

## BUSINESS MAXIMS.

Endeavor to be perfect in the calling in which you are engaged.

Think nothing insignificant which has a bearing upon your success.

There is more in the use of advantages than in the measure of them.

Make no investments without a full acquaintance with their nature and condition, and select such investments as have intrinsic value.

Of two investments choose that which will best promote your regular business.

Become known and favorably known.

Never refuse a choice when you can get it.

Goods well bought are half sold.

Goods in store are better than bad debts.

Nothing valuable is lost by civility.

By prosecuting a useful business energetically humanity is benefited.

Keep accurate accounts and know the exact condition of your affairs.

Be economical; a gain usually requires expense; what is saved is clear.

Reality makes no allowances for wishes or bad plans.