

**JOE WELSH, AT 13,
HAS SALESMANSHIP
DOWN TO FINE ART**

Boy Tells How He Earned His First \$1000 and a Good Deal More in Selling Magazines

WORK, HIS TOUCHSTONE

Five Months of Earnest Endeavor Brings Abundant Reward

By M'LISS

Kings of high finance tease us with the assertion that the first thousand dollars is the initial step to fame and fortune. This is encouraging—if you happen to have the thousand. A little less encouraging, however, is their statement that this first thousand is the most difficult to acquire. (As if we didn't already know it.)

Joseph Welsh, of Germantown, 13, bright-eyed and pink-cheeked, confirms the financiers' dictum. He knows all about the thousand and the difficulty, because in experiencing the latter he has acquired the former. Moreover, he has \$33 in addition to his first thousand, the story of how he amassed this little fortune reads like the biography of a money wizard.

Joseph is a salesman, par excellence. In five months he has sold more than 15,000 copies of the Saturday Evening Post, the Ladies Home Journal and the Country Gentleman. In addition to drawing down the commissions from the sales of these magazines, he has \$4,000 other boys who were working all over the United States to win the \$100 prize that was offered. He worked like a beaver to do it. It is true, but then the lives of great people always sound like that.

TECHNIQUE OF JOE'S ART.

When Joseph talks of the art of making the public buy his goods, he analyzes the subject with the expert air of one who has just completed a scientific course in the technique of salesmanship, and it seems incredible that the pointers he has picked up have been acquired on the street, gleaned by lightning-like appraisal of a prospective customer's attitude as the boy approached him on the street or boarded him in his office or home.

"If you're willing to work hard," he said, crossing his legs like a little man as he prepared to tell me all about it, "it's awful easy to make a sale. All you have to do is size your man or woman up real quick and then go to it. The main thing is not to let anything the grouch says to you make you feel bad when you go up to the next customer. You gotta look cheerful and act cheerful and successful. It don't do to look like you never made a sale in your life and never expect to."

I've never interviewed "Diamond Jim" Brady, the king of salesmen, but I feel sure if he has any code for high-speed salesmanship, it is not unlike Joseph's. This looking cheerful and acting cheerful recipe somehow has a mighty healthy ring to it.

Every morning when Joseph sets out from his home at 1355 East Rittenhouse street to the Pastorius Public School on Chelton avenue, he carries, in addition to his school books, his magazine kit. The early bird has nothing on him. Long before the other children in the neighborhood are out of their beds, he is at the railroad station doing business with the commuters, and his pert face and enterprising manner have gained for him a clientele whose custom enables him to make as much in this one hour as many another boy in a whole day.

In the afternoon Joseph canvasses—sometimes in the city among the big office buildings and at other times in the residential sections. And he finds it just as easy to get into a Main Line mansion as into a well-guarded office building bearing the forbidden sign: "No book agents permitted on these premises."

UNDAUNTED BY BUTLER.
"Of course a butler is tough tackling," he said with a twinkle in his eye, "but if I know the name of the lady of the house I never mind going up against him. And I always find out her name from the maid next door, or the chauffeur. Then, before I go up on the porch of the mansion I hide my magazines down by the steps. I always ask for the lady as though I knew her real well, and when the butler goes up and tells her there's a little boy downstairs to see her she usually comes down. After she comes down I tell her that I'm selling magazines, but that I've got them outside."



JOSEPH WELSH

Nearly all the time she laughs, but she generally tells me to run out and get them and then she always buys. Joseph's snub-nosed face was a study of youthful enthusiasm as he expatiated on his methods, and his irresistible manner of talking to you in a sort of heart-to-heart, man-to-man fashion makes you realize instantly why he won out ahead of thousands of expert competitors for one of the biggest prizes offered by the Curtis Publishing Company to its army of salesmen.

According to his mother Joseph has always been a money-maker, although he started his financial career without a cent of capital. He simply found a paper at Atlantic City. Now, to the average person a stray paper is simply a stray paper, and the street-cleaning department ought to know better, but to Joseph that stray paper was the means of making his first dollar. He sold it on the Boardwalk for a nickel and invested in more papers. These he sold and then he reinvested. After a day's hard work he could single a dollar's worth of small change in his pockets.

"But I had to work hard," he said, reminiscingly, "just as I had to work the time me and another fellow got off the sandman act. It was this way: We dug a deep hole in the beach right by the boardwalk, and I got down in it and then my pal, he piled the sand up around me to my neck. Then I opened my mouth real wide and we dared the people to throw pennies in my mouth. No, we didn't offer them anything, but they took a shot at me just for the fun of the thing. And we got all the pennies. Gee! it was fun."

If I weren't afraid of painting Joseph Welsh as an angel I'd tell you about his crippled mother and about how he finds time to do most of the housework for her in addition to going to school and making \$5 and \$6 a week selling magazines, to say nothing of hauling down big money prizes. I also might mention that he wants to spend his hard-earned thousand dollars to get her cured. But, then, you mightn't be inclined to think it a true story, and, of course, it really is.

THREE HURT IN AUTO WRECK

Driver Dying—Two Women Seriously Injured

LANCASTER, Pa., Sept. 28.—A man is dying in the General Hospital and two women are in their home here seriously hurt as the result of an automobile turning three somersaults late yesterday afternoon on the Harrisburg pike near the Fair Grounds.

John P. Knapp, 45 years old, a machinist, who was driving, was seriously injured. Miss Annie Krichgesser and Mrs. Mary Krichgesser, with whom he made his home, were hurled a great distance from the car. Knapp swerved his machine to avoid colliding with a wagon.

300 New Homes to Be Built

Three hundred new homes will be built in the neighborhood of 24th, 25th, Moore and Mifflin streets by Burton C. Simon, who has just made settlement for plots in that vicinity assessed at \$40,000 with the heirs of the estate of William King. There are three tracts in all—one bounded by the streets named; one, triangular in shape, at the southwest corner of 24th and Mifflin streets, and the third at the southeast corner of the same streets.

The HANDY LIGHT
Useful any place from back of bed to stove in kitchen. Directs light where you want it, thus saving eyesight and waste light. No springs, screws or "attaching." Sent Postpaid for \$2.50. **PHILA. HANDY LIGHT CO., 1708 DELANCEY STREET, PHILA.**

**ITALIANS FEAR BOMB
SANK BATTLESHIP IN
HARBOR; LOSS IS 342**

Premier Orders Investigation of Explosion on Benedetto Brin. Went Down in Seven Minutes

ADMIRAL CERVIN KILLED

ROME, Sept. 28.

Premier Salandra today ordered a thorough investigation of the destruction of the Italian battleship Benedetto Brin, which was torn to pieces by an explosion in Brindisi harbor yesterday afternoon. Though dispatches from Brindisi state that the explosion was entirely accidental, officials of the Ministry of Marine suspect that in some manner a bomb was placed in or near the battleship's magazine by an enemy agent.

According to latest reports, the explosion cost the lives of 342 officers and men, including Rear Admiral Rubin de Cervin, commander of the squadron of which the Benedetto Brin was the flagship.

"The Benedetto Brin sank within seven minutes after the explosion," says a dispatch from Brindisi. "There was no time to lower boats and only those were saved who were on deck and threw themselves into the water. Though boats were immediately lowered by other warships in the harbor, some of the men in the water, having been badly wounded by the explosion, sank before they could be helped."

Premier Salandra, who has served also as Minister of Marine since the resignation of Vice Admiral Viale, asked the Duke of the Abruzzi, commander in chief of the Italian fleet, to make a personal investigation and fix responsibility for the disaster, irrespective of the persons involved, "thus reassuring the country and the navy, which must and desires to be exposed to the blows of the enemy, but not to the immense dangers arising perhaps from negligence or lax discipline, which, if they exist, must be rigorously denounced and punished."

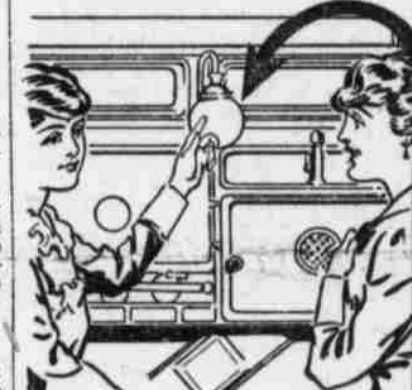
The decks of five warships anchored in the vicinity of the Benedetto Brin were littered by debris from the battleship when it was blown up. Nine men on one of them were wounded, but not seriously.

PRESIDENT HONORS G. A. R.

Orders Government Offices Closed for Day as Tribute to Veterans

WASHINGTON, Sept. 28.—By order of President Wilson all departments of Government were closed today in honor of the Grand Army of the Republic encampment.

Virtually every business house was closed also in order that employees might witness the parade in honor of the 50th anniversary of the grand review that marked the close of the Civil War.



"I'm baking by gas today—it's too hot for coal. Did you ever think how this oven door thermometer saves heat? As soon as the oven is hot I turn one burner out, and still run no risk of cooling the oven."
"Isn't that gas lamp a great idea? It throws the light right where it is wanted."
"For broiling I use this separate oven, so that I can have just the right heat for each without their interfering."
"Now the biscuits are done. Aren't they lovely? Here's the butter. Jack swears he's getting fat since he gave me this 'Yearound' for a wedding present. Do you wonder?"

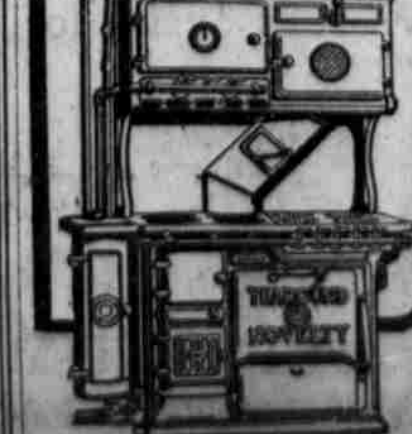
"YEAROUND" NOVELTY for Coal and Gas

Four coal-cooking holes; duplex grate; 18-in. oven with balanced door and thermometer. Novelty Draft Check. Five main gas burners. Gas two-burner baking oven with thermometer and separate broiling oven. Heat goes into flue. Gas lamp at top of range. Boiler and gas water heater optional. Junior Yearound Novelty—smaller, same general features.

700 Dealers
In Philadelphia alone carry the famous "Novelty" line of ranges and steam, hot-water and warm-air heaters. The "Novelty," "Kitchener," "Park Novelty," "Suburban Novelty," etc., are familiar to every housewife.

Every sale is backed by the Cox guarantee of service and by the 33 years' reputation of one of the largest cooking and heating appliance manufacturers in the world.

Abram Cox Stove Co.
American & Dauphin Sts. Philadelphia



Reputation

is the estimation in which a person or thing is held by others, the dictionary tells us.

To be lasting, it must be built upon character. There must be something substantial behind it.

Ask your neighbor in what estimation he holds Lester Pianos. If he has owned one for 25 years, so much the better. Persons who have used them longest like them best. THAT'S a reputation worth having.

**LESTER
PLAYER
PIANOS**

are made entirely by the very same men who have been building this enviable reputation for more than a quarter of a century.

The basis of every Lester Player is the famous Lester Piano, noted among musicians for its marvelously mellow tone and wonderful durability.

The Lester Player is positively the easiest player to pedal. It is equipped with double valves, which give twice as much vacuum as single valves and with one half the effort.

This makes the player action very sensitive and the repetition perfect. Conservatories of music use the Lester Player in teaching their advanced students the varying forms of expression.

They are made right here in Philadelphia in our own mammoth factories and sold direct to you at manufacturer's prices on easy, confidential terms. No middlemen's profit for you to pay. We will gladly demonstrate.

Your old piano taken in exchange at full value

F. A. NORTH CO.
1306 CHESTNUT STREET

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- CAMDEN, N. J. 820 Broadway
- WILKES-BARRE, PA. 170 South Main St.
- TRENTON, N. J. 209 East State St.
- NORRISTOWN, PA. 228 W. Main St.
- READING, PA. 15 North 5th St.
- SCRANTON, PA. 526 Spruce St.

F. A. NORTH COMPANY
1306 Chestnut St. Philadelphia

Please send me a complete description of your Lester Player-Piano; also details of easy-payment plan, without interest or extras.

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Address

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In Thrilling
Motion Picture**

Reproducing the wonderful record run in which an eight-cylinder Cadillac stock touring car, containing four passengers,

Beats the "Lark"

The Fastest Express Train on the Southern Pacific.

From Los Angeles to San Francisco, a distance of 493 miles, the Cadillac bested the speediest train between the two cities by 1 hr. 35 min., although the route made it necessary for the car to travel twelve miles more than the train.

Cadillac's Time, 12 hrs. 10 min.

Fastest a human being ever traveled between these famous Pacific Coast centres. The race through California, with its magnificent mountain scenery and sandy cactus plains, is vividly portrayed.

If you love beautiful scenery, if you have a spark of sporting instinct, you will want to

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