

to support in Congress. Living these ten rules makes President Johnson *easier to lift*.

Reread these rules again. Notice that there's no get-even philosophy here. There's no let-the-other-fellow-come-to-me-to-patch-up-differences. There's no I-know-it-all-other-people-are-stupid.

Big people, those on top in industry, the arts, sciences, and politics, are human, warm. They specialize in being likable.

*But don't try to buy friendship; it's not for sale.* Giving gifts is a wonderful practice if the gift is backed up with genuine sincerity, a liking to give and liking for the person to whom it is given. But without real sincerity, the gift is often regarded as nothing more than a payoff or a bribe.

Last year, just a few days before Christmas, I was in the office of the president of a medium-sized trucking firm. Just as I was about to leave, in marched a delivery man with a gift of liquid refreshment from a local tire-recapping firm. My friend was obviously provoked and, with a certain amount of chill in his voice, asked the delivery man to return the gift to its sender.

After the delivery man left, my friend hastened to explain to me: "Don't misunderstand. I like to give gifts and I like to get them."

Then he named a number of gifts he had already received from business friends that Christmas.

"But," he went on, "when the gift is just an attempt to get my business, an obvious bribe, I don't want it. I quit doing business with that firm three months ago because their work isn't what it should be and I don't like the employees. But their salesman keeps on calling.

"What burns me," he continued, "is that last week that