

A Constant Reader Says:

I've just reached a very satisfying solution of my newspaper problem. I've added a good hour's worth of solid interest and enjoyment to my day and feel grateful to the world in general and THE PUBLIC LEDGER in particular:

Perhaps I'd better begin at the beginning:

My days at the office are full—and yet, I do like to read, I do like to keep abreast of the times.

I have had the habit of getting my morning Public Ledger—putting it before me as I salt my eggs, and by the time I've had my coffee, some of the important items which fill my paper have been absorbed.

But I simply could not do justice to the paper nor to myself. There are pages and pages that I was forced to leave unread.

The other night I chanced to stumble on the solution that I pass right on to you. I got home, went through the evening papers, and for want of anything else, casually picked up the Public Ledger.

Isn't it astonishing that the paper I thought was "all read out" kept me very delightfully interested for more than an hour.

Take the pages as they come: The front page and the succeeding two include all the worth-while news of the world, the important happenings in Washington, the things that mean most to me in my own Philadelphia—Yes, these three pages should keep any one fully abreast of the times.

Then the big advertisements start to take the attention—usually, in and about Page Four or Five this man Raymond Carroll writes his taking talks on New York doings.

I had heard something of Columns—especially some pertinent things about this man Jay House who writes the Column on the Editorial Page of the Ledger. I suppose I ought to be shamefaced, but I never did have time to go through the thing. Well, I did read it and enjoyed it! This Column of print is just chuck full of humanisms that are thoroughly enjoyable, and I know now that I wouldn't miss the Column and don't intend to.



I usually did read the editorials—by that I mean the leading editorial or two, but now I read them ALL through. The letters of Colonel House do broaden my views, and the policy of the editors of the Ledger is sound, thorough and broad-minded.

Right opposite the editorial page are articles by famous correspondents from Shanghai, Paris, London—in fact, all the great foreign centers—a pageful that puts me in touch with all the world.

Sports: I like to get into the zip and dash of this red-blooded world. It's not only the news—it's the slangy, happy way in which so much of these sports are written that gives me good feelings. And Cullen Cain is fine.

And then, of course, I got right into the business section. Men such as Richard Spillane; B. C. Forbes; Evans of Chicago; Monitor of New York, do know business. They have the uncanny faculty of getting down to the facts at once. Industries, trade conditions—anything and everything in the United States, with some very good pointers on what's doing in other nations—plus the market reports—what is doing in the law courts, marine news, real estate activities, etc., etc., and quite a few other et ceteras—These make up the eight pages of the business section that has earned recognition wherever business is really done.

And when I had finished, I realized that I had read the clever and interesting advertisements, along with the news, and thoroughly enjoyed them.

When I started this outburst, I didn't know I would ramble on as I have done, but while the going was good, I decided to pass the good word on—for the Public Ledger does deserve it.

*Constant
Reader*

The above is an interview with a real reader of the Public Ledger, a prominent business man of Philadelphia.