

could find. I kept on with this, and pretty soon management, and the other salesmen, found themselves really interested in what I was doing. Just one year after I started crusading for research, I was relieved of my regular duties and asked to concentrate on developing my ideas.

"The rest," he continued, "was just natural development. Now I've got two assistants, a secretary, and about three times the yearly income I had five years ago."

Here are two special exercises for developing the initiative habit:

1. Be a crusader. When you see something that you believe ought to be done, pick up the ball and run.

A new subdivision not far from where I live was about two-thirds built when expansion came almost to a standstill. A few families with a don't-care attitude had moved in. This prompted several of the finest families in the area to sell their homes (at a loss) and move on. As so often happens, the do-care families caught the don't-care attitude from their don't-care neighbors—everyone, that is, except Harry L. Harry did care, and he decided to crusade for a fine neighborhood.

Harry began by calling together some friends. He pointed out that this subdivision had tremendous potential but that something must be done now or the area would soon be a strictly second-class neighborhood. Harry's enthusiasm and initiative quickly won support. Soon there were clean-up-the-vacant-lots projects. Garden clubs were organized, a massive tree-planting project was started. A playground was built for the youngsters. A community