

## FOR THE YOUNG BUSINESS MAN.

## Some Words of Advice from Gentlemen Well Qualified to Counsel.

The outlook for a period of renewed prosperity and expansion in Canada will naturally place upon the shoulders of its leading citizens an additional responsibility for the maintenance of the excellent credit which the Dominion now enjoys at home and abroad, and of a high commercial standing, a responsibility which will be well and worthily borne. With the growth of the country, and the more important role Canada is assuming from day to day in international banking and commercial affairs, a call necessarily will be made in the ranks of the younger men, who will be expected to assume new and more important duties. Below is printed a symposium of the advice to young business men with ambition, advice given in response to a request of The Monetary Times by gentlemen well qualified to act as counsellors.

"The motto" writes Senator G. W. Ross, "of the Wedgewoods, a great English firm in the pottery business, was 'Push, Pluck and Principle,' and a better motto for Canadian business men I cannot imagine. The successful business man does not wait for business to come to him. He reaches out for it by advertising, by a display of his goods, by solicitation through travellers, if engaged in a wholesale business, by attention to his customers and in every proper way making known that he has goods to sell, and that they are the best goods in the market. The pushing business man never gets into a rut. If there is a new design that takes with the public he has it on his counter or in his window. If there is any improvement to be made that will facilitate business he avails himself of it and in every particular in which a business can be made attractive he is in the front rank.

"The development of a large business, and that should be the aim of every progressive man, requires pluck. In fact, in no department in life can success be achieved without this quality. In the book of Proverbs we are told that the 'Slothful man sees a lion in the path.' A man of pluck is not afraid of lions. He is prepared to enter the ring and fight his way through in face of all opposition. Even in a period of commercial depression he never loses courage. Toronto furnishes numberless instances of men who have plucked success from conditions the most discouraging.

**"On the Day It Matures."**

"It is gratifying to know that the business men of Canada have a reputation of conducting business on a high plane. There is no premium for rascality or evasion or deception and few, thanks to our British training, resort to these means for success. Let your word be as good as your bond; let your paper be honored on the day it matures; let all the goods on the shelves represent the values at which they are quoted, and let every customer know that you can be taken at your word."

"Speaking from my own experience," writes Senator Jaffray to The Monetary Times, "I would say that what success I may have attained has been under many difficulties and what has carried me over them and through them has been by conducting myself in such a manner as assured me the confidence and credit of those with whom I came in contact.

**Value of Practical Education.**

"Independent of it being the duty of everyone to exercise their best diligence and ability in the positions they find themselves called upon to fill, and the duties they have to perform, I think that the education that is acquired in doing so is the greatest help and assurance of future success, and the man who applies himself and the best that is in him to what is his immediate duty, is qualifying himself to discharge well and successfully whatever work or duty that may be allotted to him, or that he may be called upon to see his way to undertake later in life."

"Asked to suggest advice to young business men with ambition, I might suggest, off hand," says Hon. J. R. Stratton "that the best equipment they could have for success—in their own and in the interest of the country would be an earnest faith in themselves, in their country and its resources and an unflinching loyalty and fidelity to its best interests. Invariable, personal and business integrity, and unvarying fairness in dealing are essential to inspire confidence in others—the best capital.

**Promptness and Necessity.**

"It goes without saying that details to be counted as factors in success, are promptitude in discharge of the duty that presents, prompt discharge of business engagements, prompt payments and prompt collections. Intelligent study of national politics, in their bearing upon national character and activities, and of the governmental and international relations of Canada, will tend to round out the character of young men in order to make a beneficial and sensible impress upon the national life in its business as well as other aspects."

"Assuming a young man has a reasonable amount of brain power and good health," says Hon. W. C. Edwards "the first requisite to success is honesty, the next is good habits and fixity of purpose, the next, industry and perseverance with the view of becoming indispensably useful so long as in the employ of others, and when embarking in business for himself, to constantly and untiringly pursue the accomplishment of well-laid plans for the development of the business undertaken, avoiding always speculation of a gambling nature. Nothing more dangerous than a desire to hastily become rich. There are perhaps more men poor from the desire to hastily become rich than from any other cause."

**Success a Question of Character.**

"So much has been said by such celebrated writers as Smiles and others," writes Mr. J. H. Brock, of the Great West Life Assurance Company, "as to the conditions necessary for success in business, that any other theories on this subject would be wasted. In observing the progress and success of those with whom I am acquainted, it has become plain to me that the young men who have made a success of their lives, have, in the first place, been careful to avoid bad and offensive habits. To-day, the boy or young man who is known to use tobacco in any form, particularly cigarettes, is at a distinct disadvantage as compared with those who have not weighted their future with this unnecessary load.

"It is unnecessary to say that any use, as a beverage, of alcohol is even a more serious disadvantage. Promptness, industry and a cheerful compliance with the rules of the business are qualities of a high order. But above all, the young man who wishes to succeed should remember to make his very best effort to earn the salary that he hopes to make himself worth. Too many consider that it is sufficient if they make it appear that they are earning the salary they are now receiving. In this speculative period, during which large fortunes have been made without intelligence, industry or even honesty, the 'Smart Aleck' young man is apt to be of the opinion that it is just as well to take the chances of being among these lucky ones, rather than to comply with the conditions of success that are easily known and understood by all. Success is, therefore, a question of character more than of theory, and the right kind of character can only be attained by the continuous habit of doing things rightly."

**Truth, Honesty and Good Nature.**

Mr. Edward Gurney, of Toronto, writes some typical advice, which he embodies in the following clauses:

- 1st. Education for specific calling.
- 2nd. Persistence in the line of business selected turning neither to the right nor to the left.
- 3rd. Absolute truth. Truthful men will believe you and act on your statement. Untruthful men will not believe you, so you will have the advantage with both. It is not necessary to lie to untruthful people, and then "Truth fits every other truth," and you do not have to have a long memory.
- 4th. Honesty. By being honest and honorable you will not be peculiar. The whole world is honest and the peculiar people are the dishonest ones.

Finally. Be good-natured, kind, accommodating both to buyers and sellers, and to this end keep your liver in good order by moderation in eating, drinking and smoking.

If a young man follows the suggestions given above, I think he stands a fair chance of success, adds Mr. Gurney.

**"Stick to Your Calling."**

"Impress upon the young men of to-day" writes Mr. John Macdonald, of Toronto "the absolute necessity of a good foundation. The rising generation is so apt to overlook this point. If the high buildings that are being erected to-day were built upon an ordinary foundation, what would be the result? The ground work and what is below the ground must be well and faithfully prepared and this cannot be achieved without labor conscientiously applied.

"Avoid flitting from one thing to another. Take your time and seriously consider what you are adapted for, and when you have arrived at that decision, stick to your calling with the firm determination before you that you will make a success of it. Learn first to be accurate and then increase your speed.

"Do not gloss over your work. Be thorough and conscientious in everything that you undertake, and while perhaps you may think success will be slow at the commencement, it is bound not only to be achieved but to be of a lasting nature."

**Application and Reliability.**

Mr. William Whyte, says that the man who is a plodder, even though he may not be gifted with the ability that some of his fellow-employees possess, but who are lacking in application, will succeed when the others fail. "Reliability," he adds, "is another important essential. The man of clean habits, who can be depended upon at all times, will not pass unnoticed. Education, I place behind application and reli-