

A Little Extra

Charles F. Kettering, a noted scientist and inventor, believed that the easiest way to overcome defeat was simply to ignore the possibility of failure and to keep forging ahead.

He gave an address to Denison University on this theme. He told how he had once given a tough project assignment to a young research worker in a laboratory at General Motors. He wanted to see how the man would react to a difficult problem, so he kept from him notes about the project that had been filed in the lab's library.

These notes, written by expert researchers, included various sets of statistics and formulas that proved the assignment the young man had been given was impossible to do.

The young research worker set his mind to the project, and worked virtually night and day for weeks. He refused to give up or think the project impossible. One day, he came confidently to Kettering to show his work. He had succeeded in doing the impossible.

A little extra time, a little extra effort, a little extra care, a little extra attention sometimes makes all the difference between success and failure. And not only that, but the difference between good and great.

We have learned such in the centers of Life Care and American Lifestyles and in the work of Life Care at Home.

The difference between ordinary and extraordinary is that little extra.

--Beecher Hunter