

THE PEOPLE'S FORUM

Letters to the Editor

Weatherwise Recollection

In the Editor of the Evening Public Ledger:
The weatherwise gentleman who...

Now, the old quatrains of which the above lines are the alleged half is as familiar to me as are the 'A B C's'...

Way back in the '60s my dear mother, of sad memory, was in the habit of quoting this indubitable weather refrain as follows:

Evening red and morning gray
Sets the traveler on his way
Evening gray and morning red
Rain will fall on the traveler's head.

Don't you see, and doesn't Mr. Bliss see, the logic of the rhyme as I have recalled it from the recess of youthful memory? And doesn't the line 'Sets the traveler on his way'...

So wrong Mr. Bliss, as you are reported to have declared of Tuesday's weather, 'will wrong that false quotation of yours'...

H. H. THOMAS, Philadelphia, June 6, 1922.

Questions Answered

See a Doctor or Druggist

To the Editor of the Evening Public Ledger:
Sir—Kindly publish in your People's Forum...

Husband's Signature Necessary

To the Editor of the Evening Public Ledger:
Sir—Will you please tell me if a woman owning a house...

Sale Direct to Consumer

To the Editor of the Evening Public Ledger:
Sir—I have been in Delaware manufacturing an outfit...

Poems and Songs Desired

"A Dam-sel's Smiles"

To the Editor of the Evening Public Ledger:
Sir—Sometimes for rhyming purposes it is necessary to introduce in one's verses...

Asks for Quotation

To the Editor of the Evening Public Ledger:
Sir—In your issue of June 6, 1922, you quote the following line...

Reader Asks for Two Poems

To the Editor of the Evening Public Ledger:
Sir—Will you kindly publish in the People's Forum the two poems...

MARRIED

WETHERALL-GILL—On Tuesday, June 6, 1922, at 1 o'clock in the evening...

Deaths

BARNES—Suddenly, June 6, 1922, CHARLES A. BARNES, aged 78, relative of...

He says, "What's This?"
When a man picks up a piece of printing you have mailed to him, he says, "What's this?"
Often he says it aloud. Always he thinks that question. Women say, "I wonder what this is?"
What is the answer your printing gives to such a question?
The thing you are selling and what you say about it determine how interesting your printing finally is. But the appearance of your printing determines how interesting it is at the first glance.
Better printing requires better paper, but the combination rewards the user because in answer to the question "What's this?" it replies, "Something worth looking at, at least."

better paper
better printing
"Making it Easy to Plan Printing"
is the title of a series of books on better direct advertising which advertisers and printers can secure on application to distributors of Warren's Standard Printing Papers.
S. D. WARREN COMPANY, Boston

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Flyosan kills all sorts of bugs and insects alike. It is effective against flies, cockroaches, bedbugs, ants, mosquitoes, moths, fleas, lice, gnats, spiders, etc. It is easy to use. It is clean to use. It is harmless to everything except bugs, but sure death to them.
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