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THE AMERICAN STATIONER is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

Its bona fide circulation is more than twice as large as that of any other stationers' journal in the United States.

Shea Smith & Co., one of the biggest manufacturing and wholesale stationers in the West, write: "We failed to receive a copy of the Oct. 29 edition of your very valuable paper. Inasmuch as we feel that we cannot do business without it, we will be obliged if you send us a duplicate copy."

KEEPING IN TOUCH

For the purpose of establishing a strong connecting link between the national and the local associations, a resolution was passed at the Baltimore meeting providing that presidents of locals, when they or their concerns are members of the national, shall be eligible to appointment as advisory members to the Executive Committee of the national organization. Preliminary action on this recommendation is now being taken; the status of the presidents of the locals having first been determined, with the result that all but three of them have been found to be eligible to such service.

That the bond proposed will be of great benefit to both bodies there is no doubt, as the heads of the locals are well informed in regard to association work, and for this reason are well equipped to aid the executive committee in its duty of carrying out the recommendations adopted at the annual meetings. Without this co-operation

the value of these recommendations will, to a large extent, be lost, as simply printing them in the Year Book is not enough to promote actual interest. What is needed is the element of personal enthusiasm and energetic work. This, it is believed, the local presidents can supply, thus vitalizing the recommendations of the national organization and making of them the personal affairs of every member of the association.

That the idea will work out all right there is no question, as those in touch with association affairs even now suggest an annual meeting of the local presidents for the interchange of views on the national programme. Much in the way of actual accomplishment is, of course, not expected within a year, still the local presidents will begin to show results after they have come to the realization of their importance in carrying out the work designed for the benefit of all. Such interchange of ideas will react on the members of the locals, as they, in turn, will be stirred up by their respective presidents, with the result that a common impulse will move the entire national organization.

As the regular officers of the national association are at present handicapped for want of hearty co-operation in the supplying of data of various kinds, it will devolve on the new advisory members to assist the officials in any special service in the line of association work; nothing, however, will be expected from them other than what they can easily obtain from the members of their own locals. There is, therefore, three links to the proposed chain, namely, the co-operation of the members of the locals with their respective presidents; the co-operation of the local presidents with the national officers, and the passing of the beneficial results of this co-operation back to all the members of the national body.

BUY EARLY

Retail stationers should follow the lead of the big department stores in trying to coax the public to "buy early and avoid the rush." This can be done by advertisements in the local papers, and by circulars and window signs, all of which should call attention to the special holiday lines, the choice of which is to be had by those who make their Christmas purchases while the goods are fresh and while there is time to make selections in comparative comfort. For the next two weeks the stationers

should use their best efforts to get customers inside their doors; once inside, the chances are that each person will see something that he or she will buy or order to be laid aside to be called for. Remember that Christmas week may be a week of awful weather; so act now as if you knew you would not sell a cent's worth from 8 o'clock on Saturday, the 17th, to 11 o'clock Saturday night of the 24th. If the public would buy early instead of waiting till the day before Christmas, it seems safe to say that the total volume of sales would be 25 per cent. greater. So do your share in the "buy early" coaxing.

Death of James O. Clephane

James Ogilvie Clephane, one of the pioneers in the typewriter and linotype industry in this country, died at his home in Englewood, N. J., on Wednesday of this week, at the age of sixty-eight. He was born in Washington, February 21, 1842, the son of James and Ann (Ogilvie) Clephane. Although a lawyer by profession, he devoted most of his time to the financing of typewriting and typesetting machines, and other inventions.

Under his direction, the first Sholes, or Remington, typewriter was built, and he expended large sums of money in developing and perfecting the invention. In 1871 he brought C. T. Moore to New York from West Virginia, and enabled him to construct the Moore typewriter and linomatrix machine. He was a director of the first company formed to promote the device, and when the concern was later merged into the American Planograph Company he became vice-president and director. Perhaps his most important service to the printing industry was the financial aid he gave to Ottmar Mergenthaler, to whom he suggested the idea of a typesetting machine, and furnished the means whereby was evolved the present successful linotype machine. In this venture he was later assisted by Whitelaw Reid, William C. Whitney and Ogden Mills.

Another invention to which he let his support was the Fowler and Henkle press, a device which enabled presswork to be done directly from linotype bars, making stereotyping unnecessary. He also organized the American Graphophone Company to develop the talking machine invented by Prof. Graham Bell and Sumner Tainter. He organized and became president of the Horton Basket Machine Company, the Locke Steel Belt Company, and the Aurora Mining Company. He was also a director in the National Typographic Company and C. & M. Envelope Company, and president of the Oddur Manufacturing Company.