

Fitz Gerald

DRY GOODS

OUR ANNUAL JANUARY WHITE SALE.

Embroideries, Torchon Laces, Muslin Underwear, White Goods, White Shirts.

The purchase of your future needs in these goods can be accomplished now at a direct saving of 25 per cent over May prices. We are always immense buyers of Laces and Embroideries—we have always been looked up to for all the best and newest ideas in Laces and Embroideries manufactured. We buy our embroideries direct from St. Gall, Sitzerland. We buy our Torchon Laces direct from Nottingham, England. Our two large stores buy huge quantities of both these commodities, being enabled to purchase at such prices that we can save our patrons many dollars. By attending this Advance Sale you will secure the newest and best patterns produced for this season's trade at less than you pay for old styles elsewhere.

New Muslin Underwear



For this year's January sale of undermuslins our purchases were made months ago when factories were idle and when labor and material were much lower than at the present time. For these reasons we are able to offer on reliably and fashionably made garments prices lower than have ever been quoted.

Grand Display on 2d Floor

A splendid line of gowns for 50c, 75c and 98c—others all prices to **\$6.00**
 Excellent values in drawers for 25c, 39c and 50c—others all prices to **\$3.50**
 The skirts we are offering for 50 and 75c cannot be beaten anywhere—others all prices to **\$12.50**
 Pretty corset covers 10c to \$3.50: for 50c we can show you a beautiful number; ask to see it.
 A full line of short skirts. 35c to \$3.50

1901 EMBROIDERIES AND LACES.

1,000 pieces of the swellest and newest patterns in Cambric, Swiss and Nainsook Edgings, Insertions and Allover—designs of the very latest—needle work of unsurpassed excellence—workmanship throughout showing undoubted supremacy—materials of unusual quality and far superior to any of our previous lines. No description could do this display justice. We ask you to call and examine these new embroideries.

- New Cambric and Nainsook Embroideries 2 to 3 1/4 in. wide, worth 7 1/2 c a yard, advance sale price, per yard..... **5c**
- New Cambric and Nainsook Embroideries, 2 1/2 to 4 inches wide, worth 10c a yard, advance sale price, per yard..... **7 1/2 c**
- New Cambric Nainsook and Swiss Embroideries, 3 to 4 1/4 inches wide, worth to 15c per yard, advance sale price, per yard..... **10c**
- New Cambric, Nainsook and Swiss embroideries, 3 to 5 1/2 inches wide, worth 20c a yard, advance sale per yard..... **12 1/2 c**
- Elaborate open designs in Cambric and neat, dainty designs in Swiss and Nainsook.
- New Cambric, Nainsook and Swiss Embroideries, 4 to 8 1/2 in. wide—this lot contains some extra values in 8 and 8 1/2 in. Cambric Flouncing (4 in. work) worth 30c per yard, advance sale price per yard..... **20c**
- New Cambric Flouncing, 8 1/2 to 12 inches wide—elaborate designs (5 inch work) worth 40c yard..... **29c**
- New Cambric, Nainsook and Swiss Embroideries, 4 to 8 1/2 inches wide, very fine cloth and work, worth 35c..... **25c**
- Complete line of insertings to match, worth 7 1/2 c to 50c, from .5c to 35c yd
- Cambric allover—new designs, worth 50c, 75c, \$1.00, \$1.50 and \$4.00, at **35c, 50c, 75c, \$1.00 and \$2.00**
- Nainsook and Swiss allover—very fine sheer cloths, worth 75c, \$1.00, \$2.00 and \$4.00 per yard..... **50c, 75c, \$1.00, \$1.50, \$3.00**

Annual White Goods Sale

Fine English Logg Cloth at less than muslin prices; manufactured expressly to our order.
 36-in. wide, 12 yds in a bolt, \$1.50 quality, now..... **\$1.19**
 36-in. wide, 12 yds. in a bolt, \$1.75 quality, now..... **\$1.39**
 36-in. wide, 12 yds. in a bolt, \$2.25 quality, now..... **\$1.69**
 India linens, great values at 6 1/2 c, 7 1/2 c, 8 1/2 c, 10c, 12 1/2 c, 15c, 17c, 20c, 22c, 25c and 28c a yard.
 Apron lawns, 20c and 25c quality, 41 inches wide with borders, per yard..... **15c**
 Bedspreads at 40c, 70c, 75c, 80c, 95c, \$1.10, \$1.25 to \$3.00, all worth 25 per cent more.

NEW FINISHING BRAIDS

Thousands of bolts—6 yards in each piece—all new designs.
 All 8c and 10c braids..... **5c** piece
 All 15c and 20c braids..... **10c** piece
 All 25c braids..... **15c** piece

NEW PEARL BUTTONS

Pearl buttons, sizes 16 to 24, put 2 dozen on card, worth 10c, per card..... **5c**
 Pearl buttons, extra quality of pearl, sizes 16 to 24, 2 dozen on card, worth 15c, for..... **7c**

TORCHON LACES.

Torchon Laces directly imported from Nottingham England. To make a busy week in the lace department, we make the following unheard of prices for strictly new goods:

- Torchon Laces, all widths, 1 to 2 1/4 inches wide, worth 5c, for, per yard..... **3**
- Torchon Laces, all widths, 2 to 3 1/4 inches wide, worth 8c, for, per yard..... **5c**
- Torchon Laces, all widths, 2 to 4 1/2 inches wide, worth 12 1/2 c, for per yard..... **7 1/2 c**

Helen Davis, Louise Herrick, Louise Hoover, Gertrude Rehlaender, Mildred Morning, Marie Bowers, Grace and Margery McConnell, Katherine Dierke, Eleanor Riser, Lois Doane, Ruth Gleason, Mary, Gladys and Ora Neeshaw; Masters Thomas and Henry Woods, Donald Miller, Devere Dierks, Gladstone Derby, Thomas Usher, Edward Jones, Harold Hershing, Stanley and Ernest Guenzel, Paul and Don Cameron.

Mrs. M. Ackerman and Mrs. M. A. Newmark gave a card party Thursday afternoon at the home of the latter. Six handed euchre was played. Mrs. A. E. Kennard won the royal prize, Mrs. Frank Perkins the prize for shouting, and Miss Olivia Pound the consolation. The house was decorated with carnations. Dainty refreshments were served.

Mrs. J. J. Cox received her friends yesterday from 2 until 5 o'clock in honor of her sisters, Mrs. Barbour of Harvard, Nebr., and Mrs. McDowell of Fairbury. About two hundred ladies called. Mrs. Callen Thompson and Miss Church greeted the guests in the hall and they were received in the drawing room by Mrs. Cox and her sisters. Mesdames Hooper and Mrs. S. C. Wilson assisted in doing the honors in the drawing room. The decorations were very effective. White roses and palms adorned the drawing room and the lights were shaded with green. The punch room was done in red. Carnations and palms were used for decoration, the shades were red and the following young ladies wore gowns to harmonize with the color scheme and gracefully served

the guests: Misses Mabel Cox, Hazel Lauer, Gladys Hargreaves and Fanchon Hooper. The dining room was dainty and sweet in white and green. White carnations in a cut glass vase were on the centre of the table, smilax outlined its edge and was festooned on chandelier and side board. Misses Laura Houtz and Ida Friend presided at the refreshment table. Their assistants were Misses Du Teil, Hooper and Louise Hargreaves, all of whom were gowned in white.

Governor Dietrich entertained Lieutenant Governor and Mrs. Savage, Senator and Mrs. Steele and Mr. Edward Rosewater at the executive mansion on Monday.

Mr. and Mrs. R. E. Moore gave a dinner followed by cards on Wednesday evening. Meteor roses adorned the handsomely appointed table and glowed in rare vases in the drawing room. Following were present: Messrs. and Mesdames Yates, I. M. Raymond, Wright, E. E. Brown, Van Brunt and Dr. Lowry.

The young men of St. Theresa's pro-cathedral gave a very pleasant dance Wednesday night in Walsh hall which was profusely decorated with palms. Father Reed was present for a half-hour and welcomed the young people.

The Columbus Woman's club gave an annual reception to its friends Friday evening, January 11, at the home of Mrs. P. J. Becker. About ninety ladies and gentlemen enjoyed a pleasant evening. Mrs. Becker as hostess, Mrs. Gietzen, leader of the club; Miss Sheldon, Mrs. Herrick, Miss McMahon and

Miss Galley, leaders of the different departments of the club, received the guests. Misses Vera and Florence Cramer and Rosa Stauffer of the Mandolin club furnished music during the evening hidden behind a bank of flowers. Mrs. Garlow and Mrs. Freidig sang a duet and Mrs. L. Jaeggi played a piano solo. Refreshments were served in the dining room, where the club flower, pink carnation, was used with ferns for decoration. Each guest was given a menu card tied with the club colors, pink and green. The Columbus Woman's club enjoys a steady growth, not perhaps in numbers, but in workers for the several departments. When the club was started a few years ago, there were comparatively few who took active part in the programs.

Alpha Tau Omega gave a delightful informal party last evening at the chapter house. Dancing and billiards were the amusements offered the guests. The house was decorated with college pennants and the fraternity flower, the white tea rose. Punch was served all evening by Perry. Those present were Mr. and Mrs. M. W. Folsom, Misses Griggs, Agnew, Robison, Hammond, Hammond, Emmons, Daniels, Honeywell, Davenport, McPheely, Stewart; Messrs. Carnahan, Hoffnell, Rogers, Helms, Hewitt, Sutter, Riggs, Fisher, Culver, Folsom, Huntington, Morrison, Berry and Hunger.

Miss Helen Fitz Gerald is convalescing from an attack of scarlet-fever complicated with grip which has made her friends and parents, Mr. and Mrs. W. D. Fitz Gerald, very anxious.

Gregory, The Coal Man, 11th & O.

Dr. W. S. Latta is ill at his residence, 1128 L street. The doctor is old and feeble. He is one of the pioneers of this state, having settled in Cass county many years ago.

Mrs. Nellie M. Richardson's brother was killed in a railroad accident last week. Mrs. Richardson has gone to Detroit, where her brother lived.

After Mr. Bignell's arrival in Denver, where he had gone in answer to a telegram that his mother was ill, he found her much better.

Mrs. Herpolsheimer gave a farewell luncheon Wednesday for Mrs. R. D. Hubbard, who leaves Lincoln shortly for Deadwood, S. D., where Mr. and Mrs. Hubbard will reside. Her guests were Mesdames L. Baker, R. Prindle and R. D. Hubbard.

His many friends will be glad to know that Dr. Latta is slowly improving.

Mrs. Sarah F. Harris, who has been ill for a month is very much better.

Mrs. John B. Wright gave a luncheon today to fourteen ladies in honor of the seventieth birthday of her mother, Mrs. Robinson of Chicago, who is her guest.

Mr. and Mrs. Charles Mayer and family left on Wednesday for New York to remain for two months.

Mrs. William Green and Gratia Green went to St. Louis Thursday evening, for a two weeks' outing.

Mrs. George H. Clark will give a seven o'clock dinner next Tuesday i