

CHRISTMAS GREETINGS

From a Few of the State Journal Advertisers.

A Merry Christmas and a Happy New Year to you all, is the wish of—

John B. Spear
SPEAR'S DEPARTMENT STORE, NORTH TOPEKA.

Our business for the year just closing is the largest and most satisfactory of any previous year, and we wish to extend our thanks to the public for their liberal patronage and promise them greater money-saving opportunities for the new year, 1904. We owe a large share of our success to our advertising in The State Journal.

Merry Christmas to all. Yours, respectfully,

Almsted & Taylor

Crosby Bros.' Basement Bargain Square opened December 7, outcome of a necessity for more space for stocks on main floor, dress goods and ribbon stocks being greatly crowded, and only 70 feet available for domestics and linens, gained in the new basement 220 running feet of shelving. Has been success from start, which success is attributed to easy access, valuable space cut out of center of store, but have gained five times the value. Basement well lighted with prisms and are lights. What pleases us most is that of all the crowds going down, not one person in fifty has come back on the elevator. When this matter was first talked of the success of scheme was doubted by many, because basement salesrooms have been opened by ourselves and others with poor results, on account of poor entrances.

In view of the greater display space, we have doubled purchases of holiday stocks over those of former years, and the clean-up has been about as good.

Crosby Bros

A Merry Christmas and A Happy New Year To You All,

M. L. Zercher Book & Stationery Co.

We wish to thank the people of Topeka and vicinity for their kind interest in our growth. We have tried to merit it and will extend our best efforts to make this store one that you will be pleased to do your shopping in for years to come. It has been our aim to make this the bargain center for all shoppers. Wishing you all a Merry Christmas and a Happy New Year, we remain Very truly yours,

Zaudition Supply Co.

To our many thousand customers in Topeka and all over the state, whose voluntary patronage proves their admiration for a legitimate store, and whose loyalty to the only clothing establishment in the world that claims always to sell goods above cost has made us in four years the largest retail clothiers in Kansas—to all of you we extend our hearty Christmas Greetings.

Johnson Marshall & Co.

To our friends and patrons:

We desire to express to you our sincere wishes for a Merry Christmas and Happy New Year. It will not be inappropriate to say in this connection how very grateful we feel for the kindness shown us, and for the manifestations of regret at our withdrawing from the business field. Again we wish you well.

Lawrence Spruce

The year just closing has been more than a satisfactory year to us. In our new location we have enjoyed the patronage of many new customers, who have found us out through the publications in the Evening State Journal. To all the people in Topeka and vicinity we wish a Merry Christmas and a Happy New Year.

Matthews & Duchsel

Our business for 1903 has been a grand success. We wish you all—

A Merry Christmas and a Happy New Year.

The New York Merc Co.

A Merry Christmas, and a Happy, Prosperous New Year, to THE STATE JOURNAL, the people of Topeka and of Kansas. "As we journey through life, let us live by the way."

Wm. Green & Sons

"Be cheerful, pleasant, and happy, and you will generally be good." After enjoying a very prosperous year, we wish to thank our customers and friends in Topeka for their very liberal patronage, and we wish you all a very cheerful and pleasant Christmas and a happy New Year, and hope you will be good during 1904.

J. C. Emshiger & Co.

THANK YOU. We appreciate the patronage of the public. So many more, this year, have made others happy by Xmas presents of slippers and shoes that the increased percentage of glad faces is, in a measure, due to our efficient service.

B. M. Payne & Co.

Nothing succeeds like success. I have been successful, and I hope you have been, too.

Wishing you all a Merry Christmas and a Happy New Year, I remain yours truly,

Jim Politz

A Merry Christmas and A Happy New Year To You All,

Geo M. Hammel

Our business has had a wonderful growth since we started eight months ago. THE STATE JOURNAL'S advertising and the public have been the cause of it. We expect to serve you in the future with the best of everything.

A Merry Christmas and a Happy New Year to all.

Ernest Walker

A Merry Christmas and Happy New Year to all our customers, and thanks for their patronage the past year.

D. H. Horbe

I want to thank my many friends and customers for keeping me so busy this past year, and hope I have proved worthy of your patronage this coming year. Wishing you a Merry Christmas and a Happy New Year, I am, Yours respectfully,

Elw. Hughes

The year 1903 has been a prosperous one for us; we hope it has for you, and that the year 1904 will be even better. Wishing you a Merry Christmas and a Happy New Year, we are

R. M. Millinery Co.

TO OUR PATRONS: During the year 1903 our business has more than quadrupled. Hoping to merit even greater patronage in the future, we are pleased to extend to you the compliments of the season, and wish you a prosperous New Year. Yours truly,

Fraser Bros

We desire to thank our patrons for their many orders placed with us during the past year. Much credit must be given The State Journal for the manner in which our goods are kept before the citizens of Topeka. Wishing you all a "Merry Christmas and a Happy New Year," We remain yours sincerely,

W. W. Garrett Med. Co.

Although we have only been in your midst a short time we like you very much, and we hope you'll learn to like us.

A Merry Christmas and a Happy New Year to you all.

Guthrie Drug Co.

Since advertising cut prices on drugs we have more than doubled our business. Many thanks to the readers of the State Journal, and a Merry Christmas and a Happy New Year to all.

W. H. Gunt her

A Merry Christmas and A Happy New Year.

W. F. ROEHR MUSIC CO.

Merry Christmas, and many thanks to all our book and stationery patrons, now making the largest list in the history of our store.

Hall's