

BOX

2

FOLDER

23

City Advertising

1910



W.F. CLARK  
NEW YORK

One Broadway

Jan 3rd, 1910.

My dear Mayor:

I took one look at your  
inter office this morning  
and fled. I want to talk to  
you about the city advertis-  
ing; but will be in court  
the greater part of this week.  
If convenient to you I  
would like to see you  
Saturday morning, or any  
time next week.

Sincerely yours,  
W.F. Clark.



*City Advertising*

TELEPHONE 317 RICHMOND HILL

THE BEST  
ADVERTISING  
MEDIUM  
IN THE  
BOROUGH  
OF  
QUEENS

## The Richmond Hill Record

Circulating Throughout the Borough of Queens, New York City

FINE BOOK  
AND  
JOB PRINTING  
OF EVERY  
DESCRIPTION  
A  
SPECIALTY

PARK STREET, BETWEEN JAMAICA AND MYRTLE AVENUES

BOROUGH PUBLISHING CO.,

THOS. COATES, PRES. AND TREAS.

7+1-6x  
RICHMOND HILL, L. I., Jan. 12, 1910. 19

Hon. William J. Gaynor,

Mayor of the City of New York.

Sir--I note with a good deal of satisfaction the stand you have taken in regard to the waste of money in city advertising. But there is a phase of this question to which I invite your attention. In a borough like Queens there is no paper which is read to any great extent outside of its own immediate locality. Therefore it would be difficult to select an official paper for this borough. I would therefore suggest that if but one paper is to be used, the paper should be selected which would more closely reach those affected by such advertisements. This is particularly important in the matter of local improvements and assessments.

For instance, a great many local improvements are coming to this locality, and if these matters are advertised in any other town's newspaper the people of Richmond Hill would not be the wiser. And the same may be applied to other localities.

I therefore take the liberty of presenting my views to you, hoping that the good start made by the new city government may be kept up for at least four years.

Yours respectfully,

*Thos. Coates.*



W.F. CLARK  
NEW YORK

One Broadway.



January 26, 1910.

Hon. Wm. J. Gaynor,  
Mayor City of New York,  
New York.

Dear Sir:

In relation to the question of properly handling the city advertising, I would suggest that the Board of Estimate provide that the advertising of all departments of the city be done through the office of the Supervisor of the City Record.

Under the charter the Board of City Record designates seven papers, two morning, two evening, two weekly publications and one German daily, as official papers for the printing of city advertisements. The same charter provides that other publications may be added to this list for special advertising, should, in the opinion of the Board of City Record, such advertising be deemed necessary. Advertising of this character now in most instances goes through the office of the City Record; and the great volume of advertising coming under the heads of pawnbrokers' notices, legislative hearings, franchise notices, election notices, notices coming from the Board of



Hon. Wm. J. Gaynor--2.

W. F. CLARK  
NEW YORK

(Jan. 26/10)

Water Supply, the Corporation Counsel's office, and specially designated advertising from the Comptroller's office is sent direct from the department where such advertising originates to the papers selected by the head of such department, so that it is impossible for you to know at any given time how much advertising the city has outstanding, or how much the city owes for such advertising, or how much the city has paid for its advertising up to any given time, without overhauling several departments, in order to provide the Comptroller's office with the necessary data to make a search for the desired information. The proceeding would take a couple of days, anyway.

My suggestion is that every line of city advertising be sent first to the office of the City Record, where a proper entry should be made of the number of lines in each advertisement, the date of publication and the rate per line charged for such matter, in the books of that office. The advertising should then be turned over to a duly authorized agent, appointed by the Mayor--through the authority already vested in the Board of City Record--for distribution in the city



Hon. Wm. J. Gaynor--3.

W.F. CLARK  
NEW YORK

(Jan. 26/10)

papers. This agent shall keep a copy of all such advertising matter, with the rates charged by the papers printing the same, with this additional information, to wit, the amounts paid to the papers and the dates upon which such payments were made by the Comptroller's office.

The agent performing this work will get his commission from the papers, the same as any agent handling commercial or business advertising. He will not cost the city a cent, but will be the means of inaugurating a system whereby the Board of Estimate may have at a moment's notice a complete digest of bills for city advertising.

The handling of the business in this way will simplify matters for the papers, insure the prompt collection of their bills, do away with all disputes as to over-charges and eliminate the element of graft that has been so prolific of scandal during the last few years.

The whole subject of city advertising is as simple as A, B, C, if properly handled. There is no mystery about it, and the complexity of the laws governing this branch of the city's business is more imaginary than real. There are, to be



Hon. Wm. J. Gaynor--4.

W.F. CLARK  
NEW YORK

(Jan. 26/10)

sure, a great number of laws; but they have been enacted for the advancement of some special interest and are of no force provided you care to ignore such interest.

The Brooklyn papers are in a class by themselves. They each get \$20,000 for the publication of corporation notices relating to the Borough of Brooklyn. This does not include the election advertising.

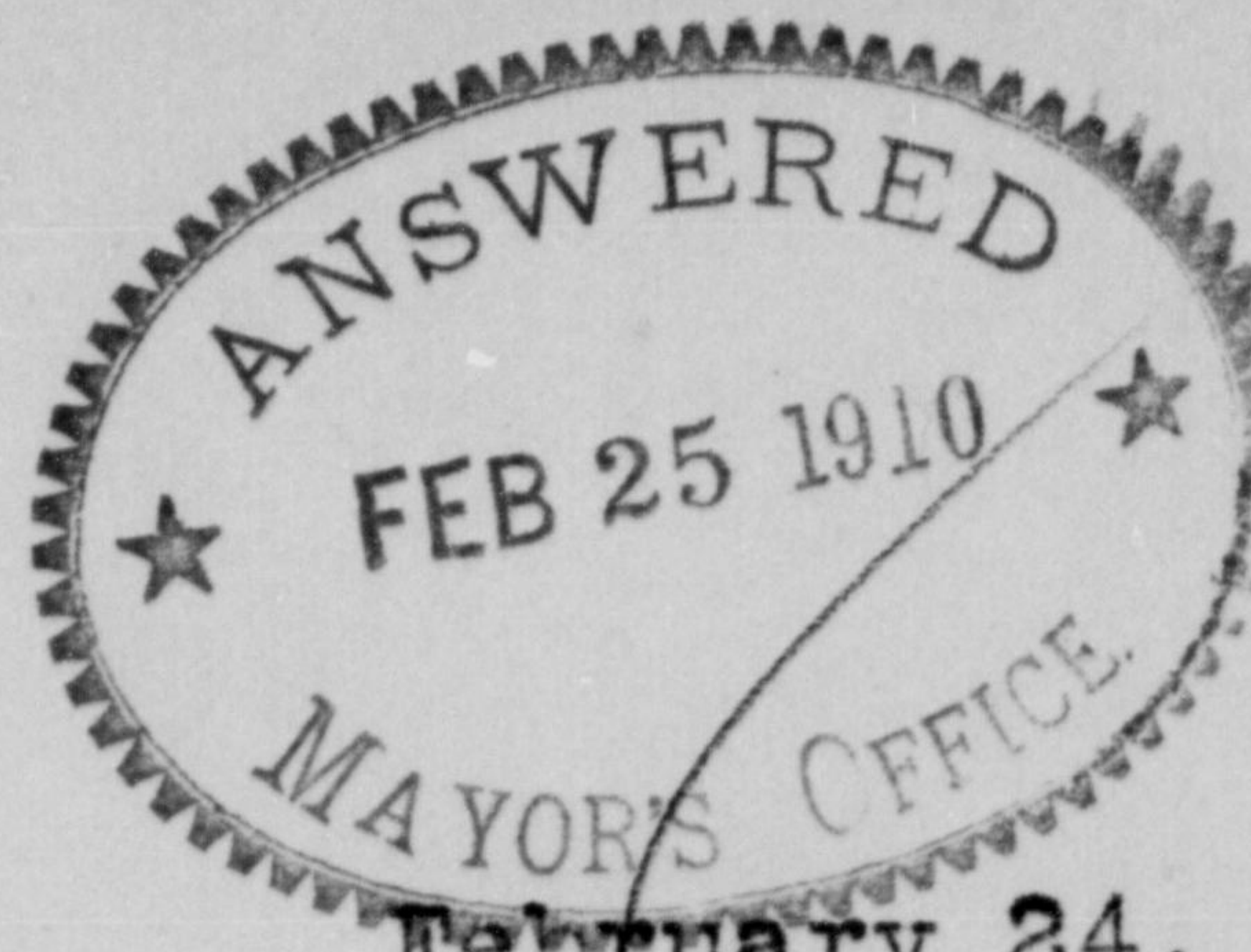
Sincerely yours,

W.F. Clark



City Advertising

W.F. CLARK  
NEW YORK  
One Broadway.



February 24, 1910.

My dear Mr. Mayor:

There are four good franchise "ads" soon to be given out by the Board of Estimate. The Morning Telegraph would appreciate it if you would see that some of this came our way.

Sincerely yours,

*W.F. Clark*

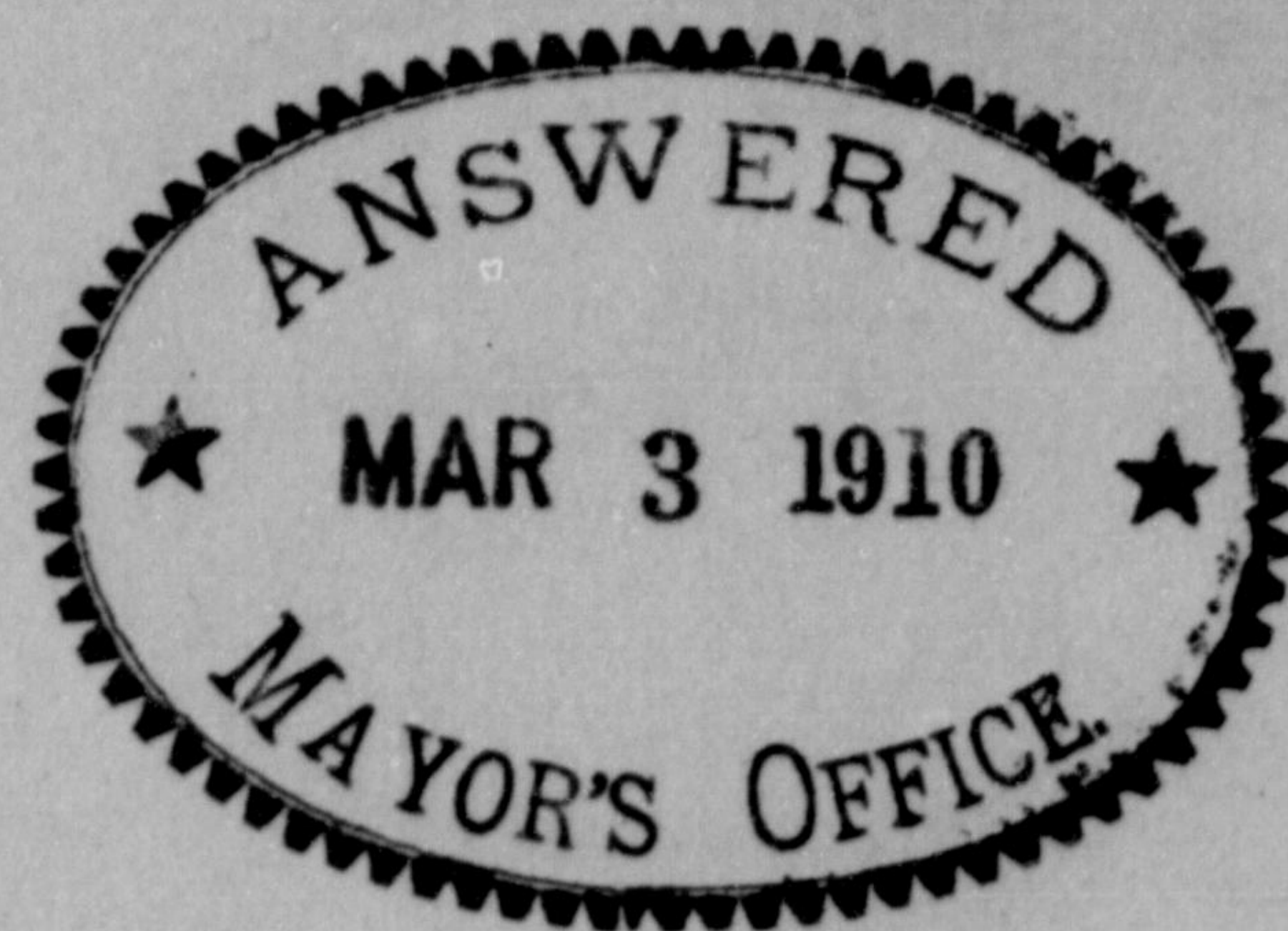
P. S.: Your Corporation Counsel is doing a great work. He ought to be encouraged. The motto of this administration should be "none but Gaynor men on guard." He has a lot of dead wood in his office--men who opposed you before and after your nomination. They have earned a long, long vacation.

*W.F.C.*



*City Adv.*  
ADDRESS ALL COMMUNICATIONS TO THE OFFICE.

**The Journal of Commerce**  
AND COMMERCIAL BULLETIN  
32 BROADWAY, NEW YORK



March 2nd, 1910.

Hon. William J. Gaynor, Mayor,  
City Hall, N.Y. City

Dear Sir:

I am enclosing herewith copy of a letter sent this day which is self explanatory. The Comptroller in his letter to us of February 25th states that a copy of the letter from the manager of the "Morgen Journal" was also sent to you. Our letter is in reply to the request of the Comptroller asking for criticism.

Trusting our claims will receive your careful consideration,  
we are,

Very truly yours,

THE JOURNAL OF COMMERCE & COMMERCIAL BULLETIN.

AWD

*W. Dodsworth*



ADDRESS ALL COMMUNICATIONS TO THE OFFICE.

# The Journal of Commerce

AND COMMERCIAL BULLETIN

32 BROADWAY, NEW YORK

March 2nd, 1910.

*Copy*

Hon. William A. Prendergast, Comptroller,  
Department of Finance,  
City Hall, New York.

Dear Sir:

We beg to acknowledge receipt of your favor of the 25th together with enclosure from the manager of the "Morgen Journal." In furtherance of your request for any objection or criticism of the proposition therein contained, we respectfully submit the following:

First; We believe that the designation of newspapers to carry the city advertising should be left in the hands of those now having such authority, namely - The Board of City Record.

Second: We do not believe that it would be feasible nor would it be proper to receive bids once each year for such advertising, for the simple reason that bids might be submitted by some papers not suitable for carrying such business, and at a price so low that it would not yield a fair profit to the legitimate publisher.

Third: We do not think that it is at all within the province of publishers to suggest to the authorities the number of papers that should be used by the city for its advertising, believing the Board of City Record is fully capable to pass on that matter.

Fourth: We do not believe that papers other than those printed in the English language should receive such advertising. New York is an American city, and only papers printed in the English language should be entitled to such advertising. To designate a German, French or Italian newspaper implies a bid for political purposes. I think that you will agree with us that any business man desiring to do business with the City



#2 Hon. William A. Prendergast, Comptroller

of New York, can and should be able to speak and write the English language. We are quite sure that the City of New York would not care to accept bids or do business with any concern unable to meet these requirements.

Fifth: We do not think that the quantity of circulation has anything like the important bearing that is implied in the letter from the "Morgen Journal". You will doubtless agree with us that there are comparatively few concerns who care or are able to satisfactorily bid on city business, and such concerns are business men who in making their bids would consider and go into details of such bids while at their offices, and not at home. The average newspaper as you know, may and doubtless has, ten upon tens of thousands of circulation among a class of readers( such as boys, girls, women, clerks, stenographers etc., ) not in any way interested or capable of bidding on city business. Therefore, all such readers would represent a total loss circulation to the city. On the other hand the readers of the Journal of Commerce are all business men who would be more than anxious to sell their goods to the city. What the City of New York is particularly after in printing its advertisements, is to reach parties who are vitally interested in the contents of such advertisements.

While on this subject The Journal of Commerce desires to lay before you its claim for being designated as one of the papers to carry the city advertising. Briefly our claims are as follows:

It has been known for many years that the supplies furnished the City of New York have been let out to political favorites. This system has become so well known and in vogue for such a length of time that the better class of business men not actively engaged in politics have believed it was useless for them to bid on such business. The result has been that supplies bought by the city were purchased at excessive prices. If these



#3 Hon. William A. Prendergast Comptroller

notices were published in a business man's paper such as The Journal of Commerce it would arouse a degree of interest among business men and be clear evidence to them that the city is willing and ready to do business on fair lines. Such action would result in a large increase in the number of bids with resulting low prices for supplies purchased and an important saving to the city. Our paper is taken by all of the contractors, manufacturers and commission merchants in all lines of business, and as the matter of supplying the city with supplies would be considered during business hours, and not while at home, ( which is where the general newspaper is read ) plainly shows that the Journal of Commerce ( which goes to the business man's office ) is a suitable advertising medium for the City of New York.

We do not claim the large circulation that other daily newspapers do, but do know that we have the largest circulation among business men and contractors, who are likely to be interested and willing to bid on city business. This, we believe is the class you are most anxious to reach with the city advertisements.

The rates of most of the papers of New York City for city advertising has been from 40¢ per agate line upwards. Those of The Journal of Commerce have always been 30¢ per agate line. In no case has it been customary for newspapers to grant discounts to the city for advertising space used. Our proposition to the city would be 30¢ per agate line subject to the same discounts that all other advertisers have. For example, if the City of New York should use within twelve months 10,000 lines or more, the city would be charged 30¢ per line less 25%. We believe our offer, which carries our heaviest discount, ( see rate card enclosed. ) to be as fair as can be submitted



#4 Hon. William A. Prendergast.

by any publisher.

If the Board of City Record decides to place the Journal of Commerce on the list for the city advertising we propose to make separate news items of each advertisement that we print calling attention of the business public generally to the subject matter of the advertisement. We are sure this method would have a tendency to greatly arouse the interest of business men in each instance where supplies are advertised, with the result of increased bidding and low prices to the city.

This letter being in the nature of our bid for city advertising, we ask that its contents be not made known to any other publisher.

We should be most pleased to go into this matter further with you at any time.

A copy of this letter is also being sent to his Honor the Mayor, as well as the Corporation Counsel.

Very truly yours,

THE JOURNAL OF COMMERCE & COMMERCIAL BULLETIN,

AWD

*W. Dodsworth*



City Ed.

The Wall Street Daily Investor,  
(Formerly "The Wall Street Daily Investigator." Established 1886)

KINAHAN CORNWALLIS, Editor and Proprietor.

X

95 NASSAU STREET

NEW YORK, March 12 1890 -

To His Honor  
William J. Gaynor,  
Mayor of New York.  
Dear Sir,

As you are Chairman of  
the Board of City Record for the  
me for saying that this financial  
and commercial daily newspaper  
of mine has hitherto received  
the N.Y. City bond sale adverts. and  
I shall feel greatly obliged if  
you will favor it with the Comptroller's  
advt of the bond sale of  
the 21<sup>st</sup> inst, and be glad to direct  
attention to it prominently from  
day to day on the first page. The  
rate is 20 cents per line.

I established my daily in 1886  
and it is the oldest in Wall Street,  
and has a large high class circulation,  
both in and out of New York, and  
as I was for about ten years - from  
1860 to 1870 - the financial editor of the  
New York Herald, I am also the oldest  
financial editor in Wall Street.

Yours very respectfully, with many  
congratulations on your splendid success,  
Kinahan Cornwallis.



*City Hall*

# The Philadelphia Item

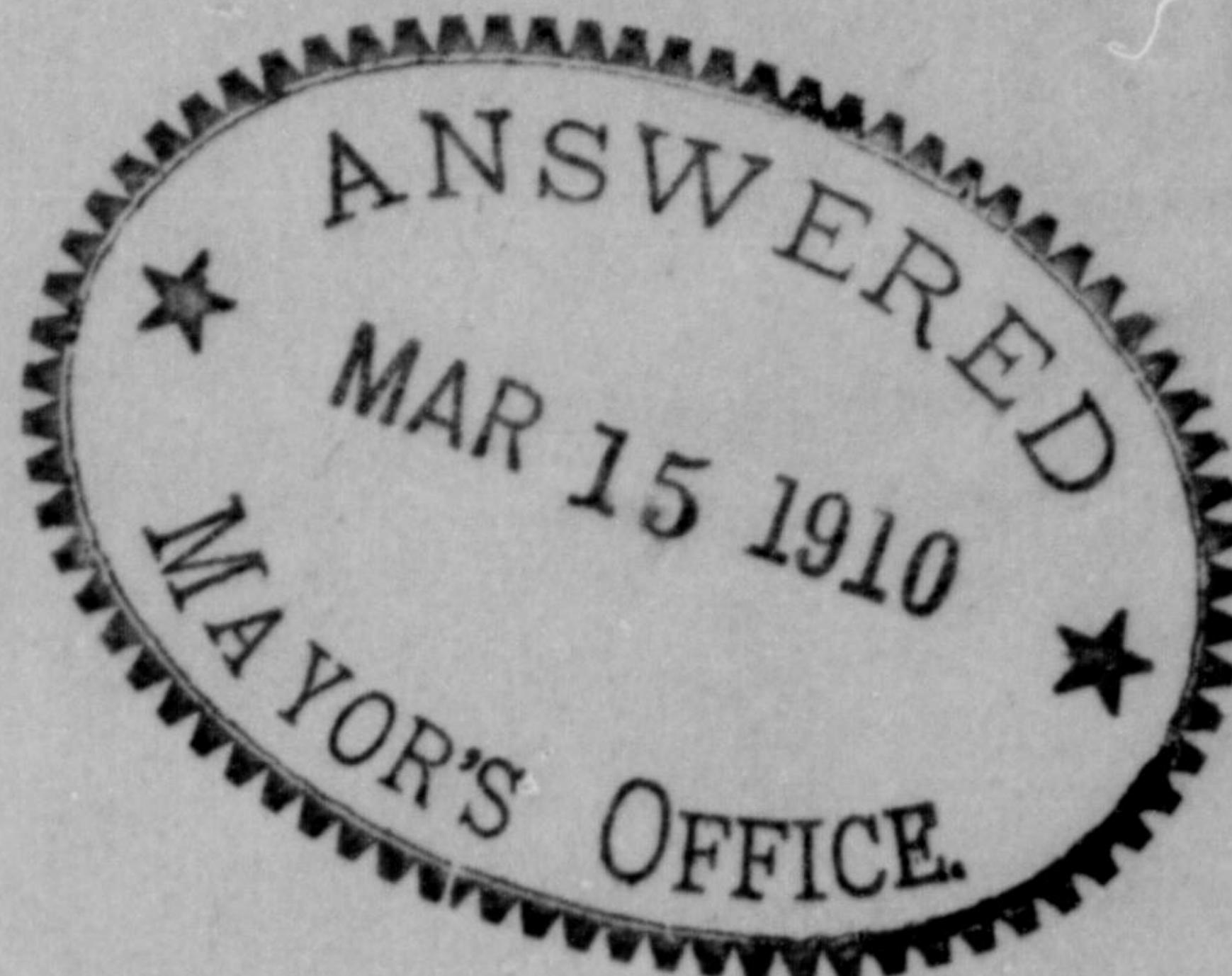
DAILY AND SUNDAY

MAIN OFFICE, 28 SOUTH 7TH ST.  
"THE ITEM" ANNEX, 711 JAYNE ST.

NEW YORK OFFICE: 314 TEMPLE COURT  
CHICAGO OFFICE: 506 BOYCE BUILDING  
LONDON OFFICE: 30 FLEET ST., E. C.

PHILADELPHIA, March 14th., 1910

Mayor Gaynor,  
City Hall,  
New York City, N.Y.



Dear Mr. Mayor:-

As you are aware I have written numerous Editorials about you from time to time, commending you in the highest terms, and predicting a brilliant future for You.

If you feel like reciprocating, now is the appointed time. A kind word from you to Comptroller Prendergrast, will, I feel sure, get the enclosed advertisement for "The Item".

Under Comptroller Metz, we published all the official advertising of New York City, I might mention also we are official paper of the city of Philadelphia and the State of Pennsylvania.

Very truly yours

*Harrington Fitzmaurice*  
Managing Editor



**\$50,000,000**

# **NEW YORK CITY**

**4 $\frac{1}{4}$  Per Cent. Gold Corporate Stock**

**Payable - - - March 1st, 1960**

**Redeemable on or after March 1st, 1930**

**Exempt from all Taxation, except for State Purposes**

**Issued in Coupon or Registered Form  
Interchangeable at will after Purchase**

**To Be Sold Monday, March 21, 1910**

**At 2 o'clock P.M.**

**At the Office of the Comptroller of the City of New York.**

**COUPON INTEREST PAYABLE**

**AT OPTION OF HOLDER**

**IN NEW YORK, LONDON OR PARIS**

**A LEGAL INVESTMENT FOR TRUST FUNDS**

Send bids in a sealed envelope enclosed in another envelope addressed to the Comptroller. A DEPOSIT OF TWO PER CENT. OF PAR VALUE MUST ACCOMPANY BID. Such deposit must be in money or certified check upon a New York State Bank or Trust Company, or any National Bank.

For fuller information see "City Record," published at Nos. 96 and 98 Reade Street, New York, or consult any Bank or Trust Company. Send for descriptive circular to

**WILLIAM A. PRENDERGAST, Comptroller, City of New York,  
280 Broadway, New York.**



# THE FINANCIAL SITUATION.

# THE MARKET.

Almost against its will the financial community is becoming convinced that no serious disturbance to the general business of the country and only temporary unsettlement of securities markets will follow adverse decisions from the Supreme Court in the Tobacco and Standard Oil cases, or the enactment into law of certain of the Administration's corporation proposals which, when first broached, aroused general distrust. Perhaps the opportunity which has been afforded those most vitally concerned to analyze the situation which would be created by adverse Supreme Court decisions in the two anti-trust cases and by the enactment into law of the measures proposed has, by opening up a vision of channels by which business may still be profitably conducted, had a good deal to do with the relative calmness with which the Washington situation is now regarded, but a factor of equal importance at least has been the reassuring attitude adopted and steadily maintained by men of prominence in the industrial, banking, and railroad fields. At a social gathering some days ago of a number of men of this kind discussion naturally turned upon the course of events in Washington. A widely known railroad man, expressing his opinion of the proposals so far as they affected railroads, recalled the fact that no railroad legislation brought forward within the past thirty years had met with anything save opposition from the roads. In spite of this, he asserted his belief that it would be absolutely impossible to find to-day in the ranks of railroad men a single executive who would willingly seek the return of conditions existing before the Hepburn law or the inter-State commerce law went into effect. This assertion was followed by a plea for openmindedness and fair treatment of suggestions from whatever source for improvement in the conduct of the railroad business. A banker of many years' experience made a similar plea in respect to the various measures suggested for the carrying on of business by industrial concerns. Regarding

ing the traffic in sight, and locomotives are therefore being sought upon a scale almost unprecedented and certainly not equaled since early in 1907. While this in a general way reflects the confidence of railroad managements in the future a specific example of such confidence was found last week in the action of the Board of Directors of the New York Central in increasing the dividend on the company's shares from 5 per cent. to 6 per cent. per annum. The declaration of a large extra dividend by one of its controlled lines, the Lake Shore, had brought into the Central's treasury from this source alone sufficient funds to cover the increase, but this was not the sole excuse for its making. A similar rate was established in 1907, but abandoned because of diminished earnings following the panic, and it is safe to assume that the present 6 per cent. distribution has not been established without careful thought regarding the ability of the company to maintain it. From the iron and steel trade there came to hand last week figures on pig iron production for the month of February. The total output of the month, which was, of course, one of twenty-eight days as compared with thirty-one days for January, ran to 2,397,000 tons, or a daily rate of 1,468 tons in excess of the production in January. Some of this iron, according to the trade journals, was added to supplies in yards, but the percentage was very small. There was disappointment over the copper production figures for February, for where a decrease in stocks nearly, if not quite as large as the 41,000,000 pounds decrease of January had been expected, supplies were enlarged by 8,700,000 pounds. Domestic takings were smaller than in the preceding month, and exports of the metal fell away to the smallest figures in exactly a year.

Indeterminate factors of fundamental importance in the financial situation continue to exist in the unsettled conditions and the crop position. The situation in Philadelphia and

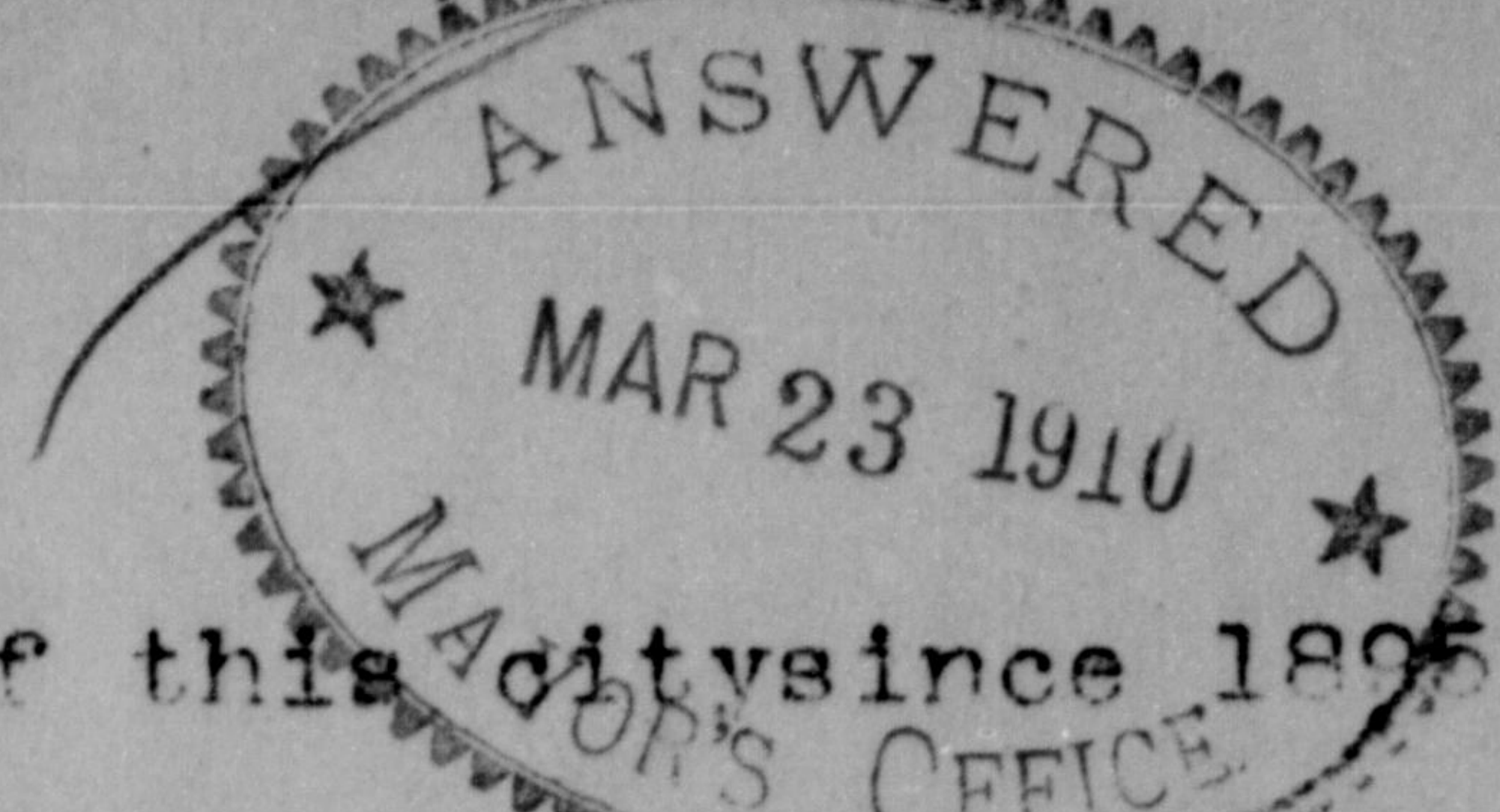


Telephone, 2310 Tremont

NEW YORK, March 15, 1910 190

The hon. W. Gaynor, Mayor of New York.

Dear Sir:-



The undersigned has been a resident of this city since 1896, has served his adopted country in the late war in Cuba and has always taken a lively interest in public affairs. For the first time I feel called upon to express my satisfaction at the fairness displayed by our present Mayor who seems to be the first one to be true to his ante-election promises. A great wrong has been practiced until now by all administrations which demands your attention Mr. Mayor; and that is the recognition of the Labor-press in regard to giving out City-advertizing. Being a reader of the Call and the Volkszeitung exclusively along with tens of thousands of others I consider it a great injustice to the papers mentioned and their readers to be virtually boycotted on account of their political views, being that they have more readers than some papers that are given City-advertizing.

Why not let every daily paper carry the same advertizing for the benefit of their readers regardless of their political views.

Hoping not to be disappointed in your honorable fairness displayed until now and assuring you of my highest respects I am

truly yours

*C. Chassen*

460 E. 176th, Str.



City adv.

C. Classen, a reader of the  
New York Call, and Volkszeitung,  
thinks the city should give one of its  
advertising to these papers.

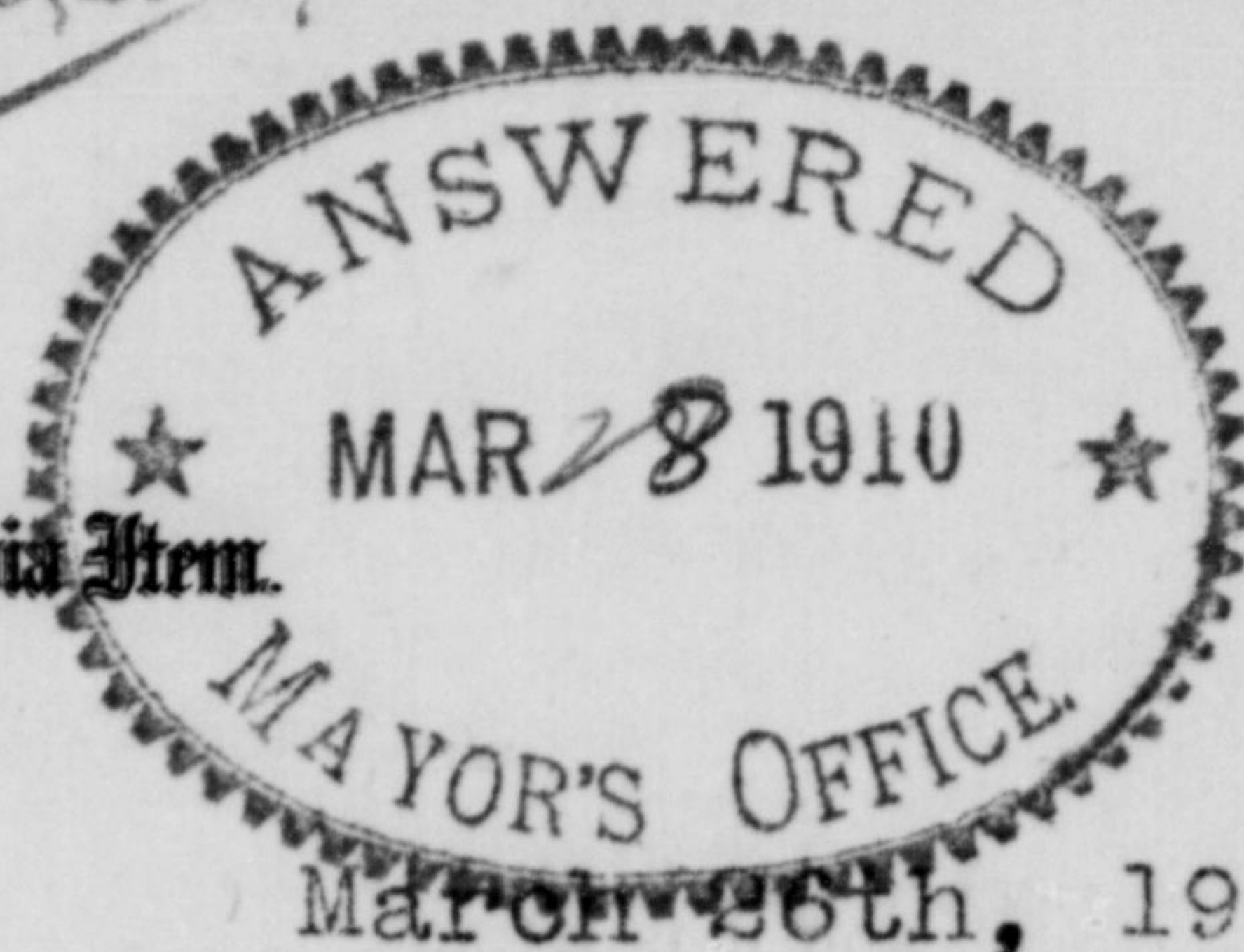
R.A.



EDITORIAL DEPARTMENT

*Harrington Fitz Gerald*

*City adv.*  
The Philadelphia Item.



Mayor W. J. Gaynor,  
New York City, N.Y.

My dear Mr. Mayor:-

I did not get the Loan advertising, but I thank you just the same for your prompt efforts in behalf of "The Item". I gave it some splendid publicity in my Financial Department, which no doubt aided the "Boom". While about it, I thought I would give you a good send off, in the shape of an Editorial, which I enclose, and hope will please you.

Yours very truly

*Harrington Fitz Gerald*  
Managing Editor.

P.S.

By the way, I see in the N.Y. papers, that you are going to negotiate another loan of Twenty-five million. Won't you kindly see that we are on the list for this advertising, and you might give me an extra insertion for what we lost on on the other advertising?



# The Phila. Evening Item.

SIXTY-THIRD YEAR.

## "The Paper of the People."

Philadelphia, Pa., March 28, 1912.

### Judge Gaynor

This is a Republican newspaper, which fact should not be forgotten when we speak in HIGH TERMS of Judge Gaynor, the Democratic Mayor of New York. We have heard it said that Mr. Gaynor is really

more of a Republican than a Democrat. If so, we rejoice to hear it. But, like all good Republicans, Mr. Gaynor is up for A SQUARE DEAL. Like all TRUE REFORMERS, he works in details, details too commonly ignored, but which in the aggregate make up the sum and substance of human life.

Judge Gaynor is truly A GREAT MAN, one of the greatest in this country to-day, and telling him so or striving to belittle his efforts, we think, would not affect the purposes of his soul one cent, although it might affect his outward acts in carrying out what he thinks is right, for the named gentleman, and he is A GENTLEMAN IN THE BEST SENSE OF THE WORD, is not a "butter-in" where he is not wanted by the majority of honest men. Instead, he is more inclined to be silent under such circumstances, but always retaining to himself his own views until they are proved wrong.

Mr. Gaynor is NOT OPINIONATED, but acts, and energetically acts, upon the best ascertainable knowledge of the day, while always remaining open to any new evidence that justifiably alters the course he takes.

Mr. Gaynor's distinguishing trait is COURAGE. Not courage to intrude, but courage to enforce THE RIGHT and RELIEVE THE OPPRESSED.

There is room for such a man in control of things in New York, and he is making the most of it, and is shaking up abuses of long standing in a way that makes the oppressors not yet reached shake in their boots with fear.

He is to-day striking straight into the roots of one of the worst and gravest evils of modern times, namely, that of the conduct of police and magistrates within his district, who themselves grossly break and violate the law and the spirit of right dealing, which they are elected and appointed to enforce, uphold and to see that citizens suffer no abuse of.

And that is only a part of Mr. Gaynor's self-appointed, but really vast work, a work that will be copied all over the best parts of this country. Because Mr. Gaynor is a TRUE PIONEER, and is hewing away the brush and weeds that are, in spots, choking out the growth of our happiness and prosperity, and even our morality.

Another field Mr. Gaynor has entered in his great speech before the Syracuse Chamber of Commerce, a couple of days ago, where he laid down more common-sense, hard-fisted, every-day NATIONAL FINANCE to the square inch of words than we have heard from any outside source for an age.

Mr. Gaynor is a financier of the first rank. He made one error, and one only, in covering the whole formula of PROSPERITY ECONOMY, and that was when he copied the opinions of others without using his own sound judgment, in saying that THE INCREASE IN GOLD CAUSED PRICES TO MOUNT.

The Item has repeatedly EXPOSED THIS ERROR for twenty years past. So long as gold is made the STANDARD coin the world over, so long its increase of quantity AS BULLION does not affect prices EITHER WAY in itself, although an increase of GOLD COIN booms things, which boom causes sellers of goods to CHARGE MORE for their time and service. But that last is a SIGN OF BUSINESS HEALTH AND PROSPERITY. The Judge confessed to that in saying LOW-PRICED TIMES ARE A GREATER EVIL THAN HIGH-PRICED TIMES.

In all other particulars the Judge's finance is an endorsement of and in astonishing harmony with The Item's finance.

Not, be it understood, that The Item "wants its own way," because it is The Item, but because The Item's way is the TRUE WAY, the PROSPERITY WAY, the way to financial success by EACH AND ALL THE PEOPLE, and The Item's way is perpetual search for facts IMPROVING OR AMENDING ITS OWN VIEWS; therefore, is the result of the BEST ASCERTAINABLE KNOWLEDGE of the day, as distinguished from individual opinion.

Judge Gaynor gave the best outside analysis of what monopoly is, and what it can or may do, we have for a long time heard.

He draws a splendid and most just distinction. He showed: "HIGH PRICES produced by ARTIFICIAL means, by monopolies, DO NOT mean good times.

"They are INJURIOUS to the community.

"Now let us not run away with that word monopoly, either.

"I use it in its STRICT SENSE, and only permissible sense.

"However great a business may grow by fair and natural means, it is NOT a monopoly. If any man or set of men can, in FREE COMPETITION and without any favoritism of government or of law, but solely by SUPERIOR INDUSTRY or SKILL produce an article of commerce of such quality or price that only a few, or not even one, can compete with them at a profit, that is NOT a monopoly.

"A monopoly can be created and maintained only by FAVORITISM of government or of law."

TRUE, every word of it. And it upholds the big corporation of to-day in point of such corporation's VAST ECONOMY in production for the benefit of the consumer—as is shown in SUGAR, STEEL AND OIL—and shows on the face of it the TREMENDOUS ERROR in the SHERMAN ANTI-TRUST LAW that has for so many years CHECKED, HINDERED, MADE COSTLY and DISCOURAGING, the HEALTHY NORMAL GROWTH OF OUR BEST PROSPERITY and ENTERPRISE.

But it would require a full magazine to do Judge Gaynor's views even partial justice.



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Another field Mr. Gaynor has entered in his great speech before the Syracuse Chamber of Commerce, a couple of days ago, where he laid down more common-sense, hard-fisted, every-day NATIONAL FINANCE to the square inch of words than we have heard from any outside source for an age.

Mr. Gaynor is a financier of the first rank. He made one error, and one only, in covering the whole formula of PROSPERITY ECONOMY, and that was when he copied the opinions of others without using his own sound judgment, in saying that THE INCREASE IN GOLD CAUSED PRICES TO MOUNT.

The Item has repeatedly EXPOSED THIS ERROR for twenty years past. So long as gold is made the STANDARD coin the world over, so long its increase of quantity AS BULLION does not affect prices EITHER WAY in itself, although an increase of GOLD COIN booms things, which boom causes sellers of goods to CHARGE MORE for their time and service. But that last is a SIGN OF BUSINESS HEALTH AND PROSPERITY. The Judge confessed to that in saying LOW-PRICED TIMES ARE A GREATER EVIL THAN HIGH-PRICED TIMES.

In all other particulars the Judge's finance is an endorsement of and in astonishing harmony with The Item's finance.

Not, be it understood, that The Item "wants its own way," because it is The Item, but because The Item's way is the TRUE WAY, the PROSPERITY WAY, the way to financial success by EACH AND ALL THE PEOPLE, and The Item's way is perpetual search for facts IMPROVING OR AMENDING ITS OWN VIEWS; therefore, is the result of the BEST ASCERTAINABLE KNOWLEDGE of the day, as distinguished from individual opinion.

Judge Gaynor gave the best outside analysis of what monopoly is, and what it can or may do, we have for a long time heard.

He draws a splendid and most just distinction. He showed: "HIGH PRICES produced by ARTIFICIAL means, by monopolies, DO NOT mean good times.

"They are INJURIOUS to the community.

"Now let us not run away with that word monopoly, either.

"I use it in its STRICT SENSE, and only permissible sense.

"However great a business may grow by fair and natural means, it is NOT a monopoly. If any man or set of men can, in FREE COMPETITION and without any favoritism of government or of law, but solely by SUPERIOR INDUSTRY or SKILL produce an article of commerce of such quality or price that only a few, or not even one, can compete with them at a profit, that is NOT a monopoly.

"A monopoly can be created and maintained only by FAVORITISM of government or of law."

TRUE, every word of it. And it upholds the big corporation of to-day in point of such corporation's VAST ECONOMY in production for the benefit of the consumer—as is shown in SUGAR, STEEL AND OIL—and shows on the face of it the TREMENDOUS ERROR in the SHERMAN ANTI-TRUST LAW that has for so many years CHECKED, HINDERED, MADE COSTLY and DISCOURAGING, the HEALTHY NORMAL GROWTH of OUR BEST PROSPERITY and ENTERPRISE.

But it would require a full magazine to do Judge Gaynor's views even partial justice.



# Morgen-Journal

GUARANTEED LARGEST GERMAN DAILY AND SUNDAY CIRCULATION  
IN THE UNITED STATES

New York, Feb. 8, 1910.



Dear Mr. Mayor,

It is most gratifying to me to tender you my sincere congratulations upon your first month's work, the excellent policy of which and the great results derived therefrom are most gratefully acknowledged by the public at large regardless of party affiliations.

Your conception of the Mayor's duties and policy are a great incentive to the other members of your administration, who are pursuing in their departments the same programme which you have decided upon, and which has the approval of all citizens alike. Keep on and your name will be perpetuated in the annals of greater New York as the most successful Mayor of our city, who accomplished what he went after.

I embrace the opportunity to call your attention to the imperative necessity of stopping the criminal waste of money which has in the past accompanied the city advertising in daily newspapers and other publications, and is a disgrace upon public economy which should not be tolerated by you any longer.

When city advertising is provided for by charter or ordinance, it should be done in newspapers selected by the Board of Estimate once a year at a public letting by newspapers qualified to bid. Once a year the city should advertise, say for one daily newspaper published in the English language and one newspaper published in the German language, to bid for the city advertising to be done during one year at the lowest price of cents per line nonpareil of 13 ems pica. All English newspapers having a paid circulation of not less than 60,000 and all German newspapers having a paid circulation of not less than 40,000 with sworn statements to that effect, to be entitled to bid, and the lowest bidder to be awarded the contract under reasonable bond.

This letting will give all newspapers able to answer the above requirement of circulation an opportunity to bid on an equal footing, and no "holdup" game of any kind can be played upon the city, which would save thereby many hundred thousands of dollars every year.

The above policy has been in vogue in all large cities in the West for many years, and proven to be a success in every respect.

It treats all papers of merit based upon a fixed circulation and nothing else alike, and the amount of the bid in figures presented is the only issue of the letting of such a city contract for one year.

Being fully familiar with every detail of city



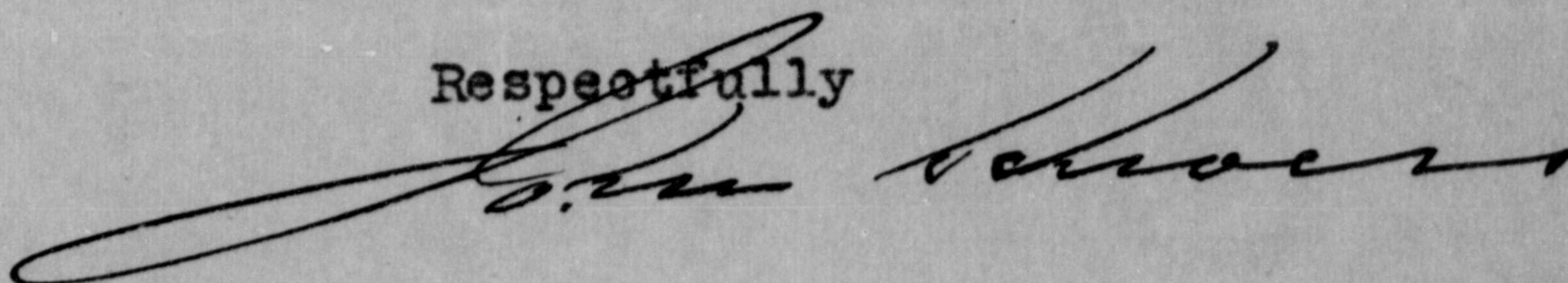
# Morgen-Journal

GUARANTEED LARGEST GERMAN DAILY AND SUNDAY CIRCULATION  
IN THE UNITED STATES

Hon. W.J. Gaynor-----No.2

advertising in nearly all large cities, I should be most willing to give you any additional information desirable and would consider it a great compliment to have an opportunity to do so.

Respectfully



Hon. Wm.J. Gaynor,  
Mayer City of New York,  
City Hall, N.Y.City.