

PERSONALITY.

QUALITIES THAT MAKE A MAN.

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Opportunity does not give a man the cold shoulder just because he is a draft, but neither does she "breeze in" to his dugout just because he is an old soldier. The old proverb has it that opportunity knocks once at every man's door, and if he happens to be busy or away or asleep the fickle jade departs, to return no more. We do not accept that theory. Opportunity does not wander around knocking at doors promiscuously, neither is she to be found in the Land of the Ne'er-Do-Well—that mighty big State bounded by Ignorance, Indolence, and Indifference, and inhabited by the Will-o'-the-Wisp, I Don't Care.

Opportunity comes only to the man who has the personality to attract her. The future, then, is what your personality makes it. The power of personality has been exemplified time and time again in our army career. Many instances are on record where the strong personality of one man has turned impending disaster into glorious victory. The same is true in business. Develop your personality and train your "think box," and there is no limit to your success.

By personality we mean those characteristic traits of a man, which distinguish him as an individual.

"Appearances are deceitful" is a saying that is old and trite and accurate, but so long as they are, there's nothing like having them deceive for us instead of against us. It is just as difficult to convince the Business Sergeant-Major as it is the Battalion Sergeant-Major that our heads are so full of noble thoughts that we haven't time to bother with details. Perhaps we feel that our personality would enable us to be forceful, energetic and efficient if only we were B.S.M.'s. A man who can't take orders can't give them, and with all due respect to those who offer to teach us the way, there is no such thing as being your own boss unless you are a tramp—and even then there are always the Bobby and the Beak.

Many people will doubt the ability of a man to change his personality. If a man is dull, lazy, weak-willed, or vacillating, no amount of training, they argue, will make him bright, ambitious, dominant, resolute. Such people, though claiming to be fatalists, are in reality pessimists. We all know that muscles can be built by regular exercise; the same is true of the brain and will, and though the discipline required is greater, the results are just as certain.

The first step in character building is to study yourself. It is a good thing to step back from yourself, and see how you look. Certain qualities are inherent, and as far as possible the young man entering business should seek an opening where his particular abilities are in demand.

Even a cursory examination of a few human qualities will suffice to show that development is not only possible, but comparatively easy. In the present article we deal only with self-confidence, self-control, and eagerness to learn.

Self-confidence is belief in one's ability and is based on knowledge. When a man knows that he knows, he can perform his task without fuss or worry or excitement, which is

another way of saying he is efficient. Hence, every business man honestly endeavouring to strengthen his personality should study the principles of business phenomena. Let the salesman study manufacturing operations, costings, credits, markets, etc., and he will have more confidence in his ability to perform not only his own present task, but also his future bigger one.

Self-control is the ability to make one's self do what one wants done—no more, no less. When a man gets excited, loses his temper, or acts on impulse, his thinking is of no avail. The same man would get great pleasure out of his ability to control an aeroplane and would spend a great deal of time in order to master it. He can get more pleasure by learning to control that much more complicated machine—Himself. No acts should be performed without the approval of the intellect. In this way personality will be acquired, and so business opportunities will be increased.

Eagerness to learn as a phase of personality requires no elaboration. The man who knows more about the business than just enough to hold his job has one hand free with which to reach for the job just ahead. Valuable information may be obtained by judicious questioning. It is much easier to look wise than to talk wisdom. Therefore, make it a rule to talk less than the other fellow. Make up your mind that you have a lot to learn and use every possible means at your disposal to get the information you need.

Lack of space prevents discussion of such characteristics as will-power, courtesy, tact, etc. A little thought, however, will make clear the fact that these qualities may be cultivated by conscious effort. Make up your mind that you can acquire a strong personality, and be determined to get it. When you have formed this determination, stick to it and march straight onward to the mark without turning to the right or left, without fear or favour, without flinching—straight to the mark called "Success"; and don't worry over the possibility of failure. The man who worries gets mighty little satisfaction out of calamities, even if he guesses right.

SIMPLE.

Let us hope that after the war the simplicity and directness of army English may replace the cumbersome and involved wording of, say the marriage ceremony. Instead of: "Wilt thou have this woman?" etc., what could be better than: "Dating from the 3rd inst. Jane Smith is attached to Thomas Jones for rations, duty and discipline."

A DIFFERENCE.

Johnny Canuck was squirming under the hands of the regimental barber. "Does it hurt?" asked the wielder of the weapon. "Well," said Johnny, "it all depends; if you're skinning me, it doesn't, but if you are shaving me, it does."

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