

Morse's Special Sale

Lace and Heavy Curtains

Beginning Monday morning we shall have a Special Sale of Curtains. In this line we include:

SOME NEW STYLES IN
HEAVY PORTIERS.
Brussels Point Curtains.
Irish Point Curtains
in which we are overstocked.

SPECIAL BARGAINS
In Window Shades.

1,000 Holland window shades on spring rollers ready to put up, 40c each, with borders or plain. Another lot of opaque shades, all ready to put up, 35c each, both special bargains.



We make a specialty of fine Decorative Draperies.

Special sketches showing designs furnished at customer's request.

Our fall stock of Brocatelles, Florentines; Spun Silk, Silk Brocade, Mohair, Damasks, Satin Damasks, is entirely new, bought for this store

THE WORK
Done to order in this department is equal to the best done in the large eastern cities.
CARPETS.

We have some very choice new patterns in body brussels and other best makes of carpets. Everything we show in this department is positively new.

Cream
Table Damask.
50c

20 pieces cream table damask, worth 75c, reduced to 50c.

Bleached
Satin Damask
\$1.00.

A fine double Scotch Damask.

Marseilles
BED SPREADS
\$1.25

50 large size Marseilles bed spreads worth \$2, on sale Monday at \$1.25.

Chenille Table Covers
\$2.00

Monday we will sell 100 Chenille table covers at \$2, worth \$2.75.

Knotted Fringe
Damask Towels
12½c

A special bargain for this week; a lot of knotted fringe damask towels at 12½ cents, worth 20c.

MONDAY
BLEACHED
MUSLIN

Lonsdale muslin 7c. Fruit of loom 7½c, 4-4 bleached sheeting 20c worth 27½c, 10-4 bleached sheeting 22½c worth 30c.

HOUSEHOLD
AMMONIA
8c

100 doz largest size Household Ammonia, Monday morning at 8c a bottle.

Notion
DEPARTMENT

For Monday Only

Best 100 yards spool silk 6c. Best buttonhole twist 2c a spool, best dress braids 5c. Books and eyes, best quality. 10c a box. Whisk brooms 10c worth 25 cents.

Children's
Kid Gloves
75c
With the Foster lacing hook, the price elsewhere is \$1.00.

Second Floor,
16TH ST FRONT

We have such an attractive assortment of children's caps that on Monday we will hold a

Special Opening of
Children's Caps & Bonnets



We have over 100 different styles, all new, bought for our opening in this store.

Nelly Bly Caps 45c
Nelly Bly Caps 50c
Nelly Bly Caps 75c
Nelly Bly Caps \$1.

All new styles and fall colors.

Dress Goods

Bargains for Monday.

54 inch dress flannels 55c.
48 inch English croise serge \$1.
60 inch rough French tweeds, the latest styles, \$1.75.

FRENCH

Novelty Suits,
\$10

A lot of newest dark styles and colors on sale Monday morning for \$10 each, equal to any elsewhere for \$20.

Another lot French

Novelty Suits
\$15

This lot has usually sold for \$20.

42 INCH
CAMEL'S HAIR
SUITING
\$1.25

The latest and best black dress fabric out; we imported this ourselves and are selling it less than the wholesale price.

DR. JAEGER'S
Underwear.

Men's, women's and children's, for which we are the sole agents in Omaha. We have everything made by the Dr. Jaeger Co.

Dr. Jaeger's sanitary blankets.
Dr. Jaeger's sanitary hosiery.
Dr. Jaeger's sanitary underwear.
Dr. Jaeger's sanitary night shirts.
Dr. Jaeger's sanitary bandages.
Dr. Jaeger's sanitary sheets.
Dr. Jaeger's sanitary pillows.
Dr. Jaeger's sanitary suspenders.
Dr. Jaeger's sanitary corsets.

WE ARE SOLE
AGENTS.

Any goods sold you elsewhere are from last year and have suffered from exposure to moths, etc., besides being old shapes. Our goods are all of the

Crop of 1890.

Underwear Dept.
Second Floor, 16th St. Front.

Sole agents for the Jenness-Miller underwear, divided skirts, union suits and ladies' tights, children's combination suits, children's tights--Jenness-Miller system.

MEN'S
UNDERSHIRTS.
50c

Natural gray--not all wool but just as good as any \$1 undershirt in the city.

Morse Dry Goods Co.

With a view to making shopping pleasant and convenient we are adding departments. Ladies will soon be able to purchase

Ladies' and

Household Goods of

Tinware,

Woodenware,

Lamps,

Silverware, Etc.,

without leaving the store.

One of our new departments on the main floor, Farnam street front is

Boys' Clothing.

A complete stock of everything.



Boys' Suits, \$2.75, clothing

store price, \$3.50.

Boys' Suits \$3, clothing store

price \$3.75.

Boys' Suits, \$3.25, clothing

store price \$4.

Boys' Suits, \$3.50, clothing

store price \$4.50.

Boys' Suits, \$4.50, \$5.50,

\$6.50.

BOYS'
Jersey Suits.

New and stylish, \$4, \$4.50,

\$5, \$5.50, \$7.

Children's Jersey Kilts.

Boys' Jersey Reefers.

BOYS'
OVERCOATS,

From \$1.50 to \$20 each.

LADIES'
UNLAUNDRIED
Handkerchiefs.

Embroidered by Hand.

Made of Fine Cambric.

Worth 50c Each.

Bunches of 6 Real Hem-

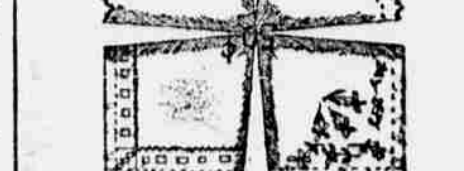
stitched for \$1.50 the Half

Dozen.

Bunches of 6, same quality,

Imitation Hemstitched, \$1 for

the Bunch.



HALL'S

Bazar Forms

We are Sole Agents in Omaha for Hall's Bazar Forms, Wholesale and Retail. We Supply Dealers at the New York Price. Every Family should have one.

HALL'S
Bazar Forms

Full 27-inches long with extra good satin linings, seal olive fastenings, cut tight, fitted with high shoulders, good wearing plush of fine quality. \$15.

Seal Plush Jackets

With DeMedici collar, something new and not shown by any other house in Omaha. Ask to see it.

-----\$15.00-----

We have same shape made of seal skin at \$185.

The Morse Dry Goods Co.

Seal Plush Jackets

With DeMedici collar, something new and not shown by any other house in Omaha. Ask to see it.

The Morse Dry Goods Co.

MORSE'S CLOAK DEPARTMENT

Light, Air and Room to Make Selections.

The success of our new Cloak Department has been phenomenal; we have sold thousands of the latest style garments to ladies that never visited our old store; our stock is practically new--we are not showing a single cloak from last season.



Seal Plush Sacques

Largest variety in the city and we make the following low prices.

Plush Sacques \$17.50
Plush Sacques \$20
Plush Sacques \$22.50
Plush Sacques \$24
Plush Sacques \$30
Plush Sacques \$35
Plush Sacques \$40
Plush Sacques \$45

Better quality of plush, better lining, and a better fit than you can obtain elsewhere in the city.

Tailor-Made

:- JACKETS :-

\$15.

Like this cut, made of black chevron worsteds, finished equal to any custom tailors' work, at \$15 each.

Sealskin Sacques in stock

or made to order.

Sealskin Jackets in stock

or made to order.

Agents for Hall's Bazar Forms

Children's

CLOAKS
\$2.50 to \$20

Special values; like this cut; in stylish plaid patterns, green, black, checked, etc., with silk cord edge and girdle to match.

6 years \$9.00

8 years \$9.50

10 years \$10

Fur Department---On Cloak Floor.

On this floor we have a special Fur Department--fur capes, muffs, boas, etc., of all the desirable and fashionable furs.

Ladies' Plush Jackets \$15

Full 27-inches long with extra good satin linings, seal olive fastenings, cut tight, fitted with high shoulders, good wearing plush of fine quality. \$15.

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