

stone to the most honorable and elevated positions in society. Some of our wealthiest men have commenced business in this way.

It is estimated that at least nine-tenths of all our most successful business men start in life with little or no capital other than energy and a good character. With such, a few months spent in getting subscribers to a good book is worth more than a year's drilling in school or in the counting-room. It will give you a practical knowledge of the world—of men and their motives—of human nature in all its manifestations, that you would be a long time, if ever, in acquiring from any other source. You will learn how to approach those to whom you desire to sell something, how to gain their attention to your goods, how to persuade without seeming to, how to make customers of those who are at first disinclined to buy—in a word, *how to trade*; while, if you wish to make it a *permanent* business, after once learning to skillfully touch these mainsprings to human action, we venture to assert you will find it more profitable than any other honorable one you could engage in, involving no greater amount of capital.

Although it would be impossible to lay down