## MAKE IT SHORT,

Historical Soclety win Have N Hore Long Papers.

Board of Directors Fixes
2,500 Word Limit. FACANCIES FILLED. Effort to Seenre Better Room Will Be Made

## Prizes to Be Offered For His

 ical Essays.
## The New York Mercantile Company, <br> 110 EAST SIXTH STREET, TOPEKA, KANSAS.

APARTY HAILING from down on the Coast, in the land of bass-wood hams and wooden nutmegs, sends us a type-written letter headed: "Capital vs. Brains," offering to teach us how to advertise so as to fill our store full "and then some," all for the sum of \$5.oo. Not having any "denero" burn, besides being somewhat conceited ourselves, we thought we would try it a whack. We have pulled her wide open, and here's a go First: You must advertise something you have that the people want, and mention a price that will attract their attention. Then it won't do to be out of it when called for, and say: "Sorry, madam; you ought to have come sooner." That is no good. Suppose we should advertise that we had "The Woman in White," "All Alone," "In the Dark"-that would be no "wano." You would look for her at Moore's or Kellam's book stores, and perhaps find her alongside of "The Man With the Broken Ear.

But when we say we have fifteen pieces of Gingham at 4 cents a yard, and fifteen pieces of Amoskeag Shirting at 4 cents a yard-that's business. Better hurry up, if you want to see George.

When Mrs. Birdie McGinniss, after partaking of her repast, settles down in her easy chair, and picks up the paper and looks over the ads., she noticés ours, and remarks: "Lize, the New York Store is going to make a run on Ginghams at 4 cents a yard and Shirting at 4 cents a yard. We need some of each. I will go down there the first thing in the morning; better look around and see if there is not something else we want; no use to make two bites of a cherry; we can do as well there as anywhere else, if not a little better; we don't pay for style there. After I get back, Lize, you go down and get ten yards of each. That will be enough.'

You don't call the young lady "Lize" when you speak to her. You call her "Miss," and tip your hat to her. She is Birdie's unmarried sister, and has quite a dot, "don't you know."

When it comes to selling a good quality of goods at low prices, we are strictly on it. This term "on it" may seem to you to be slang, but it isn't. See Macbeth: "What are these so withered and so wild in their attire, that look not like the inhabitants o' the earth and yet are on't?" Had we been on deck in that day, we could have fixed the attire all right, and they wouldn't have looked withered.

This was in the time when they used bulrushes for carpets. There are different kinds of bulrushes-one kind is when you happen to be in the country and get into the wrong pasture and where you go over the fence schooner rigged-you will be lucky if it is not to you a stern reality.

Drop in and let us rig you out in one of those nice Petticoats at from $\$ 1.25$ to $\$ 2.50$. Shoes that will make your feet glad at from $\$ \mathrm{r} .50$ to $\$ 2.98$ a pair, or perhaps you would like one of those gay but not gaudy Hats, with the plumes nodding aloft that are jerked from the tail of the bird that is such a big fool, has a very long neck and kicks like a mule.

Nights are now getting colder and longer-Don't you think you had better drop in and get a pair of those heavy irx4 Cotton Blankets at $\$ 1.25$ a pair-or better still, one of those nx4 all wool heavy Blankets at $\$ \mathbf{3 . 5 0}$ a pair, and then you won't be slapping your cold feet against some one's back, which raises such a stiff breeze that takes so long to calm down-you know how it is yourself, McGillicuddy.

## Phone TESCew YorkMer. 0 . <br> Phone The Sew Youk/Itor:C. <br> Phone <br> 822. <br> DISTAIBUTERS OF BARGAINS IIO E.SICXITHISTO <br> 822.

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IN HER OWN CASTLE.




## SPECIAL SALE

## Stoves

No Ranges
this week.
We find we have too many
Stoves and Ranges on band
for this time of the year, and
will make some very Speoin! will make some very Spein
Prices this week, to reduoe

## T. J. Coughtin Hdw. Co. <br> 702 KANSAS AVENUE.



