

## St. Valentine ... Still Reigns

As hale and hearty as ever is old St. Valentine's day.

Who has not in a moment of ennui glanced into the windows of the shops and stores on a Valentine day and sighed, thinking the time long passed when these tokens were at the height of popularity? Talk with the dealer a few minutes and you will soon see that even if you have ceased to take interest in the day the young generation is just as zealously concerned as you ever were.

It seems that the valentine inventors have nearly reached the limit of their ingenuity. At any rate the display windows and counters this year afforded no strikingly new, novel effects. They were mostly the same old lace and celluloid affairs, heads, hearts, flowers, birds and miniature representations of noted paintings. When it came to the finest of silk, satin and lace in artful combinations, then you paid as high as \$6.50 for your valentine. Some of the dealers had enough confidence in the community to stock up pretty well on articles of this class and the fact that there was any sale of them at all indicates that the sentiment of the day is still thriving.

It is not frequently that a youth has the heart to deposit six dollars in a valentine, though so far as the money is concerned it is not so hard to find plenty of men who can flash goodly sums. The ordinary run of young man of the mellow age is quite willing to spend from fifty cents to \$1.50 for one of these tokens. It is of this trade that the stores are principally busied though the school children flock like birds around the tables on which are stored the valentines which bring all sums from one cent to twenty-five and keep their pennies and nickels flying.

As for the older folks, they have gone beyond the period when highly sentimental valentines enchain their

attentions and win away their money. They are either married or about to, or else are confirmed celibates. That being the case they buy only to send to expecting children or little friends whom they know will be more than delighted to be remembered. Yes, and they do think considerably of the comics. Surely among their acquaintances there are some whose foibles can be exploited and made subject of jibe by means of comic valentines and investments in these amount to a good deal. Far cheaper than the fancy article, the amount of money put into them is fairly equal to that bestowed upon the costly valentines. One man estimated the Lincoln trade in valentines altogether last week as nothing short of \$3,000, and others, though they could not say with any assurance of definiteness, thought that it was much more than this.

There is no house in Lincoln which makes a specialty of jobbing in valentines during their season though two or three of the largest dealers attend to a little wholesale business on the side for the accommodation of the more remote shops and stores. The rule is that agents of the valentine houses journey out to the various towns several months ahead of the valentine season, taking orders. Within a couple of weeks of the fateful day the dealers begin to put their purchases on display. The people take a slow, gradually increasing interest in them, straggling buyers coming to the front at first, until, within four days of the Fourteenth, it comes time to hire extra clerks in the larger establishments and a rush ensues until the final day.

Those who have thought, upon looking into the windows of the stores the day after, scanning the apparently undiminished stock of valentines, that but few were sold are not reckoning with the host. The valentines on display after the last day of the season are but a small percentage of the stock with which the dealers started out. Suppose all their stock were placed in view on the start! With all

the lingering over they would undergo before they could be sold the season would not be half out before they would be thumb stained and wholly unmarketable. For that reason only a comparatively few are kept in sight. The rest are behind the scenes tightly incased in boxes. When the rush commences it takes much of the time of one man to unpack them and getting them out to the front to take up the gaps in the ranks. That is why it seems to the casual observer that so few sales of valentines are made.

Way off in the far east, valentines in the shape of appropriate jewelry was a fad this year and has been a practice pretty faithfully followed in seasons past. It has not yet found favor in Lincoln. The sale of friendship hearts is about the same all the year round and there was not the slightest leap of trade in this or kindred jewelry during the valentine season this year to apprise anybody from a precious metal standpoint that this was an era of tender sentiment. For all kinds of gift jewelry, the jewelers say, this is the dullest time of year and that anyhow there are only three or four days in the fall and winter and spring season when people make it an especial point to promenade into their stores for gift articles.

As an average, the valentine days did not show a slump in the trade compared with the previous season. Some dealers claim they had less trade and lay the blame to bad retail conditions generally, saying that the responsibility lies in the sparse crop of corn harvested and in the prevalence of smallpox which has kept many people from the city who might otherwise have been here. Others say that their business has been larger and the class of it better than ever before. Truly the windows were as well filled as ever with the choicest of valentine art, the comics were as colorful and scandalous as ever and the postmen as wearily laden.

Because of unwillingness to wear glasses women suffer more from their eyes than do men.

## RETURNS TO HER NATIVE LAND



Electa Gifford, the famous American cantatrice, who took the old world by storm, has returned to her native land and is repeating her successes abroad. She has a voice of wonderful power and sweetness.

Mrs. Hannah M. McPherson, widow of a veteran of the war of 1812, died in Baltimore last week, and over her casket was thrown a piece of the flag that waved over Fort McHenry during the bombardment, and the same one that inspired Francis Scott Key to write "The Star-Spangled Banner."

**Fitz Gerald**  
DRY GOODS CO.

THE PROGRESSIVE STORE

**Fitz Gerald**  
DRY GOODS CO.

Advance Showing

**New Spring Wash Fabrics, Silks, Wool Waistings, etc.**

## New Spring and Summer Silks

**Foulards**—Customers tell us we have the prettiest showing of Foulard Silks in the city. Here's the reason. Our Foulards are bought in dress patterns, one of a style only. We are thus enabled to show you four patterns to one shown by any other Lincoln house. Every pattern bought here is exclusive with you, a great advantage in itself, the quality is the same, the price is the same.

**New Printed Warp Waist Silks**—Handsome new styles, \$1.00, \$1.25, and \$1.50 yard.

**New Black Dress Silks**—Peau de Soies, Peau de Levant, Moires, Water Proof Habuti, Taffeta, Crepe de Chine, etc., are among the varieties we are showing, \$2.00, \$1.75, \$1.50, \$1.25, \$1.00, and 75c yard.

**New Velvet Cords**—Very popular for Waists, all leading shades, \$1.10 yard.

**New Shantung Silk**—A new domestic silk having all the qualities of a Pongee; a great wash silk, 75c and \$1.00 yard.



**New Wool Waistings**—Fancy Spring Waistings in all wool, with silk cord and stripes in colors, old rose, cream, cadet blue, reseda, black, tan, and navy, with delicate colored stripes, 75c yard.

**Satin Stripe French Challies**—A handsome showing of new designs, also plain colors, 75c yard.

**Satin Stripe Challie**—In half wool, good colors and designs, a splendid variety, 39c yard.

**New Wool Goods**—Among our popular new weaves are the hair line stripe, Aeolines, Etamines, and Picardy weaves; they are transparent, hard woven, all wool, non-crushable, and dust proof, 75c, \$1.00, \$1.25, to \$2.00 yard.

**New Black Mohair**—They are talking Black Mohair for spring skirts, as they are dust proof, rich and dressy, 50c, 65c, 75c, \$1.00, \$1.25, \$1.50, and \$1.75 yard.

**Five Thousand Pieces Summer Wash Goods—all Prices—5c to \$2.50 Yard**

We claim to sell more Wash Goods in a season than all the other Lincoln stores combined. Our stock is always the largest, styles and qualities the best, assortments the largest in the west. The dainty, the thin, the delicate, the sheer of every class of goods will be employed this season. Your early selection in these lines would be advisable, as the stock is now new and complete. Cold and wet weather may interfere, but remember the heat never fails us.

Out of Town Folks, Send for Samples