

THE POETICAL MEMORY

AN ESSAY

I AM one of those silly people (there are a lot of them—quite enough to make it pay) who are so irritated at the arrival of a bill that I nearly always throw it on the fire. For all that, I had been humbly proud of my memory, and it was an awful shock to me one morning when I received this bill,

TELEGRAPHIC Address: "JIGGUMBOB, LONDON"

BY APPOINTMENT

TELEPHONE NO. 5582, CECIL ROAD



J W BENSON, LTD

JEWELLERS, GOLDSMITHS, SILVERSMITHS AND WATCH & CLOCK MAKERS.

25, OLD BOND ST

(STEAM FACTORIES LUDGATE HILL.)

ESTABLISHED 1749



E A Cowley, Esq.

21 Warwick Road,

1164 Kensington W.

London Prices 1908

1907	April 11	To repairing Coffee Pot	4 6
1907	Sept 7	new glasses to gold bezel Hunting Watch	2 ..
1907	Oct 30	relining and refitting lid of Crocodile suit case; supplying two new pocket knives and new tooth brush bottle: repairing and supplying two platelet clips to side standards - removing brouses and polishing all silver mounts - also cleaning and renovating all leather fittings	8 10 -
28	"	repairing and cleaning Gold bezel half Hunting Watch	
			13 6
			<u>9 10 -</u>

for I had a very clear impression in my mind that the contract was for £5.

THE EQUINOX

Indeed, I wrote and said so.

But alas! my poor memory was most certainly at fault.
Messrs. Bensons replied:

TELEGRAPHIC ADDRESS, "JYGUMBOB, LONDON."

BY APPOINTMENT

TELEPHONE NO. 3504, GERRARD.

BY SPECIAL APPOINTMENT TO
 THE KING OF BELGIUM

BY SPECIAL APPOINTMENT TO
 THE KING OF SPAIN

BY APPOINTMENT
 TO THE ROYAL NAVY AND ARMY

BY APPOINTMENT TO THE COURT OF
 THE LORDS OF THE TREASURY

BY SPECIAL APPOINTMENT TO
 THE KING OF THE NETHERLANDS

J. W. BENSON, LTD.

JEWELLERS, GOLDSMITHS, SILVERSMITHS AND WATCH & CLOCK MAKERS,
 25, OLD BOND ST
 (STEAM FACTORIES LUDGATE HILL.)

PRIZE MEDALS 1889.
 PARIS 1889

PRIZE MEDALS DUBLIN.
 DUBLIN

ESTABLISHED 1749 *London Showers 21. 1909.*

Sir

In reply to your letter respecting your account we beg to enclose statement herewith, from which you will see that the £5 you handed to our Assistant was in payment of your old account, the various items of which ranged from October 1906 to September 1907, and statements of which had been rendered to you each quarter. This payment of £5 left a balance of 6/6, and with the 13/6 charged for repairing the old Watch and £8/10/- for repairing Brit Case, the total of your account to date is £9.10/-.

With regard to the item of £8/10/- we cannot understand how you come to be under the impression that it should only be £5, as we are certain our Assistant did not quote this latter price for doing up the Brit Case.

Trusting that this explanation will make the matter quite clear to you,

We beg to remain, Sir,

Your obedient servant,

*E. A. Crowley, Esq.,
 21 Warwick Road,
 Kensington, W.*

*J. W. Benson Ltd.
 per J. W. B.*

THE POETICAL MEMORY

This explanation *did* make the matter quite clear to me; for I had all the time in my possession—not thrown in the fire after all!—their original account.

TELEGRAPHIC ADDRESS, "JIGUMBOD, LONDON"

BY APPOINTMENT
TO H.M. THE KING OF ITALY

TELEPHONE NO. 3804, GERRARD



J. W. BENSON, LTD.
JEWELLERS, GOLDSMITHS, SILVERSMITHS AND WATCH & CLOCK MAKERS
25. OLD BOND ST
(STEAM FACTORIES LUDGATE HILL.)
ESTABLISHED 1749

PRIZE MEDALS
LONDON 1882

PRIZE MEDALS
PARIS 1889 DUBLIN

E. A. Crowley Esq
21 Warwick Place
Birmingham

London, 20. 10. 1905

To
Releving & refitting with higher lid of
2 7/16 inch S.W. case new gasket frets
& new cut glass hold back bottle
supplying two Alalca clips & repairing
with standards, removing brass
& refitting all silver mounts
cleaning & renovating all watch fittings
cleaning & repairing a Gold Keyless
Waltham English Lever Watch
Balance of old case.

5

$$\begin{array}{r} 136 \\ \underline{\quad 66} \\ \hline \end{array}$$

ALEISTER CROWLEY.