

# FROM THE OLD TO THE NEW

*Wednesday morning, Sept. 24, we shall open our new store, 16th and Farnam Sts. Our new stocks in keeping with our magnificent store. There are larger stores in America, but not one as complete or well equipped.*  
 THE MORSE DRY GOODS CO.

*An increased business, no increase in expenses, the addition of several new departments will enable us to sell goods 10 to 20 per cent less than any other house in the city.*  
 THE MORSE DRY GOODS CO.

## EXCLUSIVE AGENCY

In Omaha from now on for the sale of the CELEBRATED DR. JAEGER'S SANITARY UNDERWEAR, HOSIERY, BLANKETS, and all their specialties—stock all new.

### EXCLUSIVE AGENCY

For HALL'S BAZAR FORMS; the trade supplied at New York prices.

### EXCLUSIVE AGENCY

For BUTTERICK'S PAPER PATTERNS and PUBLICATIONS.

THE MORSE DRY GOODS CO.



## NEW SILKS.

NEW VELVETS, PLUSHES.  
 NEW DRESS GOODS, CASHMERE.  
 NEW HOSIERY, UNDERWEAR, &c., &c.

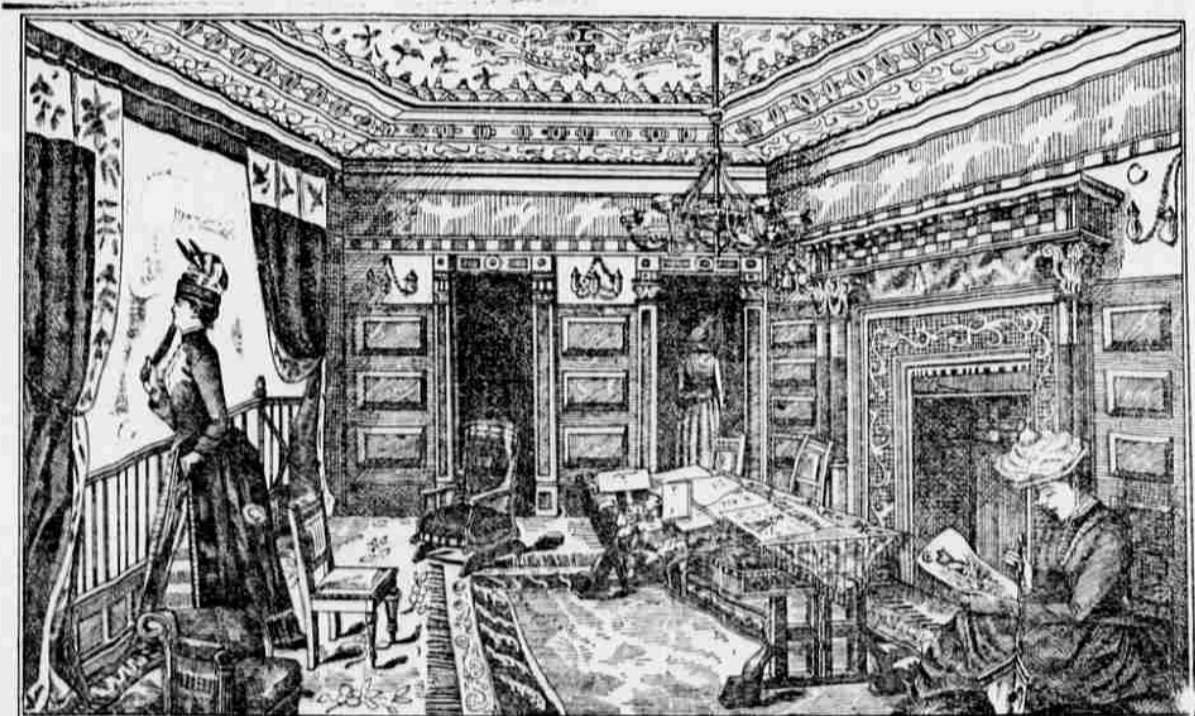
*Everything Fresh and Clean from the Best Markets in the World.*

THE MORSE DRY GOODS CO.

OPEN FOR BUSINESS WEDNESDAY MORNING AT 8 O'CLOCK  
 THE WHOLE WEST INVITED TO OUR OPENING.

## A PROMINENT FEATURE.

Of our GRAND MAGAZINE, is the Ladies Parlor overlooking the main floor. It is intended for the convenience of ladies who wish a convenient and quiet resting place when out shopping. The view below is intended to convey an idea of its appearance.



*ONLY THREE DAYS and our customers of many years will turn their faces in a new direction for DRY GOODS. We hope to SEE MANY NEW FACES in the throng*  
 THE MORSE DRY GOOD CO.

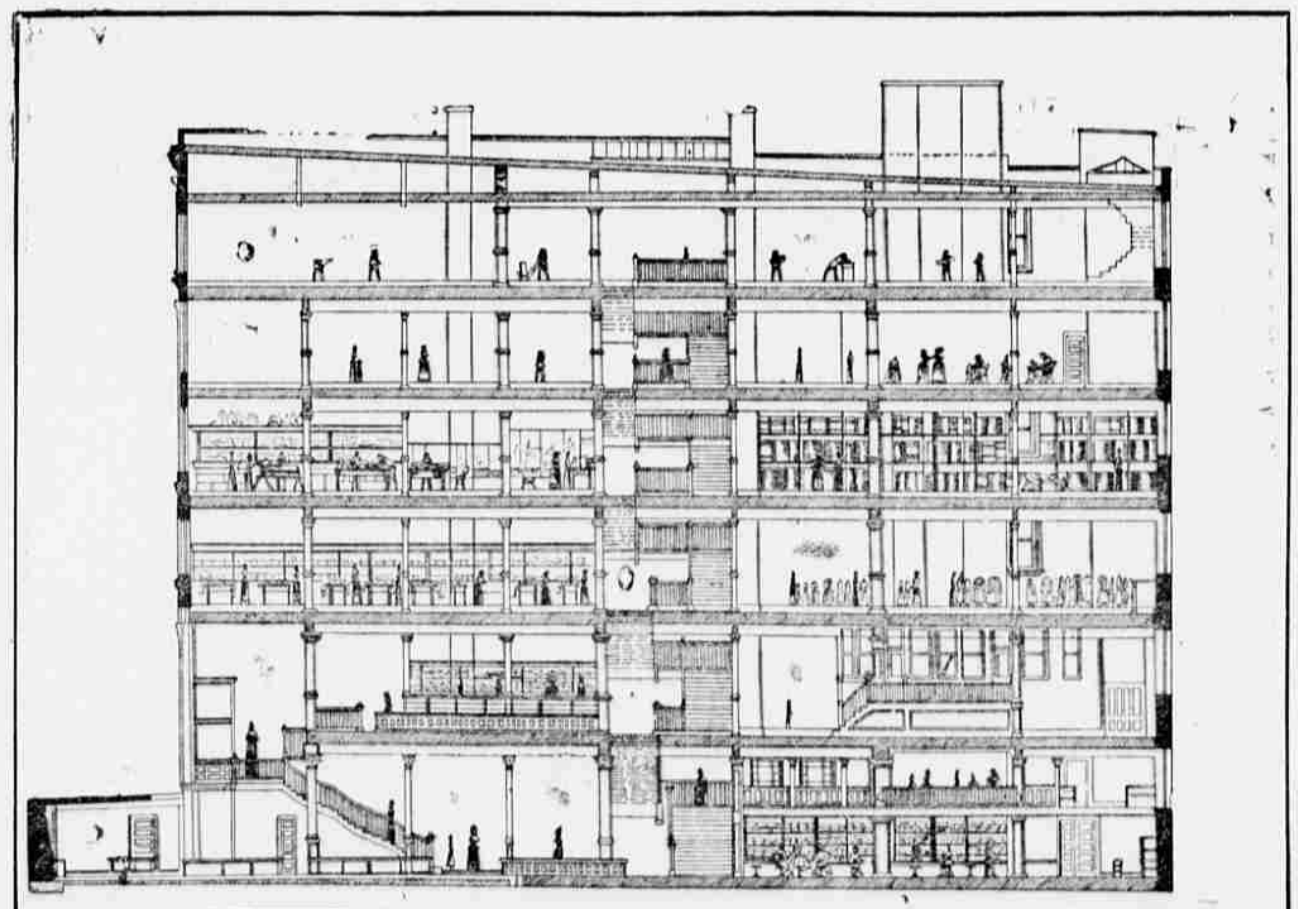
WE WILL OPEN THIS REGAL STORE

## In the Heart

of Omaha. Rest assured our goods and prices will merit your patronage.

## FOR THE OPENING

Every department on our seven floors will teem with bargains. Below a SLIGHT IDEA OF THE INTERIOR CAN BE HAD, SHOWING A SECTIONAL VIEW OF THE STORE.



THE WHOLE WEST INVITED TO OUR OPENING.

Remember WE OPEN WEDNESDAY MORNING SEPTEMBER 24th. at 8 O'Clock.

THE MORSE DRY GOODS CO. 16th AND FARNAM STREETS.