

by Joseph N. Bell
Photo by Morton Shapiro

NOT LONG AGO, I asked one of the happiest persons I have ever known how he got that way.

This man is a successful business executive but he has never even come close to an ulcer; he's a successful family man, too. He makes a good salary, but he's not rich. He's moderately active in civic, school, and church affairs, but he also knows how to loaf. He takes everything in stride, and I've never seen anyone who worried less or was liked more by almost everyone who knows him.

His formula? "It's real simple," he said. "It all started back when I was in high school and I'd go out with my friends for an evening. You know how parents are likely to say, 'Have a good time'? Well, my folks always told me, 'Give a good time.' I never thought about it much then, I guess, but the thought stuck with me.

"I remembered it when people in business started telling me about how I should be a go-getter if I wanted to make my mark in the world. I thought it over and decided there was a lot more satisfaction in being a go-giver. So that's the way I've tried to live. And it's worked out pretty well."

When this man talks about giving, he doesn't mean writing a check to the Community Chest or the local hospital or the Boy Scouts (although I suspect he does well by them, too). He's talking about a way of life, a philosophy which asks always: "What can I contribute to this situation?" rather than "What can I get out of it?"

Simple. Effective. Yet Americans to-

*If you want
real happiness
and satisfaction
out of life,
it isn't enough
to be just
a go-getter.*

Try Being

day are exhorted so often and so loudly to be go-getters that many of us have lost sight of this simple truth.

It takes only a visit to a bookstore or a casual look through current magazines to become well saturated with the go-getter approach. On every side you can find advice on how to get ahead, how to get wealth, get security, get prestige, get anything.

But it would take a great deal of looking to find anyone suggesting to businessmen that the greatest satisfaction—and the greatest success—comes from giving of yourself, your talents, abilities, affection, understanding, and all the other qualities with which you've been endowed. Somewhere in the shuffle

