

## PHILLIES WIN GAME

*Their overwhelming victory in the ninth spells defeat for the Red Sox. About \$1000 distributed among members of both teams as result of good work done in the contest.*

## 735 POINTS



MR. WATKINS



MR. RUDY



MR. REIS

Watkins and Rudy of the Phillies and Reis of the Red Sox played in the game for each of the nine innings, their points averaging one hundred each week and were each awarded a twenty percent. bonus on their commission earnings during the contest period.



MR. BEYER



MR. JENSEN



MR. JORDAN



MR. NASH



MR. RASMUSSEN



MR. C. E. SMITH



MR. SPERLING

The above stalwart players on the Phillies team and also Mr. Geddes, whose photograph we have never received, played on the winning team. As their points averaged one hundred a week during the contest they were awarded a ten percent. bonus on commission earnings during the contest period.



MR. ALBRIGHT



MR. FREEMAN



MR. AUSTIN



MR. HARTZELL



MR. LICHTIG

You couldn't keep these good fellows down—also Mr. Crozier and Mr. Earl who are evidently not "camera-broke." They are Red Sox who played on the team for at least five innings. They scored points averaging one hundred a week during the contest and have been awarded a ten percent bonus on commission earnings during the contest period.



MR. VAN WERT

### THE CHAMPIONSHIP GAME WAS A WONDERFUL SUCCESS

The Phillies came out victorious in the Championship Game. The ninth inning was a stunner. You'll remember that the Red Sox administered a rather terrific beating to their opponents in the eighth. It was a beating which stung these fire eating Phillies to the limit and they came back with a vengeance in the ninth. The result is that when all the scores were counted up the Phillies were 735 points to the good.

It was a most remarkable contest. While victory by innings has see-sawed back and forth the Phillies were practically always in the lead in total number of points scored. There is no doubt but that the Phillies have their very fine team work to thank for their victory. Individually the Red Sox did wonderfully but collectively the rival team had a steam roller method which was a winner when it came to crushing opposition. The results show that their tactics embodying a system of regular, every day production is the kind that wins.

On this page you see the men who profit most by the bonus arrangement. We are paying out in the neighborhood of \$1000 in prizes and when every man who is entitled to do so adds his substantial bonus to generous commission earnings it is easy to see that they are being exceedingly generously compensated for their work.

As you see elsewhere on this page there was not an inning when Watkins, Rudy and Reis were not in the line-up.

C. E. Smith and Hartzell played eight times. Austin, Van Wert, Earl and Albright were in the line-up seven times.

Another player whose record deserves more than passing mention is Crozier. He joined the organization after the contest was well under way but in spite of the handicap of a late start he played on the team five innings and secured more than the required points necessary for the awarding of a bonus. His orders were not large individually but we feel sure that now he is in the swing of things the volume will naturally increase.

A feature in connection with the contest which it distresses us considerably to mention but which we feel must be discussed is the fact that there are a number of men who are not getting a bonus who would have been entitled to one if they had attended to the very important detail of sending in daily sales reports.

One man lost out by the exasperating small margin of five points. He played with the Phillies—we felt sure a portion of the prize money would go to him but when his business was all gone over he lost out by five points. One more daily sales report would have put him over the line but while the contest scorer checked and rechecked the necessary points could not be discovered.

The sending in of reports is a very important feature of your work. By means of them we keep in touch with you—by means of them we reconstruct our advertising record, a work which is of quite as vital importance to you as it is to us.

But taking it all in all the Championship Baseball game was an unparalleled success. It has made our veterans still stronger; it has developed a number of our new men splendidly; we are confident that its good results will be apparent in all your future work.



## GINGER

A weekly publication of salesperson, ideas and ginger helps for the benefit of the  
Calendar, Celluloid and Leather sales representatives of

THE AMERICAN ART WORKS  
COSHOCOTON, OHIO

CANADIAN-AMERICAN ART WORKS, LIMITED  
MONTREAL, CANADA

SUBSCRIPTION—One contribution at least every two months. Offered if you  
have information that will be generally helpful.

## JUNE CONTESTS

FREE ADVERTISING CONTEST THOUSAND DOLLAR CLUB CONTEST  
CHAMPIONSHIP GAME ACCEPTED ORDER CONTEST  
CONVENTION CONTEST

## THE WAY TO MAKE SUCCESS CONTINUOUS IS TO PLAN YOUR WORK

You've hitched your wagon to a star and the star is shooting yet. The wonderful sales record you are constantly making prove it. It would be hard to conceive of a finer inspirative to still greater effort than the wonderful work you have already done.

June is going to be a genuine top notcher. Calendar sales are already considerably in excess of what they were for all of June 1915, and the gain already apparent for both celluloid and leather is exceedingly substantial. It is particularly gratifying to know that sales are keeping up so splendidly this month, for June is the half mile post. The work done during it will help us start down the home stretch with a burst of speed which will guarantee success.

Suppose to make success doubly sure, you resolve right now what you are going to make the closing days of June produce. It is all very well to resolve in a general way to do great things but the surest way to make your resolve a reality is to write down just what it is you are going to do. The mere act of writing it down gives a firm foundation to the resolve and zest to the undertaking.

Then plan just how you are going about to achieve the results which you have determined upon. "Plan your work and work your plan" is a group of words both old and hackneyed, but it embodies a system without which success is impossible.

We talk with a great many salesmen here in the home office, and we have never met one who had achieved any measure of success who did not attribute a substantial portion of it to careful planning.

Enthusiasm is a vital factor, knowledge of your line and your territory is another, but even that strong combination cannot win permanent genuine success if your work from day to day is not carefully outlined in advance. If you omit planning you go over a town in a hit or miss way, overlooking many prospects altogether or else having to retrace your steps—and waste your time—to see them. If you do not have a preconceived idea as to what would be good for a certain advertiser and how it should be used, you are going to make a haphazard presentation of your proposition which will do anything but inspire confidence in your ability as a safe counselor.

It takes time to plan but it saves time in the long run. And a combination of wise planning and intelligent execution is the only sure way to succeed.

## IF YOU HAVE NOT YET WON FREE ADVERTISING FOR JUNE MAKE YOUR SALES NEXT WEEK "BRING HOME THE BACON"

Of course you noted in last week's issue of Ginger that Rudy attributed a good portion of the business which won him a Thousand Dollar Club job to his distribution of Free Advertising. He has won it a number of times and the judicious distributions which he made kept him so constantly in the buyers' minds—as well as won their good will that when the combination was hooked up with Rudy's good salesmanship there was no keeping the business away from him.

We have not a doubt either but what that Free Advertising played a part in getting the business which made his work in the Championship Game such a notable success and entitled him to a twenty percent bonus.

Now this fine stimulator is right within the grasp of every man in the big organization. Whether your connection with us is a matter of months or years Free Advertising may be yours merely by complying with very easy conditions. A senior salesman, that is one who has been with us a year or longer, wins it by beating his sales for the corresponding months a year ago by ten percent and securing a minimum business of \$500. A junior salesman, that is one who has been with us less than a year, must eclipse his record for the previous month by ten percent and secure a minimum of \$500. A complete month's business must always be competed with. A salesman who joined our organization May 15, 1916 cannot win Free Advertising until July; he cannot measure June sales with those of the part of May during which he was with us; his first opportunity is, during July to beat June by ten percent.

As is only natural when the steady gains we have been making are taken into consideration the number of men winning Free Advertising has naturally been increased from month to month. The number winning it for May was very large and we are confident that the distribution will be a factor in winning more Thousand Dollar Club jobs, and also in accumulating votes in the Convention Contest.

If you have not won Free Advertising for June figure up your shortage and determine to make it up next week.

## GINGER

# We grow through service

## OUT OF LINE

Please withdraw samples from line  
and cross these out of your price list

## FANS

Series 516 No. 24 Mabel Trunnelle.  
(All fans in Series 516 out of stock  
except two, these are very low).  
No. 11 Mary Fuller 2700 on hand.  
No. 23 Crane Wilbur 2850 on hand.



MR. BINZER is one of the newer men who did some excellent work in the Championship Game. He played on the diamond the first four innings and would certainly have been in line for a substantial bonus had he not been detained at home by serious illness in his family.

## EARL PASSES ON AN INTERESTING IDEA

When Earl was visiting us a few days ago he "put us wise" to an interesting idea. As it is one which will prove a fine vote getter and as Earl is more than willing to share it we are passing it on.

Earl's pursuit of business took him to the shop of a man whose chief occupation is picture framing. He has been putting out for several years a cheap calendar; he never expected to get any definite returns from it—or indefinite ones either for that matter—and consequently he never did. Earl suggested that he buy a good calendar; the kind of a picture people want to keep as a permanent adornment to their home and that he incorporate in his ad the suggestion that the picture be brought to the shop for framing. The proprietor saw the wisdom of the plan at once and immediately foreswore cheap calendars. The idea is a splendid one for those engaged in the picture framing business.

When it comes to originating the cleverest sort of ideas, and distinctly workable ones too, Earl is very much among those present. He is one of the most enthusiastic specialty advertising specialists we have happened upon recently and while his connection with us is still a matter of a few months he has already made a definite impression upon the live advertisers in his territory.

He is going to make a great campaign for the presidency in this new contest.

Who will be our first Presidential Candidates. See next week's Ginger for announcement of first week's work in big Convention Contest.

## LATE IN STARTING BUT VERY LIVE

Reis gave himself a brief vacation last week for the purpose of attending his son's wedding. For that reason he was just a week late in getting his campaign launched but now that it is started the chances are that he'll accumulate the votes at a lively rate.

## CELLULOID SALES ARE CONSTANTLY INCREASING. COUNTY FAIRS SHOULD DRIVE THEM STILL HIGHER

The celluloid department is a particularly bright and radiant spot just now all on account of the increase in sales which business for June is showing. To be sure the summer months are the harvest time for celluloid but it looks now as if the harvest would be even more golden than usual this year.

Mr. Dawson is particularly anxious that you follow up the suggestions made in last week's Ginger in regard to county and state fairs. From the present time on through October and still later in some states these fairs will be in full blast but the time for getting the orders which they will inevitably produce is by no means so long.

Every specialty man in the country knows that fairs mean a jump in their commission earnings and if your particular jump is to be as big as it should be there must be no sleeping at the switch. This is one of the occasions when procrastination will not content itself with being the thief of time—it will also be the means of your losing business which you might just as well have. We know that none of you like to lose out on a good thing and this fair business has been proved by years of experience to be a VERY good thing.

We are very anxious for a big jump in our sales for tin cups as the result of this concentration on fairs. Suppose you suggest that banks use them in this connection stationing a representative on the fair grounds with instructions to make distribution where it will do the most good. Or any one having an exhibit will find the tin cups exceedingly good things to give out to visitors.

The splendid variety of memo books in the celluloid line are also great for fair distribution. The wide awake farmer sees plenty of things among the exhibits which he wants to take notes on and the exhibitor who hands him a memo book to be used for note taking purposes may be sure that his act will be appreciated and his ad seen. For the same reason a pencil is very popular for this distribution.

It is also a good idea to see fair boards with the idea of interesting them in mocking bird whistles, crackers, buttons, etc. to use in preliminary publicity work. A crowd of people blowing whistles or cracking crackers or wearing buttons can do a greater amount of advertising than could possibly be accomplished by an equal sum expended in another way.

We know from previous experience that county fair business can drive celluloid sales tremendously high. We expect to see all previous high marks eclipsed this year.

## BY FOLLOWING THIS SUGGESTION YOU CAN DEVELOP PLANS WITH A PUNCH

Efficiency may be a rather overworked word but it is one which is closely linked with success. The successful man is the efficient worker in practically every case and the efficient worker is generally successful. So if the word efficient is wearisome to you just remember what it represents, and in the interests of your own future don't abandon the idea even if you do lose the word from your vocabulary.

We have been thinking a good deal about a little plan which if followed up will certainly contribute to your success. Perhaps you have already evolved a better one; if so, the thing to do is to stick to it but if not, here is one which we recommend for your consideration.

It is nothing more nor less than a plan for keeping instantly available the information which you are constantly getting from Ginger and other sources. Provide yourself with good strong manilla envelopes; one for each line of retail business and in it put every thing you can find relative to that business; suggestions as to media being used, clever bit of copy, distribution plans etc. Also take an envelope for each big manufacturing concern in your territory, and put in it everything you can find in connection with their advertising; clip magazine ads; make notes of specialty media which similar companies have found to be useful; the kind of trade they want to influence; how their goods are sold in fact anything and everything which can possibly be of assistance to you in working out a plan for them—of course using our media.

By adopting these suggestions you will have definite material with which to work. When you are planning your campaign for a day you will not have to resort to guess work, you KNOW what similar firms are using; therefore you can suggest with authority

something which would be good for these people.

The same idea applies to your work with manufacturing companies. By the envelope system you will have available a variety of material which will be of invaluable assistance to you in working out plans with a punch in 'em.

## TRAGEDY OR COMEDY

Wagner, the G. B. man, a bank cashier, Good Counsel and a certain Mrs. Perry were the dramatic personae in an interesting one act affair not long ago. It was a comedy for Wagner but something of a tragedy for the G. B. man.

They were both after this particular bank order. G. B. had had it for years and naturally wanted to hold it. Wagner was just as anxious to see a change made and backed up his claims with Good Counsel. The cashier was all confusion—it was case of being happy with either were "tother dear charmer away." Finally Wagner diplomatically suggested that they leave the decision with the first lady who came in. Wagner knew Good Counsel and felt confident of the result. The first lady who came in was the above mentioned Mrs. Perry, wife of one of the stock holders and her vote went to Good Counsel.

## FOLLOW NATURE'S LEAD

Follow Nature's lead. Now that it's summer time sell The Sheltering Oaks, Goo, Bye Sweet Day, Sweet Summer Eve, A Cool Retreat, all subjects which will have a special appeal at this time of year.

Enthusiasm is what you need. Unless you have it you are only marking time in the business world.



We are exceedingly proud of our fine lot of prize winners in Championship Game, but we expect to have many more at the end of Convention Contest. We expect to pay out bonus money far beyond \$1000 because YOU ARE IN BETTER CONDITION THAN EVER BEFORE TO SECURE BIG BUSINESS and BIG BUSINESS IN ABUNDANCE IS TO BE GOTTEN.

## HEARD IN THE CONVENTION HALL

### WATKINS IS AFTER THOSE "PESKY" REPUBLICANS

Watkins declares he hasn't anything in particular against these Progressive Republicans but he just naturally thinks they haven't any right to live. Consequently he garnered in \$261.25 worth of votes when the convention was still in its infancy. Among the eleven orders which he corraled was one for tooth picks sold a bottling company; one for tin cups sold a retail firm and one for 5 x 7 trays sold a trading company.

### FERRIS IS IN TRAINING FOR A CABINET PORTFOLIO AT LEAST

Ferris is the staunchest kind of a Progressive Republican; he has his eye mightily fixed on Secretary Lansing's job and a fourteen percent bonus. He gave evidence of his ability to handle ticklish situations deftly by cleaning up \$261.30, all the orders being small but healthy.

### DAVIDSON VOTES EARLY AND OFTEN

Davidson kept himself pretty much in the back ground during the baseball game but he's already very much in evidence in this political fracas. He went to the ballot box eleven times and his business showed up well above \$200. Among his orders were fans sold a shoe dealer and a jeweler; Edge of the Canyon sold a meat market; pencils sold a real estate and insurance firm; pencils sold a bank; Mirrors sold a dry goods store.

### AUSTIN IS A VERY NIFTY VOTE GETTER

Austin proved his ability as a nifty little vote getter when he got under a \$345.50 business in the early days of the campaign. He won political prestige for himself and the Progressive Republicans by selling calendars to two banks and a general store; pouches and purses to five banks; fans to a dry goods store; paper weights to a manufacturing company.

### HARTZELL PROVES HIMSELF AN OLD TIME CAMPAIGNER

Judd Hartzell is an old time campaigner ready to kiss the babies or do anything else that means an honest vote. He believes firmly that the route of Progressive Republicanism is the only sure way to political salvation and he's consistently living up to his convictions. He's already acquired a following worth \$468.70. Not space enough to enumerate all his orders (he reports 16); some for all departments.

### MCGAHA IS WAGING AN AGGRESSIVE CAMPAIGN

McGaha comes from a state famous for the directness of its campaigns. Consequently he's gathering in the votes early and working for a good stand in with his constituency among the A. D.'s. A \$110 order for Estelle and A Jolly Comrade means a fine lot of votes as do smaller ones for commercials sold a business college; match box protectors sold a cigar dealer.

### NO PUSSY FOOTING FOR LOUIE

There's nothing pussy footed about Levinson's method. He's jumped into the campaign furiously as a \$100, three orders testifies. Levinson be it known to all present is a Progressive Republican and determined to land a cabinet position at least.

### REISINGER'S HAT IS IN THE RING

Reisinger has shied his hat into the ring with an order for bill folds \$102.83 sold a brick company. Reisinger lays claim to being some little campaigner and we're going to be very much surprised if he doesn't make some of his adversaries in the Aggressive Democratic camp see pink.

## CAMPAIGN SNAP SHOTS

Van Wert lined up some votes with No. 3519 card cases sold a hotel; No. 653 sold a shoe company; No. 285 paper cutter sold a feed company.

Henry Stuck made a try for political honors with commercials sold a bank; diaries sold a grain and stock dealer; fans sold a cafe.

C. E. Smith did some very successful lobbying with Good Counsel sold an implement dealer; No. 653 sold a lumber dealer and last editions sold a bank.

Albright is a regular political war horse. He started his personal campaign with an order for Send Daddy Home, Just a Song at Twilight and Forest Kings sold a general store.

Lichtig is making all preparations to inject a lot of Ginger into his campaign. He sold commercial calendars and calendar cards to an automobile manufacturer; Mother Love to a shoe store.

Rudy believes in using every possible new idea in a campaign. Therefore it is not surprising to see that he sold the new leather tooth pick cases to a hotel. Other orders were knife hones sold an insurance firm; No. 653 sold a creamery; egg separators to a retail firm; fans to a bank.

Geddes' hustling for votes is responsible for an order of commercials sold a real estate and insurance firm. He also sold fans to a motion picture theater.

Roser wants to know how we knew he was an Aggressive Democrat. Nothing to it Mr. Roser but intuition. He is showing up so far in the campaign with a fine combination order of blotters, pencils, correspondence files and vanity cases sold an automobile dealer.

Politics are seething over in Con-sidine's town; consequently it isn't to be wondered at that he came to the front with four interesting orders.

Rasmussen sidestepped a substantial bunch of votes by selling Good Counsel to a general store.

Nash blew over some votes by selling fans to a plumber.

Jordan's campaigning was done with "All's Well" sold an insurance firm; 5 x 7 trays sold a studio; Daily Pads sold a bank; Grace and Satisfaction sold an insurance firm; Good Counsel, Bringing Home the Bacon and June sold a real estate firm; bill folds sold a real estate firm; trays and fans sold a laundry; flag pins sold a general store; key rings and game counters sold an insurance firm.

C. R. Jones voted several times with the help of memo books sold a brass works.

Gregg, one of our new members, did a bit of good preliminary campaigning with the help of fans sold a hardware store.

Beyer is planning now to shine in the political arena; he sold 5 x 7 trays to a meat market.

Baker went after votes with "All's Well" sold a men's furnishing store.

Fritchey continues to exhibit a fine lot of presidential timber. This time it takes the form of a \$140.65 order of art calendars.

Boyd gave the Progressive Republican bunch, also O. Co. a knock out blow when he sold a manufacturing company a \$150 order of mailing cards.

## KEEN INTEREST ALREADY MANIFESTED IN BIG CONVENTION CONTEST

The king is dead! Long live the king!

The championship Baseball game is a thing of the past but the big Convention Contest is a thing of the glorious present.

We feel that the contest just ended has been splendid preparation for the one just begun. Many of you are going into the Convention with inspiration of a substantial prize already won to urge you on. Others are goaded on to still greater effect by the knowledge that you lost out in a prize in the Baseball game by an exasperatingly narrow margin and you are going to redeem yourselves in this fine new contest.

We are paying out nearly \$1000 in prizes for splendid work done in the Championship Game but we expect to pay out still more when the returns for the convention are all in.

What will your share of it be? Determine now upon your prize. Nothing but your own effort can limit it. Then work resolutely to reach your goal.

### PRIZES TO BE AWARDED

Twenty-four men will be eligible to prizes at the end of the Convention Contest.

The President of each party will be paid a bonus of 16 percent on his commission earnings during the contest period; the Vice President 15 percent; the Secretary of State 14 percent; the Secretary of the Treasury, 13 percent; Secretary of War, 12 percent; Postmaster General, 11 percent; Secretary of the Navy, 10 percent; Secretary of the Interior, 9 percent; Secretary of Agriculture, 8 percent; Attorney General, 7 percent; Secretary of Commerce, 6 percent; Secretary of Labor, 5 percent. For example if one of the Presidents has commission earnings totaling \$1000 for the contest period his bonus will be \$160, a very fine prize. No orders subject to cancellation are counted. No man will be paid a bonus whose points do not average 100 a week during the life of the contest.

No one is eligible to office—and a prize—who does not average 100 votes a week during the contest.

### THIS HAS A FINE RING

My first report sheet, and while I am somewhat sorry I can not show an order, will say that if hard work and plugging count for anything, you will hear from me many times from now on.

The line is "SOME" and it affords me the keenest pleasure to handle it. I will endeavor to make known how good the line looks to me, by the orders I am going to send in.

"Enthusied" is putting it mildly, and before long I am going to have a lot of "Boosters" for the "A. A. W."

With best wishes and assuring you of my willingness at all times to work and boost.

CLATWORTHY.

Every daily sales report you send in counts five votes.

### MATCH CASE NO. 3114 VERY FINE FOR CLOTHIERS

When an advertiser finds a speciality which proves to be such a remarkable business getter that his purchases up to the present time have reached 4,000 it is safe to assume the medium he selected as good. There is a clothier in Fritchey's territory who has seen such splendid results from distributions of No. 3114 match case that he has bought 4,000 of them—in several different orders.

His distribution plan is simple but effective; he merely gives one to each customer whom he thinks is a stranger in the city, or at least new to his store.

Keep this remarkable record of No. 3114 in mind; show the match case and extol its possibilities to clothiers in every town you visit. No one can estimate how many votes may be lurking in this suggestion.

Who will be our first Presidential Candidates. See next week's Ginger for announcement of first week's work in big convention Contest.

### AUSTIN'S STORY OF A \$343 ORDER

Replying to yours of the 13th inst. beg to say that the buyer for this fertilizer company was formerly Sales Manager of a similar company and had used the plan suggested before. It is merely to reach the customer directly through the dealer by sending each dealer a quantity of the calendars.

When I opened up on him he was figuring with a junk house represented by a local man and was contemplating using commercials. I suggested the plan above mentioned which he had used successfully before and got the order.

AUSTIN.

The man who knows usually puts enough determination back of his argument to convince.



**Determine TODAY the value of prize you are going to win in the Convention Contest and never permit these figures to leave your mind. These prizes are exclusively a bonus prospective. Whether your reward is to be great or small is determined by nothing but YOUR OWN EFFORT.**

### TREMENDOUS GAIN CONTINUES IN CALENDAR DEPARTMENT

In the first two weeks of June this year we closed up a calendar business equal in volume to what we did in the entire month a year ago. Never have we seen sales records where the gains have been so continuous or of such magnificent proportions as these which we are constantly reporting for the calendar department.

All the time the wonderful 1917 line was building we saw it as a winner. It was lunched with tremendous enthusiasm the twenty-seventh of December. It has been selling magnificently ever since. Unless all signs fail it is going to continue to sell in big figures through the rest of the year.

Naturally, for this good volume to continue, there must be an every day adherence to the intensive method which you have been following with such marked success for a number of months. It is not safe to overlook a single firm whose rating you have reason to believe would be acceptable to our credit department.

These are the days when we make new buyers. We are not content with holding customers already secured. We must secure new ones if our expansion is to assume the proportions which it should.

The figures at hand show that our calendars are what the people want. We have already made very serious inroads into the business of some of our most formidable competitors and as for the junkers—they are toppling over on every side.

Calendar buyers are becoming more astute every year. They realize that to buy from a junk house or a jobber is to deliberately perch themselves upon an advertising volcano. Junk houses and jobbers do not have exclusive control of subjects. They buy from manufacturers naturally they cannot attempt to control the sale of a subject after it has left their hands. The initial cost of getting out a calendar is tremendously heavy. Sales must be big if there is to be a profit. Therefore the manufacturer must sell in as big volume as possible.

And the small retailer or large one either for that matter who persists in buying from any but a copyrighted line is the fellow who must pay the fiddler. The salesman who sells him may promise in all good faith that the subject of his choice will not be sold in that town again; he may keep his promise but the trouble is that he cannot control the actions of other jobbers and junkers. They may have that same subject and they may sell it quite unconsciously to a competing firm.

The jobber or junker is to blame only inasmuch as he does not carry a copyrighted line. The business man who persists in buying of them—when he has copyrighted lines presented for his inspection—has only himself to find fault with if, in the parlance of the day he gets "stung."

The only safe thing to do is to buy from a copyrighted line. There is no better line on the market today than our own A. A. W. one. The figures show it.

### IT IS TIME TO GO AFTER LABOR DAY BUSINESS

It isn't a bit too soon to begin the drive for Labor Day business. There will be several celebrations in every territory; in practically every instance committees have already been appointed and preliminary plans are already under way.

By inquiry at the hotel where you stop and can get information in regard to these committees in case our clipping service has not already given it to you. When you have the information at hand the thing to do is to get busy with it.

Of course there will be a good healthy advertising appropriation in every case and we want a share in every appropriation. We know from the experiences of other committees that money spent with us will be well spent and will yield splendid returns on the investment.

Buttons are a great medium to use in preliminary publicity work. Anything from a fifty to an eighty line one will be good because any of these sizes afford splendid display space for whatever ad may be used.

Good copy is:

"I'm going to  
Blanktown  
For Labor Day."

They can be distributed effectively by several different plans. Retail business houses, banks, restaurants, hotels, offices at the court house, etc.

can be given generous supplies with instructions to hand one to each farmer or out of town resident who drops in. If a lodge or organization of any kind is at the head of it, supplies should be sent to all kindred organizations in towns whose population it is necessary to reach.

These celluloid buttons will be much more permanent advertising than posters which are often demolished by wind or rain. Therefore they are always a safe investment.

Buttons are by no means all that should be sold for Labor Day celebrations. Neither is the committee in charge the limit of people who should be interested in advertising. Bangle pins, flag pins, celluloid mirrors are only a few of the things which will make particularly good media and local business men, interested in advertising to the big crowds in town should by all means be seen. It would be an exceedingly clever stroke for them to have something good to hand out to the people who will throng the park or wherever it is that the celebration is being held. The bangle pin or button will be fastened in the coat, the mirror will be slipped in the pocket and both will do splendid service for the advertiser long after the celebration is over.

Who will be our first Presidential Candidates. See next week's Ginger for announcement of first week's work in big Convention Contest.

**FLASH**—Just as Ginger forms closed, Earl wired in order for 15,000 No. 293 flag pins. Says distribution plan is corker. Will send it along for Ginger readers.

### ADVERTISING CAUSED THIS WONDERFUL GROWTH

There are few romances more interesting than the remarkable stories of business expansion which are the natural result of the period of prosperity which the country is enjoying right now.

One of the most thrilling which has come to our attention lately is that of a taxi-cab company operating in a certain city. Three years ago this company started in business with two cabs; now it operates two hundred and seventy. But now comes the thing which interested us most and which we are sure will be of special interest to you as advertising men—the management describes its remarkable growth altogether to advertising. It wages a continuous campaign, directed to different classes of people in turn and the results have been stupendous.

There is ample food for thought in the achievement of this particular company. If advertising accomplished such wonders for it there is no reason in the world why it will not do as much for other taxicab companies. One of the substantial orders which the "A. A. W." department has received recently is for vanity cases, the buyer being a taxi-cab company. It would be hard to find an article which would appeal more strongly to women patrons and prospective patrons and while this one campaign can scarcely produce the development cited above it will certainly result in greatly increased business.

### BREAKING HOME TIES IS A LEAF OUT OF MANY A MAN'S EXPERIENCE.

When the 1917 line was building Breaking Home Ties was a subject we all picked as a winner and the sales have amply justified our faith in it. Suppose we all put all the force we can muster behind us next week and drive these sales higher than ever.

Breaking Home Ties has caught the popular fancy because of the element of human interest which fills it. It is a picture which will recall to many a man an incident in his own boyhood days. It will make him, too, think of the time when he, a mere lad left his home to make his way in the great world.

It will recall to his mind the dear mother who bade him God speed with the ache in her heart crushed down and the sweet smile which he was to remember lighting up her face. If that dear mother is now gone the picture will appeal to him more strongly.

He will recall his father who like the pictured father was ready to see him safely aboard the train. At the time he thought father didn't care particularly—he didn't say much but now that he has little lads of his own—perhaps not such little lads either, he knows more of the ache of a father's heart. He thinks of his sisters, too, the recollection of their sweet faces sends a smile across his own face; he thinks of the old home which has sheltered them all and because the picture appeals to him with such vital pulling force, he knows that it will appeal to other men and presto his 1917 calendars are bought.

### THOUSAND DOLLAR CLUB

A. F. REIS, President - 1916

(Mr. Reis won this honor by securing a greater volume of accepted business December 8, 1914 to December 3, 1915, than any other member of the Thousand Dollar Club.)

#### MEMBERS

ALBREIGHT  
BEYER  
CLANCEY  
CASTLEBERRY, W. M.  
COUNTS, W. J. D.  
EYRING  
FREEMAN  
FRITCHIEY

IRISH  
LEVINSON  
MOHUIS  
MASON, S. H.  
NASH  
POSEY  
REIS  
RUDY

SMITH, C. E.  
SCOTT  
SPERLING  
SPERLING  
SMITH, EDWARD  
WATKINS  
WALLACE

### HOW MANY ORDERS OF No. 6104 HAVE YOU SOLD

How many orders have you sold for No. 6104 desk calendar. Carrying as it does a two year pad and an ample stock of memo sheets it is a very valuable piece of advertising. For 730 days the ad which it carries will confront the man whom the advertiser wants to reach; because calendars and memo sheets are things for which every man has need, the service given by the calendar will create good will in abundance as well as inspire a very definite sense of obligation.

Another interesting characteristic of this calendar and one which should be emphasized on every call is the fact that it cannot be knocked over. We have all had desk calendars which would topple over with every passing breeze but No. 6104 is not one of that variety. There is nothing weak-kneed about it.

Moreover there is something particularly attractive in the appearance of this calendar. Made of a combination of red cochineal sheep and red leatherette it is a happy addition to the rather somber furnishings of the average business man's desk.

Believing thoroughly as we do in the power of concentration we urge you all to get behind No. 6104 next week. Do not ignore the other new things in the leather line, we want you to sell them all but make a special drive with this very attractive desk calendar.

Leather business is coming better every day, a condition which should continue right through to the end of the year. It will if every man does his part.

### THIS SOUNDS GOOD TO US

Jordan tells us that he is laying plans to secure a Thousand Dollar Club job. We can't see a reason why they should not be realized for Jordan is built of distinctly Thousand Dollar Club timber.

### ANSWERING THE "I CAN GET IT FOR LESS" PLEA

It is a poor salesman who cannot successfully combat the "I can get it for less" plea.

Why?

Because of all pleas it is the most illogical, inconsistent and easily answered.

A well-known printing salesman of Chicago, who is famed for his ability to get a fair price for the good product he sells, recently called on the purchasing agent of a large hardware concern. The job at issue was a catalog that would run up into money, and the purchasing agent had secured a large number of estimates, ranging from \$1,200 to \$2,000.

"Your price is too high," said the purchasing agent. "I have a dozen estimates that are far below the one you submitted."

"All right," smiled the salesman, cheerfully. "Will you pardon me if I ask you a few personal questions?"

"Go ahead."

"Where do you live?"

"I live on Sheridan road," replied the puzzled purchasing agent.

"How many rooms?"

"Er—six," was the hesitant answer.

"How much rent do you pay?"

"Look here," began the purchasing agent, angrily, "are you trying to—"

"You promised you would take no

offense," insisted the salesman. "Now, tell me how much rent you are paying?"

"I'm paying \$120 a month," snapped the purchasing agent. "If the information will do you any good."

"Well," smiled the salesman, "I can put you next to a six-room flat on Blue Island avenue for \$22 a month. You will save \$98 a month by making the change, which will amount to \$1,176 a year. Worth saving, isn't it?"

"Let's look over your figures again," said the purchasing agent, sheepishly, after a short pause.—From "Women's Writings."

### COPY READY TO USE

**Photograph**—Making Your Friends an Exclusive Gift. A good photograph represents you. Your friends want it. They can get it no other way. We'll surprise you with what we do for you.

**Real Estate**—Real Substance. All property is transient, except real estate. It can never blow away, or be stolen from you. Buy while the buying is good. You'll find the terms to your liking.

**Laundry**—Everything Back but the Dirt. Real care in handling insures long life to your linen. Washed clean and looks it when they come home. Pride-giving laundry at the right price.

**Lumber**—The Building Problem. You'll realize that good lumber removes half the worry. No danger of disappointments here. We have the stock, have the methods of selling, prove the value of our product.

**Ice**—Making Money by Spending a Little. Ice is one of the best of the modern investments. What you spend for ice saves waste and adds to the home comfort. Easy enough to have—we boast of service.



**Sioux-Winnebago Indian Play-Suits**

Designed by A Carlisle Graduate

Manufactured by

**CLARENCE E. MILLER**

35 N. 11th Street,

PHILADELPHIA, PA.



# MILLER'S - INDIAN - PLAY SUITS



AN-  
ANGLO-  
AMERICAN  
INDIAN

Clarence E. Miller  
Manufacturer  
35 North 11<sup>th</sup> Street,  
Philadelphia, Pa.



# Miller's Indian Play Suits and Wigwams

FOR BOYS AND GIRLS



MANUFACTURED BY

**CLARENCE E. MILLER**

35 NORTH 11TH STREET

PHILADELPHIA, PA.





A Winnebago Indian Squaw and Papoose  
Winnebago Agency, Nebraska

**G**IVE me of your bark,  
O, birch-tree!  
I a light canoe will build me,  
Build a swift chemaun for sailing  
That shall float upon the river,  
Like a yellow leaf in autumn,  
Like a yellow water-lily!




## OYE-SHA

---

## BASUK-OSE

(Victory Goes Ahead)

HRISTOPHER COLUMBUS discovered the Indians, but Clarence E. Miller discovered the art of making Indian Play Suits for children as they should be made. Time, money and pains were not spared to complete the outfit of this line for the trade. It was just as Davy Crockett said, "Be sure you're right, then go ahead," and this we did do, and we feel certain we are right when our trade tells us so. We are positively sure our goods are correct in every detail, because we have a full-blooded North American Indian Graduate from the famous Carlisle Indian School who is our designer.

MR. ALBERT H. NASH, of the class of '97, a full-blooded Winnebago Indian from the State of Nebraska, made a thorough study of the Arts and Crafts of his race, and conceived the idea of turning them into commercial value

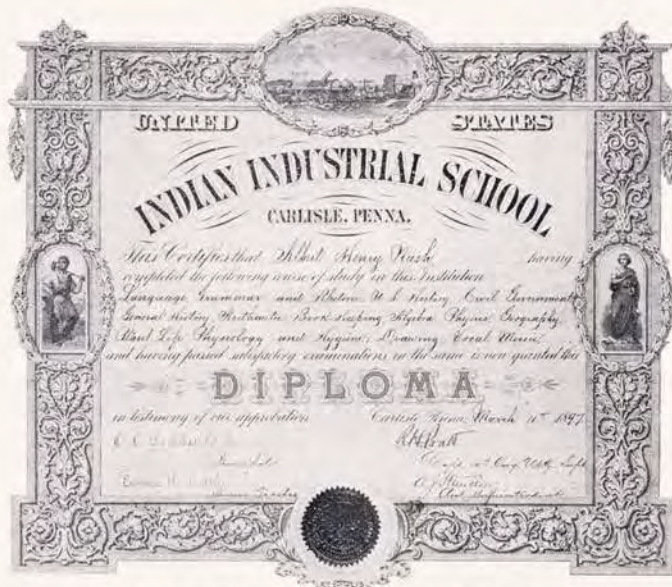
by producing a very pretty play suit for boys and girls, that bear all the ear-marks of a real Indian creation just like the ones seen on the chieftain's children out on the plains. The suits are actually typical of the Sioux-Winnebago tribes, so well known and spoken of in American history. Even the late Frederick Remington vouches their picturesqueness by his famous paintings of Western Life out on the plains. MR. NASH has left no stone unturned in thinking out a Play Suit so durable and so artistic for the money. We know they are right, because an Indian did it, and he ought to know.

MR. NASH is one of the corps of experienced people who belong to our factory and office force, and we feel proud to have such a corps of workers that means unity and strength to the firm.

We have decided to let MR. NASH visit the trade in all the largest cities so that he may acquaint himself and prove that he is a real live Indian scouting for our house. He says that General Miles, of the United States Army, once said, "The only good Indian is a dead one," but he will prove that such an expression



for such a great General to make is a dead one, too. MR. NASH is a credit to his race and to his alma mater, Carlisle, and we know that he will be interesting to all of you who meet him. He is well educated, a scholar and a renowned athlete, runner and foot-ball player.



Fac-Simile of Diploma Awarded Mr. Nash (Our Designer)  
At Carlisle



Sioux Wigwam Life at Pine Ridge Agency  
South Dakota

## An Indian Toy Wigwam

**A** GENUINE Indian Wigwam for Children, so genuine that it is typical of the West and Middle West Indians in the Bad Lands and the Rocky Range.

Our Wigwams are made in two sizes: one is eighteen feet in circumference and six feet in diameter, the other twenty-five feet in circumference and eight feet in diameter. They



are large enough for six or eight children to sit in. The canvas is made of heavy, eight-ounce duck, and wears like iron. Eight poles, smoke block and sticks are furnished with each Wigwam. The characters are beautifully painted and are water-proof.

One of the scenes is taken from the Wigwam of the famous chief, Rain-in-the-Face. The painting shows an Indian hunter riding bare-back, chasing a big buffalo into camp. Other characters represent a warrior, eagle, bear's foot-prints and a picture of a large human heart which meant a good generous feeling toward his men. A border of the various colors of the rainbow is painted around the bottom of the Wigwam.

We guarantee every Wigwam to be the true idea of a North American Indian painted and made on canvas.

It requires but five minutes to put it up and a very pretty thing to put out on the lawn for the children to play in.

This wigwam will be sold by all the largest dealers in the country, and if your dealer does not carry them, write us direct for list.



A Group of Sioux Indians Camping in the Garden of the Gods

**B**Y the shores of Gitche Gumee  
Stood the wigwam of Nokomis.  
Dark behind it rose the forest,  
Rose the black and gloomy pine trees;  
There the wrinkled old Nokomis  
Nursed the little Hiawatha,  
Rocked him in his linden cradle.



## A Word Regarding the Quality and Sizes of Our Play Suits

**O**UR Indian Play Suits are made of specially prepared Government Drill to insure the longevity and wearing quality of our garments. They are made in five grades, according to price, and run in the ages of six, eight, ten, twelve and fourteen years. With each suit, either for boy or girl, a handsome feather head dress is given, corresponding with the grade of price and quality of suit.

Our suits will stand washing and the Indian fringe used on our suits was manufactured and specially woven according to the Indian's idea of color and design.



An Indian Grave, Montana

**I**N the wigwam with Nokomis,  
She was lying, the beloved,  
She the dying Minnehaha,  
Homeward hurried Hiawatha,  
Empty-handed, heavy-hearted,  
And he rushed into the wigwam,  
Saw his lovely Minnehaha  
Lying dead and cold before him,  
Then he sat down, still and speechless,  
On the bed of Minnehaha,  
At the feet of Laughing Water,  
With both hands his face he covered.





Our Indian Play Suits  
and Wigwams are sold  
by all the leading De-  
partment Stores, Toy  
Stores and Sporting  
Goods Stores of the  
country.





# MILLER'S - INDIAN - PLAY SUITS



A - SIOUX -  
WINNEBAGO -  
CHIEF

Clarence E. Miller  
Manufacturer  
35 North 11<sup>th</sup> Street,  
Philadelphia, Pa.



# KEYSTONE INDIAN PLAY SUITS



AN-  
ANGLO-AMERICAN  
INDIAN

## KEYSTONE SPORTING GOODS MANUFACTURING CO.

MAKERS OF  
ATHLETIC WEAR AND SPORTING GOODS  
OF EVERY DESCRIPTION

535 ARCH STREET

PHILADELPHIA, PA.



WM. MADWAY

S. OLIVER

Keystone  
Sporting Goods Mfg. Co.

535 ARCH ST., PHILADELPHIA, PA.



Manufacturers of  
Athletic Clothing, Base Ball Supplies  
and Sporting Goods of Every  
Description




# OYE-SHA

---

## BASUK-OSE

(Victory Goes Ahead)

HRISTOPHER COLUMBUS discovered the Indians, but the Keystone Sporting Goods Mfg. Co. discovered the art of making Indian Play Suits for children as they should be made. Time, money and pains were not spared to complete the outfit of this line for the trade. It was just as Davy Crockett said, "Be sure you're right, then go ahead," and this we did do, and we feel certain we are right when our trade tells us so. We are positively sure our goods are correct in every detail, because we have a full-blooded North American Indian Graduate from the famous Carlisle Indian School who is our designer.

MR. ALBERT H. NASH, of the class of '97, a full-blooded Winnebago Indian from the State of Nebraska, made a thorough study of the Arts and Crafts of his race, and conceived the idea of turning them into commercial value

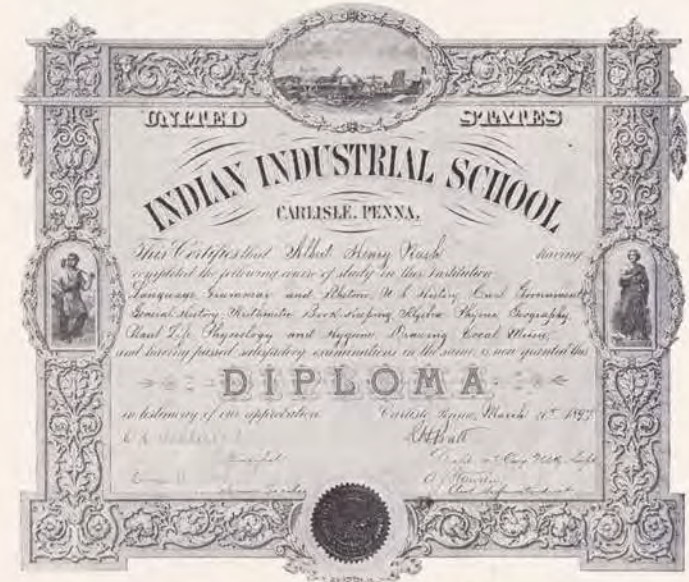


by producing a very pretty play suit for boys and girls, that bear all the ear-marks of a real Indian creation, just like the ones seen on the chieftain's children out on the plains. The suits are actually typical of the Sioux-Winnebago tribes, so well known and spoken of in American history. Even the late Frederick Remington vouches their picturesqueness by his famous paintings of Western Life out on the plains. MR. NASH has left no stone unturned in thinking out a Play Suit so durable and so artistic for the money. We know they are right, because an Indian did it, and he ought to know.

MR. NASH is one of the corps of experienced people who belong to our factory and office force, and we feel proud to have such a corps of workers that means unity and strength to the firm.

We have decided to let Mr. Nash visit the trade in all the largest cities, so that he may acquaint himself and prove that he is a real live Indian scouting for our house. He says that General Miles, of the United States Army, once said, "The only good Indian is a dead one," but he will prove that such an expression

for such a great General to make is a dead one, too. MR. NASH is a credit to his race and to his alma mater, Carlisle, and we know that he will be interesting to all of you who meet him. He is well educated, a scholar and a renowned athlete, runner and foot-ball player.



Fac-Simile of Diploma Awarded Mr. Nash (Our Designer)  
At Carlisle





A Group of Sioux Indians Camping in the Garden of the Gods

**B**Y the shores of Gitche Gumee  
 Stood the wigwam of Nokomis.  
 Dark behind it rose the forest,  
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 Nursed the little Hiawatha,  
 Rocked him in his linden cradle.

## A Word Regarding the Quality and Sizes of Our Play Suits

**O**UR Indian Play Suits are made of specially prepared Government Drill to insure the longevity and wearing quality of our garments. They are made in four grades, according to price, and run in the ages of four, six, eight, ten, twelve and fourteen years. With each suit, either for boy or girl, a handsome feather head-dress is given, corresponding with the grade of price and quality of suit.

Our suits will stand washing, and the Indian fringe used on our suits was manufactured and specially woven according to the Indian's idea of color and design.

Our Play Suits are sold by all the leading Department Stores, Toy Stores and Sporting Goods Stores of the country.

Our Motto:  
 "WE DELIVER PROMPTLY."





## Fantastic Suits

For Season of 1910

### INDIAN CHIEF

No. 100.—Coat handsomely decorated in real American Indian Art and a specially made fringe is used on all our high grade suits to give it the beaded effects. The trousers are beautifully embroidered down the sides of the legs and a handsome feathered war-bonnet is given with each suit. Sizes 4 to 14. Each outfit packed in a separate box.

No. 200.—Coat and trousers are not quite so elaborately decorated but the outfit is a beauty and a close second to No. 100. The trousers are beaded down the sides with our special beaded fringe effect and with our Rain-in-the-Face head gear with feathers streaming down the back, this suit is certainly pretty. Sizes 4 to 14 years. Each outfit packed in a separate box.

No. 300.—This outfit is really a surprise for the money. We have taken just as much care to perfect this number as we have on our other two previous numbers. It looks real Indian, handsomely made and plenty of feathers to please the little chief. Sizes 4 to 14 years. Each packed separately in a box.

### INDIAN SQUAW

Our squaw outfits are just as elaborately decorated as the chief suits, except that the ladies do not adorn themselves with quite so many feathers as the chiefs do. They are made of the same material and the sizes run the same as that of the boys. Grade numbers are the same, except that you state "squaw" when ordering. Each packed separately in a box.



### INDIAN CHIEF OUTFITS

No. 400.—Coat and long trousers, made of high-grade Khaki, elaborately decorated with red and yellow fringe and trimming, including feathered head gear. Sizes, 4 to 14 years. Packed one in a box.

### INDIAN SQUAW OUTFITS

No. 400 A.—Blouse and skirt trimmed and made from same material as No. 400 Chief. Sizes 4 to 14 years. Packed one in a box. Each, \$1.00.







#### COW BOY

No. 102.—We aim to suit the user in this outfit in regard to the selection of colors and the seasons. We make a flannel shirt or a cambric shirt in blue, red, gray and brown. Khaki trousers are neatly trimmed, handkerchief, lariat, and hat all complete. Sizes, 4 to 14 years. Each packed in a separate box.



#### MILITARY

No. 106.—Coat and long trousers made of khaki. Close-fitting military coat for the boy. Regulation army cap with patent leather visor, brass buttons and army cross guns on the cap. Sizes, 4 to 14 years. Each packed in a separate box.



#### BRONCHO GIRL

No. 102 A.—Same as cow-boy material. Choice of colors, etc. Khaki shirt; sizes, 4 to 14. Each packed in a separate box.

#### UNCLE SAM

No. 128.—Blue swallow-tailed coat, striped trousers in red and white, stellar-effect vest and an army gray plug hat. Sizes, 4 to 14 years. Each packed in a separate box.







#### SANTA CLAUS SUIT

No. 109.—This outfit is popular during Yuletide. Consists of hood and cape in one piece, and pants, made from high-grade red flannel neatly trimmed in white. Sizes, 4 to 14 years. Packed one in a box.



#### CLOWN SUIT

No. 103.—Our line of Domino and Clown Suits are considered the most attractive garb for masquerade parties. The designs are original, made from high-grade cambric. Size, small or large. Packed one in a box.

#### RED RIDING HOOD

A suit for the girls. Hood and cape in one piece and skirt made of high-grade red cambric. Sizes, 4 to 14 years. Packed one in a box.



#### BOY'S CLOWN

No. 110.—A one-piece garment in fancy, foolish colors; made of high-grade cambric, with a small clown hat, and is really a comical-looking outfit. Sizes, 4 to 14 years. Each packed separately in a box.







#### CHINAMAN

No. 107.—A good imitation of the yellow Oriental. Sizes, 4 to 14 years, and is considered one of the best comical suits on the market. Made of high-grade cambric and consisting of coat, trousers and hat, with wig attached, and each come packed one in a box.

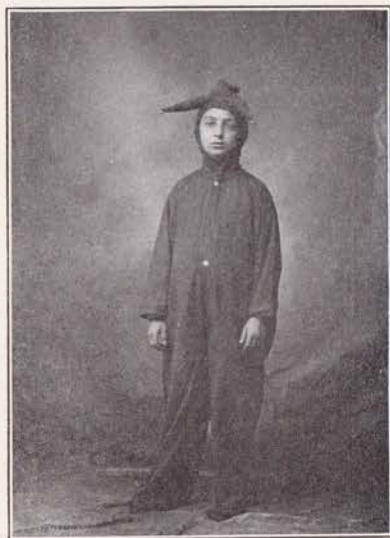


#### GHOST

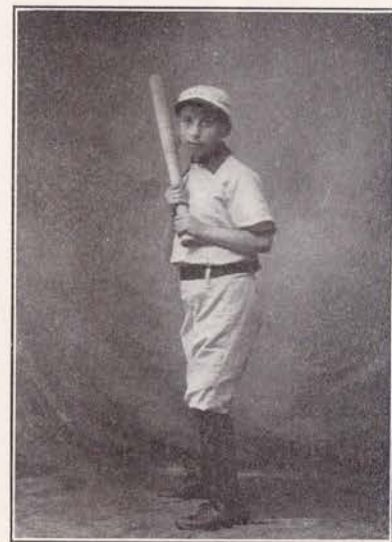
No. 129.—A handy one-piece garment, made in white or black. Can be worn over regular clothes. Sizes, small, medium or large. Packed one in a box.

#### DEVIL'S SUIT

No. 108.—A one-piece comic suit. Hood has long horns. Made from high-grade red flannel. Sizes, small, medium and large. Packed one in a box.



Our line of Base-Ball Uniforms cannot be excelled. We take extra caution in this department in the making and fitting of our suits.





## WHAT CARLISLE MEANS TO HER GRADUATES.

---

### A Successful Salesman Tells How It Benefits His Business.

A handsome little calendar has just come to one of the office desks. It bears the following inscription:

“Compliment of A. H. Nash, Carlisle Graduate, The only American Indian selling American made calendars, representing The American Art works, Conshocton, Ohio.”

Mr. Nash was asked why he inserted in his ad the words “Carlisle Graduate.” His answer was, “I have found that it always attracts immediate attention. It has even more force than the words Yale, Harvard, or Princeton graduate would have after a name. It is unique and inspires interest at once. It brings about a friendly conversation regarding football, other sports, and Indians in general, which nearly always results in an *order*. This is my business.”

This is a lesson, boys and girls. Get a Carlisle diploma, if you can. It will always help you. The best people will be interested in you and they will be willing to give you a helping hand.

Last summer when work was scarce and hard times had struck our country, Joseph Gilman, without any other credentials than his honest face and the fact that he was a Carlisle Indian, applied for a job at the Bethlehem Steel Works. He was one in a long line of men waiting for work. Hundreds had been laid off, but Joe was given a job and was told by the superintendent when he left that if at any time he wanted work he could find it there.

It pays to be a Carlisle Indian, but you must also be a *good* Carlisle Indian. As pupils of this School, it devolves upon each one to keep up the excellent reputation already established by former graduates and ex-students.

Keep up the standard!



## Noted Carlisle Indian Athlete, Holder of World's Mark, Succumbs to Operation.

---

Another noted athlete has been called by death. Yesterday one of the best middle and long distance runners of his day passed away when Albert H. Nash, famous as a runner at Carlisle and Drexel Institute, succumbed, following an operation for intestinal trouble at the Presbyterian Hospital. His home is at 5821 Market Street. He is survived by a wife and two children.

While at Carlisle, Nash started his athletic career. He specialized in the half and mile events, competing in all the important meets, and made good. After completing his course at Carlisle he entered Drexel Institute and while a student in this city made his reputation in the mile and the "880."

When the Olympic games were held in London in 1908, marathons were made popular. Then it was that Nash joined the professional ranks as a long distance runner. One of his greatest races was run in Pittsburgh when he made a world's record for the thirteen miles, 385 yards course, negotiating the distance in 1 hour, 13 minutes and 59 seconds.

The promoters of the meet had two Government surveyors layout the course and there was no chance to question his record. Pittsburgh newspapers presented him with a certificate in recognition of his brilliant performance.

Nash was thirty-eight years of age. He was in the advertising business in this city and apparently was in good health until last Saturday, when he was stricken suddenly.



## Nash Does Big Business In Small Town.

“When a new man can go into a town of 10,000 and leave it with a total of 15 orders you can just bet your bottom dollar that that man is one of the very promising “comers” in the specialty advertising business. We are referring this time to Nash. We have been immensely interested in his thorough working of the town above mentioned and are ready to guarantee that he will be one of the formidable figures in the big contests.

“Nash’s customers included a millinery store, a clothier, a music house, a grocery, an implement dealer, a business college, a florist, a confectioner, a women’s furnishing store, a firm of electrical contractors, and an undertaker.”

---

Albert Nash came to Carlisle March 5, 1895, and graduate in 1897. He then attended other institutions of learning, where he specialized along certain lines. Mr. Nash was in the employ of Clarence E. Miller, manufacturer of athletic and canvas clothing, Philadelphia, Pa., as traveling salesman for several years, and now he is with the American Art Works. Their trade journal has the above to say of his work. Mr. Nash’s future looks bright to his old friends and they are predicting big success in the advertising field.



# LUCE'S PRESS CLIPPING BUREAU

NEW YORK

BOSTON

88 PARK PLACE

62 DEVONSHIRE ST.

ALLIED WITH OFFICES IN CHICAGO, MINNEAPOLIS

DENVER, SAN FRANCISCO AND LONDON

CABLE ADDRESS

CLIPBURO

CLIPPING FROM

JAN. 23, 1918

HARRISBURG (Pa.) TELEGRAPH

## Famous Indian Runner Dies Following an Operation; Started at Carlisle School

Philadelphia, Jan. 23.—Following an operation for intestinal trouble, Albert H. Nash (Al Nash), former Carlisle Indian School and Drexel Institute runner, died at the Presbyterian Hospital. Nash, who was in the advertising business in this city, was apparently in good health until last Saturday, when he was suddenly stricken.

He was taken to the hospital, where it was found necessary to operate upon him. The operation was performed last night and his death followed.

Mr. Nash is survived by a widow and two children.

At the time of his death Nash was 33 years old. He was a Winnebago Indian, and, after leaving Carlisle School, he studied at Drexel Institute. While there he earned a reputation for running in mile and half-mile races, but when the Olympic Games were held he joined the professional ranks and took up long-distance running.

In a race against five men in Pittsburgh he made a world's record for 13 miles, 385 yards, covering the distance in 1 hour 13 minutes and 59 seconds. The promoters of the meet had two government surveyors lay out the course and a certificate was presented to the Indian for his performance by the Pittsburgh newspapers.





9 1/3 X 17  
A. H. Nash

PHOTOGRAPH STUDIO  
INDIAN INDUSTRIAL SCHOOL,  
CARLISLE, PA.



Correspondence

POST



CARD



NATION'S CAPITAL CHOICEST VIEWS

*Best Wishes*

*Albert H. Nash,  
Class  
'97*

*Mr. Moses Friedman,  
Carlisle Indian School,  
Carlisle,  
Pa.*

4023.—The United States Treasury is here seen from Pennsylvania Avenue. The solidity of the massive building is in keeping with its office as a treasure house. The total length is 450 feet and the width 250 feet. The view shows the south portico and the Ionic columns of the 15th Street front.

[B. S. Reynolds Co., Washington, D. C.]

U. S. Treasury, Washington





Department of the Interior



Mr. M. Friedman

Supt. U. S. Indian School

Carlisle

Pennsylvania

6-3305

9-112 Jan. 8, 1913.

Name Albert W. Nash  
(Please give name by which enrolled and also present or married name.)

Tribe Stimmbago

Present Address 315 N. 60<sup>th</sup> St. Phila., Pa.

Former Address Same  
(Address from which we heard from you last.)

Present Occupation Commercial traveler

Remarks: Representing the firm of  
Clarence E. Miller four years.  
Manufacturing canvas and duck  
clothing also athletic uniforms.



NIXON'S HOTEL

ADJOINING FORD'S GRAND OPERA HOUSE

JOHN P. NIXON, PROPRIETOR

BALTIMORE, MD., Dec 10 1900.

Dear Mr. Friedman: —

James arrived here all right, and likes the surroundings very much. He is staying with Mr. Knapp, Mr. Eidenburg's financial man and head book-keeper. He will be well taken care of and kept in good company.

Sincerely,

Albert H. Nash,



SAMUEL J. BLOOMINGDALE.

HIRAM C. BLOOMINGDALE.

IRVING I. BLOOMINGDALE.

VIENNA

KARL SCHWEIGHOFER GASSE

BERLIN

SCHMID STRASSE 44

PARIS

30 RUE DU FBG POISSONNIERE

LONDON

9 NEW BROAD ST., E.C.

# Bloomingtondale Bros.

Retailers, Importers,

Lexington to Third Ave., 59<sup>th</sup> to 60<sup>th</sup> St.

TELEPHONE NUMBER  
PLAZA 5900.

New York, May 5, 1911.

Dictated by \_\_\_\_\_

Dear Mr. Friedman:-

I let Jefferson go home as I did not need him the full two weeks. Bloomingtondale Brothers insisted on me being here all the time so I let Jeff go to cut expenses. He is a fine young fellow and I believe he is one Indian that will make good in the world as he is very eager to learn and ambitious.

I thank you for your kindness in telling



SAMUEL J. BLOOMINGDALE.

C. BLOOMINGDALE.

IRVING I. BLOOMINGDALE.

VIENNA

KARL SCHWEIGHOFER GASSE

BERLIN

SCHMID STRASSE 44

PARIS

30 RUE DU FBG POISSONNIERE

LONDON

9 NEW BROAD ST., E.C.

# Bloomingdale Bros.

Retailers, Importers,

Lexington to Third Ave., 59<sup>th</sup> to 60<sup>th</sup> St.

TELEPHONE NUMBER  
PLAZA 5900.

(2) New York, May 5, 1911.

Dictated by \_\_\_\_\_

us have him. The firm will send you \$5.00 that is due him for the three days he was here.

I saw in the arena where you mentioned some of the graduates who are making a mark. I feel slighted. I was on the fast track team and relay team and the honor of being one of the four who fight won gold patches for Carlisle. Now I have commercialized my Indian crafts idea so that now



SAMUEL J. BLOOMINGDALE.

HIRAM C. BLOOMINGDALE.

IRVING I. BLOOMINGDALE.

VIENNA  
KARL SCHWEIGHOFER GASSE

BERLIN  
SCHMID STRASSE 44

PARIS  
30 RUE DU FBG POISSONNIERE

LONDON  
9 NEW BROAD ST. E.C.

# Bloomingdale Bros.

Retailers, Importers,

Lexington to Third Ave., 59<sup>th</sup> to 60<sup>th</sup> St.

TELEPHONE NUMBER  
PLAZA 5900.

(3)

New York, May 5, 1911

Dictated by \_\_\_\_\_

my Indian Play Suits  
are famous in all the  
largest well known  
department stores in the  
East.

With best wishes for  
your success, I am  
Your friend,  
Albert S. Nash.



112  
December 6, 1916.

Mr. A. H. Nash,  
1300 Land Title Bldg.,  
Philadelphia, Pa.

Dear Albert:

I am interested in what you say in your letter of yesterday.

We had no football schedule and I allowed the boys to go ahead and pick up a few games. I did not know about those Athletic Club games until after they had agreed to play there or I would not have approved of them. There will be no more games with any clubs.

You may be interested to know that we are receiving applications from many good colleges for games for next season, among them Harvard and Princeton. It is difficult to decide just what kind of a schedule to make. We have adopted the policy of pushing out our older young men into industrial plants and next year we will likely lose nearly all of our football boys who have done much this year. Under the rules now governing the enrollment of students we can not accept a student who has been enrolled in another Indian



Mr. A. H. Nash -2

School until he has finished the course in that school. The fact that he may have finished his term of enrollment does not count. In a few years, however, after things have adjusted themselves to the new conditions, this will not be a serious handicap.

We expect to make a better showing in football next season although we will not take on many big games. We will have to work up gradually.

I hope you are continuing to make good in your work. We have a fine school this year and things are moving along in a very satisfactory manner.

With kind regards and best wishes, I am,

Very truly yours,

L/B

Superintendent



# The American Art Works

SUCCESSORS TO  
THE MEEK COMPANY,  
THE TUSCARORA ADVERTISING CO.,  
THE STANDARD ADVERTISING CO.



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IN ALL LARGE CITIES

MAIN OFFICES AND FACTORIES  
COSHOCTON, OHIO, U.S.A.

ART CALENDARS, CELLULOID AND LEATHER ADVERTISING SPECIALTIES  
LITHOGRAPHED METAL SIGNS

A. H. NASH

SALES REPRESENTATIVE

AMERICAN-MADE ADVERTISING SPECIALTIES

PHONE SPRUCE 5255 1509 ARCH STREET

PHILADELPHIA, PA.

Jan. 17, 1916.

2  
Mr. O. H. Lipps.  
Carlisle, Pa.

Dear Friend;

I received a letter from my Brothers Robert and George appealing to me to help them secure a position in Detroit, Michigan with the Ford Motor Works. I do not know what your requirements are in preparation for going there, but I believe that under your new vocational training system the student must return to Carlisle to comply with a certain period of instruction.

I have a Brother Lewis who took Motor Car instruction in an ordinary way in a small town in the West. He is an ex-Carlisle Student and is doing remarkably well. He is located at Red Oak, Iowa, owns his own home and is doing fine.

I would like very much for you to communicate with me at your earliest convenience to give these two Brothers of mine the rare chance of working for the Ford Factory. It may be that you are filled up for the present, but as long as it requires some preliminary training, I would like to have them back at Carlisle, because, I know that it will be beneficial to them with the present system that you are carrying on. Robert and George both need more good English and training in public speaking and I will be very glad to have you honor our request and may be some day all of us can return the compliment for your kind favor.

AHN/EH

Yours very sincerely,

*A. H. Nash*



February 8, 1917.

Mr. A. H. Nash,  
1300 Land Title Bldg.,  
Philadelphia, Pa.

My dear Mr. Nash:

I read with much interest the article you sent me and I assure you that in my opinion the training we give our Indian boys and girls at Carlisle is the very best sort of training and education that any young person can acquire. The first essential of an education, it seems to me, is to fit one to earn a respectable living and give them the capacity to enjoy the better things of life. I mean by this that any young man or young woman who acquires such training as will enable them to earn a decent living and also acquire an appreciation for good music, good literature, and all the other good things that are within the reach of the ordinary person of ability and industry, is the very best kind of education not only for the Indian but for the white man. While our course at Carlisle is not a college course, still we have all of the activities that are worth while, that even our better class of colleges have, and then when a boy or girl finishes our course here if they really have the capacity and the ambition to go further, they have the equipment whereby they may easily earn their way through college. It may take them longer to get through, but in the



2/8/17

end they will be better able than though they were furnished with liberal allowances for expenses.

I am glad to know that you still have faith in Carlisle and its teachings, and the very fact that you are able to get out in the world and make your own way in competition with college graduates is sufficient evidence to show that if a fellow has it in him he can make a success in life with the training that he receives in a school like Carlisle.

With kind regards and best wishes, I am,

Very sincerely,

L:R

Superintendent.



grad

Mr. A.

PRESIDENT  
VICE PRES  
VICE PRES



E. J. BARKLOW, SECRETARY  
J. C. FLOWERS, TREASURER

# THE GERLACH-BARKLOW CO.

ART CALENDARS DE LUXE  
CREATORS OF SALES CAMPAIGNS

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JOLIET, ILLINOIS, U.S.A.  
and TORONTO, CANADA.

A. H. NASH

1300 LAND TITLE BLDG., PHILADELPHIA, PA.

TELEPHONE BELL SPRUCE 4687  
KEYSTONE RACE 467

Feb. 3, 1917.

My dear Mr. Lippe: — We are  
all the time seeking more  
knowledge, and here is an article  
I became interested in, and read  
it. Please read it, and tell me if  
you don't think we are following  
the right plan at Carlisle. I think  
we are. I'm not sorry, I won  
went to Carlisle.

With best personal wishes  
to you and your family, I am

Sincerely your friend  
A. H. Nash

Subject By  
Edward S. Van Zile



CHAS. R. FREDERICKSON, PRESIDENT  
C. B. MC COY, CHAIRMAN OF THE BOARD  
W. N. DAY, DIRECTOR OF METAL SALES

E. O. SELBY, VPRES. & TREAS.

E. C. SELBY, SECRETARY  
C. E. SHREFFLER, ASST. SECY. & TREAS.

# The American Art Works

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LITHOGRAPHED METAL SIGNS

AL. NASH  
SALES REPRESENTATIVE

PHONE SPRUCE 5255 1509 ARCH STREET

PHILADELPHIA, PA.

Aug. 7, 1916.

Mr. O. H. Lipps.  
% Carlisle Indian School,  
Carlisle, Pa.

Dear Mr. Lipps;

I am writing to you for information. You have a large Boiler House generating steam and no doubt have a great deal of trouble in cleaning the scale and corrosion from the inside of these boilers. Would you kindly let me know if you are using boiler compounds to help eliminate this trouble. The reason I am asking this information of you is to enlighten myself on boiler compounds as used by the various manufacturers.

I hope my Brother George is getting along nicely and that he will get along fast enough to get away with one of the early parties. I wrote to you before, but your Secretary said that you had been away.

Hoping that you are having the best of success in your work and that you are enjoying the best of health, I am

AHN/EH

Yours very sincerely,  
*A. V. Nash*  
THE AMERICAN ART WORKS.



W. H. AMBERT, PRESIDENT.  
H. J. GERLACH, VICE PRES.  
J. H. THOMPSON, VICE PRES.

E. J. BARKLOW, SECRETARY  
J. C. FLOWERS, TREASURER



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and TORONTO, CANADA.

A. H. NASH

1300 Laurel Title Bld  
Philadelphia, Oct. 17, 1917

My dear Mr. Francis: — Can  
you arrange to see that I am  
passed with a friend to see  
the Carlisle - Penn game?  
Mr. Harris will get enough  
badge passes, I know. When  
"Pop" was there I used to be  
able to get them from him.

We ought to be well acquainted as  
I believe Mrs. Nash and I met  
you at the Hotel Walton, at  
an Indian Banquet.

I may stop off to see you on  
my way to our convention  
in Chicago, which will be in  
December.



MBERT, PRESIDENT.  
ERLACH, VICE PRES.  
PSON, VICE PRES.



E. J. BARKLOW, SECRETARY  
J. C. FLOWERS, TREASURER

## THE GERLACH-BARKLOW CO.

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JOLIET, ILLINOIS, U. S. A.  
and TORONTO, CANADA.

A. H. NASH

7  
Hoping that you <sup>can</sup> arrange  
passes for me, and do not  
think I'll be disappointed if you  
cannot do it.

Very cordially yours,  
A. H. Nash

Class 1897.



112

February 8, 1917.

Mr. Warren K. Moorhead,  
Andover, Mass.

Dear Sir:

Your letter of the 5th inst. relative to  
Albert Nash owing you some money, has been received.

This young man is a hustler and I believe  
makes quite a little bit of money, but I fear also that  
he is a little slow about paying some of his debts from  
what I have been told.

His present address is 1300 Land Title Bldg.,  
Philadelphia, Pa. I hope you may be able to collect the  
debt which he owes you.

Very truly yours,

D:R

Superintendent.



4rad  
SARVAGE VANCE, JR., PHILADELPHIA, PA., CHAIRMAN  
BERRILL C. CHASE, WASHINGTON, D. C.  
WILLIAM D. MCKEN, BUFFALO, N. Y.  
WARREN K. MOOREHEAD, ANDOVER, MASS.  
SAMUEL A. MORTON, ANDOVER, MASS.  
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ANDREW H. MORTON, WASHINGTON, D. C., SECRETARY.

DEPARTMENT OF THE INTERIOR  
BOARD OF INDIAN COMMISSIONERS

BUREAU OF MINES BUILDING

WASHINGTON

Andover, Massachusetts.

February 5, 1917

Honorable Oscar H. Lips,  
Superintendent Carlisle School,  
Carlisle, Pa.

My Dear Sir:-

You spoke to me at Mohonk about Albert Nash.

You said that he was doing well. I was glad to hear this. When Nash left our school he was in trouble and I loaned him \$103.00. He has never written me about this money. As he has had the use of it for seven or eight years I think it is proper for me to ask him to return same. Will you please give me his address, and I shall be glad to write him a polite note reminding him of the loan and asking him to remit.

Thanking you and trusting that you can do this,

I am

Very sincerely yours,

Warren K. Moorehead



// 2

Sept. 12th, 1916.

Merchants & Manufacturers Co.,  
Springfield, Mass.

Gentlemen:

While I do not know very much more about Mr. A. H. Nash of Philadelphia, who is mentioned in your letter of the 7th instant, than that he made a very successful record here until he completed the course and was given a diploma, I have had an opportunity during the past two years to become personally acquainted with him and to observe that he has an unusual amount of energy for an Indian and that he is a hustler in every sense of that word.

As far as our knowledge here goes he is honest and upright and the record of business he has secured for his employers indicates that he has the business experience required to make him a successful salesman.

Very respectfully,

HKM.

Superintendent.



# MERCHANTS & MANUFACTURERS CO.

SPRINGFIELD, MASS.

A MONTHLY ADVERTISING SERVICE

Fixtures, Frames, Window Posters, Show Cards, Tags, Price  
Tickets, Window Display, and Suggestions for Advertising

September 7, 1916

Mr. O. H. Lepps,  
Carlisle School,  
Carlisle, Pa.

Dear Sir:

Your name has been given to us as a  
reference for Mr. A. H. Nash of Philadelphia,  
and we are enclosing herewith a stamped envelope  
with the request that you advise us concerning  
this man's character, business experience and  
ability, etc.

Your favor in this regard will be very  
much appreciated.

Yours very truly,

AJQ

MERCHANTS & MANUFACTURERS CO.



112

August 16, 1916

Mr. A. H. Nash,  
c/o The American Art Works,  
1508 Arch St., Philadelphia, Pa.

My dear Mr. Nash:

Your letter of August seventh came while I was away from the school, hence the delay in replying.

Regarding the boiler compound you refer to, I am informed that we have very little trouble with scale at Carlisle as the water we use is unusually pure. We do use some sort of compound for cleaning the boilers about once each year, and I would suggest that next time you are here you see Mr. Weber. We will not require any of this material again until next spring.

You will be interested to know that your brother George left here yesterday with sixteen other boys for the Ford Automobile Factory. We believe George will make good and I look to hear of him forging to the front. He has the ability and think that he is willing to get down and dig.

With kind regards and best wishes, I remain,

Yours very truly,

OHL:SR

Superintendent.



# The American Art Works

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ART CALENDARS, CELLULOID AND LEATHER ADVERTISING SPECIALTIES  
LITHOGRAPHED METAL SIGNS

A. H. NASH  
SALES REPRESENTATIVE

AMERICAN-MADE ADVERTISING SPECIALTIES  
PHONE SPRUCE 5255 1509 ARCH STREET

PHILADELPHIA, PA.

June, 29, 1916.

Mr. O. H. Lipps.  
Carlisle Indian School,  
Carlisle, Pa.

Dear Mr. Lipps;

Enclosed you will find another interesting article on the front page about the men who divided \$1000, in bonuses through their sales craft. The combined body of our Salesmen were divided into two sections and we called it a Baseball Contest. The men who scored the highest points per week were entitled to be on the regular team. Those who did not score, were called substitutes and remained on the Bench, but I am glad to tell you that I upheld the good old name of Carlisle by being one of the Star Out-fielders and you will see my physiognomy pictured with the rest of the crowd.

My Brother George is with me and fortunately I have been entertaining him during Convention Week with the associated advertising men of the World. I have been teaching him the seriousness of these Conventions and have shown him that to get to the top it takes the hardest kind of work, to get there. I suppose you read about the wonderful parade on Broad Street. I participated in this parade and was represented with the Poor Richards. They lead the procession as we were the ones who entertained the guests that followed us in the parade.

I have instructed George to be with you Monday, July, 3rd. It has been the intention of Mrs. Nash to have him join us at a special Church service on Sunday.

I have the greatest confidence in George and believe you will make a good man out of him. He tells me that he does not care what you put him to do, he will do it.



CHAS. R. FREDERICKSON, President  
C. B. M<sup>o</sup> COY., Chairman of the Board

E. O. SELBY, V. Pres. & Treas.  
W. N. DAY, Director of Metal Sales

E. C. SELBY, Secretary  
C. E. SHREFFLER, Asst. Secy. Treas.

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A. H. NASH

SALES REPRESENTATIVE

AMERICAN-MADE ADVERTISING SPECIALTIES

PHONE SPRUCE 5255 1509 ARCH STREET

PHILADELPHIA, PA.

June, 29, 1916.

He says there is not anything that you give him in the line of work that will discourage him. I have given him instructions about associating with bad company and have been constantly talking to him the best way to be successful in the business world.

Hoping that you are having great success, I am

AHN/EH

Yours very truly,

*A. H. Nash*



July 6th, 1916.

Mr. A. H. Nash,

1509 Arch St., Philadelphia, Pa.

My dear Mr. Nash:

In the absence from school of Mr. Lipps I hereby acknowledge receipt of your favor of the 29th ultimo, with which you enclosed a copy of the publication containing the interesting article about the contest in which you have recently been so successful a worker. It is gratifying to know that in such an organization you are one of the winners and I am sure your other friends here join me in congratulations and best wishes for continued success.

Your brother George was seen at this office on Monday and it is needless to add that we too believe he will make as good a record when he begins his special work in Detroit as he has made here. The very effort he has made to return here in order that he can prepare himself for selection to go to the Ford Motor Company's factory indicates that he is in earnest and that he will be heard from later on. With the practical suggestions you can offer in cooperation with us George should be ready within a comparatively short time to



-2- Mr. A. H. Nash.

take his place in any wideawake business community in the line of work he has chosen.

Again with best wishes, I remain,

Very truly yours,

Secretary.



ONE ORDER TODAY IS WORTH TWO TOMORROW

**Instructions:** Please use this paper ONLY for all letters to The American Art Works. Kindly write on one side of this sheet, write a title heading over each subject, write plainly, and be as brief as justice to the subject will permit. USE A SEPARATE SHEET FOR EACH SUBJECT.

For \_\_\_\_\_ Department \_\_\_\_\_

From A. N. Nash  
Please write your name plainly

**The American Art Works**

COSHOCTON, OHIO

Town York State Pa

Date Jan 4 1916

Subject (or Customer) \_\_\_\_\_  
Write about ONE SUBJECT ONLY on this sheet

Gentlemen:

Carlisle  
My dear Mr. Lipps:— I left  
some things in "Kala-tepe"  
but will return to Carlisle to  
get them. Am busy over here  
in York. I am not through  
with Carlisle and surrounding  
trade.

Very sincerely,  
A. N. Nash



CHAS. R. FREDERICKSON, Pres.  
E. O. SELBY, V. Pres. & Treas.  
E. C. SELBY, Secretary  
C. B. MC COY, Chairman of the Board  
W. N. DAY, Director of Metal Sales  
W. H. RIDER, Director of Specialty Sales

# The American Art Works

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DAVENPORT  
DENVER  
DETROIT  
INDIANAPOLIS  
KANSAS CITY  
LITTLE ROCK  
LOUISVILLE  
LOS ANGELES  
MEMPHIS  
MILWAUKEE  
MINNEAPOLIS  
MONTGOMERY  
MONTREAL  
NEW YORK  
NEW ORLEANS  
NORFOLK  
OMAHA  
PITTSBURGH  
PHILADELPHIA  
PORTLAND  
SAINT LAKE CITY  
SAN FRANCISCO  
SEATTLE  
ST. LOUIS  
TORONTO  
VANCOUVER  
WINNIPEG



MAIN OFFICES  
AND FACTORIES  
COSHOCTON,  
OHIO.

CALENDARS, CELLULOID NOVELTIES, LEATHER GOODS,  
LITHOGRAPHED METAL SIGNS,  
ADVERTISING SPECIALTIES.

A. H. NASH  
SALES REPRESENTATIVE

CARLISLE GRADUATE, ONLY AMERICAN INDIAN SELLING  
AMERICAN-MADE ADVERTISING SPECIALTIES  
PHONE SPRUCE 5255 1509 ARCH STREET

PHILADELPHIA, PA.

Dec. 13, 1915.

My dear Mr. Lipps: — I wish to announce that I will be on my annual business call, up and down the "Valley" after Christmas. I hope the daily date calendar you bought of us is appreciated by the faculty and student body. I showed one to some of the large schools in Philadelphia, and the result was two nice orders.

I have read that they have discontinued foot ball. Its a good thing. The system of your vocational system of training is better. There is certainly no wasted time in such a method of teaching. "Dost thou love life? Then waste not time, for time is the stuff that life is made of."

Very sincerely,  
A. H. Nash '97



PICKSON, Pres.  
& Treas.

The Board  
of  
City Sales

# The American Art Works

SUCCESSORS TO  
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THE TUSCARORA ADVERTISING CO.  
THE STANDARD ADVERTISING CO.



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CINCINNATI	NORFOLK
CLEVELAND	OMAHA
COLUMBUS	PITTSBURGH
DALLAS	PHILADELPHIA
DAVENPORT	PORTLAND
DENVER	SALT LAKE CITY
DETROIT	SAN FRANCISCO
INDIANAPOLIS	SEATTLE
KANSAS CITY	ST. LOUIS
LITTLE ROCK	TORONTO
LOUISVILLE	VANCOUVER
LOS ANGELES	WINNIPEG



MAIN OFFICES  
AND FACTORIES,  
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CARLISLE GRADUATE. ONLY AMERICAN INDIAN SELLING  
AMERICAN-MADE ADVERTISING SPECIALTIES  
PHONE SPRUCE 5255 1509 ARCH STREET

PHILADELPHIA, PA.

6/1/'15.

Mr. Lipps,  
United States Indian School,  
Carlisle, Pa.

Dear Mr. Lipps:

I have been so busy that I was unable to attend the Commencement Exercises. My Father was seriously taken ill out in Nebraska, and I had to be with him two weeks which prevented me from reaching Carlisle in time for the Exercises.

I wish to congratulate <sup>you</sup> as being our Superintendent and as a member of the Alumni Association, I feel that you are the very person for the job and think all the rest of the Carlisle Graduates and Returned Students that have been in touch with you and your work are glad you were selected for the position.

I suppose you will be interested in my two Brothers, Robert, and George. George had one of the nicest crops in Thurston County. He is farming 60 acres of corn, 30 acres of oats and 15 acres Alfalfa. I saw him at his work and believe he is going to be an up-to-date agriculturist. Robert had a temporary position at his monotype trade with a concern in Sioux City, Iowa, but after a short while he was advised to join the Union, as the Unions in the West are very strong and will be better for him, and his increase in wages. He is attending my sick father for the present, also helping with the farm work, but shortly he will be on his way to Omaha, Neb. to join the Union, and secure a better position.

When I was in Carlisle last, I believe in March, you placed an order with me for 50 #257 daily pad calendars with metal backs for 1916. You advised me to hold off until about June when you would know whether you would be permanent at Carlisle, and since you are there, officially appointed as Superintendent, you will want these 50 calendars to go through.



CHAS. R. FREDERICKSON, Pres.  
 E. O. SELBY, V. Pres. & Treas.  
 E. C. SELBY, Secretary  
 C. B. MC COY, Chairman of the Board  
 W. N. DAY, Director of Metal Sales  
 W. H. RIBER, Director of Specialty Sales

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 THE TUSCARORA ADVERTISING CO.  
 THE STANDARD ADVERTISING CO.



MAIN OFFICES  
 AND FACTORIES,  
 COSHOCTON,  
 OHIO.

SALES OFFICES

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BAV CITY	MINNEAPOLIS
BOSTON	MONTGOMERY
BUFFALO	MONTREAL
BUTTE	NEW YORK
CHICAGO	NEW ORLEANS
CINCINNATI	NORFOLK
CLEVELAND	OMAHA
COLUMBUS	PITTSBURGH
DALLAS	PHILADELPHIA
DAVENPORT	PORTLAND
DETROIT	SALT LAKE CITY
INDIANAPOLIS	SAN FRANCISCO
KANSAS CITY	SEATTLE
LITTLE ROCK	ST. LOUIS
LOUISVILLE	TORONTO
LOS ANGELES	VANCOUVER
	WINNIPEG

CALENDARS, CELLULOID NOVELTIES, LEATHER GOODS,  
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 ADVERTISING SPECIALTIES.

**A. H. NASH**

SALES REPRESENTATIVE

CARLISLE GRADUATE. ONLY AMERICAN INDIAN SELLING  
 AMERICAN-MADE ADVERTISING SPECIALTIES  
 PHONE SPRUCE 5255 1509 ARCH STREET

PHILADELPHIA, PA.

2.

I am instructing our Home Office that I will let them know just so soon as I heard from you. I am sure that these calendars in metal, in the oak finish would be a beautiful Christmas Gift Service from our New Superintendent and I am sure that wherever they are placed with the Benjamin Franklin Phrase,

Dost thou love life?

Then waste not time, for time

Is the stuff that life is made of.

They will give every student and employee food for thought, "What time means to each one of us in life"

Wishing you and your family all of the success and the good things, I am

Sincerely your friend,

*A. H. Nash*

AHN-MON



June 3, 1915.

Mr. A. H. Nash,  
1509 Arch St.,  
Philadelphia, Pa.

My dear Mr. Nash:

I thank you very much for your letter of June 1st. It is very gratifying to me to have the confidence and good wishes of the old Carlisle graduates.

I am glad to know that your brothers, Robert and George, are getting along so nicely. I feel quite sure they will make good.

Regarding the calendars, you may let the order go through for 1916. I will pay you promptly upon receipt of them, and you may deliver them at any time between now and January 1st.

Again thanking you for your kind expressions of goodwill and confidence and with kind personal regards for your success and happiness, I remain

Very truly yours,

Superintendent.

OHE:LG



ESTABLISHED 1816.

ADDRESS ALL LETTERS TO THE COMPANY.

REMINGTON ARMS AND AMMUNITION CO.

TRADE  
*Remington*  
MARK.

ILION, N.Y.

Ilion, N. Y., April 12, 1915

CABLE ADDRESS "BAYONET, N.Y."  
AGENCY 299 BROADWAY, N.Y.

Subject: EMPLOYMENT

Mr. Robert P. Nash,

General Delivery,

Carlisle, Penna.

Dear Sir:

We have your letter of April 7th applying for a position in our works, and while we have nothing to offer you just at this time, we would suggest your writing us more fully what your experience has been, where and by whom you have been employed, and on what class of work, your age, and the rate of wages you have been in the habit of receiving. Also please furnish us with several references to whom we might write regarding your character and ability.

Very truly yours,

REMINGTON ARMS & AMMUNITION CO.

*J. H. Rudd*  
Employment Dept.

EJL/SCM

9-20-11

6-13-14

23-1/2

*Winnebago*



112

May 27th, 1914.

Mr. Albert Nash,

113 No. 58th St., Philadelphia.

My dear Mr. Nash:

This is to advise you that your brothers' transportation can be arranged at any time for their passage from Carlisle to their home at Thurston, Nebr.

The tickets used by our students to that point are generally routed over the "Pan-Handle" route of the Pennsylvania to Chicago and over the North Western from Chicago to Thurston.

If that routing will not be desirable please let me hear from you.

Very respectfully,

HKM.

Supervisor in Charge.



RTING

RCH 9

delph  
2

April 22, 1911.

A. H. Nash  
#535 Arch St.,  
Phila., Pa.

Dear friend:-

I have your letter and will make a request for the cloth-  
ing you need for your trip. I will have them ex-  
changed. I have your letter of the 20th asking for one reliable  
boy to go to New York to assist you. I have made a selection  
in the person of Jefferson Smith, a member of this year's  
graduating class, a gentlemanly fellow and I think he will  
suit you. Let me know where you will meet him, also send me  
his fare and I will arrange to send him to you. Frank Johnson  
is not at the school now.

Very truly yours,

Superintendent.

NRD.



# DEPARTMENT OF THE INTERIOR,

UNITED STATES INDIAN SCHOOL,

CARLISLE, PA.

OUTING SYSTEM.

MRS. N. R. DENNY, Manager.

MISS M. V. GAITHER, Girls' Agent.

MR. D. H. DICKEY, Boys' Agent.

April 22, 1911.

Mrs. L. J. Price  
Doylestown, Pa.  
Dear friend:-

I have your letter and will make a request for the clothing you need for David. If you will return the clothes which are too small and give me the correct sizes, I will have them exchanged.



(Jeff. Smith O.K.)  
W. Ayne  
Larry Reddy  
Moses Friday

**KEYSTONE SPORTING GOODS MFG. Co.**

MANUFACTURERS OF  
ATHLETIC CLOTHING  
BASE BALL SUPPLIES  
AND SPORTING GOODS  
OF EVERY DESCRIPTION

**535 ARCH STREET****Philadelphia, Pa.***April 20, 1911.*

*Mr. M. Friedman,  
Carlisle Indian School,  
Carlisle, Pa.*

*Dear Sir:—*

*Can you let me have  
Frank Johnson, who is related to  
me to be at my demonstration at  
Bloomingdale Brothers, New York?  
I have provided for the Gimbel  
Store. Mrs. Nash, and Mrs. Woodbury  
will be in New York to help look  
after my exhibit, and I am so  
busy I will ~~not~~ be unable to  
escort the ladies, and you will  
do me a great favor if you can  
let me have Frank or any other  
good polite gentlemanly fellow. I  
am sorry you think the influence  
would be bad on the pupils, ~~but~~  
and you know that I could never  
permit my wife to be in a place*



## KEYSTONE SPORTS GOODS MFG. CO.

MANUFACTURERS OF  
ATHLETIC CLOTHING  
BASE BALL SUPPLIES  
AND SPORTING GOODS  
OF EVERY DESCRIPTION

535 A STREET

Philadelphia, Pa.

L. M. F.

that would be unfit morally. These stores are too noted and reputable for any bad stock and our house deals with the finest concerns in the East, and I am proud to inform you that I brought all the trade to this firm and the building up of our business here has all been by one of Carlisle's boys, class '97. Do not think please, that I am running any cheap hippodrome, for he is, and struggling all the time to be in the legitimate light of commercialism, and I am somewhat a flicker already, not only in Philadelphia, but Boston, New York and other big cities.

Kindly help me out, I must get somebody, and I cannot employ a "burn". When I get a boy from you I know he must be right.

Sincerely your friend,  
Albert W. Nash.  
'97



112  
**KEYSTONE SPORTING GOODS MFG. CO.**

MANUFACTURERS OF  
ATHLETIC CLOTHING  
BASE BALL SUPPLIES  
AND SPORTING GOODS  
OF EVERY DESCRIPTION

**535 ARCH STREET**

**Philadelphia, Pa.**

**April 26, 1911.**

Dear Mr. Friedman;--

Enclose find check for \$5.00 and have Mr. Smith here Friday morning as early as possible and let me know by mail what train I can meet him on Via.Pennsy.

I was in New York when your telegram came.

Your friend,

*Albert H. Nash.*

KEYSTONE SPORTING GOODS CO.



112

December 4, 1911.

Mr. Albert Nash  
35 N. 11th Street  
Philadelphia, Pa  
Dear friend:-

I enclose a letter which has come to my office from Jefferson Smith, the young Indian man who worked for you last spring. Will you please give the matter your prompt attention.

Very truly yours

Superintendent.

NRD-Inc.



112

June 15, 1911.

A. H. Nash,

535 Arch St.,

Philadelphia, Pa.

Dear Friend:

It was my understanding until this morning that when Jefferson Smith left you after a weeks service that you had paid him the wages due him. He tells me this morning that you have not yet paid him, and that as he is going home early next week he would like to have the money due him. Please give this matter attention.

Very truly yours,

NRD-SJC

Superintendent.





Address all  
Communications  
to

Jimmie Curran  
Manager  
315 N. 60th St.



# BLACKHAWK

(ALBERT H. NASH)

172

World's Record for 13 miles, 385 yards, in 1 hour, 13 minutes, 59 seconds, Pittsburg, April 6, 1909

World's Record for Marathon Relay, 2 hours, 28 minutes, 51 seconds, Pittsburg, April 6, 1909

**WINNER INTER-STATE MARATHON, PHILADELPHIA, MAY 8, 1909**

States Represented: Pennsylvania, Massachusetts, New York, Rhode Island, New Jersey and Connecticut

**WINNER INTERNATIONAL MARATHON, PHILADELPHIA, JULY 3, 1909**

Countries Represented: France, England, Ireland, Italy and United States

"Speedy and does not seem to tire."

—Pittsburg Post

"A grand exhibition of speed and endurance."

—Pittsburg Press

"Graceful as a deer and a most pleasing performer."

—New York World

"Runs harder and faster in the face of defeat and always wins with such ease."

—Phila. Evening Bulletin

"Most graceful runner ever seen here."

—McKeesport Times

"A real American Indian and America's greatest distance runner."

—Omaha Bee

"Certainly can go some"

—Sioux City Journal

"Shrubb and Longboat had better keep away from this Indian."

—T. P. Morrissey,

Olympic Marathon Point Winner

"Ran his last lap like a 100 yard sprinter."

—Harrisburg Telegraph

"A good one, can go any distance. Would not think anything of going 20 mile before breakfast."

—Mike Murphy,

Trainer University of Pennsylvania

"Won by over three laps."

—Phila. Record

"I have run on the same track and found it rough and up hill. The Indian must be a grand runner."

—Alf Shrubb,

English Champion

"When a runner stops to replace a bursted shoe and defeats a relay of five runners, he must be a marvel. This is what Al. Nash (Blackhawk) did in a 10 mile race."

—Phila. North American

"Free, easy machine like stride."

—Phila. Press

"He has defeated me three times. He carries a man along at a terrific gate."

—Pat White,

Champion of Ireland

"We must hand it to Al. Nash (Blackhawk) Philadelphia should be proud of such an example of an Athlete."

—Phila. Evening Times

"I have run with him—his speed is terrible."

—Dorando Pietri,

Champion of Italy

"Seems to go along so easy. Awful fast."

—Tom Longboat,

Canadian Champion

Philadelphia, Pa., March 8, 1910.

Dear Mr. Friedman:—  
Kindly do me the  
favor of addressing  
an invitation to the  
commencement to  
Clarence E. Miller, 35 N.  
11<sup>th</sup> Street, Philadelphia. He  
is the head of the Miller  
Manufacturing firm and  
I am employed by them  
and I know he will be  
pleased to attend with  
me.

Sincerely,  
Al Nash



# Announcement

## TO THE TRADE

Philadelphia Agency  
OF THE  
N. J. STEAM TIRE REPAIR WORKS  
*A. H. NASH, Manager.*



1630 MARKET STREET  
BELL TELEPHONE. SPRUCE 2776.

We wish to call your attention to the up-to-date STEAM TIRE REPAIR WORKS we have equipped in Newark, N. J.

We manufacture all our repair stocks and are in a better position to do your repairing than any one.

We are using nothing but the best materials.

Our prices are as low as any, material and workmanship considered.

Let us handle your repairing—you will be satisfied and so will your customer.

RECOVERING  
RETREADING  
RELINING

BEADING  
SECTIONAL PATCHING  
TUBE PATCHING



*No work received from private owners*

**NEW JERSEY STEAM TIRE REPAIR WORKS**  
**REPAIRERS TO THE TRADE**

**66 SEARING STREET**

*Correspondence Solicited.*

**NEWARK, N. J.**



DEPARTMENT OF THE INTERIOR  
UNITED STATES INDIAN SERVICE  
INDIAN INDUSTRIAL SCHOOL  
CARLISLE, PA.

112

January 21, 1907

Albert Nash  
138 N. 10th St. Phila.

Dear friend;-

Please oblige by answering the questions below accurately and promptly and return this paper to me in the enclosed envelope, which requires no postage.

Are you married and if so to whom? *Edna T. Kenton*  
What is your Post Office address? *1442 W. 13th St. Phila. Pa.*  
What is your occupation? *General Manager*  
*N. J. Steam Tire Repair Works,*  
*1630 Market St. Phila. Agency.*

Have you been in the Indian Service, in what positions and how long in each?

*No*

Have you lived in the East any part of the time since your graduation and if so, where, how long and what positions did you fill? *Graduated in Commerce & Finance*  
*in 1901, and held a salesman's position*  
*up to 1905 when I became Genl Manager*  
*Seven years in Philadelphia.*

Your friend

*W. A. Mercer*

Major 11th Cavalry,  
Superintendent.



# RECORD OF GRADUATES AND RETURNED STUDENTS.

UNITED STATES INDIAN SCHOOL, CARLISLE, PENNSYLVANIA.

Name Albert Nash

1. Are you married and if so to whom? Edna Theresa Newton

2. What is your present address? 315 W. 60<sup>th</sup> St, Phila, Pa.

3. Did you attend or graduate from any other schools after leaving Carlisle? Give names of school and dates if possible. I was graduated from Drexel Institute, Phila. Specialized in English at Phillips Andover Academy in Andover, Mass.

4. What is your present occupation? Salary? I am a salesman and work on salary and commission. Average \$30 per wk.

5. Do you own your home? Yes.

6. What kind of a house is it? Number of rooms? Farm and improvements.

7. How much property do you possess? 40 acres

Stock All the land is farmed by the family.

Land There is about 1400 acres in our family farm.



8. Do you have money in the bank? *Yes* How much? *\$450*

9. Have you been in the Indian Service? In what positions? How long in each?

*Never held any because they always offered me positions inferior to my capability.*

10. What other positions have you held since leaving Carlisle?

*Foreman over men, my first position. 2. Receiver and shipper in a jobbing house. Here I advanced myself to a salaried position.*

11. Have you done anything for the betterment of your people? Write fully.

*I never did any more than write in some of our city papers answering unfair charges against my race. I am a man of influence and could have helped my race to continue on to a higher education but certain obstacles prevented this. I have been a prominent athlete and gained a host of friends in Yale, Harvard and*



the University of Pennsylvania  
and through this medium I  
am able to show how an Indian  
can get a college education. I  
did it. I would be willing to  
hold a position in the  
Indian service if I was  
put where I could come in

12. Tell me anything else of interest connected with your life.

touch with  
them, as they finished such  
large schools as Carlisle and  
Haskell.

I am now employed by  
the Gimbel Bros in the  
Sporting Goods Department. I  
am competing against so  
called "heavy" salesmen and  
yet I am high man and I  
am supposed to be inexperienced.

You will find photos of me  
at the school taken when I  
was coaching in track.

I have a daughter and son

Very truly,

Albert T. Nash.

Over



I want to make application  
for physical director in some  
large Indian School so that  
I can get a chance to send  
some of these boys to college. I  
am able to do this and can  
you assist me in securing  
a good position?

Wash





112

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# Clarence E. Miller

35 NORTH ELEVENTH STREET

MANUFACTURER OF  
ATHLETIC AND CANVAS CLOTHING

PHILADELPHIA

March 24, 1913.

To the Alumni Association,  
Carlisle Indian Industrial School,  
Carlisle, Penn'a.

Dear Friend:-

I am sorry to say that I cannot attend the meeting of the Alumni during commencement. I am so near to you yet I am just the same as though I were thousands of miles from you. I am with you in spirit and heart, but the business I am in keeps me here in Philadelphia. This is our busiest time of the season and thank God that I can say that I have a good job and I enjoy being busy all the time. My only wish is that we can all be kept busy and enjoy doing it. Once upon a time I thought it was an imposition to be kept busy but I find that it becomes a great pleasure after one gets the hang of it.

I thank the Alumni Association, the Faculty and all the big wheels and the small wheels which it takes to keep the plant going, and the dynamo, Mr. Friedman, who is the generator of our world's great school. I thank you for your kind invitation, and I am glad that Carlisle is turning out such a good graduating class and may they find plenty to do to keep them out of mischief for idleness is the devil's work-shop.

Most sincerely your friend,

*Albert N. Nash,*  
*Class of '97,*  
*Carlisle*



January 26, 1916

Mr. Albert H. Nash,  
1509 Arch St.,  
Philadelphia, Pa.

Dear Albert:

Replying to your letter of January 17th, I have to advise that I have just returned from a visit to the Ford Factory at Detroit, and while there had a very pleasant visit with Mr. Ford.

The Carlisle boys are making excellent records there and they are well pleased with them. We have selected only the boys who have been working at some of the trades here at the school, and who are not afraid to get on their overalls and get down in the dirt. The work up there is really hard, and the boy who has not been used to hard work would find it difficult to keep the pace.

If your brothers, Robert and George, wish to return to Carlisle and take up our vocational course here, I will be very glad to give them an opportunity. They, of course, would have to await their turn as I now have a number of applications from boys here who are trying hard to qualify themselves for an opportunity in the Ford factory. If the boys think well of this proposition, I will be glad to do what I can for them.

Sincerely yours,



JOHN LAMBERT, PRESIDENT  
THEO. R. GERLACH, VICE PRES.  
H. L. THOMPSON, VICE PRES.

E. J. BARKLOW, SECRETARY  
J. C. FLOWERS, TREASURER



## THE GERLACH-BARKLOW CO.

ART CALENDARS DE LUXE  
CREATORS OF SALES CAMPAIGNS

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JOLIET, ILLINOIS, U.S.A.  
and TORONTO, CANADA.

A. H. NASH

1300 LAND TITLE BLDG., PHILADELPHIA, PA.

TELEPHONE { BELL SPRUCE 4687  
KEYSTONE RACE 467

Dec. 5, 1916.

My dear Mr. Lipps:— I was prompted to write by the article that appeared "Revival of Gridiron Game at Carlisle is a Popular Move and big Boost to the Sport."

You would be more surprised to know how prominent a Carlisle man is, connected with some kind of business in a large city. Foot Ball is the very medium that advertised the Carlisle student. A few weeks ago I was pretty well panned by some of my business friends over that football incident that occurred in Conshohocken near Philadelphia. They criticised us sorely. I know you thought you were playing Gentlemen, but we know over here that all club foot-ball teams are not of the real good sporting element. I hope Carlisle will never play any more so called



JOHN LAMBERT, PRESIDENT.  
THEO. R. GERLACH, VICE PRES.  
H. L. THOMPSON, VICE PRES.

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TELEPHONE / BELL SPRUCE 4687  
/ KEYSTONE RACE 467

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athletic clubs and stick only to schools and colleges. It will command more respect from the public if we follow the rule of playing only educational institutions.

You may not realize it up at Carlisle, but it's very hard to stand the slaps after making the record we have in the athletic world. Athletics have helped me a lot. Being a Carlisle graduate means a lot, if taken advantage of, and Carlisle is prominent because we used our famous ~~the~~ foot-ball team as a vehicle for advertising, and thank God I am in the advertising business.

Very sincerely,  
A. H. Nash



112

October 16, 1917

Mr. A. H. Nash,  
1300 Land Title Building,  
Philadelphia, Pa.

My dear Mr. Nash:

I have your letter of October 12, 1917  
in which you request me to see that you have  
passes into the grounds for our game with Pennsyl-  
vania.

Mr. Harris is not sure, at this time,  
just what arrangements will be made, but I  
have told him to make a note of your request  
and to give passes to you and any other ex-  
student in Philadelphia if he can do so. If  
they are sent here, I will take pleasure in  
mailing them to you, if not, you will have to see  
Mr. Harris at the time of the game.

Sincerely yours,

Superintendent

JF-E



NAME AT CARLISLE

Albert Nash

112.

PRESENT NAME

DATE	INFORMATION THROUGH	ADDRESS	OCCUPATION	ITEMS OF INTEREST	GRADE
1907	Self-	1442 N. 13th St. Phila. Pa.	Shoe mfg. team Shoe Repair works.	married white girl Edna J. Kenton.	
1909	"	315 N. 60th St. Phila. Pa.	Salesman aver- age \$30 per wk.	Professional runner.	
1911		"	Salesman		
1913	"	5821 Market St. Phila. Pa.	Comm. Traveler for Clarence E. Miller & Co.		
1915		Office: 1509 Arch.			
1918	Jan. 22	Died after operation for intestinal trouble - Pres. Hosp. Phila.			



Nash, Albert ex. stu.

6077

Correspondence from.

SHI.