

*Pope, Edison & Co.
Advertisement in the
Telegrapher*

**POPE, EDISON & CO.,
ELECTRICAL ENGINEERS,
and
GENERAL TELEGRAPHIC AGENCY,
OFFICE:
EXCHANGE BUILDINGS,
Nos. 78 and 80 BROADWAY, Room 48.**

A necessity has long been felt, by Managers and Projectors of Telegraph Lines, Investors of Telegraph Machinery and Appliances, etc., for the establishment of a Bureau of Electrical and Telegraphic Engineering in this city. It is to supply the necessity that we offer facilities to those desiring such information and service.

A LEADING FEATURE
will be the application of Electricity to the Arts and Sciences.

INSTRUMENTS
for Special Telegraphic Service will be designed, and their operation guaranteed.

CAREFUL AND RELIABLE TESTS
of Instruments, Wires, Cables, Batteries, Magnets, etc., will be made, and detailed written reports furnished thereon.

CONTRACTS
for the Construction, Re-construction and Maintenance of either Private or Commercial Telegraph Lines will be entered into upon just and reasonable terms.

VARIOUS APPLICATIONS OF ELECTRICITY.
Special attention will be paid to the application of Electricity and Magnetism for Fire-Alarms, Thermo-Alarms, Burglar-Alarms, etc., etc.

TELEGRAPHIC PATENTS.
We possess unequalled facilities for preparing Claims, Drawings, and specifications for Patents, and for obtaining prompt and favorable consideration of applications for Patents in the United States and Foreign Countries.

EXPERIMENTAL APPARATUS.
Attention will be paid to the construction of Experimental Apparatus, and experiments will be conducted with scientific accuracy. Parties at a distance, desiring Experimental Apparatus constructed, can forward a rough sketch thereof, and the same will be properly worked up.

DRAWINGS, WOOD ENGRAVINGS, CATALOGUES, ETC.,
prepared in the best and most artistic manner.

PURCHASING AGENCY.
Telegraph Wire, Cables, Instruments, Insulators, Scientific and Electrical, and Electro-Medical Apparatus, Telegraphic Supplies of all descriptions, Telegraphic and Scientific Books, etc., will be purchased for parties favoring us with their orders, and forwarded by the most prompt and economical conveyance, and as cheaply as the same could be purchased by our customers personally. Our facilities for this business are unexcelled.

Letters and orders by mail should be addressed to
Box 0010, P. O., NEW YORK.

New York, October 2, 1869.¹

**POPE, EDISON & CO.,²
ELECTRICAL ENGINEERS,
AND**

GENERAL TELEGRAPHIC AGENCY,³

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Letters and orders by mail should be addressed to Box 6010, P.O., NEW YORK.

PD, *Telegr.* 6 (1869–70): 45.

1. The advertisement appeared in the *Telegrapher* from this date until 23 April 1870.

2. Edison, Franklin Pope, and James Ashley formed the firm of Pope, Edison & Co. between the time of Pope's return from his Midwest trip (see Doc. 72) and the appearance of this announcement. James N. Ashley (n.d.) was at the time editor of the *Telegrapher*. He had begun his career at midcentury as an operator with the New York and Boston Telegraph Co. He helped introduce the House printing telegraph in the United States and Europe, managed several telegraph companies, and served as army correspondent for the *New York Herald* during the Civil War. In February 1868 he replaced Pope as editor of the *Telegrapher* and in 1877 became editor of Western Union's *Journal of the Telegraph* when that publication absorbed the *Telegrapher*. Reid 1879, 409–10.

3. The company leased private lines to businessmen and, acting as the Financial and Commercial Telegraph Co., used Edison's and Pope's first printer to provide merchants with quotations from the gold and commercial exchanges. See Docs. 76 and 86; and "The Gold and Stock Telegraph Company.—Its Inception, Development, Business, etc.," *Telegr.* 11 (1875): 127.

Many of the provisions of this announcement reflect Pope's expertise. His *Modern Practice of the Electric Telegraph* included long sections on testing wires, he was an experienced writer and designer, and he later became a patent attorney. Although Edison's biographer Matthew Josephson claimed that this advertisement "was the first announcement of a professional electrical engineering service in the United States," Chester, Partrick & Co. had been advertising themselves as "Telegraphic and Electrical Engineers" in the *Telegrapher* since 16 November 1867. Josephson 1959, 78.

4. This was the address of the *Telegrapher*.