

Critics of Advertising Typography.

Those who place the great advertising contracts and those intelligent advertisers on a lesser scale are becoming very expert critics of typographic display. When a slopily printed newspaper, filled with typographic indigestion, obsolete faces, raggedly displayed and worse printed, reaches one of this rapidly increasing army of critics it is condemned on sight. It seems to advertise the unprosperity of the publisher, and the logical argument is that if the paper is not profitable to the owner it cannot be profitable to those who advertise in it.

The publisher who neglects the study of good typographic style is not onto his job. He is advertising himself adversely. He is advertising the fact (or what is as bad for him, if it is not a fact the inference) that his interest in the advertiser ceases when the space contract is signed.

There was a man named Janus Richardson, publisher of the Davenport (La.) Democrat, who away back in the seventies made himself a millionaire by strict attention to pleasing the advertisers. He was a convincing advertising solicitor, the best of his day. Few could outtalk him and few escaped his talk; yet the writer well remembers how careful that great man was to have his paper make a striking typographical impression on the advertiser he had marked out to sign a contract. He knew that half the battle is to please the advertiser, and that it can be done easiest and least expensively and most effectively with well selected, stylish type display.

There has been a wonderful improvement in this respect since we were a printer's devil.

The typographic critics are increasing fast. Keep your eye on them. They are going to have what they pay for or go to some other advertising shop. Reprinted from Newspaperdom.

Leads World in Asbestos Manufacture.

In 1910 the United States excelled all the countries of the world in the conversion of raw asbestos into manufactured products, but a very small percentage—less than 1 per cent. of the asbestos used—was mined in this country, by far the larger part being imported from Canada. The total production in the United States for 1910, according to the geological survey, was valued at \$68,357; the imports of raw material from Canada were valued at more than fifteen times that amount.

Do your Christmas shopping early. Advertising pays—in the Sentinel.

XMAS

CHILDREN READ THIS

We are going to give some little girl a nice doll and some boy a dandy air gun the day before Xmas. The one who is the best guesser gets the prizes. One guess with every 25c purchase of Xmas goods. . . .



Jumping Jack Toy



1911

DOLLS

Every little girl wants a nice Doll for Xmas. She never gets too many. Dressed Dolls

35c to \$2.50

Undressed Kid Body Dolls

25c to 65c

DOLL HEADS

Doll Heads of All Kinds to make the old Dolly good as new



Musical Doll, \$1.50

Didn't Know He was Rich.
After a guardian had been appointed for Joseph S. Ames, a well known pioneer resident of Linn county residing near Sweet Home, it was found that he was more than twice as rich as he thought, says the Lebanon Express.

When S. M. Garland, the well known attorney of Lebanon, who is handling the affairs of the guardianship, asked Ames how much property he had he said he "guessed about \$7,000." The inventory of his estate, filed in the county court last week, showed property valued at \$14,407.72, all of which is personal property except one tract of land appraised at \$3,000.

When relatives began to discuss the need of a guardian to look after the old man's property, Ames realized the necessity of the action, and a most unusual procedure is presented in the peculiar fact that he himself signed the petition for the appointment. J. R. Green of Lebanon, was appointed guardian, and when he and Attorney-Garland went to Sweet Home to look up his property they found that the aged pioneer knew very little about it. Their investigations developed the surprising condition that the old man had a small fortune stored away which he had almost forgotten.

The man with whom Ames had been making his home brought out an old greasy wooden box, which from its appearance had evidently been buried in the ground. It contained a large amount of gold and currency, and also several notes. One slip of paper in the box was a certificate of deposit from the bank of Brownsville for \$1,031. Ames had forgotten all about making this deposit years ago, and neither he nor the people with whom he was staying realized the value of this particular piece of paper. He had unused checks in the total sum of \$1,250.05, and also postoffice money order for \$70 and a school warrant for \$60.

In investigating the affairs of the estate Mr. Garland found where Ames had decided away his real property, a tract of 45 acres, to a neighbor without consideration. The man who had secured the land had sold 10 acres of it but was forced to pay back the money received for this tract to Ames, and to execute a quitclaim deed to the old man for the remainder of the land.—Brownsville Times

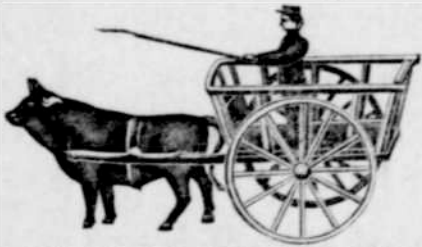
You can judge the kind of job printing a newspaper does by the kind of a paper it prints. The Sentinel is willing to let its paper be an ad. for its job printing.

Extra copies of the Sentinel always on hand to send to your eastern friends.

BUNNY IRON TOY, 10c



OX CART



5c, 10c, 15c and 25c



This Toy will last a child as long as they need a Toy of this kind 50c

Yes, Ready, one word sums it all up. Our Xmas department is ready for your inspection. Old Santa Claus has been here as useful articles for the older folks, are now on display in our Christmas Store.

Ready!

and left his entire pack. Hundreds of Christmas Novelties of every kind to gladden the hearts of the little tots, as well



"GRAY BEAUTY PACERS"

Unbreakable Toys

No clockwork of any kind about them—Cars, Automobiles, Battle Ships, etc., 75c to \$1.00

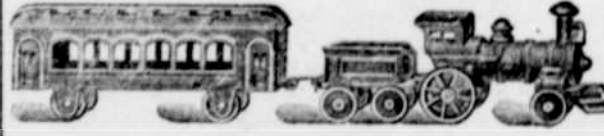
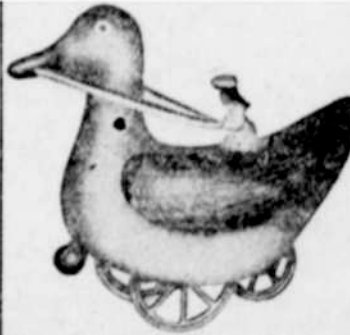


GAMES

All kinds of Games to pass away the long winter evenings.

Asbestos Iron 15c and 25c

DUCK TOY



DRUMS, 35c and up



The little boy's Xmas is incomplete without a Drum. It beats the band how they enjoy them.

FAIRY STORY

and picture books for the little tots From 5c up



BOOKS



There is nothing nicer for a present for a boy or girl than a nice book. We have the best line of books by popular authors; all nicely bound, at most reasonable prices.

G. A. Hentz Series . . . 35c
Mrs. Southworth's Series 50c
Horatio Alger's Series . . 35c

There is no use trying to tell you something about all these nice things, for there are too many. We have the greatest line of Christmas Novelties you ever saw. Rubber Toys for the Baby, Blocks, Rubber Balls, Musical Trumpets and a hundred other things to make merry on Christmas Morn.

Our Christmas Department is Not Alone for the Children

Grown ups can find their wants just as well taken care of here as the children. Here are a few suggestions:

Framed Pictures

A beautiful line of framed pictures now on display at very low prices. Special 25c to \$1.25

Beautiful Toilet Sets, Post Card Albums, Cigar Cases, Smokers' Sets, Hat and Clothes Brush Sets, Cuff and Collar Boxes, Photo Albums, Mirrors, Combs, Barrettes, Hair Ornaments, Mufflers, Ribbons, Handkerchiefs, Ties, Suspenders; in fact, anything you want.

Our Grocery Dept.

can furnish you anything you need for the Xmas Dinner. Don't overlook us in this department.

Rees-Wallace Company

"Where You Do Better"

Cottage Grove



SHOP EARLY

AIR GUNS --- None Better Made

SPECIAL \$1.75 and \$2.00



SHOP EARLY



IF YOU and see ings, we account being a U. S. gov will be small.

First

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Ma

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Chris Novel

are now large q on displ

Har and Cottage

