

Business History Review

- *The Saturday Evening Post* and the Post boys
- A black entrepreneur in Atlanta, 1909–1925
- Management and innovation at J. I. Case
- The Dutch and the Kansas City Southern Railway
- Introducing exhibit reviews: “Engines of Change”

A Nine-Year-Old Earning His Own Way



LEWIS FRICKE is a nine-year-old Indiana boy who makes money each week by selling *THE SATURDAY EVENING POST*. He recently wrote to the publishers: . . . “There are three big concerns here employing thousands of people. I went to the superintendent of the largest one and asked whether he ever let boys sell things there. He said, ‘No.’ I told him I was sorry, and asked him to take a copy with my compliments. The next week I went back and asked him how he liked it. He said, ‘Bully! I guess you can leave it here each week.’ Then I said, ‘I am working for a prize; don’t you think you can

let me go through the works at the noon hour? He said, ‘Well, I guess it is a good thing for the men—go ahead.’ I got more than 50 regular customers. Then I went to the next place and by working the same plan got 40 more.

“At the third place the gentleman looked at *THE POST* and said, in a sort of ‘chesty’ way, ‘I am not sure that this is the highest form of literature.’ I said: ‘I am not either, but I guess it’s a heap better than anything published in this vicinity.’ Another gentleman who was there laughed very loud, and both bought copies. The next week he introduced me to the head of one of the departments as ‘Mr. Fricke, the personal representative of Benjamin Franklin,’ and told him to help me along, and I got another lot of customers.

“I expect to get through the High School when I am sixteen, and I am going to earn enough money through this plan to go to college. I have already got quite a lot saved up.”

ANY BOY willing to do a few hours’ work on Fridays and Saturdays can earn money by this plan. More than 6000 boys do so each week. Some make \$15.00 a week. You can start at once.



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COVER: A YOUNG MAN OF BUSINESS. Lewis Fricke, featured in this advertisement from *The Saturday Evening Post*, was typical of the boys organized by the magazine's Circulation Bureau to sell the *Post* in their neighborhoods. His letter embodies the "wide-awake" entrepreneurship that the *Post* sought both to use and to foster among American youth. For an article on the Post boys, see pp. 185–215. (Photograph courtesy of the Library of Congress.)

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