

**SOME STRAIGHT TALK
TO BUSINESS MEN**
It May be Long But it is Strictly
Business and Worth
Reading

We wish to call the special attention of Marshfield business men to a few facts regarding the Daily Coast Mail.

It is giving the people of Coos county their local news while it is news. If a man dies they get the news before he has been a week or ten days under the ground. If he breaks his leg, they read about it before he is at work again. If a person comes to town for a few days his friends hear about it while he is here.

It is giving an outline of the important news of the world within 24 hours of its occurrence, and the more important the news the fuller the outline.

It is going about its business in a business-like manner, with no prejudice for or against any class or individual, not as an organ of any person or action, but as a newspaper.

It is giving Marshfield, in its exchanges, in the newspaper directories, in the offices of the big advertisers and in the eyes of people who are making inquiries with a view to locating here, the credit of supporting a daily paper, in itself an indication of life and progress.

It, in combination with the weekly, is giving steady employment to five grown persons, and is supporting eleven grown people and several

children, whose food and clothing are purchased of Marshfield merchants.

It is adding enough to the receipts of the local telegraph office to pay an operator, if another were required.

These are some of the things the little daily is doing now, and we would like the business men of Marshfield to ask themselves seriously if they do not think they should rally to its support.

We have no complaints to make of lack of support, so far. We are aware that the daily has been regarded everywhere except in this office as a very doubtful experiment. We have not felt like boring the business men to death until we should demonstrate that the daily could be made an actual fact, especially as the two months since its inception have been the dullest of the year.

Now, however, the time is approaching when it will be necessary to get down to business. It costs money to run a newspaper and especially a daily, and no small paper can live on subscriptions alone. If the business men of Marshfield are inclined to encourage this enterprise they will be given the opportunity to demonstrate the fact. We urge them to think the matter over, and be ready to talk business.

It hardly seems necessary to argue the value of the daily as an advertising medium. It is read by more people in Marshfield and vicinity than any other publication, and it is read every day. It is small and everything in it is seen by the most casual readers. The readers of the daily are cash-in-advance people who are able to buy what they want and pay for

what they buy. On the general proposition, a daily paper is always and everywhere considered the best advertising medium.

To those who have already shown their appreciation of the daily as an advertising medium and their disposition to encourage the enterprise from the start we wish to express our acknowledgements. Their patronage coming when it is most needed is appreciated in the highest degree.

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- John F. Hall,**
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Office in Eldorado block, Front street, Marshfield, Oregon.
- C. F. McKnight.**
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