

## TWO BUSINISS MEN

There are two types of business men nowadays. One of them believes in the old methads and old ways, the other in the new. The editor of the Washington Herald has found in his city two splendid illustrations of both types. One is an elderly man who, has made a great dealof monex in the past. Because he used to prosper under a certain policy he still persists in 'clinging to that policy He is a firm believer in the business methods of 1875 and is utterly at a loss to understand why his trade has slipped away from him.
"The people around here are too stuck up," he is quoted as sasying, when the newspaper man visited him in his suburban store. "They want the neighbors to see the delivery trucks from dawn-town stores stop in front of their houses. Whep they come to me I just wrap up the bundle and they have to lug it bome. They can go to-",

On the same day the editor of the Herald says he talked with annother man who recently has opened a smail auto accessories store. He is enthusiastic.

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"Iexpect to clean up $\$ 50,000$ this year". he said. "Tve got an idea about keeping three trucks on the road all thie tiote to give seqvice to drivers when their machines break down. It will not cost much when f consider the extra business it is sure to bring in. The idea is sure to go over."

In all probability the firist business man will go out of pusiness soontu. He wants to. He is ytterly diggusted with the ways of the new generation-asking for delivery service and reAusing to lug bundles home.

We have little doubt, on the other hand, bit that the sccond business man will make his $\$ 50,000$. He is of the neve generation and understands it. He was born with the idea that service pays and that people have a right to expect servise.

The frrst businsss man is also quoted as making some sareastic remarks on the value of advertising. "Let people come to my store if they want what Pve got," he said. "I won't bite theth."

This is in line with the old fellow's general attitude. He cannot understand advertising because he cannot understand the general idea of service as a saleable commodity. He cannot urderstand that customers of today demand deliveries and that advertising is a part of delivery-perhaps the most important part.

The other man understand this. He will advertise as well as keep his service trucks on the road.

The clash between the new and the old ways must fesult in the defeat of the old. The word moves faster today. People are busier. The old merchant mentioned in the first instance doesn't know that customers will not carry home bundles hecause they are too busy with their own concerns to bother with such details. He thinks they are too proud-which is the most erroneous conclusion possible from the facts.

