here G. Holzach established a great reputation. He was an artist and a student of art, and in the years of his activity accumulated a vast volume of material.

Every dealer in old documents or period examples—Italian, French, Flemish or English, found his way to Holzach's and in time, the artist accumulated an enormous mass of material, some mere fragments, some a yard and a half or a yard in length; but so long as they showed the pattern and the coloring and demonstrated beauty of weave, they appealed to him.

When he died in 1912 they were stored temporarily; and then the war came on and they still stayed in storage, pending some policy of distribution. There were over a thousand examples, not all of them woven, many of them prints; the collection of Toile de Jouys was of itself so large that it was finally purchased in its entirety by an English firm, leaving in the hands of the Holzach estate about 800 examples of brocade, damask and brocatelle—all unusually beautiful and important, or the artist never would have preserved them.

Recently F. W. Budd, manager of the Upholstery Department, an old friend and patron of Holzach, purchased the entire lot for Cheney Brothers firm, and on October 15, 16 and 17 a section of our upholstery department was converted into a temporary museum for their display, and the trade was given an opportunity to view them.

About 150 of the larger examples were shown and no greater or

more important exhibit of authenticated antique textiles can be displayed by any museum in this country. They form an important addition to the archives of the Cheney Brothers' studio at South Manchester, where they will eventually be kept.

FORTY YEARS AGO

The obliging silk worm spun colored silk, according to the following article from "The Saint Louis Critic" which "The American Silk Journal" reprinted in 1884

It was a Pleasure to Show Her Around

WHAT is that?" she asked, as they entered the Saint Louis Exposition, her great blue eyes looking trustingly into his. "That is the silk display."

"I know—I can see the silk—I mean those little things in the shells like."

"Oh, those are worms."

"Worms!"

"Yes, those are worms—silk-worms, you know."

"Not made out of silk?"

"No, not made out of silk. They produce the fibre from which the silk is made, just as a spider produces its web—do you understand?"

"Oh, yes. Isn't that nice. And do they produce it done up in those sweet little balls?"

"Oh, certainly, of course they do. Why not? Some of them produce it in balls and some on spools, some in fifty-yard and some in one-hundred-yard lengths; some of them furnish it in blue, others in red, yellow, green, purple, and so on. I believe you see through the whole thing now?"

"Oh, yes; isn't it strange?"

"It is a pleasure to show you around—you understand everything so well. I do admire an intelligent woman. I'm tired, let's go home."

The New Scarfs

THE vogue for "ombre" or shaded silks, sponsored by Paris, finds its artistic culmination in the "Ombre

Scarf," a Cheney creation just launched.

This scarf, two yards long and forty inches wide, is made of very fine chiffon voile in seven color symphonies in gradations from Maise to Orange, Tan to Brown, Pink to Red, Lavender to Purple, Light Green to Dark Green, Light Blue to Dark Blue Copper to Salmon.

The unique effect achieved by these ombre scarfs is caused by the fact that the shading does not run from one selvage to the other in the old fashioned way, but the colors, by a new method, are blended the full two yard length.

The Lure of the Sea

(To be sung to any tune you think appropriate.)

I

Now Vincent McCormick went down to the shore,

Tra la la la la,

Down to the Ark of our friend Harvey Orr,

Tra la la la la.

The weather was cool but the sun it was hot,

A swim was proposed for the whole bloomin' lot,

And Vincent was game be it freezing or not,

Tra la la la la.

II

Now Vincent McCormick went down to the beach,

Tra la la la la.

He sat on the warm sand well out of harms reach,

Tra la la la la.

Jet black was the bathing suit that Vincent chose,

He went to the waters edge—stuck in his toes,

Then he flew to the shack to re-enter his clothes.

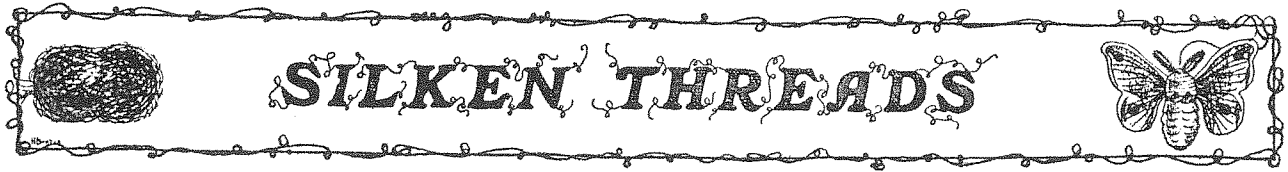
Tra la la la la.

All men are born equal, but some of them outgrow it.

.. ..

No day is lost if you can work a good laugh into it somewhere.—Astoria Budget.

DON'T SLING MUD. IT BECOMES DUST AND BLOWS BACK ON YOU



SILKEN Threads seem to be at a premium this time. There has been so much work and excitement over the Spring Opening in the Dress Goods and the Exhibition on the second floor that even Cupid seems to have crawled into his shell to avoid the rush.

However: The Cravat Department is expecting another romance to culminate in marriage soon. Have you noticed the happy expression on Josephine Sussman's face lately?

Murder will out! Fenwick Myers is married. Congratulations, Fenwick!

Several of our girls had a matinee party one Saturday afternoon. They went to see "Grounds for Divorce." The new generation does believe in preparedness.

We are glad to see Mabel Hurst, of the Cravat Department, back and looking so well after her recent operation.

Anyone wishing political information, please tune in for the Herberg station—broadcasting from 9 to 5.

Miss Sozzi's gentleman friend seems to us to be a very civil engineer.

Miss Benson, who is the "voice with the smile" at the Mill end of the wire, paid a short visit to the New York store recently and renewed the very pleasant impression that we had of her when she was our guest at the Clue House Party at the McAlpin two years ago.

DON'T forget the annual Red Cross Roll Call which will extend from Armistice Day, November 11th, to Thanksgiving Day.

Several girls have been recently reinstated in our employ—the Misses

Millar, Malone, Leitfred, Liebesman and Cross. We are glad they liked us well enough to want to come back and we welcome them to our ranks once more.

We were all very sorry to hear of the death of Charles Cox on October 24th. He served as watchman in the New York store for several years and was very faithful in the performance of his duties. Flowers were sent by his many friends in the Store, who extend their sincerest sympathy to his family.

The members of the Upholstery Cutting and Sample Departments have declared a truce in their scissor warfare and are now united to repel the invasion from the showroom. "Watch O'Brien" is the slogan.

Norman Severson has a new automobile. He is taking a series of lessons. Swede has reached the point where he can turn around at least one time in three without stalling.

Someone suggested that Carl and Fitz get married as they are almost inseparable.

Malcolm Mayora and Lee Griffin have joined the gang. Welcome fellows!

MR. Ray James visited Lakehurst, N. J., to see the ZR-3 last week and Melville Malone visited the traffic court to see the Judge. Malone by the way is quite a spear thrower—Art Berg on the receiving end.

We congratulate the Silk Travelers Association on its new publication, "The Silk Traveler," which appeared last month for the first time. It is a publication worth while of which the Association should be very proud.

We extend to Miss Cafferata our deepest sympathy in her recent bereavement, the loss of her father.

A cartoon sent to Mr. Stephens, of the Chicago Office, hitting at Chicago—"the windy city," brings forth the following from W. H. B. S.:

The speech of Andy Gump to the citizens of Chicago you sent me does not even scratch the surface of the wonders of this marvelous city by the lake. The book shelves of the world could not hold the books which could be written about the beauty and wonders of this glorious city, and besides it is getting better all the time. Thank you.

Yours sincerely,
Stephens.

MR. W. J. Williams, of the Accounting Department, has moved into his new home in Larchmont.

It is rumored that Doctor Hurd is to take his vacation in Bermuda. We ran into him in the Cravat Department the other day contracting for some college boy's ties. Evidently he expects a gay time.

October 10th was Miss Sozzi's birthday and some of her admirers gave her a flower shower. Her desk looked like a section of the Flower Show at Grand Central Palace. Being a wise young lady she refuses to divulge names but we are certain we know at least one of the donors.

Have you noticed Kenneth Hutchinson's new mustache? Some one told him he looked like Doug Fairbanks and he's all puffed up.

THE Dress Goods Department's Spring Opening received a great deal of favorable comment. One publication referred to it in the following manner: "The opening of the Cheney lines during the past week was certainly a noteworthy event, it indicating the highest point that ever has been reached in this country in the merchandising of silks."

WHEN DOWN IN THE MOUTH THINK OF JONAH. HE CAME OUT ALL RIGHT

Cheney Bowlers Open Season of 1924 - 1925

Team Off To A Good Start

CHENEY Brothers' Bowling Team opened its 22nd season in the Silk Bowling League on October 5th, meeting the team representing Wm. Iselin Co. All the games were very interesting and closely contested. Our boys were unfortunate in losing two of the three games rolled, one by 9 pins and the other by 6 pins. In the second game, however, they showed what they were capable of by making the fine score of 910.

On October 22nd, they came right back, meeting the team representing H. A. Caesar Co., and easily defeated them in two of the three games, thus making their record to date 3 wins and 3 defeats.

The team is by far the best we have ever had, capable of making it interesting for any team in the league and undoubtedly will not only be in the thick of the fight all season, but be found well up with the leaders at the finish.

We are printing a copy of the schedule and should you desire a pleasant evening's entertainment, you are invited to attend. All games are bowled on the Silk League Alleys, at Thum's, Broadway and 31st street. Games start at 7:30 p. m. The team would appreciate your coming out to root for them.

Anyone employed by Cheney Brothers is eligible for a place on the team and those desiring to try will please give their names to Captain Ray James of the Decorative Department.

SCORES

October 5th—			
Cheney Brothers	806	910	804
Wm. Iselin Co....	815	835	810
October 22nd—			
Cheney Brothers	861	834	685
H. A. Caesar Co.	821	813	860

AVERAGES TO DATE

James	176	1/6
Sturm	162	4/6
Vogt	161	2/6
Brittain	160	5/6
Denning	155	4/6
Team Average	816	4/6

Where do the lovely autumn leaves go? Have a campaign cigar.

Strikes and Spares

THE boys are all hitting them well and will improve as the season continues. John Brittain is off to a particularly good start, opening with 181 and 191.

Maurice Sturm, the new man on the team this season, has added a lot of strength and will give the team that extra punch that has been so badly needed. He is a fine bowler and a great addition to the team.

Captain James rolled the dandy score of 224 against H. A. Caesar Co. and has the fine average of 176 1/6 to date. Good work, Roy; keep it up!

Al. Denning is right in there as usual plugging away in his good steady reliable style.

Schedule

CHENEY BROTHERS

Date	versus	W.	L.
Wed., Oct. 8—		W. L.	
	Wm. Iselin & Co.....	1	2
Wed., Oct. 22—			
	H. A. Caesar & Co.	2	1
Mon., Nov. 10—			
	L. F. Dommerich & Co. No. 1		
Mon., Nov. 17—			
	H. R. Mallinson & Co., Inc.		
Thur., Dec. 4—			
	Textile Banking Co.		
Fri., Dec. 12—			
	Susquehanna Silk Mills		
Fri., Dec. 26—			
	L. & E. Stirn		
Thur., Jan. 8—			
	Schefer, Schramm & Vogel		
Tues., Jan. 20—			
	L. Erstein & Bro., Inc.		
Mon., Feb. 2—			
	L. F. Dommerich & Co. No. 2		
Tues., Feb. 17—			
	Schwarzenbach, Huber & Co.		
Fri., Feb. 27—			
	J. H. & C. K. Eagle, Inc.		
Mon., Mar. 9—			
	Fleitmann & Co., Inc.		
Thur., Mar. 19—			
	Wm. Openhym & Sons		
Mon., Mar. 30—			
	Peieris, Buhler & Co., Inc.		
Wed., Apr. 1—			
	Fred'k Vietor & Achelis		

PEOPLE WE KNOW



MARY KELLY

MISS Mary Kelly, a congenial and conscientious worker of the Velvet Department, celebrated her fourth year with Cheney Brothers last month. She is from Port Chester and has as many friends here as in her home town and that, we say, is a pretty large percentage.



RAYMOND YOUNG

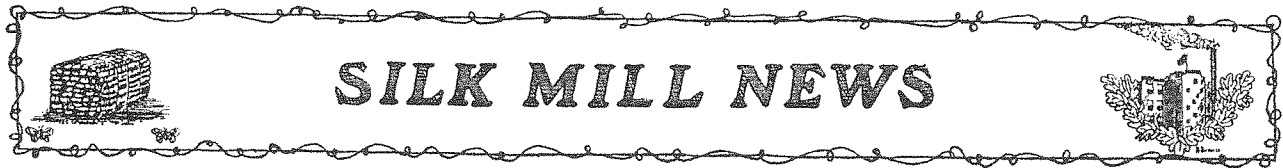
HIS is Raymond Young as you always find him. His smile is the first thing you notice. Raymond has just started on the road for the Cravat Department and we are hoping and predicting that his smile will be one of the contributing factors to his success.



RALPH JAMES

RALPH James, one of our salesmen in the Dress Goods Department, first started with the Company in 1910 when the department had a mere handful of men. He saw active service over seas during the war and was wounded at St. Couplet. He is a great rooter for C. B.

MOST O' THE BIRDS LOOKIN' FOR WORK ARE NOT LOOKIN' FOR MUCH OF IT



Charles Cheney To Talk on "Advertising New England"

Hartford Meeting Will Visit Mills

BELIEVING that advertising is one of the most important factors in business progress, committee chairmen in charge of arrangements for the New England district convention of the Associated Advertising Clubs of the World, to be held here November 16 to 19, have selected as speakers men who will point out the necessity for putting and keeping New England "in the place of business leadership to which her traditions and capacities entitle her."

Filene Present

Conforming with this idea A. W. Spaulding, chairman of the speakers committee, has arranged for the appearance at the general session, November 17, of Edward A. Filene, director of the International Chamber of Commerce and a member of many other civic and business organizations. He has been vice chairman of the executive committee and chairman of the finance committee of the League to Enforce Peace since 1915. He has been honored by the French and Italian governments, which latter has appointed him a Cavaliere Officiere of the Order of the Crown of Italy.

At the opening of the general session at the Hartford Club, November 17 at 10 A. M., Charles Olin, chairman of the program committee, will give a complete outline of the procedure and plans for the various convention sessions. Norman C. Stevens, mayor of Hartford, will then formally welcome delegates. He will be followed by Merle Thorpe, editor of "The Nation's Business," who will talk on the subject.

Charles Cheney to Speak

ONE of the features of the afternoon will be an address by Charles Cheney, treasurer of Cheney Brothers, on the subject, "Advertising New England." George Hopkins, vice president of the Charles W. Hoyt

Co., New York, will discuss "The Coordination of Sales and Advertising." In the evening the presidents and past presidents of the New England clubs will be guests of the Hartford Advertising Club at the Hotel Bond. A dance and entertainment in the Bond ballroom will follow.

Visit Factories

The program for the group meetings to be held Tuesday morning will be featured with addresses by advertising specialists in addition to an inspection of the following companies: Fuller Brush Co., Cheney Silk Mills, Travelers' Insurance Co., Phoenix Mutual Life Insurance Co. and the Phoenix National Bank. The presiding officers of the group meetings are A. C. Fuller, industrial advertising; Col. Louis R. Cheney, retail advertising; Leon A. Scoper, insurance advertising; Rev. James Stuart Neill, church advertising, and A. H. Cooley, financial advertising. Immediately after a "Nutmeg" luncheon will be served at the Hotel Bond ballroom.

Roger Babson Also

In the afternoon delegates will assemble in a general meeting at Parsons' Theatre to hear Roger Babson give "The Outlook for 1925." Gardner T. Swarts, Jr., president of the Educational Exhibit Co., of Providence, will preside. "Underwriting Prosperity" will be the subject of a talk by Rev. Christian F. Reisner, D. D., of New York, while "Marking Traditions, TRADE-itions," will be discussed by Harry R. Wellman, of Amos Tuck School, Dartmouth College.

Exhibition

AN exhibition of special interest to advertising men, including all the various materials that go into the making of an advertisement will be on display at the Old City Hall building the last three days of the conven-

tion. All classes of advertising will be represented, while a special exhibit of historical interest will be given by both of the local newspapers. Decorations will be featured by a tableaux in wax depicting the slogan of the Hartford Advertising Club, "Truth in Advertising."

The evening will be given over to a banquet at the Hotel Bond ballroom under the chairmanship of James F. Clancy, manager of the Capitol Theater. Strickland Gillilan, well known humorist, will talk on the subject, "North of the Eyebrows," while A. C. M. Azoy, Jr., of Rogers Peet Co., New York, will also give a humorous address entitled, "Snore." E. T. Meredith, director of the U. S. Chamber of Commerce and former secretary of agriculture will speak on the subject, "The Man Who Grew the Banquet."

Final Program

THE program for Wednesday morning, the final session of the convention, is as follows:

9:30 A. M.—General Session, Hotel Bond Ballroom. Chairman, Hoyt Catlin, Sales Engineer and Advertising Manager of the Bryant Electric Company, of Bridgeport, Conn. President, The Advertising Club of Bridgeport.

9:30 A. M.—What Cooperative Advertising Can Do for New England Industry, Hugh E. Agnew, Professor of Advertising, New York University.

10:00 A. M.—Discussion.

10:15 A. M.—Address, Ernest Elmo, Calkins & Holden, New York City. (Subject to conclusion of arrangements on Mr. Calkins' return from Europe.)

10:45 A. M.—Discussion.

11:00 A. M.—General Business Session, resolutions, announcements, etc.

12:00 M.—Adjournment.

Educational Movies at Cheney Hall

EVERY Friday evening at 7.30 an Educational Motion Picture program is conducted at Cheney Hall under the auspices of the Recreation Center of Manchester. This is the second year for these movies having passed through the experimental stage, during the winter and spring season of 1923 and 1924.

The pictures are of educational nature showing various processes of industry: travel picture, showing the life and scenery of various countries of the world: comic picture of wholesome nature to make people laugh. The sources of which these pictures come are the Y. M. C. A., the General Electric Company and the U. S. Bureau of Mines, all of which are free except for transportation charges. Each week three reels are received from the Bureau of Commercial Economics, of Washington, D. C. free of charge except for the transportation charge and the membership fee of \$25.00 per year. The comic pictures are rented from the Educational Films, Inc. Programs are designed for the benefit especially of adults, although up to the present time the majority of the audience have been made up of children. The admission fee is 5 cents for children and 10 cents for adults, which hardly pays for the bare expense of conducting these movies. However the plan is considered very successful and it is hoped that more of the adult members of the community will avail themselves of this opportunity for the enjoyment of wholesome entertainments.

On November 7, Colonel Philip Moore of the Bureau of Commercial Economics, Washington, D. C., will be present in person to give a travel talk at the same time as this picture is being shown on the screen.

Colonel Philip A. Moore, noted traveler and platform speaker, has ever been a lover of the "Great Alone." Even as a child he spent every moment in the open spaces, that his school studies permitted.

Graduating from Princeton, his restless disposition, urged him to seek the "Lone Trail," that trail of the unknown places that led him all through the Rockies as far north as the great Peace River country. At the outbreak of the World War so

removed was he from human contact that six weeks passed before he even heard a rumor of it. Immediately he set out on foot, walked 200 miles to the nearest town, signed up and went overseas to Flanders, where he served with great distinction. After peace was declared the call of the mountains sounded in the heart of the weary soldier and ere long he was back with his dogs, his lumbermen, the smell of the pines and the vastness of the primeval forests.

Mr. Howell Cheney is welcomed back again by all at the plant, after his extended tour through Europe. Doubtless Mr. Cheney can tell many interesting sidelights of his experiences abroad.

TRUTH

WE cannot expect to inspire the confidence of others unless we are honest at heart. Be careful in all your statements that they are founded on truth and facts.

You must be honest with yourself, and those with whom you come in contact.

Tell the truth no matter how embarrassing it may be.

Truth is outstanding, and will endure, it is the most valuable asset you can possess, and pays a high dividend.

Be truthful, it is a mighty good policy, and over-shadows many shortcomings.

MAKING IT EASIER

I work
For a big concern
Whose sales department
Is divided into many units,
Each handling a different class of goods.

Every letter that we send out
Should bear the request
That the reply be referred to the department or person
Writing that letter.

It's such a little thing to ask,
And it helps
Properly and expeditiously
To route incoming mail.
Quotations can be made promptly,
And orders filled without delay.
But—
Do you think they do it?
Yes, lots of them do,

And they're the folks
We don't get kicks from.
The others—
We're glad they're few—
Forget about that reference
When they write to us.
And their letters are sometimes
So general in character
That the mail clerk can't guess
For whom they are intended.
Such letters go circulating
Among the departments
Until the one is found
Who has had correspondence
With that writer.

* * *

We don't mind the extra money
It costs us
To get those letters to the right party,
But we hate to see
Good customers having to wait
For a reply
Until we dig our previous correspondence
From our files
In order to find out
What department has been writing
To them.

* * *

Good friends,
It's such a little thing
To put somewhere in your letter
That a reply is to be referred
To your Department,
Or to mark it for the attention
Of Mr. So and So.
When such a letter
Comes to us,
The mail clerk knows at once
Where to send it.
There is no delay,
No dissatisfaction,
And orders can be taken care of
Right away.

* * *

Try it out.
On your stenographer,
Your dictating machine
Or your typewriter.

.. .. .

The Silk Travelers are planning to have their regular meeting on Thursday, December 12, 1924, at the Hotel Astor, at which time there will be an entertainment and dinner in connection with the business of the organization. The annual banquet of the Silk Travelers will be held at the Hotel Astor on February 11, 1925.

A MAN WHO'S WRAPPED UP IN HIMSELF MAKES A SWELL LOOKIN' BUNDLE



*Joseph Marie Jacquard
Lyons, France, 1752-1834*

"JACQUARD, whose intelligence rose beyond the manual labour in which he had been brought up, dreamed of two things, love and fame. Instead of sentimental imagery, the reality of his poetry was filled with levers, pulleys, springs, cylinders and wheels which he placed in motion in the revolution of his thought and caused them to accomplish all works hitherto performed by the hand of man."

His invention to improve silk-loom was eventually presented for the inspection of the Emperor in Paris. Napoleon, far sighted, beholding the results of this invention, installed him in the conservatory of arts and trades; that he might there at leisure perfect his machine. When it was finished, Jacquard, with his own hands, wove for the Empress Josephine a magnificent brocaded silken gown.

But the name Jacquard, erstwhile praised, was now associated with the murmurs and maledic-

tions of the people of Lyons. Each new loom turned men, women and children into the street, without bread and without hope of earning it; starving workmen smashed his looms and he was mobbed and burned in effigy by the infuriated people.

With passing time, however, increasing numbers of Jacquard looms gave occupation to those who had been discharged as superfluous. "The inventor could hear the sound of the innumerable silk-loom to which he had given form, motion and life. They were to him like children and he delighted in this sound from a city which owed to him her pre-eminence over all the manufacturing towns of Europe."

Today, most figured designs are woven on Jacquard looms — among them the beautiful Cheney Silks, in period designs, for Decorative and Upholstery purposes.

CHENEY BROTHERS

4th Avenue at 18th Street, New York

CHENEY
SILKS