I analyze the autobiographical memoirs of Enomoto Yazaemon (1625-1686), a successful salt merchant of the castle town Kawagoe. The memoirs, called Mitsugo yori no Oboe (Memoirs of my life from age three), will show that he was well integrated in a merchant society whose ideas of masculinity and self cultivation and behavior seem largely quite similar to those often ascribed as special to the samurai. Yazaemon believes that everyone has a different inborn nature and that self-cultivation begins with discovering one's own inborn nature, and then cultivating the good and restraining the bad. His life course reveals an evolving personality. When he is young he is very concerned with a manliness based on defending honor with effective use of violence. Yazaemon studies fighting and swordsmanship, has a mortal enemy for much of his youth, duels and is very proud of his martial skills but never thinks himself a samurai. As he matures he develops increasing concern with self restraint and puts himself in the role of teaching others, especially women and children. I suggest that the seventeenth century pacification focused not merely on samurai but also engaged merchant and villager masculinities.