

FITZGERALD DRY GOODS CO.,

1023-1029 O Street, Lincoln, Neb.

THE GREATEST WONDER OF THE NEW YEAR.

THE SEMI-CLEARING SALE OF THE YEAR.

This store always has led and always will lead in low prices. Next week's sale beginning Monday morning will be a record breaker. The sale will be the season's event and will be the greatest surprise the people of Lincoln have ever had.

The prices will be fabulously low. The wholesale man will have to slip down. We trust the people to recognize an upheaval in prices and depend on them to finish the great bargains we offer.

BARGAINS.

300 yds 30 in. wide figured drapery silks, former price 45c, now to be sold at
15c

25 pieces 30 in. wide double fold Al-dine plaid dress goods, worth 12½c at
\$ 1-20

5000 skeins embroidery silk, good as-sortment of colors, worth 3c, at 12 skeins for
30c

25 doz. ladies' fast black extra length seamless cotton hose, worth 12½ a pair,
5c

250 pieces stamped linens, centre pieces, doilies, a few small pieces mostly 25c, 35c and 40c ones, each at
3c

200 pieces embroidery, wide and nar-row, worth 7½c, 10c and 12½c a yd, at
5c

200 ladies' and children's winter cloaks, all this season's styles, for ½ price
1-2 price

200 ladies' fleece lined wrappers, good styles, all sizes, worth 99c and \$1.25 each, at
68c

300 ready made gingham aprons for ladies, worth 15c each, at
5c

DRESS GOODS,



Our stock of Dress Goods will be divided into four lots and with all pat-terns the linings will be given free.

Lot No. 1—All of our high priced dress patterns, black and colored, worth from \$3 to \$15, with linings free, at
\$5.98

Lot No. 2—This lot consists of black and colored novelty dress patterns in wool and silk and all wool, with linings free, at
\$4.85

Lot No. 3—This lot includes all wool boucle, 54 in. wide, 6 yds in pattern, worth from 75c to \$1 a yard with linings free. Per pattern
\$3.75

Lot No. 4—Our fine, all wool novelty dress goods, 40 in. wide, 7 yards in pat-tern, with linings free, worth from 50c to 69c a yard. Per pattern
\$2.85

50 pieces new worsted plaids 28 in. wide, new colorings and desirable Scotch

effects, sold before at 15c a yard, but will go now for

\$ 3-40



Silks.

We have some very fine black silks consisting of Peau de Soie, Satin Duchesse, Satin Rhadame, Armures, Fuisles, Gros Graines and Brocades, worth from \$1 to \$2 a yard, which will be sold at 20 per cent. discount during this sale.

Kid Gloves.

Ladies', Misses' and Children's wool, silk and kid mittens, ribbons, knit goods, several lines of corsets, embroid-eries, veiling and dress trimmings will be sold at a great reduction from the former price.

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