

In Pursuit of a Cadillac



In 1955, *The \$64,000 Question* was America's favorite game show. Bob Harrison, in his book *Power Points for Success*, cites a rags-to-riches story about an educated, young psychologist who had a profession, but didn't have the one thing she really wanted – a Cadillac.

An attractive, diminutive, professional, young mother, she dreamt of being a contestant on the show so she could win that brand-new car.

Having studied the common characteristics of those chosen to compete, she noticed that they all were living contradictions – a shoemaker who was a learned opera aficionado, a burly Marine who was also a gourmet chef. There was nothing “paradoxical” about her, nothing unique enough to gain the producer's attention.

She decided she would have to set herself apart in some outrageous way, so she determined that she would become proficient in all things boxing. “I went to work to turn myself into a boxing expert,” she said. “I ate, drank and slept boxing, its history, its statistics, its personalities. When I felt like I was ready, I applied to be on the show and was accepted. I went on and won. I came back and won again. I kept winning until I won the Cadillac.”



In fact, she went on to win the entire \$64,000 – the only woman ever to win the top prize! “That event changed her life,” Harrison said. “Soon she was on television and radio programs and was making personal appearances. She was in show business, and a whole new career took off!”



The woman was Dr. Joyce Brothers, renowned author, speaker and TV psychologist to the stars. She wrote a column for *Good Housekeeping* for almost 40 years, and according to *The Washington Post*, she became “the face of American psychology.” She passed away on May 13, 2013, at age 85.

Harrison concluded by asking, “How much time are you actively spending on increasing your knowledge?”

(more)

Knowledge is defined as facts, information and skills acquired by a person through education or experience. Wisdom, on the other hand, “is the ability to think and act using knowledge, experience, understanding, common sense and insight,” as defined by *Wikipedia*. “There appears to be consensus that wisdom is associated with attributes such as compassion, experiential self-knowledge, non-attachment and virtues such as ethics and benevolence.”

Wisdom, according to the Bible, is the better choice.

Wisdom is the principal thing; therefore get wisdom. And in all your getting, get understanding (Proverbs 4:7 NKJV).

The question for each of us today: How much time are we spending on actively increasing, not just our knowledge, but our wisdom?

– Beecher Hunter