

AN EARLY APRIL SALE

... OF ... UNUSUAL IMPORTANCE.

Fitzgerald

DRY GOODS CO.

A week of greater bargains than we ever offered the buying public. Such special prices only at Lincoln's great and growing house.

SPECIAL BLACK GOODS SALE.

Just received and on display for the first time in Lincoln, the New Wool Dress Goods Material, having the "Panne" finish. Such as the Prunella, Soliel, which are guaranteed not to spot, also Panne, Venetians and Broadcloths.

Priestley's—The most reliable black cloth made—

Priestley's Panne Prunella, yard..... \$1.25, 1.49, 1.85 and 2.49

Priestley's Panne Soliel, yard..... \$1.25, 1.49 and 1.85

Priestley's fine silk warp Henriettes, per yard... \$1.35, 1.49, 1.75 and 1.98

Priestley's all wool Etamines—this is the cloth so popular in New York—42 inch..... \$1.25

Priestley's black Armure..... \$1.25

Priestley's Ceilians and Brilliantines at yd.. 75c, 85c, 98c, \$1.25 and 1.49

Priestley's Wool Taffeta, at yard..... 75c, 85c, 98c and \$1.25

Priestley's Wool Veilings for fine dresses, yard..... \$1.25, 98c and 75c

Three Very Special Lots of Dress Goods At Half Price . . .

Lot 1—Black all wool Serge, Black English Cashmeres, Black Brocaded Ceilians, Black Fancies, Black Jacquards, worth to 55c a yard; one-half price and less, or, per yard..... 25c

Lot 2—Black all wool French Serge, Black all wool Storm Serge, Black all wool Brocades, Black all wool Henriettes, Black all wool Jacquards, Black all wool Crepe, worth to 98c yard, One-Half Price, or, per yard..... 49c

Black all wool Armure, Black all wool Cheviots, Black all wool Venetians, Black all wool Broadcloths, Black all wool Fancies, Black all wool Drap d'Alma, Black all wool Brocades, worth to \$1.95 yard, One-Half Price.

97c
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WASH DRESS GOODS HEADQUARTERS.

Here are specials for the sale:

10c fine Lawns, per yard..... 5c

Fine Dimities—400 styles to select from—per yard..... 15c

Genuine Egyptian Tissues, our price, per yard (Sold elsewhere for 25c)..... 18c

50c grades dotted and plain silk Tissues, per yard..... 39c

50c Silk Stripe Challies, fine quality, per yard..... 25c

100 pieces Toile-de Nord Gingham, per yard..... 10c

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SPACHTEL GOODS.

18 x 45 Spachtel Sarfs, each..... 35c, 49c and 75c

Shams to match, 32x32, pair..... 75c, 98c and \$1.50

New Battenberg Scarfs, worth to \$3.00, each..... \$1.98

Pillow Cords, 20c silk cords, all shades, yard..... 15c

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FEATHER DUSTERS.

10c and 15c Feather Dusters, each... 5c

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HANDKERCHIEFS.

100 dozen Swiss embroidered Handkerchiefs, very sheer, dainty designs, worth to 25c, each..... 12½c

KID GLOVE HEADQUARTERS.

Such celebrated makes as Raynier, P. & L., Flavias and Servias—only to be found here.

P. & L. first quality French lambskin, 2 and 3 clasp overseam or 2 clasp pique, in all the new spring shades, fit guaranteed, pr. \$1 and \$1.25

First quality French kid, suede and glace, overseam and pique, per pair..... \$1.50 and 1.75

Raynier's celebrated glace and suedes, overseams and pique, all the correct shades, per pair..... \$1.75 and \$2.00

TURNOVER COLLARS.

Embroidered, hemstitched and embroidered, hemstitched and lace trimmed turnover collars, worth 25c each, only 500 at this price.... 12½c

A VEILING SPECIAL.

75c and \$1.00 Wash Veils, fine net and real Honiton edge, only 500 at this price, each..... 49c

HAIR BARETTES.

In shell, plain, jeweled and filigree gold..... 5c to \$2.00 each
Ask to see the new sash pin.

NEW SHIRT WAISTS.



A superb line of cotton shirt waists, the celebrated "Griffon" brand, the best fitting waist in the United States. Hundreds upon hundreds of styles at every price from..... 50c to \$5.00

For \$1.00.

Black percale waists.
Black and white percale waists.
Checked madras waists.
Solid color Chambray waists.
Fancy percale waists.
Fancy Madras waists.
An Elegant Assortment.

NEW WASH RIBBONS.

Wash Taffetas, in all colors, No. 40 for 12c yard; No. 60 for... 15c yd
Fancy Wash Taffeta, new style in stripes and checks; No. 40... 15c yard
No. 5 and 7 Wash Ribbons, in new plaids and stripes, all colors... 5c yd

NEW LACE COLLARS.

New styles just opened, including Venise, Arabian and Guipures, in black, white, ecru and Arab, large variety..... \$1.00 to 4.00

NEW BELTS—SPECIAL.

Innumerable styles to be found here in leather—patent, real seal, suede and Morocco in straight, scoop, circle and bodice effects. Folded and Tucked Satins, Gold Belts, Silk and Velvets, L'Aig'ons, every price imaginable.. 25c to \$3.00 ea

L'AIGLON TIES.

1,000 new L'Aiglon Ties in all colors, very special, each..... 10c

BIG VALUES IN THE CHINA DEPT.

The Prettiest White Porcelain Ever Made.

Alf Meakin's best effort in white semi-porcelain—absolutely the swellest patterns ever produced in plain white. 100 piece dinner sets, one week only..... \$7.75
Worth \$10.00.

25c Fine Crystal Glass Jugs, ½ gallon size..... 15c

Very fine imitation cut Tumblers, each..... 2c

50c Jardineres, 7 inch size..... 29c

Very Special.

6 only fine American Cut Glass Berry Bowls, worth \$6.00, \$6.50 and \$7.50; while they last, each..... \$4.95

IN OUR SUIT DEPT.



An elegant suit made of all wool cheviot, bolero Jacket, sailor collar, embroidered with gold braid, taffeta silk lined. Skirt is 7-gore flare, with good percaline lining. This is a very nobby suit at the price, only..... \$19.50

Another suit of diagonal wool cheviot, with a short jacket, double breasted and satin stitched, an excellent value for..... \$17.50

While our all wool black cheviot, with Peau de Soie silk faced jacket is a hummer for..... \$13.50

A splendid dress skirt of best quality cheviot, fine percaline lined 7 gore flare, best plain skirt made, for..... \$9.50

Our all wool black cheviot dress skirt, full percalined, is a big value, for..... \$8.00

FLANNEL TAFFETA SILK WAISTS FOR \$5.45

This waist we guarantee not to crack in wearing, is made with corded blouse front, reverse effects, trimmed with stitched band of plain white taffeta. V of tucked taffeta, also tie of gold cloth with spikes. Colors, reseda, old rose, helio and red..... \$5.45

WRAPPERS.

Mother Hubbard wrapper, with braid trimmed yoke and 10 inch flounce, the most comfortable wrapper made..... 98c

Another wrapper of good standard calico, with 9 inch flounce and extr wide skirt, also braid trimmed A special flyer for..... 75c

UNDERSKIRTS.

An elegant mercerized sateen underskirt with fancy scalloped heading, 2 in. ruffle on pleating, colors, black, helio and ox blood.... \$1.98
Same, with 10-in. silk pleated flounce, finished with silk ruching..... \$5.00

BIG LINING SALE.

100 Remnants, Silesias, Percalines and skirtings to close at..... ½ Price
10c fast black Percaline, yd.. 7½c
20c fast black Percaline, beetled finished, yard..... 14c
25c fast black Percaline, beetle finish, yard..... 18c
35c fast black Percaline, beetle finished, yard..... 25c
12½c Cerise colored Percaline, 36 in. wide, yard..... 6c
55c French Hair Cloth, shrunk finish, gray only, yard..... 25c