

*Publishing  
a Newspaper  
for Business-folk—5*

## Tradition is a Weight on the Heel of Progress

IT has been the history of mankind that progress pulls forward and tradition holds back. When trolley cars were first used in the city streets, mass-meetings were held to protest against them. Generations ago when it was proposed to use gas for illuminating purposes, near riots followed, and dire prophecies of blowing up a city were heard on all sides.

Even the automobile, now so necessary, when it first appeared was looked upon as the fad of fools.

Many men walk backward through life watching the records of yesterday instead of viewing the trend of events toward tomorrow.

### *And so it is in Publishing a Newspaper*

There was a time when circulation and prestige were increased by scouring the earth for the sensational. Nowadays the thinking portion of the community read the newspaper for the sane view of life, and to help themselves get away from the thrall of tradition.

The Philadelphia PUBLIC LEDGER has no tradition save the one of clean sincerity. It makes up its pages according to the time in which we live. This is a business age—America is a business country—the very community in which you live is a business community. And the Philadelphia PUBLIC LEDGER is a newspaper of business and business interests, even though it does cover as fully as all the others the *general news* of the day.

Those who read a newspaper because it was the paper of their sires, or because they read it yesterday, must realize that here, too, tradition can play a retrogressive part.

Things are looking forward in America, especially in its communities of homes. The PUBLIC LEDGER is looking into tomorrow, and those who read it share its vision.

PHILADELPHIA

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