

*Publishing
a Newspaper
for Business-folk—2*

The Newspaper Shop Window

YOU can generally gauge the character of a store by the kind of a shop window it keeps. If you find it full of gaudy trash and silly furbelows you can be pretty certain that the stock in the store is of a kind—that there is not much substantiality or soundness about it.

The headlines of a daily newspaper are its shop windows.

If the meretricious, the false, unsound, bizarre—or worse—are “played up” in these shop windows, you can readily judge the contents of the “store” of the newspaper.

Scandal, crime and degeneracy are poor displays to attract those whose patronage is worth while. There is much that is uplifting in the news of the day which may be shown to attract those who “hold fast to that which is true.”

THE Philadelphia Public Ledger cries no meretricious wares. It takes from the merchandise of the world’s news all that is of importance and interest—places it in its proper place for its readers—giving nothing prominence because of untowardness, but fixing each piece of news in its place of true relative value.

In the Public Ledger the big things of life which have to do with business in its relationships to humanity hold prominent place.

There is big news of business in and near this very community; all through Pennsylvania, New Jersey and Delaware. You will find it in the Public Ledger.

There are great things happening in our pulsing West. Their import is reflected in the Public Ledger.

In New England, in the South, on the Pacific Coast, business history is being made in the United States, and it is mighty interesting history.

The Public Ledger seeks such news and uses it and makes its vitality attractive, as all vitality should be.

TWO cents is a small price to pay for such a service—for the Public Ledger is more than a newspaper; it is a public service.

A business man has said that a month’s reading of the Public Ledger is a liberal education in things worth while.

So for all business-folk, big and little, large and small, wage-earners old and young—the news of the great business of life that is going on around us is found in the Public Ledger, *and much of it is found nowhere else.*

PHILADELPHIA

PUBLIC  **LEDGER**

2 Cents Daily

5 Cents Sunday

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