

*Publishing
a Newspaper
for Business-folk—1*

Who ARE Business-Folk?

You lad, just from grammar school or prep—you are a Business Man in the making. The big business of Tomorrow is directed by the Little Business Men of Today. It is important that you set your step to the right Forward March!

You clerks and managers and sub-executives, with all your helpers, you are all Business-folk, and as such you are interested in the great business that is going on all around you.

What do you really *know* about this great business that is filling the Nation with activity? If you depend upon the average newspaper you get the high-lights of romance, crime, adventure, perhaps, but of the substantial fundamentals you miss much.

The Philadelphia Public Ledger is edited with the point in view that Life is a Great Business, and that the boy in the store or workshop, and the young man going along with his tasks, and the executives and the men and women who are filling in the great spaces of employment upon which rests the structure of business—that all these are Business-folk, and need daily business news.

This business news isn't dry. It is full of human interest.

A week's reading of the Public Ledger would demonstrate that 2c a copy is a small price for such a broad-gauged journal; that in no way could 10c a week be invested and bring such large dividends in the way of preparedness for life's work.

All of the news, of course. Plenty of interesting departments and good reading.

But always, in the Public Ledger, the viewpoint of Business.

PHILADELPHIA

PUBLIC LEDGER

2c Daily

5c Sunday