

Jack and Jill

"Isn't that girl's hair hideous looking?" asked Jill, as she and Jack rode out on the after-theater train.

She nudged him and pointed toward a barheaded young person sitting two seats ahead of them on the opposite aisle.

"Why, dear, it's just about the same color as yours—that wonderful golden hazel tint."

Jill was not sure whether the comparison was a compliment.

"But why should she be bare-headed on a night like this? And with her hair chopped off that way?"

"Why, little Jill, you're almost feline! She knows her hair looks well that way and you see she has been to some dance. See what a smart frock she has on. I should say she was a very nifty looker."

Jill disgustedly mumbled something to herself, and closed her eyes, as she cuddled her tired little head against Jack's shoulder.

"Not like yours, my dearest. But it was pretty-pretty!"

Jill braided her hair in silence and said no more.

Next evening Jack brought out a friend and his wife to dine.

"Jill, what on earth is the matter with your hair?" he demanded their first instant alone, as the "company" buzzed about the phonograph.

"Don't you admire it?" she demanded provokingly.

"It looks very peculiar!"

"Why you inconsistent brute!" she exclaimed. "I copied the coiffure of that girl you admired on the train! You said she looked nifty."

"But—oh, shucks—she had a different type of beauty!"

"Why, Jack! As if I were ugly, then?"

If Jill were miffed Jack was miserable throughout what was meant to be a jolly evening.

"She's chopped off her hair with the butcher's knife!" he muttered angrily to himself.

To make matters worse, his friend's wife admired it.

"That cropping just makes you look too sweet," she gurgled. "Your face looks so young and boyish!"

After they had gone Jack smoked sulkily until Jill went upstairs.

Then he followed.

"You look young and boyish! Oh, to think that you've ruined your wonderful head of hair, darling! It's horrible!"

Jill's pretty eyes reflected a world of indignation.

"You ungrateful man!" she protested. "This is what I get for all my trouble. I believed you when you said it looked beautiful on the other girl."

"But you are so much sweeter—or at least you were!" began Jack.

To his amazement Jill suddenly withdrew a dozen hairpins swiftly, and her long tresses floated down over her dimpled shoulders. Jack's eyes bulged!

"Hooray," he cried. "But how did you do it?"

"The scissors were too dull, or I'd have done it. This was just an imitation crop, turned up under. I saw it in the movies the other night. But

I'll never trust your taste again, Jack!"

Jack kissed a wanton curl and smiled happily.

"Well, that other girl was long on looks, if not on locks. I like your style better, if my taste is bad. And honey girl, long may it wave!"

"And just to think," said Jill, to her poignant reflection, as she brushed the golden mass, "that men call themselves logical."

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Where It Started

"Platforms."

The term "platform," meaning a political program, has a religious origin. Early tracts referred to the programs of various religious systems as their "platforms," perhaps the earliest use of the word occurs in a tract published in London in 1591. The term "platform" is of American origin, and is an obvious carry-over of the metaphor.

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While gray, faded hair is not simple, we all desire to retain our youthful appearance and attractiveness. By darkening your hair with Weyth's Sage and Sulphur Compound, no one can tell, because it does it so naturally, so evenly. You just dampen a sponge or soft brush with it and draw it through your hair, taking one small strand at a time, by morning all gray hairs have disappeared. After another application or two your hair becomes beautifully dark, glossy, soft and luxuriant, and you appear years younger.

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Competition

By JACK LEE.

To the old-time merchants "competition was the life of trade." When merchants were told that a rival was setting up shop across the street to compete with him he would say cheerily, "The more the merrier," and he then began to furbish up all his stock of tricks by which he hoped to prove that competition in that particular town with him was not healthy.

In those days there were merchants who stooped to misrepresentation, plain lies, personal and veiled attacks and even arson to "do" their competitor. False advertising, blackguarding, malignant persecution and feelings of hatred toward one another were the common thing. Anything a merchant could say against his competitor that would injure him was in the line of "business" and therefore permissible.

Such competition caused business feuds that lasted for years. Two merchants in the same town wouldn't allow their children to play together, so bitter had the competition become. They seldom had a decent word to say to each other in private—that is, if they ever met—and, as for open association, even among the clerks of rival concerns, hands were held up in horror at the mere thought.

How different now. The old adage about competition being the life of trade hasn't changed much, but the methods of competition have. The years have taught business rivals that only honest competition can win, that a boost is better than a knock and that if one must say anything about his competitor it must be something decent or nothing at all.

How true is that card which one sees on the walls of many business concerns, "If your competitor talks about you, put him on the pay roll."

Business rivals seldom ever say anything about their competitors, for they have learned that "knocking" or subtle innuendoes breed a contempt and feeling of untrustworthiness that is difficult to overcome.

Nowadays merchants in competitive lines call each other by their first names. They visit back and forth and one merchant can go into a rival's establishment and have the run of the place. Formerly he wouldn't dare to set foot there. If he did he was guarded, for it was ten chances to one he was there to do a little spying. They belong to the same business men's clubs and exchange ideas. Their children play together and have even been known to marry and live happily ever after.

Competitors have learned that the "rough stuff" is not conducive to business and gives the perpetrators a bad name.

Advanced in business education and methods have taught them that the best and surest way to progress is to join forces, get together, forget hard, personal grudges and work for the betterment of all.

It's a great sight to see several hundred merchants, all dealing in the same commodities, meeting in convention to thresh out their difficulties. Experts lecture on various phases of the business. Merchants who have run up against difficult problems through the year do not hesitate to arise in convention and tell about them and in return get valuable advice from merchants who have met the same problems and solved them.

There are various organizations in the city that are for the mutual welfare of all concerned. They discuss everything in the open. They talk and act "square" and by so doing get the confidence of their fellows, who, when the time comes, hold out a helping hand to them.

The live merchant knows what is going on in the business world, particularly that portion that affects him, but he gets his knowledge from trade journals devoted to his particular line, by associating with his rival and by coming out in the open and asking for anything he might want to know.

One of the greatest steps forward business has made in the past 25 years has been that of open, honest dealing and the forsaking of the old "anything for business" idea which held forth so long among competitors.

There was a good illustration of how business rivals could work for the benefit of all this week at the "Made-in-Omaha" show, where there were 120 exhibits of commodities made in Omaha.

Some time ago Omaha manufacturers awoke to the fact that more of the home-made products should be sold in the home town. Business depressions all over the country had lowered sales, which results in curtailed pay rolls and reduced production.

The Omaha Manufacturers' association got together and devised the scheme of bringing forcibly to the buying public the need of patronizing Omaha manufacturers, not only to give manufacturing an impetus, but for their own advantage. They knew their goods compared favorably in workmanship and price with those imported from other cities.

They decided that a campaign of publicity to introduce their goods in each home was the thing. They perfected their plans and then placed them before the retail merchants of the city. The retailers, and even the salesmen—in fact, all the business world of Omaha—got behind the Made-in-Omaha show to a man.

When quarters for the show were obtained on the eighth floor of the Brandeis store 400 manufacturers were anxious to have exhibits. There was only room for 120 and the first to come got the space.

That didn't set the other manufacturers or wholesalers into a petulant peevish. The retail merchants placed their display windows at the disposal of the manufacturers and practically every manufacturer in Omaha had a display of his wares in some window during the week.

The merchants have begun to push Omaha-made goods and already one big manufacturing concern has announced that it will be necessary to add 500 women to its pay roll because of the increased business which has resulted.

To get better acquainted with the buying public many factories kept open house and visitors were shown through the establishments. Each day thousands of visitors visited the show, and the result is this: Manufacturer has been drawn closer to wholesaler and retailer and they have been drawn very much closer to the consumer. Omahans have learned definitely just what is made in Omaha and it is a safe prediction that Omaha-made goods will have a greater sale in Omaha in the future than in the past.

These great results for good could not have come to pass except for the co-operation of all business men concerned. It was a question of the good of the whole, where petty jealousies were put in the background and instead of each man going into the thing for himself the welfare of the other fellow was considered.

Merchandise was displayed for the public's inspection and the public is the judge. That article which is manufactured and merchandised with the greatest degree of honesty is the one that will enjoy the greatest popularity.

Competition now amounts to making your merchandise as good and, if possible, better than your rival's, and your prices as fair as his.

The old order of competition fails in this day and age and merchandise now sells on a higher standard of honesty than ever before.

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