

THE PEOPLE'S FORUM

Letters to the Editor

Prepare for the Winter
Promote now and prepare for the winter. As words that every housewife should keep in mind...

Recently I was discussing conditions with a farmer friend of mine from Lancaster County...

The money is being made by some one. Let it be clear that the farmer is not making it at this time...

Crowd the shelves with the canned vegetables brought to the farmer and put up at home...

What About It, Men?
There is much said about women's slavery to fashion...

Query for Republicans
According to Mr. David Lawrence, a political writer, Secretary of State Hughes is negotiating a treaty with Germany...

Fairness to Drafted Men
In reply to Samuel W. Wilson, who hands a jolt to the drafted men...

Employment and Girl's Attitude
I have been reading your paper carefully, and I think one of the most ridiculous is that in which several writers in the People's Forum...

For a Noise Inspector
We have these noise inspectors. The automobile goes rattling through the streets at night...

Girls Should Use Brains
Your column, the People's Forum, published recently a letter which was in defense of the short skirt and bobbed haired girl of today...

Poems and Songs Desired

"The Angel of Conversation"
To the Editor of the Evening Public Ledger:
Sir—I will appreciate it very much if one of your readers can supply for printing the poem that begins as follows:

"He Spun No Cloth"
To the Editor of the Evening Public Ledger:
Sir—I will appreciate it if any of your readers can tell me who wrote the following lines, and whether or not there are more verses:

"Within It No Birds Sing"
To the Editor of the Evening Public Ledger:
Sir—There is a poem that I am very anxious to get. I do not know the title or the author, but it contains these lines:

A Short Poem
To the Editor of the Evening Public Ledger:
Sir—I will appreciate it very much if you will print a short poem which starts with the line: "Give a man a horse he can ride..."

The New Patriotism
To the Editor of the Evening Public Ledger:
Sir—The American Legion was organized to defend itself as a patriotic organization. Its aim is to defend the rights of the citizen...

Local and London Temperatures
To the Editor of the Evening Public Ledger:
Sir—What is the temperature of London at this time of the year?

Citizenship
To the Editor of the Evening Public Ledger:
Sir—What are the requirements for citizenship in this country?

To Tour Canada
To the Editor of the Evening Public Ledger:
Sir—What is the best way to arrange for an automobile tour through Canada?

Southerners in Union Army
To the Editor of the Evening Public Ledger:
Sir—What was the attitude of the Southern States towards the Union Army during the Civil War?

"Not Worth a Tinker's Dam"
To the Editor of the Evening Public Ledger:
Sir—What is the origin of the expression "Not worth a tinker's dam"?

To Remove Tattoos
To the Editor of the Evening Public Ledger:
Sir—What is the best way to remove a tattoo?

Fighting on German Soil
To the Editor of the Evening Public Ledger:
Sir—What was the experience of the American Expeditionary Force in Germany during the war?

Referred to Readers

To the Editor of the Evening Public Ledger:
Sir—Will you kindly print in your People's Forum the poem or let me know the author of it, entitled "The Whistling Man I Ever Knew"...

Wants "Old Grimes" Song
To the Editor of the Evening Public Ledger:
Sir—There is an old song constantly ringing in my memory, but only a part can be recalled...

Dr. Moses, Dental Specialist
Dr. Moses, Dental Specialist, offers a method of PAINLESS EXTRACTION OF TEETH.

Blake and Burkart
S. W. Cor. 11th and Walnut Sts.

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"Lines to a Watch"

To the Editor of the Evening Public Ledger:
Sir—I am anxious to find who is the author of the following lines: "Could but our tempers move like this machine (clock)..."

"The Boston Tea Party"
To the Editor of the Evening Public Ledger:
Sir—I will appreciate it very much if you will print in your People's Forum the old poem entitled "The Boston Tea Party"...

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Wellsboro

KENTUCKY AVE. NEAR BEACH
General house, open surroundings, center of all attractions and fine dining...

LEXINGTON
PACIFIC AND ANKASAS AVENUE
Block from Million Dollar Park and New Amusement Park...

Creston
On Boardwalk at Montpelier Ave. Suits with hats, running water, electric...

Sonora Talking Machine
Minnott and Baby Grand Model. Slightly used, at greatly reduced prices.

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Manufacturers Should Not Regard The Chicago Market as Either Too Easy or Too Hard.

Every manufacturer with national aspirations quite naturally looks to The Chicago Market, because it is the most important market in America, and Chicago proper is now the fourth largest city in the world.

But many manufacturers stay out of it because they have heard that it is a hard market to conquer, and others rush in and pepper at it a little bit without accomplishing much, largely because, with so many people, they think it must be an easy market to conquer.

Now Chicago is neither a hard market nor an easy one. It is a perfectly normal market, and certainly not a costly one, considering its size. The trouble with those manufacturers who thought it was too hard, as well as with those who thought it too easy, has been in confusing the idea of the "Chicago Market" proper with the so-called "Chicago Territory."

The Chicago Market proper, which is Chicago itself, has a population of three million people living shoulder to shoulder within a radius of forty miles. The Chicago Territory, which is the market of the five central states surrounding Chicago and influenced by Chicago, has a population of sixteen million people within a radius of four hundred miles.

But The Chicago Market and The Chicago Territory have been pictured to the manufacturer as one and the same thing, which he must put over at one and the same time. He has been told that this or that far-flung circulation, going everywhere, but in reality getting nowhere, would do the work.

But it can't be done that way. The Chicago Market proper and The Chicago Territory are two quite separate things. The Chicago Territory is influenced strongly by The Chicago Market, but The Chicago Market is not influenced greatly by The Chicago Territory.

So you can't sell "The Chicago Territory"—that is, the hundreds of cities and towns in the

five states surrounding Chicago—until you have actually sold The Chicago Market itself. Every live merchant outside of Chicago knows just what every dealer in Chicago is doing with every national product on his shelves.

But when you do sell The Chicago Market, when you find that you not only have complete distribution but popular demand at this center of influence, you will discover to your amazement that the cities and towns surrounding Chicago are already more than half sold before you get there.

Therefore, don't hesitate about your invasion of Chicago and the middle west. Come when you are ready. Take Chicago first and hunt up the medium in Chicago that all of the merchants in Chicago rely upon.

Don't worry about these far-flung circulations, spattering a hundred surrounding cities like a load of birdshot. Just come to the medium that covers Chicago and all of Chicago and nothing else.

That medium is THE CHICAGO DAILY NEWS. Four hundred thousand daily circulation, six days in the week, reaching seven out of nine of all the English speaking people in the fourth largest city in the world, and 94% of its entire circulation of 400,000 concentrated within a radius of forty miles of Chicago's city hall.

Every successful merchant in Chicago uses it, and wouldn't think of not using it. He may go into this or that other medium as subsidiary, but he knows that his daily bread is assured by his daily advertising in THE CHICAGO DAILY NEWS.

Remember—The Chicago Market first—and thoroughly. And after that, the widespread Chicago Territory is already well in hand and easily developed to the full.

Announcing completion and opening of The Stockton of Sea Girl, N.J. on the Ocean front. In the city and built within one mile south of Spring Lake, a charming hotel...

New Waumbek HOTEL-COTTAGES and SUNSET INN. Jefferson, N. H. IN THE HEART OF THE WHITE MOUNTAINS. GOLF TENNIS FISHING.

to Boston. Connections for all New England Points. Fall River Line. Coast, Comfortable Staterooms, Orchestra on Deck, Steamers...

to Baltimore. Every evening at 8:30 Baltimore & Chesapeake Line. DAY STEAMER from Philadelphia, every Tuesday, Thursday, Saturday, and Sunday...

CLARK'S 17th ORIENT CRUISE by auspicious S.S. Empress of Scotland. 25-day cruise from New York to Europe, including London, Liverpool, Harwich, Southampton, and other ports.

To Vacation Lands via DAY LINE. On your way to the vacation lands of New York State, New England or Canada you can break the monotony of an all-rail trip by taking that delightful 150-mile sail from New York to Albany on one of the Hudson River Day Lines.

Palatial Steel Steamers. "Washington Irving", "Hendrick Hudson", "De Witt Clinton", "Robert Fulton", "Albany". A trip that will refresh and invigorate you in body and in mind. Magnificent scenery; cool, spacious decks; fine music. Also ideal One-day Outings.