

DAILY AND WEEKLY TIMES



Devoted to the Interests of Alameda County.

THE POLITICS OF THE TIMES.

In political matters the Times is straight Republican, but not partisan.

IT MUST BE A NEWSPAPER.

The current thought of the day on every vital question, on both sides of it, as well as the news of the day, will be found in the columns of the TIMES.

The Oakland Daily Times will give all men, rich and poor, high and low, wise and otherwise, a chance to be heard; and that each may know what the other thinks and wants, and does not want, we place on the same page what each has to say. While we have our own views, and hold fast to what we think is the truth, we are glad to make room in the Times for the best thoughts, put in few and calm words, even of those who feel that they ought to take the Times to task.

ADVERTISING IN THE TIMES.

The OAKLAND DAILY TIMES must not be a mosaic of "handbills." The great newspapers of the East have only a few columns of advertisements, paid for at a dollar and half a line each insertion. It is not wise to reverse this rule. A good newspaper must have something in it besides advertisements. It is better to pay more for less space, as a small advertisement in a good newspaper is better than a column in a newspaper "handbill."

THE WEEKLY TIMES.

It should be the ambition of Oaklanders to have the Weekly Times sent to thousands of Eastern readers, who are looking toward California as their future home. The Times will bring them by Kundreds to Oakland. It only costs two dollars a year, postage paid. Send it to your Eastern friends. It is the way to make Oakland grow.