Every Young Man Should Read This Book.

ELEMENTS NECESSARY

FORMATION OF BUSINESS CHARACTER.

By JOHN MACDONALD, Esq., Toronto.

PARENTS SHOULD PRESENT IT TO THEIR SONS.

12mo. Cloth, 35 Cents.

"The counsels of a successful merchant as to the elements of mercantile success cannot fail to be of great value to all who would attain such success. Mr. Macdonald estimates the number of business failures at 97½ per cent., and the number of successful men at only 2½ per cent. But he thinks that the proportion might readily be reversed, and the failures reduced to 2½ per cent., while the successes should reach 97½ per cent. To show the means by which this may be accomplished is the purpose of this book. It is freighted with wise counsels, expressed in terse and vigorous language."— Methodist Magazine, July.

"This book cannot fail to benefit every young man who is wise enough to make its precepts his."—The Week.

"It is printed in handsome style, and contains much good advice."-Daily Witness.

"Mr. Macdonald combines rare business capacity with considerable literary ability. Is an extremely neat little volume, the circulation of which, in the mercantile community, especially among young men, cannot but be fruitful of good. The elements described are Honesty, Truth, Temperance, Energy, Thoroughness, and Diligence."—Montreal Gazette.

"It is evidently the fruit of close thinking, wide observation, and practical experience."-Southern Christian Advocate.

WILLIAM BRIGGS, Publisher,

78 AND 80 KING STREET EAST, TORONTO. C. W. COATES, MONTREAL, QUE S. F. HUESTIS, HALIFAX, N.S.