

## Evolution

works by two factors; viz: Heredity, or that which tends to permanency, and Environment, or that which tends to variation. The first reproduces the past; the second adapts the present. This is true also as to

## Business Evolution.

It is fortunate if a business man has the hereditary endowment of honesy, industry and perseverance, but these are not of themselves sufficient to ensure the highest success. He must be open to the influence of environment, in close sympathy with the spirit of progress, and quick to adopt modern ways and means. The

## Successiul Men

of former generations would not succeed today with the same means they long ago employed. Neither should the business man of today expect the largest success without intelligent and persevering use of modern methods. Among modern ways of obtaining and maintaining business, nothing is more reasonable or adaptable than

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