



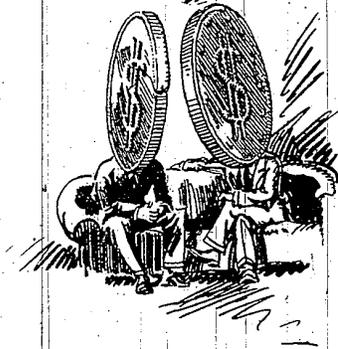
# “Now son, I’ll tell you—”

First of all, that running a successful household involves the application of the same business principles required in the management of any other well conducted going concern. Your salary represents the gross business—this, minus expenses, is the PROFIT of your “firm”. Don’t let “expenses” eat up your “profits”.

Both you and your partner, over there, can cut down your expenses by investigating the market before you do any buying. When we buy supplies down at the plant, Mr. Brown, our Purchasing Agent, acquaints himself with the market through his current catalogs—price lists, and various other reports, so that when we buy, we buy RIGHT.

You can follow the same plan, read the various ads in your newspaper, they cover your market pretty thoroughly—Keep posted on your market, investigate before you buy and you’ll buy “RIGHT”.

*“Teach your dollars  
to have more  
cents”*



# The Farmington Enterprise