

FITZGERALD DRY GOODS CO.

1023-1029 O St.

Lincoln, Nebr.

DRESS TRIMMINGS

Braids in Mohair and Silk, all widths, all styles, all colors, all prices. Garniture made of silk, of braid, of beads, jet trimming, pressed and cut beads.

A SPLENDID ASSORTMENT AT LOWEST MARKET PRICE

LADIES' SILK WAISTS.

Four yards of silk at 50c is \$2.00; a yard of lining at 15c and hooks and eyes and thread is 10c, made the material in the cheapest silk cost \$2.25, and you know the making of a garment costs as much as the material. We have a good assortment of high grade waists that would cost from \$10 to \$15 to make. If the styles suit you they can be bought for half that amount. We will also put on sale Friday morning a lot of black Japanese silk waists, in sizes 32 to 44. The material is worth at least \$2.25. Our price for this lot on Friday is \$2.10.

PARASOLS.

In this department we have the largest and best selected line of fancy parasols and changeable silk umbrellas, in the entire west for ladies and children. White—Plain and ruffled. Black—Plain and ruffled, fancy centers and plaid borders, fancy plaid all over, changeable effects. Pongee—Plain and ruffled, red, with red veiling ruffles; white centers with Roman stripe borders, white centers with Roman stripe borders, white centers with plaid borders. Made with the new canopy spring top; you must inspect this line to appreciate them. Prices 75c to \$10.00.

LADIES' DRESS SKIRTS.

We buy these goods in lots of five hundred and carry as large a variety as any house in the west. We sell a lined skirt made of a stylish looking black brocaded material for 95c. A handsome silk-lined silk skirt for \$16.50, and a full line of black and colored skirts at all prices between these. For Friday's sale we are going to offer a big bargain consisting of over 200 black dress skirts, made of good quality figured goods, 4 yards wide, velveteen bound, felled seams, seven gored, well lined and stiffened, good value for \$2.75. Special price for pay \$1.49.

LACES.

We don't like to brag. Our customers do that for us, but we can't help blowing about our lace and embroidery department. Its size, the quality and quantity of goods and the wonderful values offered. As an illustration we will on Friday place on sale a lot of cambric embroideries, wide margins, 4 to 7 inches, worth up to 20c, for 12c. A lot of fine Torchon laces, machine made, worth up to 12c, for 5c. A lot of French Valenciennes lace, worth 6, 7 and 8c a yard, for 30c a dozen yards. A lot of dress trimming laces, Applique, Chantilly, Venice, etc., in black, butter color, cream and white, 3 to 5 inches wide, worth up to 65c, for 25c per yard.

CHILDREN'S REEFERS—SPRING WEIGHT.

We can show you a hundred styles at almost as many prices, if you have time to look. All ages from 3 to 14. All the solid colors and a great variety of fancy cloths, prices from \$1.00 to \$8.00. On Friday we will place on sale a lot consisting of fancy and plain cloths in sizes 6 to 14 at the remarkably low price for this quality of \$1.95.

SILKS.

Our silk business this year is more than double what it was last year, and three times as much as it was the year before. We would rather sell \$5 worth and make 50 cents than \$1 worth and make 25 cents. On Friday we are going to sell a lot of silks without any profit. 25 pieces in this lot. All fancy taffetas, all this year's designs, worth up to 85c. Special price on Friday 59c.

LADIES' CAPES.

Short silk capes are the right style this season. We have a good variety in brocaded silk, gros grain silk and satin Duchesse, trimmed with lace, ribbon, chiffon or jet. We want to call your attention particularly to one lot of a hundred or more, that will be sold considerably under the regular price on Friday. They are made of black brocaded India silk, trimmed with lace and jet; black gros grain silk, trimmed with jet and braid; black brocade satin, trimmed with lace and ribbon. Some are worth \$8.00, none less than \$6.50; on Friday, choice of the lot for \$5.00.

DRESS GOODS.

We guarantee every yard of goods sold in this department to be as low in price as like quality can be bought anywhere in this country, and somewhat lower than most houses will sell for. On Friday we are going to offer a lot of novelty Dress Goods, about 35 pieces, for 25 per cent less than the regular price. They are on tables in our center isle, marked "this lot 55c." On Friday they will be marked 39c.

LADIES SUITS.

We are showing this season twenty styles of tailor-made wool suits. Each style is in the reefer and blouse effect and in five or six colors. They are made in all wool covert, broadcloth and serge. They are lined with good material and we will make them fit. The prices range from \$7.50 to \$8. On Friday we are going to have a special sale of 50 all wool covert suits. They come in brown and green mixed, and are worth in a regular way \$15.00. As an advertisement for this department we will sell this lot for \$10.00.

KID GLOVES.

The new kid gloves are here. Double the quality we have ever had. No better, quality, we have always carried the best, no cheaper, as a matter of fact they are a little higher in price, but have the assortment in styles, the colors, the quality and the prices are as low as anywhere on the continent. \$1.00, \$1.25, \$1.50, \$1.75 and \$2.00. Every pair fitted and guaranteed.

Fitzgerald
Dry Goods
Co

Mail Orders
Promptly Filled

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O Street
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