ORDER OF RED MEN
PLANS WINTER'S WORK

Warriors and Braves Will Brighten Yuletide With Ge

wisway





 $=x^{2}=4$









$\qquad$ bitten by dog; has rabies Dicknon City Man Ie Not Expectod goranton phe






## Some Plain Facts About "Quality Circulation"-10

## "Newspaper Quality" Makes "Circulation Quality"

NO STREAM can flow higher than its source; no newspaper can achieve greatness beyond the great-
ness within itself. ness within itself.
It would be as futile to carry coals to Newcastle or ice to the polar regions as it would be to offer an article of mediocrity to those people who are trained to the apprecia-
tion of quality. on of quality

A man sets out to manufacture a line of goods with ne primary object in his mind-to sell those goods.

This leads to the second visualization: The Class of customers who will buy the goods.

A man making $\$ 2$ shoes would not attempt to interest he buyers of $\$ 10$ shoes; nor would a man making $\$ 20$ and $\$ 25$ men's suits appeal to the wearers of $\$ 6, \$ 8$ and $\$ 10$ suits. ind's ith a newspaper. The publisher fixes in his
de eye the audience he desires to interest.
possible, hasingle, not only in numbers, but in influence and pur hat reaches the "down and outs," that caters to the unsuc cessful, the malcontents, the "submerged tenth"-this circulation is of little value to a publisher, and of less value to an

Having fixed in his mind the quality classification of his readers, he will so establish his journalistic policy, so as to please the greater number of such readers.

Hence it comes that quality of circulation is simpiy reflection of quality in the newspaper itself.

The Public Ledger is printed with an eye single to those Philadelphians and their neighbors who, while not appreciate the substantialities of life rather than its theories and unrealities

The Public Ledger puts quality into its columns, into ts news service, into its editorial matter, its special features, s illustrations and typography; and it naturally follows appeals.

There are many hundreds of advertisers who have just this problem in view-who wish to reach just this class of people

These advertisers find, in the Public Ledger's circulation, an already established channel into the homes of the people they desire to reach.

In the Evening Ledger field there is a broader channel and it runs further, perhaps because of the Evening Ledger's one-cent price against the Public Ledger's cent price. And yet the Evening Ledger is conducted o the same clean, high-minded lines as the Public Ledger

The spirit that animates the Public Ledger animates the Evening Ledger, though the physical garb may be somewhat different

The putting of quality into these papers has secured ather than the shell will give the Public Ledger-Evening Ledger serious consideration.

## PUBLIC A <br> Two Cents


One Cent

