

These are but twelve of several hundred members of the editorial staff of the Public Ledger.

The large amount of regular salaries necessary to maintain such a staff is justified by the results, which are:

That the Public Ledger has a circulation of more than 240,000 a day which cannot be lured away by all the ingenuity of rival circulation managers.

The strongest circulation makes the strongest advertising medium.

PUBLIC LEDGER

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Cyrus H. K. Curtis, Publisher