

to do, and such carefulness is not too dear at any price. In a word, make "your promises as good as your bond."

FIFTH COMMANDMENT—Be a psychologist.

All men, no matter what their calling is, should study to acquire a knowledge of human nature, but to the business man this spirit of observation is well-nigh indispensable. Surely no one would dare dispute the importance of the ability to penetrate into other men's minds, to discover their motives, and predict their actions. The working of the mind is indicated by the countenance, the tone of the voice, or a tremor of the nerves, and by observation of these psychological phenomena we obtain an indication of what the person's actions will be. Readily enough we can see the more prominent indications of anger, fear, etc., but to be able to read the mind and see the inner motives and desires of those with whom we come in contact, is a most valuable resource, since it enables us to suit our own words and actions to the case.

SIXTH COMMANDMENT—Train your memory.

A good memory adds much to success in business life. The merchant or the employee, who remembers customers and calls them by name, no matter how long their absence, commands a large trade. When we go into a store to buy, thinking that we are almost perfect strangers there, and are addressed by name, and reference made, perhaps, to some former visit, or to some incident connected with our business, home or friends, the recognition surprises and pleases, and we are induced to purchase more than we first intended. On the other hand, the reverse feeling is produced if, upon entering a store where we think we ought to be known, we are met with a scrutinizing gaze and treated as a stranger.

Once, a prominent and successful contractor entered a store; he was shabbily dressed, as most "busy men" are. The manager of the establishment seeing him, cried out in a gruff tone of voice: "No carting to-day." "I am not looking for cartage," said the astonished contractor, "I am So and So." "Oh!" said the manager, "I beg your pardon." But it was too late, the contractor had left the store never to return cancelling thereby orders worth thousands of dollars.

A defective memory can be greatly improved by practice and exercise in trying to remember names, faces, and incidents. It has been the key of success to many.