

business or social intercourse, you not only waste your own time, but that of others as well. Take time then by the forelock, and never let an hour pass without the engagements of that hour being attended to. By so doing you will be looked upon as one with whom an engagement is a sacred trust, and who can always be relied upon as a punctual man.

A thorough knowledge of book-keeping is also indispensable to successful mercantile life. Nine-tenths of the failures which occur every day, is caused by ignorance of the financial condition of business. Every man, whether in mercantile life, or any other calling, should be able at any time to show in one column what he owes me, and in another what I owe him, or his debits and his credits.

Eat to live, to sleep soundly and rest calmly, and work regularly and systematically. Never fret over things you can't help, nor yet about things you can help. Deal fairly and squarely in all your business transactions; and although at the end of your business career you may not have as large a fortune as you anticipated or hoped for, yet you will be able to say that every cent in your possession was obtained honestly, and that throughout life you lived up to the maxim "Honesty is the best policy."

Concentration of thought is another necessary element to a successful business man. Fix your attention upon one thing at a time, and let that be the business of the hour. Don't let your mind wander, but give your entire thought to the subject in hand, and whenever you take up a matter for consideration, dismiss everything else from your mind for the time.

Erroneous judgment is one cause of the greatest failures in commercial life. Take all the care possible in arriving at a decision, but when you have determined upon a certain course of action, let not the advice of every man turn you from it, when satisfied that you have done everything to reach a sound conclusion. Keep cool. Never get in a panic. Never buy when there is a "boom" in prices, for most assuredly a "crash" must follow. Buy when prices are low, and don't let mere excitement get the mastery over your sober judgment.

Before closing, the speaker said that in business, as in everything else, it was of the utmost importance to *keep cool*. Keep your wits about you. And as this was emphatically a