

DAILY REPORTER.

VOL. I. NO. 27.

McMINNVILLE, OREGON, WEDNESDAY, OCTOBER 6, 1886.

PRICE TWO CENTS.

The Daily Reporter.

Entered in the Postoffice at McMinnville for Transmission Through the Mails as Second Class Matter.

THE TRUE BUSINESS.

Every week, in some part of the country, a merchant fails and makes an assignment for the benefit of his creditors, and the question arises what caused his failure? Very few are able to answer fully that question. One will say, want of money; another, want of trade; and another bad management. All three together, no doubt, produced the failure. But no remedy or solution is offered, whereby the merchant could have prevented his misfortune, because seldom does he consider the real cause which led to his failure. In reviewing the failures of the country it will be seen that the main cause which leads to them is neglect, or the injudicious expenditure of money in advertising. If any one doubts that newspaper advertising does not pay the advertiser ten fold, let him read further and be convinced. The most successful manufacturers and business men are the most liberal with printer's ink. In Portland six years ago, there was started a dry goods house, whose proprietors, John Cran & Co., were strangers to the city. But from the start they advertised; not in a stingy way, but with liberality. They patronized all the papers, and to-day they are the best known and most prosperous of any dry goods house in that city. And they acknowledge that advertising in the newspapers is the secret of their success. A. T. Stewart's immense business was, to a great extent, derived from his advertisements in the papers. John Wanamaker, of Philadelphia, is a great advertiser, and nearly every paper in Philadelphia has his ad. among their columns. In every city, it will be found upon investigation, that the ones doing the largest trade and making the most money are the ones who profit by liberally patronizing the advertising columns of the newspaper. Extensive advertising makes the name of the firm a household word throughout the country.

WORDS OF ADVICE.

The unbusiness-like custom of shipping produce through warehouse management and taking small advance payments and trusting to future settlements for a completion of the sale, has in the Roseburg failure and tragedy another marked illustration. When a man prepares an article for market, he should sell and receive his pay at the time of delivery. The vicious system of consignments has broken more men than any other one thing in the commercial world. The farmers of Douglas

county, who, in their hopes to get a little more for their produce than the regular market would bear, induced Mr. Owens to assume risks that he never would have done on his own account purely, and in the disastrous results deserve to lose all that they will. The Register says there are parties in Lane county trying by advance of a few cents a pound to get hop growers to ship through them. It will have no word of sympathy for them when they suffer loss, as there are plenty of straight business men who will pay them any day, all that the market will justify, spot cash, and no fooling, and that is the way to do business. If you don't want to sell, hold your goods, but you take a very unbusiness-like risk when you part with the products of your labor without the cash equivalent and trust futures for settlements. It is a plain business proposition.

Subscribe for the Reporter, and pay for it when you subscribe, and we will pledge ourselves to give you more news, for less money, than any other paper in the Willamette valley. The Daily will help the weekly 100 per cent.

Advertisers can take their choice, either daily or weekly, at the same old rate. No advance in the price. We've come to stay, if you say so.

First National Bank,

McMINNVILLE, OREGON

JACOB WORTMAN, President
D. P. THOMPSON, Vice-president
JOHN WORTMAN, Cashier

Transacts a General Banking business.
Interest allowed on time deposits.
Collections made on favorable terms.
Sight Exchange and Telegraphic Transfer on New York, San Francisco and Portland.
Office hours—from 9 a. m. to 4 p. m.

FIRE INSURANCE. JOHN WORTMAN

Represents the following sterling companies: London & Liverpool & Globe, North British & Mercantile, Commercial Union Fire Association, German American, Fireman's Fund, Hartford, Commercial, Anglo Nevada, State Investment.
Wheat insurance a specialty.

E. E. COUCHER, M. D.

PHYSICIAN AND SURGEON.

McMINNVILLE, OREGON.

Office and residence, corner of Third and D streets, next to the postoffice.

NEW STOCK

—OF—

CLOTHING

Just Received at

C. SYMONS'

MISCELLANEOUS.

BISHOP & KAY.

—(O)—

THE CLOTHIERS

—OF—

YAMHILL CO.,

Third St., Opposite



YAMHILL CO. BANK.

DON'T FORGET THE PLACE,

—Where you will—

ALWAYS FIND

CLOTHING

—IN THE—

LATEST STYLES.

Furnishing Goods of all kind, and above all THE LOWEST PRICES. Also agents for the

Brownsville Woolen Mill,

Carrying a full line of all goods made by these celebrated mills.

RUSS LOGAN. BILL LOGAN. WATT HENDERSON.

LOGAN BROS. & HENDERSON.

Proprietors of the old established and well known

McMinnville

LIVERY, FEED AND SALE stable. We are prepared at all hours to furnish fine Carriages,

Hacks and Saddle Horses, and everything in the Livery hire, in good shape at reasonable rates. In addition to first class outfits in

LIVERY, TRUCKING & TEAMING.

We keep a wagon specially adapted to the delivery of parcels, trunks, satchels, etc., for the accommodation of the public. Orders left at the stable will be promptly attended to at reasonable rates. TRANSIENT STOCK left with us will receive the best of care and attention.
Logan Bros. & Henderson.

McMINNVILLE

Business College,

Cor. 3d and C Streets,

OVER YAMHILL COUNTY BANK,

Will open October 18, 1886. Attention is respectfully invited to this

BUSINESS SCHOOL.

Its facilities for thorough practical instruction; actual business department a specialty where currency, bank check, drafts, etc., are used. Class, or private instruction day or evening. College Journal sent free on application.
C. F. HOUGHTON, Prin.
P. O. Box 101. C. J. PAYNE, Sec.

G. D. JOHNSON.

S. C. FORCE.

JOHNSON & FORCE.

—MANUFACTURERS OF—

First-Class

WAGONS, HACKS, BUGGIES, CARRIAGES,
Etc. Etc.

B Street, between Third and Fourth.
Carriage Painting and Repairing a Specialty. Perfect satisfaction guaranteed.

GIVE US A CALL.

MISCELLANEOUS.

CITY MARKET,



W. F. BANCASSER, Propr.

Successor to Bangasser & Son.

Bangasser's building Cor. B and Third streets.

Here is where you can get your money's worth in

Beef, Pork, Mutton, Sausage, Tripe and everything in the line of meats, of the best quality the country affords. Also the

Best of Bolognas.

Give me a call and be satisfied.

W. F. BANGASSER.

W. T. BAXTER.

F. J. MARTIN.

New Firm, New Goods, New Prices

At the New Store of

Baxter & Martin

Successors to Al. HUSSEY,
Third street, McMinnville, Oregon.

FRESH FAMILY GROCERIES.

A new, neat and clean stock. Every article A No. 1. Fruit Jars, Butter Crocks, Colored Glassware, Cutlery, Cased Goods, Tobacco, Pipes and Cigars.

Fresh Fruit and Vegetables in Season.

Give me a call. Inspect my stock, and I will guarantee prices to suit you.

MRS. M. SHADDEN.

MISS MAY VESSEY.

Shadden & Vessey,

Fashionable Dressmakers

The Taylor System of Cutting and Fitting employed.

Third street, Next to Bishop & Kay's store, McMinnville, Or.

MRS. A. McDONALD.

MISS K. THORNTON

Fashionable

Dressmaking.

In Mrs. H. P. Stuart's Millinery Store,

OPPOSITE GRANGE HALL,

McMINNVILLE

OREGON.

JAS. McCAIN.

H. HURLEY.

McCain & Hurley,

ATTORNEYS-AT-LAW

AND NOTARIES PUBLIC,

Lafayette, Oregon.

Especially attention paid to abstracts of title and settlement of estates in probate.
Office—Jail building, up stairs.

SPORTSMENS EMPORIUM

W. F. COLLARD,

Dealer in Guns, Pistols, Ammunition, Cutlery, Fine Fishing tackle, Cigars, Etc.

Bralys Bank Building

Third Street, Opposite McMinnville Baths.

McMINNVILLE

OREGON.