

THE SPIRIT  
OF NEIGHBORLINESS



## IS YOUTH TOO BUSY

*To Borrow a Cup of Sugar—*

**H**AS YOUTH today so far forgotten the age-old lesson of that historical incident on the Road to Jerricho—that, as some folks would believe, he'd step on the gas and speed by on the other side if the highway were modernly paved with no traffic cop in sight?

Daughter today wouldn't follow mother's example and borrow a cup of sugar from a neighbor; she'd phone the grocer. Son, gas-tank empty, would call the filling station rather than across the back-yard fence. Times have changed, are changing. And yet—"Hello," cheerily hailed an ultra-modern young man

to a venerable merchant the other 'day. "Remember me? Used to come here as a kid with Dad. Visiting the folks. Needed some things. Remembered Dad had said that you were always more like a good neighbor than a merchant to buy from." And then, as his wee boy, gazed wide-eyed from the arms of his pretty bob-headed mother—"Right-O, Son! Take a good look. You'll be buying here, too, one of these days—"

Human nature doesn't change. Youth today is NOT too busy to remember that the spirit of neighborliness is essential to business.

THANK YOU!



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