

S. P. MORSE & CO

Men's Natural Sanitary Wool Night Shirts, Drawers, Sox, direct from the Stuttgart factory, now in stock. We are sole agents for the genuine goods.



Men's Underwear \$1.

Odds and Ends of White and Colored Seamless Shirts and Drawers carried from last season, worth \$1.50, \$1.75 and \$2, in one lot next week \$1.

MEN'S UNDERWEAR \$1.50

Ribbed Natural Pure Wool, some heavy Winter Balbriggan and fine White Merino Undershirts and Drawers, worth \$2.50 to \$3 a garment; all at \$1.50.

FAST BLACK SOX 25c

100 dozen Men's Fast Black Sox, warranted not to discolor the feet or stain the clothing, heavy goods, suitable for Fall—worth 50c; our price 25c.

MEN'S FLANNEL SHIRTS \$1.25

25 dozen Men's All Wool Flannel Shirts, reduced from \$2 to \$1.25 for this sale.

MEN'S KID GLOVES 42c a Pair.

STREET AND DRIVING, EMBROIDERED BACKS, Worth \$1.50 a pair.

Dress Goods

Combination Suits \$15.

We have some lovely Paris Combination Suits. Plain goods, and a beautiful cut velvet panel to match—see them in our window—at \$15; worth \$25.

ANOTHER LOT, \$15.

Persian Side Band Suits, Fancy Dress Suits, all new worth \$20 to \$30 each; all \$15.

All Wool Dress Goods, 37 1/2c.

40 inches wide, all pure wool, neat cloth effects, worth 65c a yard; 37 1/2c next week.

All Wool French Maltas, 75c.

A new fabric, 40 inches wide, Fall and Winter colors and weight, worth exactly \$1.25 a yard; reduced to 75c.

PLAIDS AND STRIPES 65c.

40 inch all Wool French hair line stripes checks and plaids, worth \$1, for 65c next week.

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LADIES' FANCY HOSE, 50c



100 dozen pure Lisle Thread Stripe and Fancy Hose, regular \$1.25 and \$1.50 qualities, 50c next week.

Agents for Butterick's Patterns, S. P. MORSE & CO.

LADIES' BLACK Saxolaine Hose, 35c

Worth 75c.



Most of our customers will remember the celebrated Fast Black Saxolaine Hose, of last year. They gave satisfaction and were thought cheap at 75c a pair. We closed out the lot the other day so cheap that we offer them

Ladies' Sizes, 35c. 3 Pairs \$1. Children's, 5 to 7 inch, 35c. Children's, 7 1/2 to 8 1/2 inch, 45c.

FRENCH BROADCLOTHS, \$1.15.

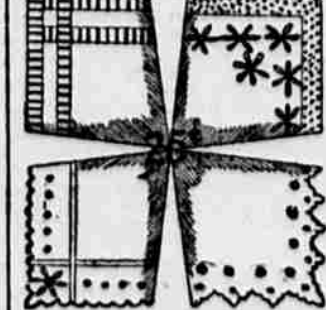
54 inches wide, all wool, new colors. This cloth is the regular \$1.50 quality.

MONDAY SALE AND NEXT WEEK. BUT THE BEST BARGAIN IN OMAHA!

Paris Made, Paris Steam Sponged BROADCLOTH \$2.

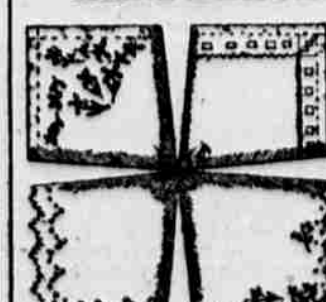
Choice shades, best quality. A special bargain. Fine light weight, worth \$2.50; at \$2 yard.

Ladies' Handkerchiefs, 15c



Worth 25c. Colored and white embroidered and scalloped, all 15c next week.

HANDKERCHIEFS, 25c



A lot of 50-cent rich colored bordered Handkerchiefs, on sale Monday at 25c.

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Children's Cloaks, \$3.

SPECIAL BARGAIN. Children's Fall Grotchen Cloaks, in dark colors, just the thing for school wear; sizes 4 to 10 years; well worth \$6; our price \$3 each (only a limited quantity).

CHILDREN'S CLOAKS, \$5.

An assorted lot of Children's Grotchen Cloaks, in light and medium shades, Fall weights; ages 4 to 10 years, ranging in value from \$7.50 to \$10; choice of the lot for \$5.

CHILDREN'S CIRCULARS, \$6 and \$8.

Two lots of Children's Peasant Circulars, in ages 6 to 12 years, which will be offered at about half usual prices; fine cloths, finely finished; choice for \$6 and \$8.

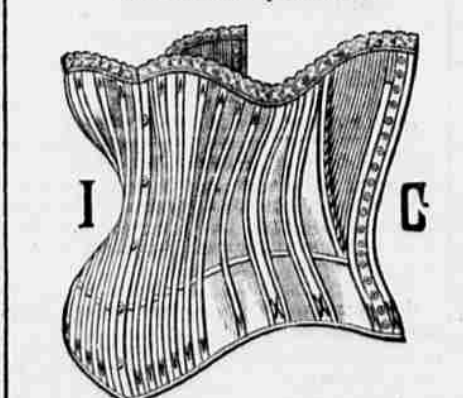
Misses' Jackets, \$3.50.

Misses' School Jackets, in medium and heavy weights, assorted styles, ages 12 to 16 years, worth from \$6 to \$9 each; all in one lot, choice for \$3.50.

MISSES' JACKETS \$5.

A good All Wool Scotch Cloth, neat stripes, well made and perfect shapes, suitable for general wear, ages 12 to 16 years; a bargain at \$5 each.

LA TOSCA CORSETS, \$2.50. Worth \$3.50.



The manufacturers of the celebrated I. C. Corsets wishing to still further popularize these corsets have placed with us a lot of their \$3.50 corsets to sell for \$2.50. Colors cream, white, tan, black and drab, all sizes.

Ladies' Kid Gloves \$1.25

New shades—green, olive, brown, Sang de Boeuf—4 buttons; every pair warranted and fitted to the hand.

MARSEILLES BED SPREADS

2 qualities in Barlow & Jones' imported Marseilles Bed Spreads,

No. 1, \$3, Regular price \$4.50. No. 2, \$4, Regular price \$5.00. BOTH SPLENDID VALUES.

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SILKS! SILKS! SILKS!

Velvets! Velvets! Velvets COMMENCING Monday, Sept. 23rd **REDUCED TO \$1**

Rich, fancy Velvets and Satin Stripes that were \$3.50 and \$4 a yard, reduced to \$1.

Reduced to \$2 a Yard 2,500 yards rich Brocades, Facounes, Stripes, over a hundred styles, all colors, velvets, plush novelties, etc., that are worth from \$5 to \$6 a yard. On one counter, next week at \$2 a yard.

Highest French Novelties, \$5.

That were \$16 to \$18 a yard. Beautiful rich brocades, plaided plush, royal armures in the choicest colors, all reduced to \$5.

7 1/2c Cake Monday. **PEARS' GLYCERINE SOAP** **7 1/2c Cake Monday.**

In order that all may have some of this we limit the sale to 2 cakes to a customer.

Black Silk Bargains.

Black Silk Monday, 58c, 87c, \$1.35, \$1.50 and \$1.75, worth 50c a yard MORE.
Double warp Surah, \$1, worth \$2, Monday.
Satin Luxore, \$1.35, worth \$2 Monday.
Black Armure 24 inch wide, worth \$2, for \$1.35.
Black Faille Francaise, 24 inches wide, worth \$2, for \$1.50.

Importation of English Mackintosh Rubber Coats and Circulars.

We received through the Omaha Custom House, last Thursday, the first importation of

Ladies' and Men's Mackintoshes ever brought to Omaha, and shall place them on sale next week. The prices are as low as you pay other houses for cheap domestic coats and circulars.

Knotted Fringe Towels, 50c. Worth \$1, The finest lot of Towels in the City.

Mail orders filled, S. P. Morse & Co. **DOUBLE SATIN TABLE DAMASK, \$1.00** Two yards wide, worth \$1.50. On sale next week.

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SOLE AGENT FOR



The genuine article imported direct from the Stuttgart factory to our store, consisting of

Ladies' and Children's Shirts and Drawers.

Ladies' Combination Suits and Night Dresses,

Children's and Men's Night Shirts,

Ladies', Men's and Children's Hose,



At Same Prices as at the Factory, Plus the Duties.

DRAPERY DEPARTMENT SPECIALTIES

New Portieres, Curtains, Shades, Etc

Dado Window Shades, 50c. 1,000 rich styles 6 and 7 feet Dado Shades, on best spring fixtures, worth \$1, next week 50c

Scotch Holland Window Shades 50c.

Plain colors on best spring fixtures, 6 feet long 50c, worth 85c.

Chenille Portieres, plain colors, spring top and bottoms, \$7 per pair, worth \$15.

NOVELTIES. Silks, Sash Curtains, Hangings, Furniture Coverings, Brocates, etc.

Hassocks 25c. Monday in our Carpet Department, a thousand first class Hassocks, new patterns, well made, worth 75c, at 25c.

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