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THE DAY BOOK

An Adless Daily Newspaper.

N. D. Cochran,
Editor and Publisher.
500 South Peoria St.



Tel. Monroe 353.
Automatic 51-422.
By Mail, 50 Cents a Month.

VOL. 2, NO. 288

Chicago, Thursday, Sept. 4, 1913

ONE CENT

THE ATTEMPT OF BIG BUSINESS TO CONTROL THE NEWSPAPERS

*George P. Bent Quotes an Editorial From Leslie's That
Makes the Purpose Plain—Shall Newspapers
Protect the Public Interest or Promote the
Selfish Interests of Advertisers?*

BY N. D. COCHRAN

In literature being sent to the rich advertisers of Big Business in his attempt to organize an advertising boycott on the Tribune, Geo. P. Bent, manufacturer of Crown pianos, has clearly in mind the thought that advertisers have RIGHTS affecting the policy of newspapers that non-advertisers do not have.

In his lurid "Speak! Think! Act!" circular to members of the Illinois Manufacturers' Association and the Chicago Association of Commerce, he republishes an editorial from Leslie's of July 31, 1913, under the heading: "The Advertisers' Rights."

I quote the Leslie editorial in full, as published by Bent:

"An advertiser in a Cincinnati paper cancelled his advertising frankly and bluntly on the ground that he did not believe that the newspaper stood for the things that were helpful to Cincinnati. One of our esteemed contemporaries denounces this as 'an outrageous act.'

"But let us see. There may be another side to the question. Mr. Truman A. DeWeese, a heavy buyer of advertising, recently entered his protest in the Editor and Publisher, July 31, 1913, against the tendency of newspapers and other periodicals 'to ignore the rights of the advertiser whose patronage is the chief source of revenue for the publication.'