

NOON EDITION

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**RUMOR CLAIMS HANK
O'DAY MAY LOSE HIS
CUB MANAGEMENT**

**ORDINANCE PASSED
BY COUNCIL IS BLOW
TO GUNMEN**

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ONE CENT

ARE NEWSPAPERS RUN FOR READERS OR FOR BIG ADVERTISERS?

*Illustrations of How Advertising Influences the News and
Editorial Policy of Chicago Newspapers—The
Reason Why the Press in America Is Not Free.*

BY N. D. COCHRAN

C. W. Post of Battle Creek, who committed suicide last week, well illustrated one serious trouble with the newspapers of today.

He was one of the largest advertisers in the country—in the sense that he paid out vast sums of money for advertising, and through that advertising he built up a big business in a breakfast food bearing the name Grape Nuts—probably so named because it wasn't made from either grapes or nuts.

Post paid many thousands of dollars annually to newspapers, and made millions by doing it. In spite of the fact that he made millions by the use of newspaper advertising space, he took the position that newspapers to which he paid money were under obligation to him.

If he didn't like the news and editorial policy of a newspaper he would withdraw his advertising from that paper. In this way he attempted to influence and control newspaper policy.