

Remember this advice of John Wanamaker: "A man is not doing much until the cause he works for possesses all there is of him."

Desire, when harnessed, is *power*. Failure to follow desire, to do what you want to do most, paves the way to mediocrity.

I recall a conversation with a very promising young writer on a college newspaper. This fellow had ability. If anyone showed promise for a career in journalism, it was he. Shortly before his graduation I asked him, "Well, Dan, what are you going to do, get into some form of journalism?" Dan looked at me and said, "Heck, no! I like writing and reporting very much, and I've had a lot of fun working on the college paper. But journalists are a dime a dozen, and I don't want to starve."

I didn't see or hear from Dan for five years. Then one evening I chanced to meet him in New Orleans. Dan was working as an assistant personnel director for an electronics company. And he was quick to let me know that he was quite dissatisfied with his work. "Oh, I'm reasonably well paid. I'm with a wonderful company, and I've got reasonable security, but you know, my heart isn't in it. I wish now I'd gone with a publisher or newspaper when I finished school."

Dan's attitude reflected boredom, uninterest. He was cynical about many things. He will never achieve maximum success until he quits his present job and gets into journalism. Success requires heart-and-soul effort, and you can put your heart and soul only into something you really desire.

Had Dan followed his desire, he could have risen to the very top in some phase of communication. And over the long pull he would have made much more money and achieved far more personal satisfaction than he will find in his present kind of work.