

## ANOTHER CHICAGO PUBLISHER WHO KNOWS A GOOD THING WHEN HE SEES IT

Under the head, "One Newspaper That Is Not Afraid," the Chicago Democratic Bulletin prints the following editorial:

"Did you ever read the Chicago Day Book?

"No?

"Then you have missed something and something very much worth the while.

"In these days of decadent journalism it is refreshing to come across a daily publication that is not afraid of anything or anybody. Such is The Day Book.

"Of course, it is the proud boast of every Chicago daily newspaper that it is independent of every possible influence; that it is free and unmuzzled and not susceptible to influence. That is the way the trust newspapers talk about themselves on their editorial page, and it is true to a certain extent—only to a certain extent.

"It is true that the ordinary citizen cannot secure favors from the big metropolitan newspapers—usually he cannot secure even commin justice. That is because the newspapers have no reason to be afraid of the ordinary citizen.

"With their political influence, which makes them practically immune from legal proceedings of any kind, they are independent of every influence but one:

"That is the advertising influence.

"The newspapers are not afraid of the police or of the city administration, or the state administration or the courts.

"But they are afraid of the big State street stores.

"That is just where The Day Book differs from the trust newspapers. It is not afraid of advertisers, large or small. It tells the truth about the big State street stores just as mercilessly as about anybody else. There is a very good reason why it is not afraid of its advertisers:

"The Day Book has no advertisers.

"The ordinary citizen cannot know how many stories, scandalous and otherwise, have been hidden from the public eye because of the strong influence of the big advertisers with the newspapers. Many a thing has been hushed up, and many another thing has been deliberately misrepresented that some advertiser, whose contract was of value, might not be offended.

"The newspapers are just as responsive to an attack on their bank balances as are any other business organizations. They protect the cash drawer with every resource at their command, just as does any merchant.

"How much space do you suppose the Sunday Evening club would command in the news columns of the daily papers were it not one of the pet hobbies of the head of one of the big State street stores? How much space do other similar institutions, just as worthy, get?

"The Day Book can afford to tell the truth about these matters—and it does so.

"No newspaper has ever printed the story of how Marshall Field & Co. virtually closed a street that they might connect two portions of their big store. The name of Marshall Field is sacred in the newspaper offices.

"When the O'Hara vice commission began its inquiries you did not observe the daily newspapers of Chicago telling the truth about the pitiable wage paid to women employes, did you? But they commented editorially upon the wages paid by Sears, Roebuck & Co., who do not advertise in the newspapers, and commented very unfavorably on the testimony of Mr. Julius Rosenwald, its president.

"The daily newspapers did not tell you that a well-known State street