

THE SEMI MONTHLY MAGAZINE SECTION

A Magazine for your Reading Table



The Exceptional Employee

By Orison Swett Marden

MR. CARNEGIE says: "The most valuable acquisition to his business that an employer can obtain is an exceptional young man. There is no bargain so fruitful."

By the exceptional young man Mr. Carnegie means the one who is always looking out for his employer's interests, the young man who keeps his eyes open, who is always trying to make suggestions for improvements in the business, who is always studying for some better, simpler, more efficient way of doing things.

Never before was there such a demand for the exceptional, the resourceful man, the man who can think, who can devise new and original ways of doing things, the man who can grasp the needs of the situation and solve them with his own resourcefulness.

Napoleon said that his soldiers fought so well because every man carried a field marshal's baton in his knapsack. In other words, every man in Napoleon's army expected advancement and was prepared for it.

The principle of advancement, of growth, of progress, is the same whether in employer or employee. Business grows because of enterprising, progressive, pushing, up-to-date methods. Promotion for the employee requires the same pushing, vigorous, alert methods.

If you want to be advanced, you must be dead-in-earnest and enthusiastic over your employer's business. You must go to the bottom of it; study it, get a comprehensive view of it; know just as much about it as possible. If you intend to take up the same line of business yourself, your present opportunity of observation and study will be of untold value to you. At present, you are really an apprentice, being well paid for your work, besides having the opportunity to learn the business.

Enterprise Pays

WHEN your employer finds that you have a lot of enterprise, that you are trying to learn as much about his business as he knows himself, he will begin to think that you are made of promotion material. But if he sees that your ambition is just to get your salary and have as easy a time as you can, you will never attract his attention, except for a possible blacklist. An employer wants no dead-wood around him. He wants live wires. He wants employees who have ambition enough to be willing to pay the price for promotion.

The first thing the successful employee must realize is that he is really working for himself. Every bit of work he does heartily, honestly, thoroughly, is developing his own capacity, making him a bigger, broader, more capable man. If he robs his employer

CONTENTS

COVER DESIGN—"BOY WANTED!"	CHARLES A. MACLELLAN	
EDITORIALS—THE EXCEPTIONAL EMPLOYEE	ORISON SWETT MARDEN	2
ROUGH ROADS AND ROUGH RIDING TO THE WHITE HOUSE	CHAMP CLARK	4
<i>Illustrations by G. W. Harting</i>		
THE QUEST OF BETSINDA-SUE	HANNA RION	6
<i>Illustrations by Frank Ver Beck</i>		
NOVEMBER JOE: WOODSMAN DETECTIVE	HESKETH PRICHARD	8
THE CASE OF MISS VIRGINIA PLANX		
<i>Illustrations by Percy E. Cowen</i>		
WOMEN WHO COUNT		9
<i>Illustrations from Photographs</i>		
HOW CANADA DOES IT	ELLIOTT FLOWER	13
<i>Illustrations from Photographs</i>		

of time or energy, he is robbing himself more, because he is practising dishonesty, and cultivating a weakness that will slowly undermine his character and destroy his reputation for trustworthiness.

The men who have done great things in the world have been prodigious workers, particularly during the time when they were struggling to establish themselves in life.

Young men who are stinklers for hours, who are afraid of working overtime, who want to leave the office on the minute or a little before, who are always a little late in the morning, or who take their employer's time for their own personal uses—such employees never get very far.

Leaders in the Making

IF YOU want to be something more than the average worker, you must do something more than average work. If you expect to become an important figure in the world of commerce, a captain of industry, instead of a common soldier in the ranks of labor, you must put your shoulder to the wheel and push, and push hard.

It is astonishing how many young men are trying to get a living without hard work. It does not seem possible that so many people could live off one another without really producing anything themselves. Everywhere we see young men looking for easy places, short hours, and the least possible work for the greatest possible salary.

Even if it were possible to get a living with a very little effort, you could not afford it. You could not afford to coin your brain into dollars, to make dollar-chasing the ambition of your life. There ought to be something larger in you than that. There is something in you that will not be satisfied with this sort of a life, something that will protest against selling yourself so cheaply. You can not respect yourself unless you are doing your best, making your greatest effort to bring out the best thing in you.

The Next Issue

(The next issue will contain the first instalment of a two-part article, entitled "The Drama of My Life," by Ivan Narodny. Mr. Narodny was one of the leaders of the last revolutionary movement in Russia. He was kept for four years in solitary confinement in one of the terrible fortress-prisons of St. Petersburg; and his vivid account of his experiences is one of the most remarkable human documents ever offered to the readers of a popular magazine. The fiction features will include "Red Blood" by William Marcus MacMahon.)



Every Way

Not only in homes, stores, offices, churches, theatres, factories and for electric signs and street lighting—but also on ferry boats, trolley cars, railroad trains, automobiles and even on battleships—these are some of the commoner uses of the

Edison Mazda Lamps

For boiler factory or dining room dome, for store window or clothes closet, for pocket flasher or auto lamp—for scores of uses—some of which would surprise you—millions of Edison Mazdas are in use today. There are sizes and styles for every lighting need.

Everywhere

Wherever any electric lamp can be used, the Edison Mazda is the most economical. It gives twice as much light as old style lamps and uses less current besides.



That's why electric light users everywhere are replacing old lamps with Edison Mazdas.

Everybody

That's why electric light today is so cheap. The tiny cottage or small store can now have better electric light than was possible a few years ago for even the mansion or department store.

Ask any lighting company or electrical dealer about the best styles and sizes of Edison Mazda Lamps for your special needs. Inquire today.



This Symbol on all Edison Mazda cartons

General Electric Company

Largest Electrical Manufacturer in the World
Sales Offices in all Large Cities Lamp Agencies Everywhere



The Guarantee of Excellence on Good Electrical