

cited.

HOW IT SQUIRMS.

The poor, old squirming *Star* begs the question. It jumped rough shod upon the JOURNAL, some days ago, because this paper refused to be a party to its fight for personal revenge, and then, when the JOURNAL promptly took up the gauntlet, the *Star* backed down most ingloriously and went on its usual course. First it called in the circulation liar, and then it offered to bet.

Just keep quiet, sonny, and it will not hurt so bad. Of course a little howling is good for the nerves, when you are cut right deep, but if you make less noise the people will not know that the JOURNAL's prosperity makes so much difference with the *Star*.

Now, if you really want the respect of the community, which you have never yet had, just stick to the fight that you began until it is finished. Keep right on telling what a bold, bad buccaneer the JOURNAL is. Go on and tell the people all about that old, bald-headed, religious Buddhist, the JOURNAL. If you will stick to one contest until it is thoroughly finished you will not make such a spectacle of yourself.

Now, the matter of circulation, that you lay so much stress upon, is not a bug-a-boo, neither is it a bogie man. If the JOURNAL forced its papers upon so many unwilling people as the *Star* does, or if it sent its papers broadcast over the country regardless of whether they were ever paid for or not, as the *Star* does, or if it sent papers to the newsdealers without regard to the demand for them, as the *Star* does, it could present circulation figures that would be enormous. Stick to the comfort of your circulation lies if you wish, but by bringing in this extraneous matter you simply show the public what a master hand you are at squirming.