

"It is the being awake, the eager enthusiasm, the tingling of every fiber in our being with the desire to do the one thing in mind that brings the power and the force to command success. We throw ourselves into the occasion, whatever it may be, with our whole heart, with a concentration of mind on the point to be reached, and if we know our duty well enough and believe fully enough that we will win, we can not fail. * * *

"In this world of commerce a high type of mental force is presented in the alert and earnest salesman or solicitor, who knows his business well, and who attends to it with a concentration of purpose and a determination to win success. He has confidence without-egotism; he is persistent without being a bore; and he directs the judgment and decision of his customer without apparent effort to lead. He meets the whims, the arguments, and the objections advanced with plain, sensible explanations, and presents reasons that are convincing with a power and energy that add to their weight. He knows that he is right; that he would do what he is asking his customer to do if he were in his place, and makes him believe it by his force and earnestness.

"He is enthusiastic over his business, and he not only shows it but he imparts that enthusiasm to his customer. He knows that it is constant pressure and hard persistent work that counts. He makes his points one at a time, and urges them until they are accepted. He brings the pressure to bear of his knowledge of his business against the objections made until they are overcome, and by his steadfast purpose, his determination to succeed, and his force of mind, he wins the approval of his customer and secures the business that he has striven for with an earnest, resolute endeavor and definiteness of aim that marks him as master of his calling.

"Let us gather a lesson of inspiration from the great lawyer, who is laboring with the jury in a case where his convictions have put him on the side of the right, and all his sympathies and feelings have been aroused. He glances over the box as he begins his argument and sees that five in it are in sympathy with him. As he proceeds he feels sure of seven. He brings himself to his task, and in time the number is increased to ten; but there are still two left whose minds are opposed to his, and upon them he centers his energies. He gathers his power

for the accomplishment of his task. He sums up the facts, making them plain and forcing their acceptance. He brings out again with redoubled strength the points of evidence, until only one is left.

"Like the blow of the hammer upon stone he applies the whole force of his mental strength, the power of his being, upon that one mind until it has yielded to the greater force and accepted the conclusion for which the might and strength of the pleader has fought, and on which his will was fixed.

"His hearers declare that it was a masterful effort. It was only the result of a great mental force and a resistless energy applied in the performance of a fixed purpose.

"It is not when the cable is coiled up on the deck that we know how strong or how weak it is; it is when it is put to the test, when it is stretched taut and made to sing like the chord of a harp in time when the ship is in peril and the waves are threatening its destruction. It is only when men are put to the test, when their full strength is exerted, that we know what their full power is, and to what limit their force can develop.

"Let us center our energies on the great object in our lives, and bring to bear the force of mind to achieve it. Let us believe we were made for the places we fill, and that none others can fill them so well. Let us put forth our full strength and be awake that we may go forth to the task with confidence and resolution, and with victory within us. Let us once learn to carry a thing through in all its completeness, and we will add to our fitness for other duties. We will think better of ourselves and others will think better of us. The world in its very heart admires the stern, determined man whose achievements are the result of mental force."

Park Pat Works, 75 Standish Street,
Burnley.

Manager SUN LIFE OF CANADA,
Lancashire and Cheshire Branch,
14 Cross Street, Manchester.

Dear sir,—I have much pleasure in acknowledging the addition just made to my policy of a bonus at the handsome rate of £3 12s. 10d. per cent. per annum, having been a policyholder in the SUN LIFE OF CANADA for the past five years.

Yours truly,
JOSEPH CLEGG.