THERE are better facilities for doing business to-day, more business to be done and the young man now has two opportunities where he formerly had one.

John Wanamaker
Do Your Best

Be satisfied with nothing but your best.

* E.R. Sill *
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BRAIN and muscle are the same elements which have produced business success in the past will produce it now and will always produce it.

John Wanamaker
GIVE us to awake with smiles, give us to labour smiling ... As the sun lightens the world, so let our loving kindness make bright this house of our habitation.

R.L. STEVENSON
1927 January 1927

Sunday
23
Monday
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Tuesday
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Wednesday
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Thursday
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Friday
28
Saturday
29

He who cannot smile ought not to keep a shop.

Chinese Proverb
1927 Jan.-Feb. 1927

A WASTE OF TIME

NEVER argue with a man who talks loud. You couldn't convince him in a thousand years.
Be True

This above
all things, 
To thine own-
self be true,
And it must
follow,
As the night,
the day, 
Thou canst
not then, 
Be false to
any man.
Sunday  
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Monday  
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Friday  
18  
Saturday  
19  

1927 February 1927

GIVE
EVERY MAN
THINE EAR
BUT FEW
THY VOICE

SHAKESPEARE
Shun Idleness

Shun idleness, it is the rust that attaches itself to the most brilliant metals.

Voltaire
ALL life is a preparation, a purpose.

Not can we pass current in a higher college, if we do not undergo the trial of education in this lower one.

28 school, a purpose.

27 Sunday

26 April M.

25 Wednesday

24 Tuesday

23 Monday

22 Thursday

21 Wednesday

20 Tuesday

19 Monday

18 Thursday

17 Wednesday

16 Tuesday

15 Monday
BLESSED IS THE WHO IS A FRIEND FOR HE SHALL CONTINUALLY LEARN NEW LESSONS OF FAITH & HOPE, AND LOVE.
If you intend to be happy don't be foolish enough to wait for a just cause.
The very best way to get ability is to do thoroughly whatever you do. Master every detail of each piece of work that falls to your lot.

Walter H. Cottingham
OUR doubts are traitors
And make us lose the good we oft might win
By fearing to attempt

SHAKESPEARE
HE THAT CAN HAVE PATIENCE CAN HAVE WHAT HE WILL

FRANKLIN
If thou hast
yesterday thy
duty done
And thereby
cleared firm footing for to-day
Whatever clouds
may dark to-morrow's sun
Thou shall not miss thy solitary way

GOETHE
In business watch your competitors. No one man or concern has a monopoly of all the best brains and methods. Let competition be an incentive to your energy and ambition. Give the other fellow a fair square deal and beat him out on your merits.

Walter H. Cottingham.
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GOETHE
THE SECRET OF SUCCESS IS CONSTANCY OF PURPOSE

DISRAELI
1927 May 1927

Sunday 8
Monday 9
Tuesday 10
Wednesday 11
Thursday 12
Friday 13
Saturday 14

Elizabeth Harrison

Lend a Hand

The men who are lifting the world upward and onward are those who encourage more than criticise.
Sunday 15
Monday 16
Tuesday 17
Wednesday 18
Thursday 19
Friday 20
Saturday 21

Fearless minds climb soonest unto crowns Shakespeare
Forget it. Drop the subject when you cannot agree. There is no need to be bitter because you know you are right.
1927 May-June 1927

The Men who succeed best in public life are those who take the risk of standing by their own convictions.  
— Garfield
June 1927

My Endeavor

To be true—first to myself—and just and merciful. To be kind and faithful in the little things. To be brave with the bad; openly grateful for good; always moderate. To seek the best content with what I find—placing principles above persons and right above riches. Of fear—none. Of pain—enough to make my joys stand out; of pity—some. Of work—a plenty. Of faith in God and man—much. Of love—All.

Leigh Mitchell Hodges
Did somebody give you a pat on the back?
Pass it on!
If it heightens your courage or lightens your pack
Pass it on!

Edmund Vance Cooke
Silence is a great peace maker.

* Longfellow
A
ND, HAVING
THUS CHOSEN OUR
COURSE • LET
US RENEW OUR
TRUST IN GOD
AND GO FORWARD
WITHOUT FEAR
AND WITH MANLY HEARTS

Abraham Lincoln
Don't worry when you stumble — remember, a worm is about the only thing that can't fall down.
Do It Now

When you've got a job to do
Do it now!
If it's one you wish was through
Do it now!
If you're sure the job's your own
Just tackle it alone
Don't hem and haw and groan
Do it now!
Good Breeding

A man's own good breeding is the best security against other people's ill manners.

Chesterfield
Do not grasp at the stars, but do life's plain common work as it comes, certain that daily duties and daily bread are the sweetest things of life.

Lord Houghton
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**1927 July-Aug. 1927**

**SAVE YOUR BEST IDEAS**

I never let an idea escape me, but write it on a piece of paper and put it in a drawer. In that way I sometimes save my best thoughts on a subject.

ABRAHAM LINCOLN
HELP THE OTHER FELLOW
NO ONE IS USELESS IN THIS WORLD WHO LIGHTENS THE BURDEN OF IT TO ANYONE ELSE.

Dickens.
1927 August 1927

Don’t Worry

Let us be of good cheer remembering that the misfortunes hardest to bear are those which never come.

Lowell
IT is a good rule to endeavor hour by hour and week after week to learn to work hard. It is not well to take four minutes to do what you can accomplish in three. It is well to learn to work intensely.

Charles W. Eliot
THE day is always his who works in it with serenity and great aims.

EMERSON
1927 September 1927

WE MUST BE AS COURTEOUS TO A MAN AS TO A PICTURE WHICH WE ARE WILLING TO GIVE THE BENEFIT OF A GOOD LIGHT

EMERSON

Notes
Give us the strength to encounter that which is to come, that we may be brave in peril, constant in tribulation, temperate in wrath and in all changes of fortune and down to the gates of death loyal and loving one to another.

Stevenson
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In all things be prompt. Get the thing done. DO IT NOW. Delay is fatal. The only way for a busy man to get through his work is to take up one thing at a time and stick to it until he puts it through. Never mind if the work is difficult – it must be done.

Walter H. Cottingham
Resolved, to live with all my might while I do live; Resolved never to lose one moment of time, but improve it in the most profitable way I possibly can; Resolved never to do anything which I should despise or think meanly of in another; Resolved never to do anything out of revenge; Resolved never to do anything which I should be afraid to do if it were the last hour of my life.

Jonathan Edwards
Sunday 2
Monday 3
Tuesday 4
Wednesday 5
Thursday 6
Friday 7
Saturday 8

1927 October 1927

OUR PRESENT NEED

Instill in the minds of our young the necessity of building a character that will win the respect of all; this is vastly more important than a great fortune.

Marshall Field
The men whom I have seen succeed have always been cheerful and hopeful, who went about their business with a smile on their faces, and took the changes and chances of this mortal life like men.

- Charles Kingsley
Man's true greatness lies in the consciousness of an honest purpose in life, founded on a just estimate of himself and everything else, on frequent self-examination, and a steady obedience to the rule which he knows to be right without troubling himself about what others may think or say or whether they do or do not do that which he thinks and says and does.

George Long
The law of worthy life is fundamentally the law of strife. It is only through labor and painful effort, by grim energy and resolute courage, that we move on to better things.

Theodore Roosevelt
1927 Oct.-Nov. 1927

**It** is not enough to be industrious; so are the ants. What are you industrious about?

**THOREAU**
1927 November 1927

Good Methods

Merchants who keep their business well in hand, sell for cash and pay for goods at short time taking advantage of all cash discounts, and give strict attention to business rarely fail.

MARSHALL FIELD
HE is happy whose circumstances suit his temper: but he is more excellent who can suit his temper to any circumstances.

HUME
NOTHING WILL EVER BE ATTEMPTED IF ALL POSSIBLE OBJECTIONS MUST BE FIRST OVERCOME.

Dr. Johnson
Thoroughness

The one word which best embodies the elements of success in business is—thoroughness.

Henry R. Towne
1927 December 1927

Wisdom is knowing what to do next. Skill is knowing how to do it, and Virtue is doing it.

David Starr Jordan
Give to the world the best that you have and the best will come back to you.
SUCCESS IN LIFE IS NOT SO MUCH A MATTER OF TALENT OR OPPORTUNITY AS OF CONCENTRATION AND PERSEVERANCE.
1927  December  1927

A Happy New Year

MAY the New Year be a happy one

to you & happy to many more
whose happiness depends on you.

Dickens
THERE are better facilities for doing business to-day, more business to be done and the young man now has two opportunities where he formerly had one.

John Wanamaker
Sunday
2
Monday
3
Tuesday
4
Wednesday
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Thursday
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Friday
7
Saturday
8

1927  January  1927

Do Your Best

BE satisfied with nothing but your best.

* E.R.Sill *
The Elements of Success

BRAIN and muscle, the same elements which have produced business success in the past will produce it now and will always produce it.

John Wanamaker
1927    January 1927

Sunday 16
Monday 17
Tuesday 18
Wednesday 19
Thursday 20
Friday 21
Saturday 22

GIVE us to awake with smiles, give us to labour smiling ... As the sun lightens the world, so let our loving-kindness make bright this house of our habitation

R.L. STEVENSON
1927 January 1927

Sunday
23
Monday
24
Tuesday
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Thursday
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Friday
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Saturday
29

He who cannot smile ought not to keep a shop.

Chinese Proverb
A WASTE OF TIME

NEVER argue with a man who talks loud. You couldn't convince him in a thousand years.
1927 February 1927

Be True

This above all things, to thine own self be true,
And it must follow, as the night the day,
Thou canst not then be false to any man.
1927 February 1927

GIVE
EVERY MAN
THINE EAR
BUT FEW
THY VOICE

SHAKESPEARE
Shun Idleness

Shun idleness; it is the rust that attaches itself to the most brilliant metals.

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The very best way to get ability is to do thoroughly whatever you do. Master every detail of each piece of work that falls to your lot.

Walter H. Cottingham
1927 Mar.-Apr. 1927

Our doubts are traitors
And make us lose the good we oft might win
By fearing to attempt

Shakespeare
Sunday 3
Monday 4
Tuesday 5
Wednesday 6
Thursday 7
Friday 8
Saturday 9

H E T H A T C A N H A V E P A T I E N C E C A N H A V E W H A T H E W I L L

FRANKLIN
If thou hast
yesterday thy
duty done
And thereby
cleared firm footing for to-day
Whatever clouds
may dark to-morrow's sun
Thou shall not miss
thy solitary way

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GOETHE
Tuesday 3
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Thursday 5
Friday 6
Saturday 7

THE SECRET OF SUCCESS IS CONSTANCY OF PURPOSE

DISRAELI
Lend a Hand

The men who are lifting the world upward and onward are those who encourage more than criticise.

Elizabeth Harrison
Sunday

15

Monday

16

Tuesday

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Wednesday

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Thursday

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Friday

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Saturday

21

1927

May

1927

Notes

FAR-LESS
MINDS
CLIMB
SOONEST
UNTO
CROWNS
SHAKESPEARE
Forget it
Drop the
subject when you
cannot agree*
there is no need
to be bitter be-
cause you know
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Of fear—none; of pain—enough to make my joys stand out; of pity—some; of work—a plenty; of faith in God and man much; of love—all.

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Did somebody give you a pat on the back? Pass it on!
If it heightens your courage or lightens your pack
Pass it on!

Edmund Vance Cooke
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<td>Silence is a great peacemaker. * Longfellow</td>
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\* Longfellow
A and, having thus chosen our course, let us renew our trust in God and go forward without fear and with manly hearts.

Abraham Lincoln
DONT worry when you stumble — remember, a worm is about the only thing that cant fall down
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Do it now!
If it's one you wish was through
Do it now!
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<td><strong>July 1927</strong></td>
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**Good Breeding**

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— Chesterfield
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Dickens.
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Charles W. Eliot
1927 Aug.-Sept. 1927

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EMERSON
1927 September 1927

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~ Emerson
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- - - Stevenson
1927 September 1927

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Saturday
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Walter H. Cottingham
1927 Sept.-Oct. 1927

RESOLUTIONS

Resolved, to live with all my might while I do live; Resolved never to lose one moment of time, but improve it in the most profitable way I possibly can. Resolved, never to do anything which I should despise or think meanly of in another; Resolved never to do anything out of revenge; Resolved, never to do anything which I should be afraid to do if it were the last hour of my life.

Jonathan Edwards
Sunday 2

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Thursday 6

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1927 October 1927

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George Long
1927    October    1927

Strife

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1927 November 1927

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HE is happy whose circumstances suit his temper: but he is more excellent who can suit his temper to any circumstances.

HUME
1927 November 1927

Nothing will ever be attempted if all possible objections must be first overcome.

Dr. Johnson
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The one word which best embodies the elements of success in business is—thoroughness.

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1927 December 1927

Wisdom

Wisdom is knowing what to do next
Skill is knowing how to do it  and Virtue is doing it

David Starr Jordan
Give to the world the best that you have and the best will come back to you.
SUCCESS

Success in life is not so much a matter of talent or opportunity as of concentration and perseverance.
1927 December 1927

A Happy New Year

MAY the New Year be a happy one to you, a happy one to many more whose happiness depends on you.

Dickens
Each of the Calendars listed below contains 53 pages of thoughts—a constant reminder of friendship and inspiration throughout the year. These Calendars may be had with covers printed in full colors as follows:

<table>
<thead>
<tr>
<th>NUMBER</th>
<th>Title</th>
<th>Cover</th>
<th>Artist</th>
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<tbody>
<tr>
<td>5894</td>
<td>Contentment Calendar</td>
<td>“Land of Make Believe”</td>
<td>Maxfield Parrish</td>
</tr>
<tr>
<td>5895</td>
<td>Sunlit Road Calendar</td>
<td>“Story of the King’s Son”</td>
<td>Maxfield Parrish</td>
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<tr>
<td>5896</td>
<td>Calendar of Sunshine</td>
<td>“Appeal to the Great Spirit”</td>
<td>Cyrus E. Dallin</td>
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<tr>
<td>5897</td>
<td>Calendar of Cheer</td>
<td>“Lanterns”</td>
<td>Maxfield Parrish</td>
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<tr>
<td>5898</td>
<td>Calendar of Friendship</td>
<td>“Jason and the Talking Oak”</td>
<td>Maxfield Parrish</td>
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<tr>
<td>5899</td>
<td>Business Man’s Calendar</td>
<td>“Quest of the Golden Fleece”</td>
<td>Maxfield Parrish</td>
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Each of the above Calendars is also bound and priced as follows:

- Desk Easel Style
  - Ooze leather covers, with blanked design: $2.00
  - Florentine Brocade leather covers, with full gold stamping: $3.00
  - Calendars, punched to fit the Easel Style

Large Art Prints of the above paintings may be purchased separately, printed in full colors, 9x11 inches, plate mount, 16x20 inches. Price $1.50.

DODGE PUBLISHING COMPANY
148-156 West 23rd Street
NEW YORK