

S. P. MORSE & CO.

Cream Jerseys,

\$2.50

Monday morning we will place on sale a superior quality of Cream White Jersey of fine smooth fabric, cut with vest front and handsomely finished. These we offer at \$2.00.

Cream Jerseys,

\$2.50

These Ladies' Cream White Jerseys have pleated shield front. A beautiful fine wool fabric that has retained all season at \$3.50. For one week we offer them at \$2.50 each.

Cream Jerseys,

\$3.75

These are the finest quality of Cream White Jerseys produced, and sold everywhere at \$6.00. Come with silk trimmed vest front and are very stylish. Our price for one week will be \$3.75.

LADIES'

NIGHT GOWNS,

79c.

These are an assorted lot of Ladies' Mother Hubbard Night Gowns; yokes of embroidery and tucks; all of extra good cloth and worth from \$1.00 to \$1.25. Choice for one week 79c.

MAIL ORDERS FILLED.

S. P. MORSE & CO.

SNEAKS, SHARKS AND SHARPS

Who Prey Upon the Innocent, the Ignorant and the Sick.

A DEMAND FOR LEGISLATION.

Interesting Talk with Members of the Legitimate Profession and How They Feel on the Subject.

The Fool Catchers.

For the past week the city has been flooded with the following circular:

The greatest mind reader and counselor in the world; can tell truthfulness of friends whether dead or alive, lost or stolen property, dreams interpreted, business ventures, journeys, etc. Charges, \$2.00, \$5.00, \$10.00 and \$20.00. Each caller is given a private audience and all business strictly confidential. Law, love and logic in every answer. Consulting hours from 1 p. m. to 9 p. m.

It is quite safe to say, so glibly is humanity, that this fraud and impostor has been doing a land office business. The city is full of these tricksters, and the life of ease and plenty they lead with the theft of their business. The sick, the poor and the ignorant are their prey, and there is one profession that suffers incalculably at their hands—the medical. Quack doctors, street fakirs, specialists, clairvoyants, fortune-tellers, soothsayers, healers and electricians, so-called, constitute an army of vampires upon credulity, ignorance, and innocence, and an unmitigated nuisance upon the entire reputation of the city. They ought to be regulated, if not abolished, by the rigid arm of the law. To better get at the exact status of the condition of things relating to this dangerous class of impostors, a number of the best known and worthy members of the medical profession, and has banded down the list of their names and addresses in a way that gives a good understanding of the evil. The physician is greatly annoyed, especially the family doctor, of the week, where the laws regulating the practice of medicine are so slack.

On the best informed men in the city as to the subject:

"Under the laws of Nebraska there is a class of advertising and migratory quacks that fills the eye of the law only. They pay no regard to our code of medical ethics, or gentlemanly deportment toward members of the profession, nor show any mercy to their victims. They usually sue them up with unerring accuracy, and if they can't get \$200 they take \$50."

"They are also in the habit of sending out their rustlers, as they call them, into the country seeking whom they may devour. These fellows are selected from the great army of sick-tongued scamps without any knowledge of medicine or its virtues—but they answer every purpose necessary for their game is a con game, if ever there was one. Cheap and a profession of affected sympathy for the poor sick are the requisites, with the assurance of a speedy cure if the necessary amount of money can be raised."

"No, it is no wonder a legitimate physician is inclined to leave his pocket case in his office for fear if he is seen on the streets he may be called doctor and mistaken for one of those miserable impostors."

"Not another lot of vampires bleeding the sick of their vital force and their last dollar who are still less respectable, if there can be any respectability in such scoundrels, are those miserable clairvoyants and so-called healing spiritual mediums and fortune tellers. They prove around unknown to the police, religiously avoiding the newspaper reporter, and indeed the physicians, and with their gift of gab and their having plenty of leisure, hunt up the sick, rendered susceptible victims by long continued disease, and probably having passed through the machine of torture from the class of doctors I had just spoken of. As a drowning man will grasp a straw, so will these weak minded sick people listen to the tales of miraculous cures they have effected and they fall an easy victim to this class of swindlers and by the time they finally

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BLACK SURAH SILK

ULSTERS

\$10

The handsomest traveling garment brought out this season, made of fine Black Surah Silk, cut close-fitting back, loose pleated front shirred at the neck, bell sleeves, and finished with long ends of Moire ribbon at the neck.

Price \$18.00.

LADIES'

CAMBRIC SUITS,

\$3.45

Monday morning we will offer another lot of these fine ready-made Printed Cambric Suits for Ladies, in assorted styles, not one of which is worth less than \$5.00, and many are worth \$6 and \$7.

Choice of the lot, \$3.45.

CHILDREN'S

White Suits,

\$1.98

We have a limited quantity of Children's Dresses made of fine plain white Linon de Inde, with yoke of solid embroidery. Sizes 2, 3, 4, 6 and 8 years. Monday, choice of the lot.

At \$1.98 Each.

Agents for Butterick's Patterns.

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Boys' Clothing.

CASSIMERE PANTS,

30c

All next week we offer a new lot of Boys' good Cassimere Pants, sizes 9 to 12 years, all at one price, 30c a pair.

ODD LOT

BOYS' PANTS,

85c.

These are a mixed lot of Corduroy, Tweed and Cassimere Pants, honestly made and worth double the price we ask. We have all sizes from 4 to 13 years. All at the uniform price of 85c a pair.

BOYS' PANTS,

\$1.50

These are made of the finest imported Cassimere and are worth up to \$2.25 a pair. To clean up our stock previous to taking inventory, we offer choice of all sizes—4 to 13 years—at \$1.50 a pair.

BOYS'

TWEED SUITS,

\$2.95

Our stock of these suits is limited, and at the price cannot be duplicated. They are worth \$4.50. Sale price only \$2.95 a suit.

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Terrific Sacrifice

BOX ROBES,

\$2.00

For one week we offer all of our \$3, \$3.50, \$4.00 and \$5.00 Box Robes at \$2.00 each.

BOX ROBES,

\$2.75

At the above price we offer all of our \$3.50, \$4.00, \$4.50 and \$5.00 Robes at \$2.75 each.

The material of above Robes are India Linon, Batiste, Chambray, Zephyr Cloth and Novelty Zephyr. Each robe contains 10 yards of plain material and 9 yards of embroidery. On sale all next week.

Novelty Swiss,

Dress Stripes,

50c

This is really the only novelty in fancy Swiss brought out this season. Comes in all the desirable summer shades, and will be sacrificed Monday from 75c to 50c a yard.

NAINSOOK

Checks and Stripes,

15c.

All of our 18c, 20c, 25c and 30c Nainsooks will be played on sale Monday and for one week at 15c a yard.

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PLAIN WHITE Turkish Bath

TOWELS,

20c.

Monday morning we place on sale 50 dozen plain white Turkish Bath Towels worth 37c, extra size, at 20c each.

CROCHET

Bed Spreads,

79c.

Three more cases of this extremely large sized Crochet Bed Spreads will be offered all next week at 79c each. They are a regular \$1.25 quality.

72 INCH DOUBLE

Satin Damask

\$1.25.

10 pieces of this Double Satin Damask manufactured specially to our order, in the famous Bielefeld looms, rich selected patterns, and worth at regular price \$2.00. Our price next week only \$1.25 a yard.

NAPKINS

Half Price!

A lot of slightly soiled Napkins, accumulated during our season's business. We do not wish to inventory them and offer them at exactly half marked price.

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Previous to taking inventory of stock, we find a quantity of odd pairs and odd sets of Lace

Curtains, which we wish to close out at a great reduction during the coming week. They consist of Nottingham Lace, Irish Point, Cluny, Swiss Tambour, Real Brussels, Madras, and Egyptian Lace Curtains. Below we give a few of the prices, which we guarantee to be the greatest bargains ever offered in Curtains in the city of Omaha.

S. P. MORSE & CO.

Nottingham Lace Curtains,

Former Price	Reduced to
\$2.50	\$1.25 a pair
\$3.50	\$3.00 a pair
\$5.50	\$2.75 a pair
\$8.00	\$4.00 a pair

Irish Point Lace Curtains,

Former Price	Reduced to
\$10.00	\$5.75 a pair
\$15.00	\$7.50 a pair
\$20.00	\$10.00 a pair

MADRAS LACE CURTAINS

Former Price	Reduced to
\$9.00	\$3.50 a pair
\$12.00	\$5.00 a pair
\$15.00	\$6.50 a pair

CLUNY LACE CURTAINS,

Former Price	Reduced to
\$25.00	\$6.50 a pair
\$30.00	\$10.00 a pair
\$35.00	\$12.00 a pair

ALL CHENILLE PORTIERS

Former Price	Reduced to
\$12.00	\$7.75 a pair
\$15.00	\$10.00 a pair
\$17.50	\$12.00 a pair

OMAHA'S TALL BUILDINGS

How Near Heaven It is Possible to Climb Artificially.

FROM THE HIGH SCHOOL TOWER

Where the Breeze is Strong and the Air Pure—The Tall Business Blocks of the City.

Climbing Skyward.

A smooth slope of bright green dotted over with clumps of maple and box-elder, and bounded by a low wall of grey stone; a heaving sea of dark green leaves with spires and gables innumerable peeping up among the billows; rows and squares of dull, red brick; a small forest of tall, black chimneys spouting up a light gray smoke; broad, straight bands of drab with human flies, on foot and in toy carriages and cars, creeping everywhere; then a broad valley of yellowish green; a winding glistering river, burying itself in the sombre-colored bluffs, and over all the thin, purplish haze of a city's myriad chimneys.

All this from the tower of the Omaha high school one of these summer days. You are 372 feet above the river. To the four points of the compass there is an uninterrupted view of miles of avenues and groves of trees, roofs and roofs interminable that look as if they had come from a gigantic sprinkler. To the south, over the park and down through the valley to South Omaha, is a dense forest of trees rising and falling like the waves of the sea. Away to the north is the fort, Florence and the water works, white westward miles upon miles of rolling farm lands, corn fields and pastures.

This is one of the highest points in the city, and standing here and watching the specks moving about Capitol avenue and the cable cars which seem to just creep around the corners we can, to some extent, realize the tremendous height to which the ambitious Parisians are pushing their iron tower—1,000 feet above its base. Imagine the tower of the Paxton block which is 100 feet high, to be the first floor of a ten story building!

The grounds of the high school are over two hundred feet above the level of the river and though compared with that from the tower the view is considerably limited it is sufficiently attractive and inspiring to entice to its velvety sward and umbrageous shades hundreds of daily visitors who sniff the fresh upland breezes.

It will probably surprise many to learn that at the base of the high school tower they are nearly a hundred feet below the grounds of the convent at Fifteenth and Castellier, which loom up 232 feet above the level of the river. The summit of the building is 156 feet higher is the highest pinnacle of Omaha's ambitious structures. Then comes the high school, 182 feet, and closely following it the tower of Creighton college, at an altitude of 370 feet, and the goddess of justice who, if she could remove the bandage from her eyes, would look over the city from a height above the river of 365 feet. The spire of St. Philomena cathedral, though one of the

Swiss Tambour

Lace Curtains

Former Price Reduced to

Former Price	Reduced to
\$9.00	\$5.75 a pair
\$12.00	\$7.50 a pair
\$20.00	\$14.50 a pair

EGYPTIAN LACE CURTAINS

Former Price	Reduced to
\$20.00	\$10.00 a pair
\$27.00	\$15.00 a pair

Real Brussels Lace Curtains

Former Price	Reduced to
\$25.00	\$18.00 a pair
\$35.00	\$25.00 a pair
\$50.00	\$35.00 a pair

RAW SILK PORTIERS,

Former Price	Reduced to
\$5.50	\$2.75 a pair
\$7.50	\$4.50 a pair

5000 YARDS OF SCRIM,

Former Price Reduced to

Former Price	Reduced to
12c	5c a yard

MAIL ORDERS FILLED.

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loftiest artificial structures in the city, is only about two hundred and fifteen feet above the level of the river. It is only of very late years that business buildings in Omaha have begun to scrape the skies, but the time has come when it is cheaper to build high than wide. With rapid elevators, telephones and all the variations of electric signals and calls, the occupant of one of these lofty offices breathes the pure air of heaven undisturbed by the currents of questionable healthfulness which circulate far below him, and all things considered, but a decided advantage over his fellow laborer sweltering in the heat and dust beneath him.

Six and seven story buildings are now, however, becoming a common sight in Omaha. Towering head and shoulders above them all is the magnificent New York life insurance building with its ten stories and its dome 160 feet above the pavement. When its 300 rooms are tenanted and its four elevators are shooting up and down, what a busy hive it will be! Just above it on a massive foundation of granite climbs up a chocolate-colored rival, the new Bee building, which will boast of seven stories. The Paxton block, the five national banks, the Murray building, and half a dozen others, are ambitious rivals, while the five story structures are of common occurrence.

A view of which one never tires is obtained from the upper floors of the new Paxton or the chamber of commerce. To and fro along Parkman and Sixteenth surges a restless tide of humanity. All the kaleidoscopic brilliancy of the scene down the whole length of both streets, spread out below like the pictures of a panorama. Gaily painted carriages and gaily-dressed ladies and children glance hither and thither through the tide, gilded signs and trappings glisten in the sun like molten gold, car after car tolls painfully along with its load, cab and carriage, innumerable dash here and there through the crowd, and all the myriad sounds of the city blend into one ceaseless roar.

In other parts of the world, after the lapse of two centuries, new buildings in Paris, among the most lofty artificial structures extant, the Washington monument ranks first, its height being 555 feet, and the tower of the Philadelphia city hall is 535 feet, or fifteen feet higher than the Egyptian pyramids. Church spires in this country are not remarkable for their height, but the twin spires of St. Patrick's cathedral, when completed, will have an altitude of 330 feet, overtopping Trinity forty-two feet and the statue of liberty exactly one foot. The highest office building in New York is the Washington, 1 Broadway, the apex of whose iron tower is 235 feet, while the flag floats at an elevation of 315 feet above the pavement.

The variety of the season's dress materials is endless and so also is the variety of collars, only regarding colors there is a limit for, although there are more bewildering hues and tones in the shop windows than one could possibly give a name to, only a portion of these are elected for by the people who show the best taste in dress. There are some very beautiful new summer shades in green of the olive tints, and a Scotch brown showing tints of copper and dark brown. Gray at home and abroad are extremely fashionable—gray in all dyes, smoke, ocean, dove, silver, mastic, nut, gray, with a creamy cast, Russian gray, much like the "winter sky" tint worn last year, and plumb, the least color so often and so strangely chosen by brides for a traveling gown, particularly by dark-complexioned ones, who never should go near the color. The handsomest and most delicate shades of these neutral colors are found only in expensive fabrics.