

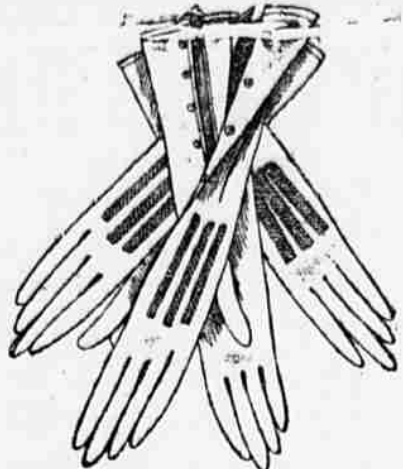
S. P. MORSE & CO.**NEW CARPETS.**

We are showing by far the best stock of Carpets in the City; purchasers who have heretofore found it necessary to look for fine patterns in Chicago and New York can save money and find equally as good designs in our stock. We have carpeted nearly all the handsome new residences built in Omaha during the past year besides such artistically carpeted rooms as

The Metropolitan Club Rooms,
The Elks Club Rooms,
The Omaha Club Rooms,
All the Carpets for which were purchased from us.
S. P. MORSE & CO.

COLGATE'S CASHMERE BOUQUET SOAP, 15c a Cake.

For Monday only we will sell Cashmere Bouquet Soap at 15c a cake. Not to disappoint our customers we will sell only two cakes to each purchaser, and none to the trade.

4 BUTTON KIDS \$1.50.

Monday morning we shall offer a new importation of Real Kid Gloves in all the spring shades with richly embroidered backs and welts at the top to match the embroidery; worth \$2.50, our price \$1.50.

S. P. MORSE & CO.**S. P. MORSE & CO.****S. P. MORSE & CO.****Grand Sale!****FINE HOSIERY**

We have just received the largest and most varied assortment of Fine Imported Hosiery ever displayed in Omaha. Monday morning we make a special display and sale of the following numbers.

Silk Pleated Hose,**\$1.00 a Pair.**

50 dozen of the above Hose in tan, drab and mode colors only, worth at actual value \$1.50, Monday and during the week we offer them at \$1.00 a pair.

Black Silk Hose,**\$1.68 a Pair.**

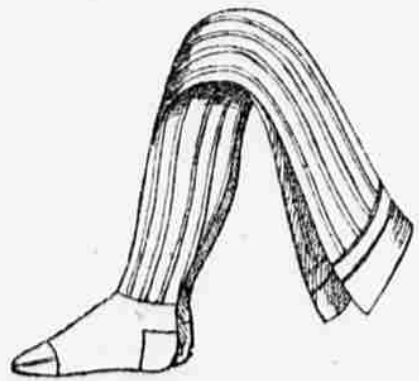
10 dozen Ladies' Black Pure Silk Hose, all sizes, worth \$3.00; during this sale we offer them at \$1.68 a pair.

French Lisle Hose,**\$1.00 a Pair.**

20 dozen Fine French Ribbed Lisle Hose, colors black, tan, drab and mode, good value for \$1.50; sale price for one week \$1.00 a pair.

Ladies' Silk Hose,**78c a Pair.**

To-morrow we offer a new importation of Ladies' Black Silk Hose, choice quality; worth \$1.25, sale price 78c a pair.

S. P. MORSE & CO.**S. P. MORSE & CO.****S. P. MORSE & CO.****Youth's Fine French RIBBED HOSE,****50c a Pair.**

Imported direct from Condor & Co., Paris, and known as the C. & G. Double Knee Hose, worth 75c a pair, all sizes, 8, 8 1/2, 9 and 9 1/2; sale price 50c a pair.

Children's Black Hose,**25c a Pair.**

Monday morning we offer 50 dozen more of these Black Ribbed Hose, double knee, double heel and toe. The best value in the city for 25c a pair.

Ladies' Cotton Hose,**35c a Pair.**

60 dozen fine gauge, split foot, new spring shades, tan, mode and drabs, all solid colors, worth 50c a pair; for this sale we have marked them 35c a pair or \$4.00 a dozen.

Balbriggan Hose,**15c a Pair.**

50 dozen Brown Balbriggan Hose, regular 25c quality, marked down for this special sale to 15c a pair or \$1.75 a dozen.

S. P. MORSE & CO.**S. P. MORSE & CO.****PRINTED CHINA SILKS,****PRINTED SUMMER BENGALINES,**

We have received from our Paris agent the very latest patterns in fancy China Silks, only one dress of a style; they are in all the new shades of gouelin, French red, olive green, etc.

PEAU DE SOIE, \$1.50.

This is new Black Silk Fabric that will neither shine or crack; it is rich and lustrous; you are invited to call and examine it.



Peau de Soie, \$1.75.
Peau de Soie, \$2.25.
Peau de Soie, \$3.00.

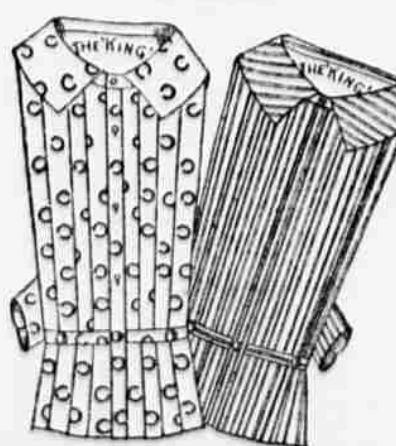
"REGATTA" BLACK SILKS**\$1.75. \$2.00.**

These Silks are growing in the public favor on account of their superior good wearing qualities. They neither grow shiny or break. We offer two special qualities next week.

REGATTA SILK \$1.75, Worth \$2.25
REGATTA SILK \$2.00, Worth \$2.50

S. P. MORSE & CO.**S. P. MORSE & CO.****BLACK SATIN PARASOL,****\$2.78.**

We have only a limited quantity of these large sizes, made of Fine Black Satin, black and colored Silk lining, trimmed with 5-inch Gimpure Lace, ebony and natural wood handles, worth \$4.00, our price for Monday only \$2.78.

BOYS' SHIRT WAISTS,**78c.****KING SHIRT WAISTS.**

We are sole agents in Omaha for the above celebrated brand of Waists, the finest made and best fitting Waists known. To-morrow we offer our regular \$1.25 and \$1.50 qualities in one lot at 78c for all ages.

S. P. MORSE & CO.**S. P. MORSE & CO.**

Monday morning we will offer the P. D. French Corsets.
No. 97 for \$2.00, reg. price \$2.50
No. 150 for \$2.25, reg. price \$3.00

DRESS GOODS**Bargains!****COMBINATION SUITS, \$10**

We offer at our dress goods counter about 20 of the newest styles check and stripe Combination Suits in late beige and tan shades for \$10 each, worth \$20.

ALL WOOL SUITINGS, 58c Per Yard.

We have found this to be the very best bargain ever shown in Omaha; the assortment of colors and styles is varied and not a yard of them is worth less than \$1.25 to \$1.50, our price 58c.

NEW CASHMERES, 75c.

We have received another lot of the celebrated heavy, fine, all wool cashmeres in all the late shades; heretofore they have sold for \$1 a yard; our price 75c.

S. P. MORSE & CO.**S. P. MORSE & CO.****P. D. Corsets, \$2.**

Monday and During the week,
Special Offerings in

WHITE GOODS**INDIA LINEN 10c a Yard.**

Monday morning and during the week we will offer 2 cases of fine White India linen bought at the recent sale of Lawrence, Taylor & Co's mammoth stock. At regular price we would sell them at 15c; we bought them so cheap that we offer them for one week at 10c a yard.

India Mull, 15c a Yard.

This is another lot bought at the same sale and equally as good value. Other houses sell this number at 25c; our price for one week will be 15c a yard.

CHECKED NAINSOOKS, 12c a Yard.

For Monday only we offer one case of handsome checked nainsook at 12c a yard. They would be splendid value for 20c. The quantity is limited and cannot last over Monday.

We Open Monday Another Lot of Choice Styles New Carpets.

FIGURED CHALLIES, 16c a Yard.

100 pieces new patterns and best quality figured challies at 16c; they are sold elsewhere at 25c a yard.

Buttericks New Patterns for the Month of April Received.

S. P. MORSE & CO.**S. P. MORSE & CO.****SATIN DAMASK 3-4 NAPKINS, \$2.95**

This is the finest lot in the collection; they are worth \$5 a dozen. Come in the very choicest patterns and are a bargain.

NEW CARPETS OPEN MONDAY.**Bleached Table Damask, 50c**

This is usually sold for 75c; is full 60 inches wide, and really a bargain at 50c.

Turcoman Chenille Curtains, \$2.75 Pair.

DOUBLE SATIN DAMASK, 85c.

This is 62 and 64 inches wide, and very fine heavy German linen, worth \$1.25 a yard; 85c.

2 Great Bargains!

\$1.25 and \$1.50.
100 pieces heavy double satin damask, actual value \$1.75, our price \$1.25.

Damask, \$1.50.

50 pieces full 2 yards wide double satin damask, regular price \$2.50, on this sale for \$1.50.

S. P. MORSE & CO.**S. P. MORSE & CO.****TURKEY RED DAMASK, 25c.**

Fast oil colors, usual 50c quality for restaurants, kitchen use or hotels, this is very desirable.

Pure Linen Crash 5c.

We have in the lot one bale pure linen unbleached crash, usually sold for 8c, next week's price 5c.

SPECIAL LOT! 50c

Finest Damask Towels, embroidered ends, double knotted fringes, actual value 75c to \$1.00. In one lot Monday at 50c.

Crepe and Huck TOWELS, \$1.65 Per Dozen:

This is another of the great linen bargains we shall offer; the regular price is \$2.50 per dozen.

S. P. MORSE & CO.**S. P. MORSE & CO.****VV WAISTS.***The Gentle Waist*

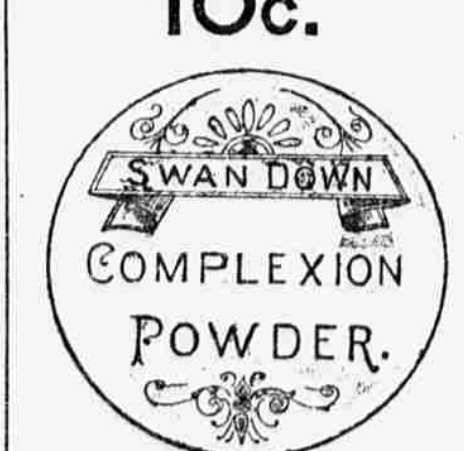
We have received all ages and sizes of these waists; they are without doubt the best waist made.

NEW French Serges, \$1.00.

Another lot of these in late colors—Gobelin blue, terra cotta, mahogany, beige, tan, etc.; this is the finest cloth imported, and will wear satisfactorily.

BLACK Henrietta Cloth \$1.25.

We have received a special bargain in new Henrietta cloth, worth \$2 a yard; our price \$1.25.

S. P. MORSE & CO.**S. P. MORSE & CO.****SWANSDOWN Complexion Powder, 10c.**

We shall offer 10 gross of the above; regular price 25c; it is the best complexion powder made, and at 10c is a bargain.

NEW Checked Surahs \$1.00.

We shall open some very choice colors in the newest checked surah silks Monday; all the late combinations of coloring at \$1 a yard.

BLACK SURAH SILKS, 98c.

These are a direct importation from Alex Giraud & Co., Lyons; they are double warp, and warranted to wear well.

S. P. MORSE & CO.**S. P. MORSE & CO.****CURTAIN***—AND—***UPHOLSTERY****DEPARTMENT.****SPECIAL SALE**

For Monday and During the Week!

Brussels Effect Lace Curtains,

We have some choice patterns which we will close at

\$3, \$4, \$5. PAIR.

These patterns are like Real Lace Brussels Curtains, usually sold at \$25 to \$50 a pair.

Irish Point Lace Curtains.

We will show some extraordinary bargains; importing these goods direct; the patterns are exclusive, and cannot be seen elsewhere in Omaha. Prices:

\$10, \$12, \$15, \$20. PAIR.**S. P. MORSE & CO.****S. P. MORSE & CO.****WINDOW SHADES****50c Each.**

1,000 best American Holland window shades, 7 1/2 feet long, with handsome fringe on bottom, including best spring rollers, in 10 different colors; will be sold next week at 50c each.

SWISS TAMBOURED Lace Curtains.

We have a number of odd lots containing 2 and 3 pair of a pattern; our most desirable patterns, which we will close out at

\$6.50, \$10, \$12, \$15, PAIR.

IN WHITE AND ECRU.

Antwerp Portiers,**\$20.00 a Pair****Turcoman Curtains,****\$7.50 a Pair.****Chenille Portiers,****\$12.00 a Pair.****Tapestry Curtains,****\$5.00 a Pair.****Tapestry and Turcoman Portiers****\$2.75 a Pair.****S. P. MORSE & CO.**