

Jack and Jill

"I think Jimmie Gray is the worst muddle-headed fellow I ever saw," started Jack that evening, as they were finishing dinner.

He was drawing several samples of woolen suiting from his pocket and surveying them with a wise look.

"Why, Jack—you wretched old knacker," retorted Jill-girl. "He's the nicest man to my family, and a good neighbor of ours. And he can beat you at tennis any day in the week!"

"Oh, he's nice enough, Jill, but today when I ordered a new suit at my tailor's place, where he introduced me, 'what do you think?'"

"I don't know—for I've never been at your tailor's!"

"That's just it. His wife has, though. There she was picking out the cloth and bossing the tailor. Did you ever hear anything so disgusting?"

Jill sniffed and after a moment's pensiveness she answered: "Well, you took me down to a friend of yours in the wholesale business and helped choose my fur coat."

"Oh, but that was to get a discount. I wasn't bossy," said Jill, who was very demure.

"By the way, what kind of cloth did you choose?"

Jack held up the sample. Jill took one disgusted look at it.

"Why, Jack, it will make you look like a jockey on a retired bartender. Let's see the others."

Jack scowled and gave her the lot. Jill rubbed them along her little nose and sniffed at them.

"There's not a single piece here that is genuine wool. The tailor is a snifter and is selling you a lot of shoddy. Jack, I'd like to tell him what I think of him. Can't you tell wool from cotton and rag-cloth?"

Jack was abashed.

"Well, I trusted him, and he told me it was a bargain."

"You dear old simple goose," said Jill, nodding her head. "He does cut well, but I haven't liked a single suit you've had lately. They look so cheap compared with the other men around our neighborhood."

"I pay just as much or more!" answered Jack. "I must be well dressed for my office."

He looked at the cloth samples again. They looked like waste rags to him now, but he said nothing more about them.

Next morning at breakfast Jack drew out his samples again.

"Don't you think a single one is wool, dear?" he asked plaintively.

"No! And you ought to be ashamed to be so ignorant."

"I'll tell you what, then, dear. You get your hat and coat and run down with me the first thing to that tailor—you're a woman and can tell wool from cotton. I must have a good suit this time."

Jill smiled and Jack could not see the agree which the mirror saw.

It took Jill just 10 minutes to sift the wool from the shoddy, and to have Jack change his order.

As they started out, Jill looked at him with a little wicked dimple in each cheek.

"Are two heads better than one?" she asked.

"No, yours is better than two. I spent an hour there yesterday!"

"And you don't blame poor Jimmie Gray?" Jack reddened as he suddenly remembered his speech of last night.

Where It Started

Smoking. The practice of smoking long anated the introduction of tobacco in Europe. The dried leaves of colts-foot was a favorite smoke in England before Sir Walter Raleigh brought tobacco from America; smoking-pipes of bronze have been found in ancient tombs in Ireland; and a pipe was discovered in the wall of an old Greek building in Constantinople, which was estimated to date from 500 A. D.

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SERVICE

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BUSINESS men in general know that the buying public is always interested in the term "service."

According to Webster's Dictionary, service means "the condition or occupation of a servant; duty required or performed in any office; waiting at table; labor, assistance, or kindness to another."

This explanation of the word is plain enough, yet it is a startling fact that many business men do not seem to understand clearly the interpretation. Nevertheless, the purpose of this article is not to point out the errors or omissions of business concerns in the matter of service.

One merchant tailor, whose patrons include many wealthy men, has a spacious "moth-proof" storage department in connection with his establishment where customers' clothing is kept for the owners while they are traveling during the summer or winter.

When a man leaves for the seashore or mountains in the summer, instead of storing away his heavy suits and overcoats at home, with the risk of the goods being moth-eaten, or possibly stolen while the house is closed, he sends the clothing to the tailor's, where it is inspected, repaired and is then put away in a safe place.

Upon the customer's return home, he writes or telephones the tailor for the things needed, and immediately the clothes are delivered; repaired and neatly pressed, ready for wear.

Another merchant tailor offers his patrons professional advice in matters of correct dress. The correct colors in fabrics suitable for each individual are suggested. This is an important service, as many people do not understand the correct use of colors in dress.

A shoe repairing firm of a large city will send an auto car to any part of the town for the purpose of collecting shoes which are to be repaired. Deliveries are also made by motor car.

An undertaker who is noted for excellent funeral service presents a beautiful floral piece to the family of the departed whose burial he has in charge. The gift is always well received.

Free shoe polishing service is offered by an enterprising shoe dealer to all who purchase footwear at his establishment.

In New York is located a large firm who are manufacturers of a well-known mechanical device. The machines made by this company are in operation in practically every town and city of the world.

When a customer buys one or more of these machines the manufacturer's service does not cease with the installation of the order. The manufacturer has what they call a traveling inspection service.

This traveling inspection service costs the owners of the devices nothing, and the service is the means of keeping the customers in close and friendly touch with the manufacturers, even in cases where the customers are located at a long distance from the company's home office in New York.

In various cities of the United States and foreign countries the manufacturers referred to have branch houses where users of their machines may secure parts, supplies and new attachments for the devices at very short notice.

So efficient was the service that within a day after the fire had occurred several of the new devices were installed and within another day or so the entire order had been attended to. Service like that means something to a business concern.

Located in the main corridor of a big office building is a cigar stand which is far more than its name implies. The proprietor is a young man who is making remarkable use of the service idea.

Hundreds of business men, stenographers, office workers and professional people are constantly passing in and out of the building, and many of them have occasion to stop at the cigar stand for the purpose of buying newspapers, pens, pencils, memorandum books and other articles in the stationery line.

During a recent stormy morning a business man from one of the offices in the building hurried from an elevator and stopped at the stand to buy a good cigar.

"That storm caught me napping," said he to the dealer. "Come down to the office with me an umbrella this morning. I want to run over to the city hall, so I'll have to take a taxi."

"I have an umbrella here which I will be glad to loan you," answered the dealer pleasantly. "In fact, I have about a dozen umbrellas which are for any of the people in the building who may care to use them."

"Well, that's what I call service, laughed the business man. "I'll borrow the umbrella and forget the taxi. Thanks! I will return it within an hour."

"What brand of cigars does Mr. Channing smoke?" asked a lawyer of the dealer one afternoon. "I am making my first visit to his office and I would like to offer him one of his favorite smokes."

"Mr. Channing doesn't smoke," answered the dealer. "His specialty is chocolate buds."

"Good for you! Let's have a half pound!" The lawyer returned to the stand about an hour afterwards in a happy frame of mind.

"Well, we had a great laugh over those buds," he exclaimed. "Mr. Channing would have given something to learn how I knew that he liked them. Now you may wrap up a pound of them for my wife. Hereafter I shall have you in my mind when I want candy for the folks at home."

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