

## Assets

WHEN A MAN seeks a position in competition with many others he may attribute his success in "landing" the job to any number of things in his life: a sense of humor, a display of alertness and a ready grasp, a personality that attracts the one who is making the selection, or, it may be purely the magic influence of a mutual friend.

Though all these elements may play a chance part in our attainments and may be credited as assets of no mean value, there is, after all, one thing in life that outweighs all the other qualities and without which all other attributes, including education, are but frail mooring posts, and that one thing is—Character!

Character is not a matter for ready display, it's a matter of quality. The veneer may have been wrought by a master hand, but if there is a trace of decay in the substance which it so carefully covers, it will not take long before the veneer peels off, leaving the damaged goods pitifully wanting, in a setting where perfection is the acme of a commendable desire.

Capital, with character back of it, is a blessing. Capital, without character to direct it, is a curse. When found together in a business enterprise, success is assured, though it may be tardy in arriving. Those who have followed the modern trend claim that capital can no longer claim independence of character, and attain material achievement.

Financial houses which formerly considered capital on its own merits and took no stock of the character behind it, have completely revised their plan of analysis. Character has become as important a factor as capital itself. Character will not depreciate, but capital will, in the hands of the unscrupulous.

Men with the happiest smiles, the keenest sense of humor, the most wonderful alertness, ready grasp of every problem and personality that sparkles with brilliancy, all backed by a thorough education, will, in the finale, fail to attain the biggest and most worthwhile things in life, if they are deficient in character.

# The United AMERICAN

A Magazine of Good Citizenship  
Issued Monthly in the Interest of  
Americanization and Adult Education

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Publishers: The Northman Publishing Company (Inc.)

Officers: H. J. Langoe, President; B. G. Skulason, Sec-Treasurer  
Offices and Publishing House

Labbe Building, 227 1/4 Washington Street, Portland, Oregon  
Phone Broadway 6600

Vol. 5 Continuous Volume 22 Feb., 1927 Number 5

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Subscriptions, twelve issues, Two Dollars yearly; single copies, twenty cents. Remit by United States Money Order, Express Money Order or Check. In Canada and other foreign countries, belonging to the Postal Union, fifty cents additional should be added.

Back numbers, not over three months old, twenty-five cents; more than three months, One Dollar each.

Instructions for change of address should be sent two weeks in advance of mailing. Always give old address, as well as the new, and always write plainly.

The Editor will be glad to consider contributions; but a stamped and addressed envelope must be inclosed, if the return of unavailable manuscripts is desired.

Entered as Second Class Mail Matter in the Post Office at Portland, Oregon, under the Act of Congress of March Third, 1879.