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H. E. WADSWORTH, Superintendent

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SECRET OF SUCCESS

How many or how few people really seek the true reason for their failures in life? To have a trade or profession is not the main element in success—to be a master of the trade or profession is quite another thing, and without mastery no great amount of success is going to crown your efforts.

The fact that you have a business calling is good so far as it goes, but it is not the whole thing by any means. The successful business man must know his business "inside out." Every detail must be familiar to him. To illustrate our point we will mention the fact that at a recent convention of salesmen, held in Germany, a man who was recognized as a banner salesman in the Fatherland was asked the secret of his success. In reply to this question the German said: "I defy anybody in all Germany to ask me a question about my business that I cannot answer."

Here was the secret of this man's success. He knew his business, was master of it in every detail. The acquisition of such knowledge denoted the keenest interest in the business. Everything about the man bespoke inward, or real, merit and he was bound to be a success. Success of this character is possible for all of us who are possessed of average intelligence. Don't you think so?

WRONG DOING

From any view-point of consideration it does not pay to do wrong. Few of us ever fall so low that we are not in mental distress when we think of things which we have done that we should not have done.