

THE GREAT EVENT

THE PEOPLE OF LINCOLN ARE WAITING FOR.

THE *FitzGerald* ANNUAL JANUARY CLEARING SALE

Which Began
MONDAY, JANUARY 7.

Big Reductions in Every Department in the House.

On winter Dress Goods especially have the former prices been ruthlessly slashed to pieces. A late winter always means big money saved on winter necessities if purchased at this time. We can't afford to carry over a dollar's worth of winter stock. We never do.

See Circular for Full Particulars.

A GREAT SAVING IN READY-TO-WEAR GOODS.

Any Box Coat in the house, worth \$16.50, 15.00 and 12.50 for	\$9.00
Any Automobile Coat in the house, worth \$25.00, 22.50, 18.50 and 16.50 for	\$12.50
Any short Jacket, worth \$12.50, \$14.00 and 15.00 for	\$9.95
Any short Jacket, worth \$11.00, 10.00 and 8.50, for	7.50
Any short Jacket worth \$7.50 and \$6.50 for	4.75
Any short Jacket worth \$6.00, 5.0 and 4.50 for	3.75

Astrakhan Cloth Capes

\$4.50 values	\$3.50
6.00 values	4.50
7.50 values	5.75
8.50 values	6.75
5.00, 6.00 and 6.50 golf skirts	3.75
4.50 Black Figured Mohair dress skirts	2.75
98c dressing sacques	75c
\$1.25 and 1.50 Wrappers—Flannelette	95c
2.00 and 2.25 Wrappers—Flannelette	\$1.50

Special Reductions on all Fur Coats, Capes, Collarettes and Muffs. **NOTHING RESERVED.**

DOMESTICS-- VERY CHEAP

5c apron gingham	2½c
5c light prints	2½c
6c dark dress prints	3¾c
6c Nublea Muslin	4½c
11c Fruit of the Loom muslin	7¼c
8 1-2c soft bleached muslin	6¼c
18c Nublea sheeting	11½c
19c bleached sheeting	13½c
10c ready-made pillow cases	5c
9c dress Flannelettes	6c
10c and 12½c Cotton Flannel Remnants	6¾c

NOTIONS, etc.-- RIDICULOUSLY LOW PRICED.

Ironing wax, 3 for 5c.
Wool soap, 3 for 10c.
10c ammonia, 7c.
5c Hair Pin Cabinets, 2 for 5c.
5c Patent Hooks and Eyes, 2c a card
3c DeLong Hooks and Eyes, 4c card
Silk Hair Nets, 2 for 5c
Odds and ends in Dress Trimmings worth to 10c yard, at 1c a yard.
Worth to 25c a yard, at 5c a yard
Worth to 50c a yard, at 10c a yard
Worth to \$1.65 a yard, at 35c yard
Hose supporters, worth to 25c, at 7c
Fancy Ribbons, worth to 50c a yard, at 10c.
25c frilled elastic, 12c
Odds and ends in jewelry, worth 25c at 1c each.

Dress Goods, Silk, Linings

Choice of all the fancy silks in the house, for 48c a yard.	
This includes all values to \$1.50.	
85c French Flannelettes	50c
All Remnants at One-Half Price	
\$10.00 remnants	\$5.00
5.00 remnants	2.50
2.50 remnants	1.25
1.25 remnants	62½c
50c remnants	25c
25c remnants	12 1-2c
98c for full 4 yard-pattern of black dress goods, will make elegant skirts; 200 patterns only, while they last	98c
10c qual. percaline or silecias, 8 1-2c	
12 1-2c qual. percaline or silecias, 10c	
15c qual. percaline or silecias, 12c	
Black or colors.	

China Dept. Mammoth Reductions.

25 per cent off all Fancy China.
50 per cent off 200 piece bric-a-brac
25 per cent off toilet ware, cuspidors beer steins
20 per cent off all of our fine American cut glass
10 per cent off all Haviland China and English dinnerware.
10c per cent off all pressed and blown glassware.
Lamps 33⅓ per cent off.