

**THE SCIENCE OF BUSINESS: BEING
THE PHILOSOPHY OF SUCCESSFUL
HUMAN ACTIVITY FUNCTIONING
IN BUSINESS BUILDING OR
CONSTRUCTIVE SALESMANSHIP**

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By

ARTHUR FREDERICK SHELDON



LESSON THREE
THE AREA SCIENCE

CHICAGO, U. S. A.

1917

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INTRODUCTION

THE foundation of a building, in a very real sense, is its most important part. If that is not solidly built, the most perfectly constructed superstructure would fall.

Lessons One and Two are the foundation work of the Science of Business. They constitute an analysis of the Science, which the student must master if he would learn to apply it readily.

Lesson Three, at the doorway of which we now stand, is foundation work for the study of Man Building, the most important branch of the Science.

Pay the price of mastery of it now. Study each chapter until you understand it.

We seek to make our meaning clear as we go along. The most important words are thoroughly defined and explained, even at the risk of repetition and what to the student already familiar with psychology may seem needless multiplicity of definition.

If, perchance, any given student is not familiar with words used which are not defined, he should bear in mind our advice in Textbook A, and use the dictionary. The dictionary habit is a good one to cultivate, and no better place could be found to

form the habit than here; no time so good as now.

The mastery of Lessons One and Two now, before passing to Lesson Three, will greatly facilitate the mastery of the Science as a whole.

He who pays the price now of whatever time and effort may be necessary to build his foundation well, will be richly repaid as he builds the superstructure.

Sincerely,

THE AUTHOR.

LESSON THREE
THE AREA SCIENCE

CHAPTER I
MAN BUILDING

Primary Law No. 1. The power of the individual to render permanently satisfactory Service increases in direct proportion to the development of the constructive capacities, faculties, qualities, and powers of his intellect, sensibilities, body, and will.

WE ARE now ready to begin the study of the first division of the Science of Business.

In accordance with our program, as mapped out in Lesson Two, this first division is Man Building.

We are to study this, our first group of organized facts about Man Building, for the purpose of being able to apply them to the end of the development of more constructive man power with which to render better Service and thus secure more progressively profitable patronage.

This group of facts pertains to the first factor in life's relationships—the party of the first part.

This factor, so far as each student of this Science is concerned, is himself or herself as the case may

be. You, in the sense in which this term—the party of the first part—is used in this Science, are always that first party.

We do not mean by this statement that you are to be selfish and put your interests first. As a matter of fact, the way for you to insure your interests—to make sure that your rights will be taken care of—is first to take care of your duties to others.

The way for you to secure rewards and privileges, blessings and benefits, is to fulfill, to the very best of your capacity, all your obligations of every nature, but the technical meaning of the term “party of the first part,” in the language of this Science, always means you, so far as you are concerned. It means any given individual in his negotiations or communications with others.

Let us make the study of this Science a personal problem. Let each of us apply the facts to self.

Your object in studying this first group of facts which, organized, make the Science of Man Building, is to develop a greater capacity to render Service—more service-rendering power.

Your object in doing this is (1) to develop more static human power—a greater supply of real “man power”; and (2) more power to apply it in the art of securing progressively profitable patronage.

All power is energy. Energy is of two kinds:

1. Animate or man power.

2. Inanimate power, such as electricity and gravity.

The power may be either:

1. Passive or static power, which is stored power—power not being utilized.
2. Active power, which is energy in motion—energy being used, converted into usefulness.

Locke, the noted metaphysician, tells us that power thus constituted (passive and active) is (1) able to receive any change or modification, and (2) able to make any change or modification.

All power utilized in business—in the sense that the word “business” is used in this Science, as “busy-ness,” human activity—resolves itself finally into just three kinds of power:

1. Man power.
2. Money power.
3. Mechanical power, including the use of all things material utilized by man in human activity.

We are studying the Philosophy of Successful Business, and philosophy is the “science of effects by their causes.” From the standpoint of cause and effect there is one cause in these three kinds of power, and two effects.

Constructive man power is the cause of both money power and machine or mechanical power, including the utilization of all of Nature’s raw material, out of which things mechanical are made