

THE PEOPLE'S FORUM

Letters to the Editor

Save Argument is Ridiculous
To the Editor of the Evening Public Ledger:
The arguments put forth in your issue...

Why No Protest?
To the Editor of the Evening Public Ledger:
Nothing your editorial in your issue...

The Rent Problem
To the Editor of the Evening Public Ledger:
I see a writer in your issue...

Dominion Status and Ireland
To the Editor of the Evening Public Ledger:
Sir—My learned friend "Honey"...

Letters to the Editor should be as brief and to the point as possible...

As to the compensation measure wrecking the country...

In my case it would enable me at least to make a first payment...

It is not a fact that the people of the North in the United States...

I will never agree that any one had any reason to resent...

Regarding "Sam Hill"
To the Editor of the Evening Public Ledger:
Sir—"Who was 'Sam Hill' who is so frequently referred to...

The Bucks County Rebellion
To the Editor of the Evening Public Ledger:
Sir—Please tell a constant reader of your People's Forum...

The Bible Society
To the Editor of the Evening Public Ledger:
Sir—I will appreciate it if you will tell me...

Who Drew No. 5?
To the Editor of the Evening Public Ledger:
Sir—In your issue of August 28...

Questions Answered
To the Editor of the Evening Public Ledger:
Sir—I notice in your paper...

me the history and aims of the American Bible Society...

When Flag Should Fly
To the Editor of the Evening Public Ledger:
Sir—Please state in your People's Forum on what days flags should be displayed...

Slaves Freed by Lincoln
To the Editor of the Evening Public Ledger:
Sir—Please state how many slaves were freed when Lincoln issued his emancipation proclamation...

Correct Abbreviation
To the Editor of the Evening Public Ledger:
Sir—Should the correct abbreviation of the name Pennsylvania be written Penn or Pa.?

Poems and Songs Desired
Who Wrote Lines?
To the Editor of the Evening Public Ledger:
Sir—Please tell me the author of the following lines...

set the poem entitled "Casey Jones" in your issue...

Renovated, refurbished—made spick, span and inviting. Outside rooms, cool, cheerful. Pick from these: Two Rooms and Bath. Three Rooms and Bath. Four Rooms and two Baths.

Speaking of Service
For the accommodation of our autumn and winter guests there will be, commencing October 1st, an automobile service...

Strath Haven
Swarthmore, Pa.
Twenty-one Minutes From Broad St.

Electric Cleaners
GENEROUS reductions in price on recently discontinued models of two splendid, well-known electric cleaners.

Electric Irons
Over 4000 electric irons have been sold during our Summer Iron Sale, but there is still a limited quantity on hand.

ABBOTT'S BUTTERMILK
The man, woman or child who drank Abbotts Cream Buttermilk this Summer is all the better for it.

PACKARD
No finer tribute could be paid the Packard Single-Six than the success it has won in the brief time since its introduction.

Apartments at the Rittenhouse
Renovated, refurbished—made spick, span and inviting. Outside rooms, cool, cheerful. Pick from these: Two Rooms and Bath. Three Rooms and Bath. Four Rooms and two Baths.

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Manufacturers Who Win the Chicago Market Win the Richest Compact Market in the United States.

Most manufacturers know this. They know that The Chicago Market, proper, which is Chicago itself, has nearly three million people...

They realize also that geographically The Chicago Market is a wonderful stronghold to possess; that to find favor in The Chicago Market means to strengthen their influence in every other market on the continent.

Now Chicago is not a hard market to win, in spite of the stories that have been carried away by those few who have failed. In winning it there are just two rules to follow:

- 1. "Cover Chicago first, and cover it thoroughly."
2. "When you come to Chicago, do as Chicago does."

In other words, forget about the thirteen million people in that great 400 mile radius outside of Chicago and concentrate your effort upon the three million people in Chicago. Once you have gained the good will of The Chicago Market, which is Chicago itself, you will find that the so-called "Chicago Territory" representing the thirteen million people in the five central states surrounding Chicago will already be half sold, dealers and consumers alike, and waiting for you.

So come to Chicago first. And, when you get to Chicago, do as Chicago does. To find out how Chicago business men secure trade is simple.

That gives you a slight conception of what a market you have to capture to win Chicago alone. It is not a hard job, but it must be a thorough job or all your efforts will have been in vain. And it can not be a thorough job unless you concentrate your Chicago campaign upon "The Chicago Market" through the all-inclusive, concentrated circulation of The Chicago Daily News. Use any other Chicago media that you want—all of them if you will—but never forget that you must cover the concentrated Chicago Market first before you go after the widespread Chicago Territory; and that to cover The Chicago Market you must cover the 1,200,000 buyers who are reached through the 400,000 daily circulation of The Chicago Daily News.

ABBOTT'S BUTTERMILK advertisement with image of a woman and child.

PACKARD advertisement with large text and decorative border.

PHILADELPHIA ELECTRIC COMPANY advertisement for electric cleaners and irons.

OKeh advertisement for records with image of a gramophone.