



"Women Appeal to Women in the Public Ledger"

FOR YEARS Peggy Shippen, a learned and brilliant woman, wrote exclusively for the Public Ledger. She built up a great following of tens of thousands of women readers. Now, as then, the Public Ledger is a part of the daily lives of these women and the influence of the paper among women is growing day by day. Constance Drexel, stationed at the Public Ledger Bureau in the National Capital, writes on legislation and national issues of interest to women. Sarah D. Lowrie, under the title "As One Woman Sees It," wields a powerful pen in women's interests. Ellen Foster Stone covers Women's Club News. Harriet Hubbs writes for women in the field of politics.

DOROTHY THOMPSON, our Special European Correspondent, chronicles the news on women's affairs. Mrs. Mary A. Wilson tells a housewife how to run her home economically and efficiently. Hester Rawley and Nancy Wynne, Society Editors; Dolly Madison, Abigail Lawrence and Dolly Wayne are authorities in the social world. Winnifred Harper Cooley, "Cynthia," Helen Decie, Hazel Deyo Batchelor, "Flora," Edith W. Powell, Sidney Lear and "Shopping With Dorothy" all address their daily and Sunday messages to the great family of women readers of the paper.

That Is Why National and Local Advertisers Who Wish to Appeal to Women Use the Columns of the Paper in Increasing Lineage From Month to Month and Year to Year

In less than 10 years the circulation of the Public Ledger has grown from 45,000 to more than 260,000 in its daily editions, and from 72,000 to more than 220,000 on Sundays.

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