

*Publishing
a Newspaper
for Business-folk—4*

Opportunity Wears A Mask

That Is Why So Many Do Not Recognize Her When She Calls

And Opportunity never wears the same mask twice. One day she may come as a beggar, and we turn her from our door, and lo! before nightfall we realize that we have missed fortune by the breadth of the threshold.

And the next day we welcome the beggar and lo! Opportunity is not there, but has passed us by in her limousine.

It is not true that Opportunity knocks only once in every man's life—she knocks many times, but because we have no insight we cannot see beneath the exterior, and few only can recognize her.

How can we come to know Opportunity?

By studying her in the myriad aspects that she wears—by knowing her habitat—by acquiring that sixth sense which sees beneath the outer veil of things as they seem into the true inwardness of things as they are.

It is the constant aim and purpose of the Philadelphia PUBLIC LEDGER to present things as they are. It has advertised: "The News As It Is, Not As It Seems."

A wrong viewpoint in the newspaper means a wrong viewpoint in the home. The PUBLIC LEDGER is unveiling Opportunity every day. It prints the business news of this great business community and country and lays before its readers, viewed from many angles, the meaningful development of life in all its aspects.

Those who want to know Opportunity when she knocks, should read the newspaper which is able to recognize the essentials in their distinctiveness from the non-essentials, and to treat them journalistically as they should be treated.

PHILADELPHIA

PUBLIC LEDGER

2 Cents Daily

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