

ONE CENT — LAST EDITION — ONE CENT

THREE KILLED IN UNIVERSITY FIRE
PINCHOT PRAISES WILSON POLICIES

THE DAY BOOK

An Adless Newspaper, Daily Except Sunday

VOL. 6, NO. 7

Chicago, Thursday, October 5, 1916

398 

TRUST PRESS AUTO AND OIL AD FAKES ARE SHOWN UP

Investment Bankers Score Chicago Papers as Con Game
Aids—Ask American Publishers' Ass'n to Stop
"Come-On" Advertisements.

Chicago newspapers which accept "get-rich-quick" fake automobile and oil well company stocks in hope of throwing their gullible readers into the hands of financial sharks were placed in the "con game" class yesterday at the convention of the Investment Bankers' ass'n at Cincinnati, O. They were bitterly con-

demned as betrayers of their readers' faith.

The situation has grown so alarming lately that the bankers have appealed to the American Newspaper Publishers' ass'n to stop the Chicago papers from printing rotten advertising.

Names of the papers printing this brand of "come-on" ads were not