



The present Public Ledger Building (on the left) erected by George W. Childs and the new plant (above) soon to replace it

The PHILADELPHIA PUBLIC LEDGER



Under George W. Childs the PUBLIC LEDGER became "America's standard newspaper."

John Walter, 3d, proprietor of the London Times, sent to Mr. Childs an expert who introduced the stereotype process in the PUBLIC LEDGER plant. Mr. Childs and Mr. Walter became intimate friends and exchanged visits. For a generation after the Civil War the American correspondent of the London Times had his desk in the PUBLIC LEDGER office.

At his Philadelphia home Mr. Childs entertained foreign rulers and statesmen, as well as the world's greatest authors and artists. In England he is well remembered for his memorials to British poets, at Stratford-on-Avon, in Westminster Abbey and elsewhere.

When the present PUBLIC LEDGER building was dedicated in 1867 it was heralded as "America's model newspaper office" and distinguished travelers stopped to inspect it.

Charles Dickens, in 1868, dedicated for the PUBLIC LEDGER a new 4-cylinder rotary press, then a mechanical marvel.



George W. Childs

Under Cyrus H. K. Curtis, the present publisher, the PUBLIC LEDGER, while more than maintaining its old-time standing at home, has extended its prestige in all directions abroad.

Its army of correspondents and writers cover America, Europe, the Near East and Far East. Their product is distributed among hundreds of newspapers scattered from northern Canada to Buenos Aires and around the world through England, Ireland and Scotland to India, Eastern Asia and the islands of the Pacific, and to all of the great cities of America.

Plans have been completed for a new PUBLIC LEDGER building to occupy, in Philadelphia, the entire block now including the model office of George W. Childs. This new structure will be the largest and most complete newspaper plant in the world.

It will be a monument to the universal prestige of this great newspaper, with its world-embracing news service.



Dickens starting Public Ledger press

PUBLIC LEDGER



PHILADELPHIA, PA.

NET PAID CIRCULATION
MORE THAN 240,000 DAILY
MORE THAN 210,000 SUNDAY

This advertisement is also appearing in
THE LONDON TIMES
THE PARIS MATIN
THE TOKIO JAPAN ADVERTISER
THE CHICAGO TRIBUNE