

Stationer's Enjoy Ak-Sar-Ben Sirkus at Samson's Den

STATIONERS WITNESS CIRCUS

Visiting Delegates Greatly Enjoy Samson's Weekly Festival.

SPEAK LOUDLY IN THEIR PRAISE
These Who Attend the Big Show Provided by Artificer Gus Reuz Say It Is Best They Ever Saw.

The National Association of Stationers and Manufacturers Monday night proved to be the most willing candidates, the most pleased spectators, the most enthusiastic audience and, withal, the liveliest band of visitors his majesty, King Ak-Sar-Ben XVII, has had this year.

Nearly 300 went in the six special cars from the headquarters at the Rome hotel to the den where they were ushered in to the patriotic tunes of the big band and the loud applause of the 1,500 knights already assembled there.

For the first time of the season, one in the audience became so enthused with the show he could not keep his seat—he had to join in the affair himself. He was none other than Charles A. Stevens of Chicago's big stationery firm of Stevens & Maloney.

This man, short in stature and long in smiles, could not resist the ogling dances in the grand muffs' harem and, assisted by shoves from fellow stationers, he mounted the platform and danced the bee—the what's name with the flimsy-clad S. P. Conover and Jack Brennan. At this demonstration of unexpurgated terpsichorean art the stationers and manufacturers waxed wild, or something akin to that, and the Hon. Stevens was proclaimed a hero.

This was the height of the audience's enthusiasm, but throughout the show their appreciation and delight ran close to that with the result that the actors each were accorded a glad hand so many times that encores became too numerous to be supplied.

The St. Louis delegation seemed most in evidence because of their lusty lungs and harmonious vocal chords. It came to light that their band entered the city with many printed books of "psalms." In these there was a parody on the "Wearing of the Green," running: "Oh! Paddy dear, and did you hear The news that's going around, Since Champ Clark failed to get the job They're going to kill the hound."

Chorus:
Oh! yes, some of us are Irish,
And the balance are Low Dutch,
But we didn't choose our parents,
So it doesn't matter much,
If you only treat us kindly,
You will find us all alike,
As long as some have money—sure
The rest can make a strike.

Oscar Didn't Have Violin.
The only thing missing from the circus last night was Oscar Lieben's rendition of the "Beautiful Lady." Oscar forgot his violin, leaving it at home, and he maintained that there wasn't another Stradivarius in the city on which he could feel safe in the production of the piece.

The large array of speakers, however, made up for the omission. F. I. Ellick, acting as chairman, refused to call upon all in the assortment which had been gleaned from the visitors. There were only a half dozen he introduced for talks and each of them was limited to two minutes.

Two minutes, though, was enough for each to express his appreciation of the big show in short, pithy remarks. Fletcher Gibbs, who is known as the father of the National Association of Stationers and Manufacturers, declared the show the "most unique and pleasurable entertainment" the association members had had during the existence of the organization. Samuel Ward of Boston testified it was a thousand times better than eating Boston baked beans, while President Millington Lockwood occupied his two minutes in declaring his visit in Omaha had been nothing else than a succession of surprises. "Even your weather," said he, "is great." Similar compliments were expressed by Ralph Wilson and C. A. Stevens of Chicago and R. D. Patterson of St. Louis.

The Persistent and Judicious Use of Newspaper Advertising Is the Road to Business Success.

STATIONERS LOSE NO TIME

Convention Speed Records Broken in Performing Day's Work.

VAUDEVILLE AS ENTERTAINMENT
Mayor Dahlman Welcomes Convention Members—Advertising Advised in Paper by Largest Manufacturer.

The National Association of Stationers and Manufacturers, assembled in eighth annual convention at the Rome hotel, has demonstrated that its members are the most expeditious convention holders in the world. The first business sessions of the organization began Tuesday morning and were continued Tuesday afternoon with some of the fastest and cleanest work Omaha has seen in the way of convention business meetings.

President Millington Lockwood called the convention to order at 10 o'clock yesterday morning and without any further ado the invocation was pronounced. Mayor Dahlman gave his address of welcome and everybody's report was in, from that of the president to that of the auditor, in time which would seem to have been beaten only by the man who said "Jack Robinson."

Something unheard of in convention fashion was the total absence of those who object to anything and everything and the delegates who desired all matters to be referred to committees for considerable incubation and final verbose reports.

The National Stationers and Manufacturers have shown they can do things and do them well and in a hurry.

Remarkable as it may seem, there was not an objection to the president's appointments to the nominating committee. President Lockwood read off these names: Harry W. Rogers of New York City, chairman; W. E. Milligan of San Antonio, Tex.; W. E. Smith and C. A. Stevens of Chicago; Charles E. Moyer of Omaha; H. J. Williams of Buffalo; George A. Savoy of Holyoke, Mass.

Every man seemed to have been raised just to be a member of that committee if the pleasure of the convention may count for anything.

And then there was the report of the executive committee. It did not have much to report other than that two meetings had been held and they had been principally occupied in the acceptance of new members and the ousting of those who had neglected to pay dues. Five of these latter, the report read, had been reinstated.

Ralph S. Bauer, chairman of the program committee, was called upon to read the address of Charles H. Marshall of Philadelphia, the largest manufacturer of stationery supplies in the United States. Marshall was scheduled to be in Omaha to deliver the address entitled, "Advertising a Retail Business." Word came that he was unable to be here and his paper was turned over to be read.

This large stationery advertiser advised: "Use of newspapers for a quick introduction. Do not look upon money spent in advertising as a gamble. The honest exploitation of goods in good advertising mediums means the greatest success in the business world."

Many other such thoughts expressed epigrammatically were included in the paper, with which the convention was so pleased that a motion was unanimously adopted that it be placed in the minutes of the assembly.

The first business session of the eighth annual convention of the National Association of Stationers and Manufacturers was held yesterday morning in the assembly hall of the Hotel Rome.

The 170 delegates, who thus far have registered at the hotel, were present together with a large representation of the Omaha Stationers' association. Mayor Dahlman, George E. Haverstick, president of the commercial club, and Charles E. Moyer, president of the Omaha association, delivered addresses welcoming the national body. Millington Lockwood, president of the national association, expressed the appreciation of the visitors for the entertainment afforded them and the pleasure of the delegates in having chosen Omaha as the

LEADING STATIONER ATTENDS OMAHA CONVENTION.



JAMES H. EINSTEIN.

One of the most prominent stationers attending the Stationers convention is Mr. James H. Einstein, president and manager of the Tower Manufacturing and Novelty company of New York, the largest stationery concern in the world.

1912 camping ground. Following the addresses were the reports of the president, secretary, treasurer and auditor and the reports of various committees on routine matters, which were discussed by the general assembly. These reports brought out the fact that the national association has experienced a wonderful growth, both in membership and finances. There are now 522 members, an increase of sixty-seven over last year. According to the treasurer's report the association after paying all now outstanding debts will have a balance of \$2,573.50.

A motion was made that the national association join the Chamber of Commerce of the United States of America that the members may be represented better in congress. The motion was referred to the committee on resolutions after considerable argument and will be reported on by that committee later.

The meeting adjourned at 12:30 o'clock that a photograph of the delegates might be taken and the noon luncheon served. The guests ate in the Vineyard of the hotel.

The place of the convention of 1913 will be a subject of much discussion in all probability. Springfield, Mass., Philadelphia and San Francisco are trying to secure it and there is one man from Dallas, Tex., now placing the bid of that city for the 1914 national assembly.

LIVE WIRE AT THE MEETING OF THE STATIONERS.



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