

## MORSE'S

## HOSIERY

## DEPARTMENT

## Ladies' Fast

## Black Hose 15c.

Monday we again offer at 15c, our popular Fast Black Hose with double heels, soles and toes. Remember, although the price is a low one these hose are warranted fast in color.

## Ladies' Colored

## Hose 19c

They are French ribbed, boot patterns, all the new spring shades, on sale for this week at 19c a pair.

## Ladies' Fancy

## Cotton Hose

25c a pair. These have been sold at much higher figures, but to make room for an arrival of a large importation, we have cut the price, and offer them for Monday and Tuesday at 25c a pair.

## Children's Hosiery

## 15c, Fast Black

1-1 ribbed, all sizes 5 to 8½ just the thing for school wear. We have enough to last for Monday and Tuesday only, and for these two days we offer them at 15c a pair.

## Children's Hosiery

## 19c, Fast Black

Derby ribbed, guaranteed color, all sizes 5 to 8½, we bought them to sell at 25c but having an unusually heavy stock we have marked these at 19c a pair to clear them out rapidly.

## Children's Black

## Hose 12½c

Another sweeping bargain. These are full regular made double heel and toe, all sizes 5 to 8½. We want to close the lot Monday and will sell them at 12½c a pair.

## Ladies' Underwear 25c

Monday morning we shall sell 50 dozen ladies' jersey fitting Lisle Vests, colors pink, blue and cream. Our stock must be reduced prior to moving into our new store. Think of buying a lisle vest for 25c.

## Ladies' Jersey

## Vests 38c

These are a fine jersey fitting Vest, high neck and sleeveless, silk bound neck and arms, price for this week 38c.

## Ladies' Lisle Vests 75c

These are a fine quality with fancy neck and arms, finished with ribbon, a regular \$1.25 quality for 75c.

## GLOVE

## DEPARTMENT

Our glove department is now complete with all the latest styles and colors both in dressed and undressed gloves. We also show an extensive line of silk and lisle gloves in the newest spring shades.

Monday we shall sell Foster's Kid Gloves in the following brands and lengths at 25c a pair less than charged by any Foster Glove agency.

5 hook "Fowler" \$1.25.  
7 hook "Fowler" \$1.50.  
5 hook "Fosterina" \$1.50.  
7 hook "Fosterina" \$1.75.

We have these in blacks and assorted tans.

MORSE DRY GOODS CO

## MORSE'S

## Carpet Department.

Our new patterns in Spring Mattings have now arrived, are very desirable for the summer season, and come in large variety of select colorings ranging in price from 25c to 60c.

## Japanese Rugs.

We are showing some very pretty Japanese Rugs, made especially for use on matting. They are very novel in design and reasonable in price. We offer them at \$2.50, \$3 and \$5.

## Smyrna Rugs.

We shall continue our sale of Smyrna Rugs, as advertised last week.

26x54 inches, \$2.90 each.  
30x60 inches, \$3.90 each.  
36x72 inches, \$5.60 each.

## Spring Carpets.

Our spring stock of Carpets is now all in and an early selection will secure the choice patterns, which cannot be duplicated later. All work done in the best possible manner, and prices as low as can be quoted for first-class goods.

Orders received for taking up, cleaning and relaying carpets, at short notice.

## Carpet Sweepers, \$1.00

On Monday and Tuesday we shall offer as a special bargain a small lot of Carpet Sweepers at \$1, worth \$2; and another lot at \$1.75, worth \$2.50

## DRAPERY

## DEPARTMENT.

## Nottingham Curtains.

## Three Bargains.

On Monday we are going to sell three lots of Nottingham Curtains, 3½ yards long, taped edges, and latest patterns:

Lot 1, Nottingham Curtains, \$1.

Lot 2, Nottingham Curtains, \$1.50.

Lot 3, Nottingham Curtains, \$2.50.

## Chenille Curtains,

\$6.50 a pair.

125 pairs Chenille Curtains, in all the newest colors, tile blue, old-rose, Cleopatra and Nile green, with beautiful dado, rich in design. For this week \$6.50 a pair.

## Chenille Curtains,

\$6.50 a pair.

100 pairs Chenille Curtains, with heavy fringe on top and bottom, the newest curtain for this season. On sale this week at \$6.50 a pair.

## Imitation

## Brussels Curtains.

We have just opened some extremely handsome Brussels effect Curtains, so closely imitating the real goods that it almost puzzles an expert to distinguish the real from the imitation. They are full 3½ yards long, and come in four prices, \$4, \$5, \$6, and \$7.50 a pair.

## Window Shades.

As many of our customers could not get waited on last Monday for these curtains we have decided to offer them again at the same prices.

6 feet long, with dado, 25c.  
7 feet long, with dado, 30c.

MORSE DRY GOODS CO

## MORSE'S

## Domestic Department.

## Challies 7 1-2c.

Monday morning we are going to offer 100 pieces of fine Domestic Challies, a quality that is worth 12½c, at 7½c. See them displayed in our west show window.

## Printed Cotton Flannels

Tomorrow we have something entirely new to offer our patrons in Printed Cotton Flannels. They will be much worn during the season. The patterns are stylish, while the colors are fast. We will sell them at 12½c a yard.

## French Sateens 25c.

Monday we again sell our French Sateens in ombre effects at 25c. See the handsome patterns displayed in our west show window.

## Scotch

## Zephyr Ginghams.

We have just received a large assortment of exceptionally attractive patterns in Anderson Scotch Zephyr Ginghams. To our out of town customers we will gladly mail samples. We will continue to sell them at 25c a yard.

## Figured DeBeige 12 1-2c

At our gingham counter tomorrow we are going to sell a case of figured DeBeiges having all the effects of fine French Brocaded goods. We shall use them as a leader Monday and sell them at 12½c a yard.

## NOTIONS.

## Special Prices.

Leonard's 100 yard Silk Thread 8c. Leonard's 10 yard Silk Twist 2c. English Brass Pins 5c. Stearns' Best 61 Braid 5c. Safety Pins, small size, 2½c. Safety Pins, large size, 5c. Single Bone Casing, 12½c piece. Tubular Bone Casing 15c piece. Stockinet Dress Shields 10c, 12½c and 15c a pair. French Wire Hair Pins 1c a paper. Pint bottle Ammonia, 8c. Hand Brushes 5c each. Chamois Sponges 10c each. Best quality Writing Paper in pink and blue 5c per quire. Envelopes to match 5c a package. Misses' Lace Collars worth from 35c to 75c, all at 25c each. Ladies' Embroidered turnover Collars 19c, a bargain. Tourists Ruching 15c a box. Tourists Ruching, lace edge, 25c a box. Tourists Ruching, corded edge, 25c a box. Directoire Ruching 25c to 50c a yard. Belding's Waste Silk, 1,500 yards in box, 10c or 3 for 25c. Lady Grey Perfumery 35c an ounce.

Oakley's 4 ounce Triple Waters 50c.  
Oakley's Florida Water 39c.  
Oakley's Cold Cream and Glycerine Soap 10c cake, 3 for 25c.  
Oakley's Cream and Honey Soap 10c cake, 3 for 25c.  
Cuticura Soap 17c cake.  
Genuine Bristle Tooth Brush 15c.  
English Bristle Solid Back Hair Brush 40c, 50c, 75c, \$1, \$1.25 and \$1.50.  
French Plate Hand Mirror 50c.  
Shawl Straps 10c.

Shanghai Silks \$1.

We have just received from the French manufacturer our second shipment of these new washable silks. For a cool, serviceable summer dress there is nothing made that can supercede them. The combination of colors in the stripes are very beautiful and can be washed over and over again, still retaining the lustre and beauty of finish. Width 21 inches. Price \$1.

## MORSE'S

## Silk Department.

## Black Silks 89c.

At this popular department one of the principal attractions will be our sale of Black Silks. In Black Gros Grain Silk we will offer one number 20 inches wide at 89c a yard.

## Black

## Armure Royal \$1.15.

This has been our \$1.50 quality, but for three days we shall offer it at \$1.15. It is one of the most popular silks we show, rich, heavy and lustrous, and measures full 20 inches wide. We guarantee a dress of this pattern to give you the most perfect satisfaction.

## Black Faille Francaise.

Monday morning we shall place on sale five pieces of Black Faille Francaise Silk, extra weight and a splendid wearing fabric. Our price for this quality will be 98c a yard.

## Plain China Silks.

At 75c we will show Monday morning the handsomest assortment of new spring shades ever brought to Omaha. The width is 24 inches, the quality equal to anything ever shown at \$1.

## Figured China Silks 39c

The success of our last week's sale was unprecedented. Never in the history of our establishment have we sold as many silks. We have still about a hundred dress patterns left of this Figured China Silk which we offer again at 39c a yard. We cannot hope to duplicate these at this extremely low price.

## Shanghai Silks \$1.

We have just received from the French manufacturer our second shipment of these new washable silks. For a cool, serviceable summer dress there is nothing made that can supercede them. The combination of colors in the stripes are very beautiful and can be washed over and over again, still retaining the lustre and beauty of finish. Width 21 inches. Price \$1.

## Shanghai Silks \$1.

We have just received from the French manufacturer our second shipment of these new washable silks. For a cool, serviceable summer dress there is nothing made that can supercede them. The combination of colors in the stripes are very beautiful and can be washed over and over again, still retaining the lustre and beauty of finish. Width 21 inches. Price \$1.

## Dress Trimmings.

We would call your attention to a very lovely line of new Vandyke Point Trimmings in both black and colors, which we have just placed on sale, also some rich new designs in Vandyke Gimps in both black and colors.

Buckles and slides will be largely used on the garniture of dresses this season. We show a very large assortment of Crochet slides in both white, black and colors, while in metal Buckles we have an endless variety ranging in price from 25c upwards.

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## Ladies' Jet Wraps.

We offer Monday over one hundred Ladies' Jet Shoulder Capes, with long jet fringe, new and desirable; very much better quality than one would expect; at \$3.50 each.

## Ladies' Silk Netted Cord Wraps.

About fifty of them with long silk fringe, 34, 36 and 38 bust; choice for \$5.

## Ladies' Cloth Shoulder Capes.

Silk embroidered pointed yokes with accordian pleated cape, all colors, tans, green, brown or gray; choice at \$5 each. Nothing more stylish or popular for spring wear.

## Ladies' Wide Wale Jackets.

All black of good quality English cheviot, single breasted, tight-fitting, coat back; are sure to please those wanting a genteel jacket that will not wear sleek. Price \$6.00.

## Ladies' Wide Wale Jackets.

Of same cloth as described above, ¾ length, with high shoulder to sleeve, tailor made and bound with braid, \$9 each.

## Ladies' Black Corkscrew Jackets.

Single breasted and tight-fitting "hip cut," with large pocket flaps, full ¾ length. Price \$12.

## Ladies' Connemara Circulars.

With plain yoke, made of good cloth in navy blue or myrtle green. Price \$4. A remarkable bargain.

## Ladies' Connemara Circulars.

Shirred yokes, in striped or plain materials, tan, black, navy and other good shades. Choice for \$10.

## Ladies' Stockinet Jackets.

Our Ladies' Stockinet Jacket at \$3.50 is a rare bargain. A pure black that will not grow rusty, as the material is all wool, nicely bound and tailor made.

At \$5 we show a better garment in every way.  
At \$6 we offer a still finer grade with reverses down the front.

At \$8.50 we can furnish an extra fine jacket, double-breasted and tight-fitting, bound with fine braid and tailor made throughout.

At \$12, an extra fine Stockinet Jacket with reverses and jacket shaped front.

## Ladies' Spring Newmarkets.

An odd lot, made of good cloths and in desirable shades, of which we have but one or two sizes in each style, we close them all out in one day; to accomplish this we make the price \$5 each.

## Wraps for Large Ladies.

Each season we, in the past, have been unable to supply the demand for large size wraps. We have made an extra effort to fill this want, and think we shall be able to please all. The styles are choice and prices reasonable.

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## Children's

## Reefing Jackets.

We place on sale Monday morning a special purchase of Children's Navy Blue Reefing Jackets, ages 8, 10 and 12 years; choice of all for \$2.48. It will be well to call early, as the quantity is limited.

## Children's

## Gretchen Cloaks.

In neat brown stripes, all sizes 4 to 12 years; splendid wearing garments for school girls; choice of all for \$3.

## Children's

## Gretchen Cloaks.

An assorted lot in plain colors, checks and stripes, ages 6 to 12 years. These are very desirable and extra good value at \$5 each.

## Misses'

## Reefing Jackets.

A few novelties in extra fine materials, ages 10 to 18 years. As there are no two alike, this is an opportunity for those who like to secure exclusive styles.

## Misses'

## Gretchen Coats.

We also have a few fine novelties in Gretchen Coats, sizes 8 to 12 years, which cannot fail to please, as the styles and materials are equally choice.

## Children's Coats.

Sizes 2, 3 and 4 years; exquisite materials, made up in dainty designs. Mothers are requested to bring their little ones in and try them on; nothing shown elsewhere in Omaha like them.

## Children's Waterproof Gossamers.

Over 200 fine Electric Circulars Monday, sizes 36 to 48 inches in length; choice for 98c each.

## Ladies' Waterproof Garments.

The largest assortment in Omaha. We have Electric Circulars for \$1.25; Raglans with cloth surface for \$3.75 each; cloth surface Newmarkets with three capes for \$4.50 each, and many other popular styles equally as good value. We are also sole agents for the celebrated English MacIntosh garments.

## Ladies' Colored Wash Skirts.

For spring, in black and white stripes and other desirable patterns, ranging in price at \$1, \$1.25, \$1.50, \$1.75 each and up.

## Black or Gray Moreen Skirts.

At \$3.75 each, Skirts of Brilliantine and other choice materials, which we shall be pleased to show to all who are interested.

## Infants' Long Cloaks.

In tan or cream color, a variety of styles, at \$3.50 to \$20 each; daintily trimmed and finished in a superior manner.

## Ladies' Black Cashmere Shawls.

We ask special attention to a four-fringe black Cashmere Shawl we offer at \$3 each; also other qualities at \$5, \$7.50 and \$10.

## Cashmere Shawls.

With silk fringe, a superior make confined to our house in Omaha, double silk on four sides, that will not rot or grow tender with age, as is usually the case. Prices range at \$5, \$7.50, \$10, \$12 and \$15 each.

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## MORSE'S

## Ladies' Accordian

## Pleated Skirts

Made of Black English Cashmere at \$6 each.

At \$7.50 we show a black Brilliantine Skirt, fine accordian pleats, and a still better grade at \$12 each.

These skirts are having a wonderful sale east, and are sure to become popular here.

## Ladies' Embroidered

## Shawl Fischus

The most sensible wrap ever used. Made of fine drap de ete and elegantly finished. Prices range at \$5, \$7.50, \$10, \$12.50, \$15, \$20, \$25 and \$30 each.

## Spring Shawls

## Spring Shawls

A special purchase of 100 fine silk and wool Persian Shawls, in rich quiet colorings, at the remarkable low price of \$10 each. We also call attention to Broche and India Shawls, in new colorings with black centers.

## Breakfast Shawls

## Breakfast Shawls

In two sizes, at \$1.25 and \$1.50 each; plain black, greys and browns, also neat even and broken checks in same colors.

## Ladies' Blouse

## Waists

In neat striped Outing Flannels, choice colorings, \$1.75 each. Another line in plain shrunken Flannels, cream, navy, myrtle and wine, at \$3 each.

## Misses' Blouse

## Waists

In choice patterns of Outing Flannels at \$1.50 and \$2.50 each. Also plain cream shrunken Flannel Blouses at \$2.50 each.

## Ladies' Silk Waists

Of either wine or black Surah Silk, superior quality; yoke is tucked back and front, tucked sleeve with full top, belt to match, very stylish, \$8.50 each.

We also have in same style a waist made of very fine wool material, in choice patterns and colorings, fast colors, at \$4.75 each.

## Ladies' Black

## Jersey Waists

In fine cloths, all wool and perfect dye, warranted not to grow grey; the shapes are perfect and designs new; prices range at \$1.50, \$2, \$2.50, \$3, \$3.50, \$4 and \$5 each.

## GOWNS

Another new lot of Ladies' Muslin Night Gowns, choice styles, made of superior materials, in four lots, 50c, 75c, 98c, and \$1.25 each.

## Handmade Underwear

Monday we show a new assortment of the French hand made and hand embroidered Underwear for ladies; it washes whiter and wears better than American made goods, and, although a trifle more expensive, it is cheaper in the end.

MORSE DRY GOODS CO