

The Value of Time

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Imagine that there is a bank, which credits your account each morning with \$86,400, carries over no balance from day to day, allows you to keep no cash balance, and every evening cancels whatever part of the amount you had failed to use during the day. What would you do? Draw out every cent, of course!

Well, everyone has such a bank. Its name is TIME.

Every morning, it credits you with 86,400 seconds. Every night it writes off, as lost, whatever you have failed to invest to good purpose. It carries over no balance. It allows no overdraft, yet each day it opens a new account for you.

Each night it burns the records of the day. If you fail to use the day's deposits, the loss is yours. There is no going back. There is no drawing against the tomorrow.

Long before the invention of mechanical timepieces the Chinese developed a unique way of determining the hour of the day. A small rope was tied in knots evenly spaced and then set on fire. It took the equivalent of 60 minutes for the cord to burn from one knot to another. Each morning a new "string of the hours" would be inserted in the holder. As the people viewed the charred remains of yesterday's rope, they were reminded that "time past is ashes" and can never be reclaimed.

Arthur Brisbane said:

"Time is the one thing we all possess. Our success depends on the proper use of our time and its by-product, the odd moment. Every minute that you save by making it useful or more profitable is that much added to your life and its possibilities. Every minute lost is a neglected by-product--once gone, you will never get it back."

Think of the odd quarter of an hour before breakfast, the odd half-hour after lunch. Remember the chance to read, or figure, or think with concentration about your own career, which presents itself now and again during the day.

All these opportunities are the by-products of your daily existence.

Use them and you may find what many successful companies have found-- that the real profit is in the utilization of the by-products.

Among the aimless, unsuccessful, or worthless, you often hear talk about "killing time." Those who are always killing time are really killing their own chances in life. Those who are destined to become successful are those who make time live by making it useful.

Consider the following:

* To realize the value of ONE YEAR - Ask a student who has failed his exam.

- Money lost could be re-earned. Electricity spent could be recharged but time spent is irredeemable.

The Psalmist in the Bible prays: "Teach us to make the most of our time, so that we may grow in wisdom" (Psalms 90:12). You know what?
He's right!

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