

of modern living, we've forgotten how.

EVER SINCE Americans began to worship the businessman as a sort of demigod, the philosophy of the go-getter has been thrust at us with increasing intensity. The fundamental premise is that business success is the highest achievement, that every effort should bend in this direction and to heck with everything else!

As a result, you can find thousands of admonitions like the following, culled from recent go-getter literature:

"Don't be a social climber or a joiner or a civic crusader during your progress years. These things take a lot of time that you can't afford."

"Taking the kids to school, putting up the storm windows, meeting your wife for lunch, or being a glorified family errand boy should be avoided. This adamant attitude makes for larger pay checks."

"A really successful person has sustained drive to a very large degree. To the most successful salesman I ever knew, nothing in life was important except making a sale. A wealthy man from his efforts, he could have coasted, taken it easy. But until the last day, his one passion was to sell, sell, sell."

Probably a sizable percentage of the men who live by this philosophy wind up with substantial incomes—but no one ever asked them if they were happy. And apparently no one ever asked the son of one of these superlative go-getters whether he would trade the family's second car for a few hours a week with his dad; or asked the widow (for that's virtually what she is) if she would enjoy an occasional lunch downtown with her husband,

or at your place of business, don't just perform your tasks methodically but give real service, loyalty, honest effort, helpfulness, intelligence.

Don't look on your family life as a means of having a home, three meals a day, and a reasonable amount of security. Rather, recognize your family as an opportunity to give of your time, love, experience, understanding, sympathy, and guidance.

And among your friends, there's a wealth of satisfaction in giving cheerfulness, assistance, advice when it is sought, and uninhibited and unrestricted friendship.

Giving such things takes nothing away from you; it doesn't deplete your store of these wonderful commodities. In fact, it enriches the ground in which they grow and brings you an ever-larger harvest.

I know a girl who yearned to be married and raise a family. Yet she couldn't seem to hold beaux for any length of time. Although she was attractive and personable, it became progressively more difficult for her to find companionship and she grew terribly depressed. At last, in desperation, she asked one of her former friends what was wrong with her.

In a burst of unexpected frankness, he told her: "You're trying too hard to get a husband."

The girl went home and thought about this. It was true. Her every thought was centered on *getting* a man, *getting* a home, *getting* a family—all for herself.

Almost overnight she reversed her attitude. She began *giving*—of her affection, her interest, time, warmth, kindness, all the fine qualities which had been buried beneath her urgency to

a Go-Giver!

even if she had to pay for it out of her grocery allowance.

WHAT ARE some of the things you can give—easily and constantly?

You can give encouragement, kindness, affection, time, understanding, knowledge, comfort, counsel, attention, peace of mind. You can dispense these things in every phase of your daily life if you'll just condition yourself to the idea of giving rather than getting. For example:

In church, don't attend just for what you can derive from the sermon but for what you can give—in devotion, attention, sincerity, and consecration.

In your work, whether it be at home,

get a husband. The effect on her new friends was remarkable, and it wasn't long before she found the things she was seeking, including a husband.

Of course, there's nothing wrong with business success or wealth. They are desirable goals, and the efforts of talented and able Americans to achieve them have been largely responsible for the pre-eminence of our nation.

The difficulty arises in placing wealth and success before everything else, in making them gods to be worshipped at the expense of basic human values. This is where the go-getter philosophy is likely to run wild. And this is why we need to consider the advantages of being a go-giver instead of a go-getter!



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