

1011B
1020 O STREET
Lincoln, Nebraska

MAIL ORDERS RECEIVE PROMPT ATTENTION

FITZ GERALD DRY GOODS CO.

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THE CLOSEST INSPECTION

Will show you that we never misrepresent the merits of anything we advertise. The following will bear the closest of inspection.

SHIRT WAISTS.

All the newest shirt waists are to be seen here in the newest patterns of the most fashionable fabrics made with unusual care and fit perfectly, ranging in price from

\$1.98, \$1.48, 98c and 49c.

SKIRTS.

We carry a most complete line of skirts at **\$1.49**

Also black wool skirts at..... **2.98**

And a large number of black brocaded India silk skirts at..... **4.98**

LADIES' WRAPPERS.

There is not a doubt but what we carry the largest and best line of lawn, percale and dimity wrappers in this city. They are exceptionally well made and fit perfectly. They will be sold at

\$1.35 and 98c.

SILK WAISTS.

We carry splendid values in silk waists made of all qualities and colors of silks, well made and very stylish at

\$3.98 and \$2.98.

A Minnesota Glass Day.

Class plays are apt to consist of long-winded gulping monologues flavored with whatever of reading has chanced to find lodgement in the student's mind. It generally requires all of family and local interest there is in the audience to keep it in statu quo. That it invariably does remain till the curtain falls is a notable example of the heroic devotion of American mothers and sisters. I say mothers and sisters advisedly for it is not the custom of male relatives to make such burnt offerings to the college men and women in their families.

At the afternoon performance given at the Lyceum theatre in Minneapolis two weeks ago, by the university of Minnesota Seniors, all at once a sextette of ballet dancers burst from the wings in a flood of crimson calico and pink tights. They whirled, pirouetted and smiled with the conventional seductiveness of the ordinary *premiere danseuse*. Their stiff little organdie skirts were at right angles from their plump waists. Although their ankles were a trifle large yet the muscular training necessary for months before the acquirement of such accomplishments as they exhibited would develop just such muscles. The part of the audience that was not shocked at the performance was delighted with it and the coeds received a mighty encore. Prominent among the society people in the audience was the wife of an ex-governor and a life member of the board of regents. This lady, with

white face, hastened to the office of President Northrop who was deep in a chancellor's business of the day before Commencement. But the ex-governor's wife was too agitated to be put off. She was admitted and told the chancellor in gasps what was going on at the opera house.

"Impossible, my dear madam," he said, after hearing a description of the objectionable ballet—"simply impossible—er—beyond belief."

"But I saw it," persisted the lady. "Preposterous!" gasped the president—"most preposterous. I shall go immediately to the theatre," he added.

When, half an hour later, "Prexy" made his appearance behind the scenes at the Lyceum, perspiration streamed down his brow and there was a note of anger in his usually mild voice.

"Young ladies," he began, "young ladies, I am astounded—astounded. That any of my girls should have behaved in so disgraceful a manner is utterly beyond comprehension. It is shameful—shameful, I say. The idea of appearing before a public audience in—er—tights, and—er—that sort of thing."

The fair seniors looked at their beloved president then at one another. Ah! tights—the ballet! Gradually they understood. One young woman, whose sense of humor wasn't proof against such an excruciating comedy situation, fell into a paroxysm of laughter that proved contagious. Everybody laughed except President Northrop, whose neck swelled visibly, so great was the wrath that boiled within him. Then somebody ex-

plained that the ballet girls were, in fact, boys, who had rehearsed for weeks under a professional teacher, and whose flaxen wigs and graceful trippings had deceived half the people in the audience.

To write good advertising you must first know what your are talking about and, second, whom you are talking to.

Remember the Whitebreast Coal and Lime Company is still furnishing its customers with best grades Pennsylvania hard coal at \$8 delivered.

Sutton & Hollowbush have invented a cough drop. They call it the S. & H., Sutton & Hollowbush, and it is a good one. Stop and get one on your way to the theatre. It will save you a spasm of coughing.

TO THE NATIONAL EDUCATIONAL MEETING, JULY 6 10, 1897.

Take the Great Rock Island Route to Milwaukee, Wis., to attend above meeting. A lovely lake ride if you so choose. Will be the largest National Educational gathering. Consult ticket agent at your station or address for particulars, JOHN SEBASTIAN, G. P. A., Chicago.

Every advertising rule depends for its success upon the fitness and common sense with which it is applied. General principles are like one of Captain Cuttle's observations, "the bearing of which lays in the application on it."

Low Rate Summer Excursion.

Please note below list of summer excursions available via the Northwestern line, the most extensive railroad system touching Lincoln.

SAN FRANCISCO, account convention, Y. P. S. C. E.

Selling dates, June, 29 to July 4. Fare from Lincoln \$22.50. Quickest time made by this route.

MILWAUKEE, Wis., and return, account National Educational Association. Selling dates July 3, 4 and 5. Fare \$18.40 for round trip; 50 cents extra for extension of limit to August 31, 1897.

No transfers by this the only through line Lincoln to Milwaukee.

MINNEAPOLIS, MINN., and return acct. Meeting Benevolent and Prospective Order of Elks. Tickets sold July 3 and 4. Fare \$13.15 for round trip.

The North Western is the short line to Minneapolis.

NASHVILLE, TENN., and return. Tickets on sale to Oct. 15. Return limit Nov. 17, 1897.

For further information call on or address A. S. Fielding, City Tkt. Agt., 117 S. 10 st., Lincoln, Neb.

"A man often says: "My business is different from any other kind; it's almost impossible to advertise my business." That remark shows a misunderstanding of what advertising is. It is making a business known to those who ought to know it. This can be done with any business.