SUCCESS—

Average

or Otherwise

HAT is your idea of the average man or woman? Isn’t he or she some one who makes no impression on you—some one who is lacking in individuality—in magnetism—some one who lacks of unassuming and therefore average things—who performs average tasks?

You meet dozens of people a day. Probably you do not remember more of one than—do you remember that because of some interesting—therefore out of the ordinary—conversation or accomplishment.

That one person you remember has the greatest chance of success, because by some means—whether by education or travel, or association or experience, by ability, he has created real individuality—out of the ordinary—to be remembered by those about him. If he uses that individually correctly success is bound to come. He will never be the average.

If you have a child you do not wish him to be the average child—to become the average adult. But that is exactly what he is bound to become unless he is a genius, or unless you give him more than the average opportunity. You must develop your child’s ability, he must be trained, he must be given the best association if he is to grow to the point of creating his own opportunities and using them to the utmost. For opportunities are made—they are not mere chance, a matter of luck—they are made—made by ability, by training, by environment.

Since your child spends the greater part of his time in school—since his school and its associations are the important things in his life, you must send him to a school which is above the average.

A public school is the average school. It gives him an education which, while good, cannot be better average. Your child in a public school is surrounded by average things.

Then send him to a private school—a good one. It will not only give him a sound education, but, what is paramount, will give him environment, friends, teachers, and an equipment that will build character as well as ability and individuality, which will lift him above the rut, now and later.

Give Your Child the Best

Opportunity

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