

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

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The Science of Business, Being the Philosophy of Successful Human Activity Functioning in
Business Building or Constructive Salesmanship by Arthur Frederick Sheldon

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ARTHUR FREDERICK SHELDON



LESSON SIX

MAN BUILDING
ENDURANCE DEVELOPMENT

CHICAGO, U. S. A.

1917

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INTRODUCTION

ANOTHER brief review before beginning the study of a new branch of the Science.

1. We are still engaged in the study of organized facts pertaining to the party of the first part.

2. These facts, organized, constitute the Science of Man Building, which is the first of four branches of science to be studied in the Science of Business.

3. The object of the party of the first part in studying man building is to increase his efficiency value.

4. To do this he must reduce his need of supervision.

5. To do this he must reduce his destructive capacities, faculties, qualities, and powers.

6. To do this he must develop their opposites, or his constructive attributes.

7. To do this he must nourish and use them.

8. As he nourishes and uses the constructive attributes of his intellect, sensibilities, body, and will he develops his Ability, Reliability, Endurance, and Action.

9. As he does this he increases his AREA.

10. As he does this he increases his success.

11. To build reliability he must regulate and con-

trol natural appetites and passions, control and modify inherent temperament, develop intuition, and build the following complex feelings: (1) The spirit of Service, (2) responsibility, (3) faith, (4) courage, (5) temperance, (6) truth, (7) justice, and (8) love.

12. He thus conquers selfishness, indifference, doubt, fear, intemperance, falsehood, injustice, and hate.

13. As he does this he becomes reliable, and brings his life into harmony with the second tributary law of success: namely,

Other things being equal, the power of the individual to render permanently satisfactory Service varies directly with his reliability.

But man needs endurance as well as ability and reliability in order to render a maximum degree of satisfactory Service. And this brings us to a study of the health problem, to the end of developing the power of sustained effort.

There is no more important subject to be considered in the whole range of the Science of Business than that which will be studied in this lesson. It will not do any one any good, however, to simply come into an intellectual understanding of the laws of health which will here be made plain. But vast good will come to each and every one who applies the laws by making his own individual life a labo-

ratory for the demonstration of the truth of these laws.

If at any time the student needs help he should remember the services of the Special Correspondence Division, previously referred to. Use it freely.

Sincerely,

THE AUTHOR.

LESSON SIX
ENDURANCE DEVELOPMENT

CHAPTER I

WHAT IS ENDURANCE?

THE third tributary law of successful human conduct, related to the first primary law as stated at the beginning of Lesson Three, is as follows:

Other things being equal, the power of the individual to render permanently satisfactory Service varies directly with his powers of endurance.

The word "endurance" comes from the Latin *in*, "in," and *durare*, "to harden."

Business Science uses Endurance in the sense that the Oxford Dictionary defines it under its third definition: namely, "the power of lasting."

Whenever in the course of this Science we use the term endurance in its specific sense the student will understand that we mean "the power of lasting," or the power of sustained effort.

In a broad and general sense, endurance means "capacity of continued existence." It also means "the fact of enduring pain, hardship, annoyance; the quality of longsuffering and patience."

The capacity to endure, both in its specific and general meanings, is a basic element in service-rendering power—the source of progressively profitable patronage. It is a natural effect flowing from health, in the true meaning of that term. For health, broadly considered, means more than being sound physically.

The word "health" comes from the Anglo-Saxon *haelu*, meaning "health, safety, salvation."

It is a fact in Nature, and not a theory of fad-dists on health, that the safety of the individual, and his industrial salvation at least, cannot be secured in the absence of health.

Health is defined by Webster's Dictionary as "the state of being hale, sound, whole, in body, mind, or soul"; but especially as "the state of being free from physical disease or pain." Broadly considered, therefore, "health" refers to the wholeness, the soundness, of each of the four grand divisions of man's being.

Constructive intellectual power, or Ability, comes from health of the intellect.

Constructive emotive power, or Reliability, comes from health of the sensibilities.

Constructive physical power, functioning in Endurance, comes from health of the physical body. It depends upon the wholeness, the soundness, of the body. And it is with this phase of health that this lesson has to do.

Ability and reliability are both essential for the