

Casual observers will say, "Well, I guess John has more on the ball than Milton."

But those of us who know will explain that much of the difference in job performance is the result of the difference in the mind food consumed by the two fellows.

Every farmer in the corn belt knows that if he puts plenty of fertilizer with his corn, he's going to get a bigger yield. Thinking too must be given additional nourishment if we want to get better results.

My wife and I, along with five other couples, spent a wonderful evening last month as guests of a department store executive and his wife. My wife and I lingered just a little longer than the others, so I had a chance to ask our host, whom I know well, a question that had been in my mind all evening. "This was really a wonderful evening," I said, "but I'm puzzled about one thing. I'd expected to meet mainly other retailing executives here tonight. But your guests all represented different fields. There was a writer, a doctor, an engineer, an accountant, and a teacher."

He smiled and said, "Well, we often do entertain retailing people. But Helen and I find it's very refreshing to mix with people who do something else for a living. I'm afraid if we confined our entertaining to people who have only interests similar to our own, we'd find ourselves in the old, well-known rut.

"Besides," he went on, "people are my business. Every day thousands of people of every occupational group imaginable visit our store. The more I can learn about other people—their ideas, interests, viewpoints—the better job I can do in giving them the merchandise and service they want and will buy."

Here are a few simple "do's" to help make your social environment first class: