



#93 *The Jackal*



The most unique kind of rolling pancakes in all of the city were made by the jackal. He made each one with delicious flour and milk and eggs. Then he put plenty of butter in an iron skillet and cooked it until the edges were crispy. When you came to his café, he would serve the pancake so that it covered your plate. Then he would give you some jelly to spread all over it. He called his magical rolling pancake a “jelly roll” because it was thin and could roll up into a log shape before you cut it into sections with the side of your fork. Everyone in the city knew of the jackal and his fantastic jelly rolls. Some would come to the jackal’s café to have four or five jelly rolls for breakfast.

One day, the jackal said, I think that I could open many cafes and sell many, many more jelly rolls. Then I would make a lot more money. So, he did. He opened more and more cafes and sold more and more ... and even more jelly rolls. Although the

jackal was now making considerably more money, there was a problem. The jelly rolls did not taste as good. Everyone in the city remembered the original jelly rolls and wished for them.

So, the jackal made a trade. He gave up the more and more, went back to one café, and made fantastic jelly rolls again.

QUANTITY CAN HURT QUALITY