

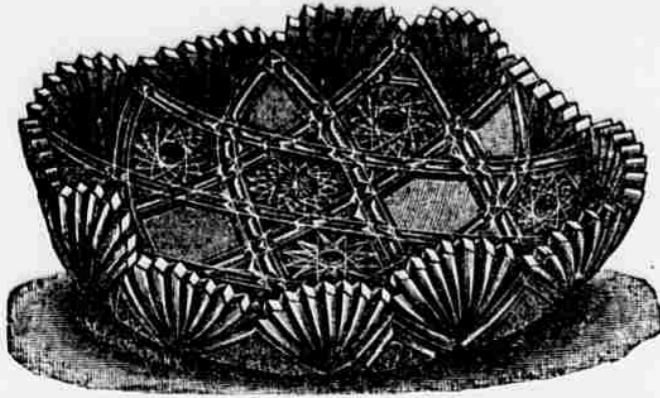
THE MORSE DRY GOODS COMPANY. Housekeeper's Harvest of BARGAINS. RUSTLING TIMES AT MORSE'S WASH GOODS COUNTERS.

A VERITABLE RATTLING DOWN OF PRICES IN DISHES,

GLASSWARE, CROCKERY WARE, AGATEWARE, DINNER SETS, TOILET SETS, TEAS, WOODENWARE.

The Grandest Aggregation of GOOD GOODS at STARTLINGLY LOW PRICES NEVER OFFERED IN THE WEST.

PRESSED GLASSWARE.



Butters, 10c. Sugars, 10c. Creams, 7c. Spooners, 5c. Covered Bowls, 15c. Comporters, 15c. Celeries, 10c. Oval Dishes, 10c. Desserts, 45c per dozen. Olive Dishes, 75c per doz. Ice Cream Trays, 80c each.

Fine Opaque Toilet Sets, 12 pieces, for \$5.75, worth \$8.00.

12-piece Toilet Sets, Beautifully decorated, various styles and shapes, \$5.50, worth \$7.50.

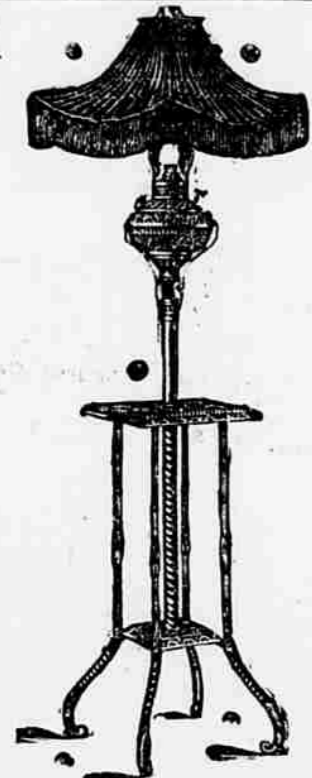
SMALL THINGS FOR WHICH YOU PAY MUCH MORE ELSEWHERE. LOOK AT THE LOW PRICES ON THE LITTLE THINGS.

Thousands of Useful Articles, which we cannot tell of in an advertisement, at LOWEST prices in the west, are upon every table and counter, and shelf in this large, beautiful and complete household department.

WINE SETS.

Decanter, one dozen glasses and a handsome tray, all of fine Bohemian glass, colored, with gold ornamentation, \$2.95 set, worth \$4. Basement.

A Hundred Lamps at a Great Sacrifice. Prices Cut Nearly In Two.



This lamp in brass or nickel. Complete with silk shade; best Pittsburg or B. & H. burners.

\$5

Send Mail orders for this lamp. We will pack safely free of extra charge.

Vase lamps, richly decorated, 10-inch shades, double burners, \$1.75, worth \$3. Vase lamps, same style but better, \$2.45, worth \$5. Others, still better and more beautiful, at a little less than half what others ask. Basement.

Coffe or Tea Pots 40c, 45c, 50c, 60c, 70c, 80c and 90c.



DINNER SETS

130-piece dinner sets, elaborately decorated in three colorings, fine English china, artistic set complete for \$10, worth \$18. 125-piece dinner set, opaque china, plain, \$18, worth \$25. This china is warranted not to crack. Basement.

GLASS THINGS Molasses can, Britannia top, 15c; worth 25c. Finely engraved molasses can, Britannia top, 20c; worth 35c. Fine Bohemia glass syrup can, plated top, 40c; worth 65c. Sugar shakers (large size), plated top, 8c; worth 15c. Oil bottle, cut glass stoppers, 20c; worth 40c. Basement.

WATER SETS Two quart pitcher, finger bowl and full complement of glasses and glass tray, all frosted, 75c set; worth \$1.50. Basement.

CASTERS.

Four bottle, all glass casters, 40c, worth \$0.3. Five bottle, all glass casters, 60c, worth \$1.

FINGER BOWLS.

Fine Pittsburg glass, large and beautifully shaped, 10c each, worth 25c. Finer qualities at slightly higher prices. Basement.

BERRY DISHES.

Fifty new styles to select from at these prices: Seven inches across, graceful shapes, 15c each, worth 25c. Frosted 8-inch bowls, finest Pittsburg glass, 40c, worth 65c. Ten-inch frosted bowls, 65c, worth 90c. Basement.

Tea Kettles Round bottom, 65c, 70c, 75c. Flat bottom, 90c.



OUR BASEMENT Only a few of the useful and ever necessary articles we sell cheaper than anyone. Fine steel blade, 25c. Good hatchets, 10c. Better hatchets, 30c. Saws, 25c. Meat saws, 25c. Curry combs, 10c. Horse whips, 25c. Putz's polishing pomade, 5c box. Chopping knives, 5c each. Horse bits, 5c. Ice picks, 5c. Dinner, 5c. Scissors, 5c. Iron spoons, 5c. Cake pans, 5c. Pie pans, 5c. Scrub brush, 5c. 2 cakes of Sapolio for 15c. Plain China cuspidors, 25c each. Decorated, 60c each. Clothes Wringers Iron frames, solid rubber rollers, \$1.75; worth \$2.50. Same style, better goods, \$2; worth \$3. Wood frames, best wringers, \$2.75, worth \$3.25. Wood frames, \$3, worth \$4.25. Basement. Wash Tubs Wash tubs, large size, 60c, 70c and 80c each.

YOUTHS' CLOTHING.

No. 1. Youths' Three Piece Suits. Long Pants; fine Black Cheviots, Gray and Wood-Brown Cheviots, Tweeds, Homespuns, Worsted, Serges and Cassimeres. These suits are tailored to an absolute fit, artistic lines and perfect goods; are a special feature with us. Sizes, 14 to 18 years. Prices, \$5, \$6, \$7, \$7.50, \$8, \$9, \$10, \$12 and \$14 suit. No. 2. Youths' Double Breasted Three piece long pant suits; these nobby suits are made of Black, Gray, Wood-Brown, Cheviots, Tweeds, Homespuns, Worsted, Serges and Cassimeres. Perfect fitting (as are all our suits). Sizes, 14 to 18 years. Prices, \$5, \$6, \$7, \$7.50, \$8, \$9, \$10, \$12 and \$14 suit.



Great Bargain Table.

We have placed upon a table in our Popular Boys' Clothing Department Complete 2-piece suits, ranging in ages from 4 to 14 years. A GROUP OF ASTONISHING BARGAINS Suits worth \$5 for \$3. Suits worth \$12 for \$6. Nothing wrong with these suits. Too many—that's all. So they go out at a great bargain for you.

A Blow at the Kilt Suit Price Four Hundred Kilt Suits. These suits are Scotch Cheviots, wash goods, fast colors, and are worth \$9, \$6, \$7 a suit. The take-away price for Monday, \$3.50, and with every suit purchased of us, whether Kilt these suits or any other suit, we will give you a base ball and bat for the boy. Knee Pants Bargains. The \$1.50 quality for \$1. The \$1.50 quality for \$1.25. The 70c quality for 50c. Shirt Waists--New Style New style, that is, cut with round collars. In Blue Penang, \$1, worth \$1.25. In White Printed Percaloes, \$1, worth \$1.25. In White Printed Percaloes, 75c, worth \$1.

Second Floor.

French Shirting Sateen. 25c yard; 40 inches wide, neat hair line stripes, blue, black and red, actual value 40c.

Printed Whip Cord Cloth. New spring colorings, artistically printed in the new China silk design, 15c yard, worth 25c. Send for our Illustrated Fashion Catalogue for Spring--Mailed Free

New Flannelettes, 8 1/2 c Yard. 25 pieces of the 12 1/2 c quality for tomorrow at 8c.

Spring Challies. Light and dark grounds, good styles, good cloth, worth 10c, tomorrow 5c yard.

White Goods. 50 pieces checked nainsook, 10c yard, value, 15c. 35 pieces white dimity, 25c yard, worth 35c.

Fine French Gingham. No color of sky or flower escapes the Frenchman. He is always alive to the charm of the beautiful. These gingham are the pick of the best that the French looms produce. Come and see them all--the buying comes naturally. Second floor. Send for our Illustrated Fashion Catalogue for Spring--Mailed free

Jouvin's Gloves. These gloves are the genuine JOUVIN. See that every pair you buy is stamped JOUVIN, as those offered as the JOUVIN and that do not bear the JOUVIN stamp are worthless imitations. We have the JOUVIN gloves in green, navy, vichy, mode, French gray, tans and browns; in fact we can match any taste ever so fastidious.

HOSE. Children's fast black hose 15c. Children's fast black hose, double knee heel and toe, 25c. Boys' iron clad hose, fast black, 35c. Ladies' fast black hose, 40 gauge quality, 15c. Ladies' fast black hose, extra fine and double heels and toes, 25c.

Underwear. Special in ladies' ribbed jersey fitting vests, ribbon trimmed neck, all sizes, 12c. Ladies' fine Egyptian cotton vests, pure white, jersey fitting, neck trimmed with ribbon, 25c.

Ribbons. New polka dot Faille Ribbons beautiful spring shades. THE NACRE Morie Ribbons--two satin bands show through the morie surface making a soft effect.

New Cable Cord Ribbons. Moire effects, new shadings in Moire ribbons, in fact a perfect sea of ribbons, in the daintiest, in the most exquisite colorings are grouped under

Lowest Prices. On our main floor. 100 dozen handkerchiefs, embroidered and scalloped, 20c; regular price 35c; first floor. Another bargain in handkerchiefs: 100 dozen embroidered and scalloped, 15c; worth 25c. First floor. Send for our Illustrated Fashion Catalogue for Spring--Mailed free

Spring coloring in French Plaids New henrietta weaves, actually worth 75c a yard; First floor.

50c a Yard Monday. 52 inches wide Ribbon Chevrans A full dress pattern For \$6.75. This is an unprecedented bargain, all new colorings, new goods, worth nearly a third more. First floor.

NEWMARKETS. THAT ARE NEW.

An Elegant Style NEWMARKET

as illustrated, is finished with military and detachable hood, which can be worn with Newmarket proper, or cape and hood alone. Must be seen to be appreciated. Price

\$23.

We ask comparison with \$30 garments shown elsewhere.

Another Box Coat NEWMARKET

with military cape finished with "Anne of Austria" color, cape detachable, cavalry band fastenings. Material, herringbone cheviots, in rough camel's hair effects. Price

\$10.

See what others are showing at \$20, then see ours.

Ladies' Box Coats. Lined throughout with satin maneloux, notched collar Black, only \$10, worth \$13.50 elsewhere. Another box coat made of fine Clay Diagonal, bound with cord, tailor-made, smoked pearl buttons; price, \$15. Look at what others are offering for \$20, then see these. Send for our Illustrated Fashion Catalogue for Spring. Mailed free

Misses' Reefer Jackets. Beautiful mixtures grays, tans, etc.; square-cut Bolero collars; jaunty, stylish; price, \$7.50.

Second Floor.

Ancona Wrapper Cloth. Handsome French printings; stripes, plaids, figures, in a variety of beautiful colorings and designs, 25c yard.

English Batiste, 19c Yard. This season's most desirable wash fabrics, 19c yard, worth 25c yard. Printed mulls, 15c; light and tinted grounds. Printed dimities, 20c. Wide Arnold Indigo prints, 10c. French percales, 36 inches wide, 12 1/2 c. 5,000 yards colonial cloth, 8c yard, worth 12 1/2 c. 5,000 yards French satens in one and two dress pattern lengths, 15c yard, were 35c yard. Send for our Illustrated Fashion Catalogue for Spring--Mailed free Second Floor.

Writing Paper, 25c a Box. 5,000 boxes extra superfine society paper for polite correspondence, worth just double the price.

Grand display of our new spring styles in Ladies' black parasols. Ladies' colored parasols. Ladies' fancy parasols. Ladies' sun umbrellas. Ladies' rain umbrellas. Ladies' carriage umbrellas. Ladies' coaching parasols. In all of the above we have exclusive styles, which can only be seen at Morse's.

New Dress Stuffs. Shepard blocks and plaids, bright and sober colorings, full 40 inches wide, all new, absolutely fast color, washable, Monday and Tuesday, 2nd floor, 45c yard. Send for our Illustrated Fashion Catalogue for Spring--mailed free.

Zig Zag Cheviots. NEW WEDGE WALE WEAVE. Tans, Belges, Modes, Old Rose, Vichy, and all the new spring popular shades and effects. The prices starting, First floor, 50c yard. Send for our Illustrated Fashion Catalogue for Spring--Mailed free.

Genuine Scotch Cheviots. Pure Scotch wool, elegant mixtures, tans, modes, hether shot in red and brown, and tan, flick, spots, 48 inches actual width; THE PRICE? Come and see. First floor.

New Cote de Chevals. New Crocodile Weaves. New Whipcord Chevrans. New Diagonal Plisse. New Turtle Back Cloths. New Silk Flock Silica, etc. First Floor--Dress Goods Department

Imported China Silks. A rich and beautiful grouping of rare and exquisite designs, navy and black grounds (mostly) with brilliantly colored figures, 37c, 65c, 75c a yard. First floor. Send for our Illustrated Fashion Catalogue for Spring--mailed free.

A Rush Price On 100 dozen pure linen

Huckabuck Towels Deep hemstitched ends, solid liberal towel, worth 35c everywhere.

Monday 19c Each. First floor--Linen Department.

New Wool Challis Not the conventional styles you see elsewhere. Grant designs, new ideas, beautiful, attractive. First floor.



CAPE NEWMARKET.

Fine wedge wale chevron, light gray mixtures. The cape and ulster can be worn separately. So having two garments in one. There are none elsewhere in Omaha or adjoining cities. The cape is finished with Henry II. collar.

\$16.50.

See what others are showing in similar garments for \$25 first, then come and see ours.

Send for our elegant Illustrated Fashion Catalogue--mailed free.

Children's Reefers, \$3.90. "Never heard of such good values;" navy, tans and mixtures; splendid for wear; worth \$5 anywhere. Third floor. Send for our Illustrated Fashion Catalogue for spring. Mailed free.

Capes. Handsome embroidered yokes and collars; some trimmed in jet and nail heads, others plain; all good, all styles, \$5, \$7.50, \$10. All new spring shades. Third floor.

THE MORSE DRY GOODS COMPANY.