

Mr. Smith; Mr. Triumph will show you that you can. Mr. Defeat will convince you that you will fail, while Mr. Triumph will demonstrate why you will succeed. Mr. Defeat will prepare a brilliant case against Tom, while Mr. Triumph will show you more reasons why you like Tom.

Now, the more work you give either of these two foremen, the stronger he becomes. If Mr. Defeat is given more work to do, he adds personnel and takes up more space in your mind. Eventually, he will take over the entire thought-manufacturing division, and virtually all thought will be of a negative nature.

The only wise thing to do is fire Mr. Defeat. You don't need him. You don't want him around telling you that you can't, you're not up to it, you'll fail, and so on. Mr. Defeat won't help you get where you want to go, so boot him out.

Use Mr. Triumph 100 percent of the time. When any thought enters your mind, ask Mr. Triumph to go to work for you. He'll show you how you can succeed.

Between now and tomorrow at this time another 11,500 new consumers will have made their grand entry into the U.S.A.

Population is growing at a record rate. In the next ten years the increase is conservatively estimated at 35 million. That's equal to the present combined metropolitan population of our five biggest cities: New York, Chicago, Los Angeles, Detroit, and Philadelphia. Imagine!

New industries, new scientific breakthroughs, expanding markets—all spell opportunity. This is good news. This is a most wonderful time to be alive!

All signs point to a record demand for top-level people in every field—people who have superior ability to influence others, to direct their work, to serve them in a leadership capacity.