

**BUSINESS
PHILOSOPHY,
PP. 1-291**

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Business Philosophy, pp. 1-291 by Benjamin F. Cobb

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BENJAMIN F. COBB

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Business Philosophy

By

BENJAMIN F. COBB



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BUSINESS PHILOSOPHY

CHAPTER I

FROM SMALL BEGINNINGS

There is just as much of a chance for the newsboy of today as ever there was. We have stories which we know are true ones, of men who have started out in life as newsboys and who have come to the top of the ladder of either fame or affluence.

The drones are apt to say that those days have gone by; there is no chance for a fellow now; all things are ruled by consolidated capital. While it is true that the concentration of capital has made it possible for a few people to handle business on a large scale, I claim that there are yet as many chances for a wide-awake, pushing young man as ever there were. It all depends on the young man.

It is true that business has changed; times have changed; conditions have changed; but it is also true that the man who has been in busi-

ness for the last fifty years, or forty years, or thirty years, is not any better able to cope with the changing conditions than the young man who is starting in fresh. I might qualify my statement in that regard, however, as there are some men, but they are very few, who have been in business for years and still are ready to cope with the business of today, but they are the men who have kept young and who have kept up with the times.

The trouble with many young men of today is that they are not satisfied to begin small. They think that a willingness to accept anything other than the best position and the highest salary shows a lack of ambition, without remembering that an apprenticeship in the humble and uninteresting details of a business is the surest foundation for a real success in it. It is as true now as it ever was that "lowliness is young Ambition's ladder."

Sailors have a phrase which they use in this connection, that is quaint, as most of their sayings are, but very much to the point. A sailor has no use for an officer who did not reach the quarter deck by way of the scupper hole. This would very likely mean nothing to a landsman, but to a sailor it means much. The commander of a vessel who the sailors say came through the scupper hole is the one who began his life at sea

as cabin boy and worked up through the different positions as cabin boy or landsman to ordinary seaman, able seaman, third mate, second mate, first mate, and at last, captain. The opposite of the captain who comes through the scupper hole is the one who comes over the quarter rail; or, in other words, the young man who has a pull and who learns his sailing in theory and takes the sun in a plate of molasses. He usually makes a few trips as companion to the captain and is then given a position as first mate. After a few trips in this capacity, if his father or uncle is a ship owner, he is liable to come out as a full-fledged captain.

The same conditions exist in the business world on shore, and we know them and speak of them, but not in such a telling way as do the sailors. The best captains are the ones who come through the scupper hole; and the best business men are the ones who commence at the bottom and work up.

Success lies at the end of a straight path, and in this path there are many obstacles to overcome. To overcome them requires courage, hard work, persistence, stick-to-it-iveness, application; in fact, it requires all of the virtues that any man possesses; and the reason that some men do not succeed is because they are lacking in some of the essentials.