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France

THE COOS BAY TIMES, MARSHFIELD, OREGON, TUESDAY, DECEMBER 14, 1915-EVENING EDITION.



store and one good buyer of hogs ter than a half dozen cheap affairs. One good newspaper is a stronger force for town betterment and a than two or three or a half-dozen ging for existence.

employ it.

The merchant who not many years since favored multiplication of newspapers because he vainly imagined that newspaper competibetter now. He understands that tral station capable of complete service is to be had cheaper and duplicated circulation. The subscriber discovers that he gets news ntore quicker and more complete market reports. is a town and community asset, whereas three or four are liabilities. It is the difference between a complete city transportation serof small competing lines.

Newspapering is a business. a man failed at everything else he started a newspaper and hung on. He traded advertising for a history. The lowa country newspapers are in business. They buy propositions in their own home the stars. towns. The plea that the newspaper must be supported as a public charity went out with the "cheese press and the box of shingle nails."

changed .-- American Press.

Times want ads bring results.

without that."-New York Times.

Recorder of the City of Marshfield, Coos County, Oregon.



