

CLOAKS, WRAPS, SUITS.

Third Floor.

We have without doubt the largest assortment of rich Jackets, Wraps and Cloaks of all kinds to be found in the whole west.

EVERYTHING NEW
Bought for this Store.
Light, Room, Air, and Pleasant Surroundings.



Beaver Jackets
\$10.

Ladies' Beaver Cloth Jackets --- single breasted with silk embroidered high sleeves and revers, very stylish and a bargain at

\$10.00.

This cut hardly does the garment justice



Cheviot Jackets

Ladies' Fine Black Cheviot Jackets with Astrachan shawl collar and facings--- can be worn as shown in cut, rolled to any desired point or entirely open showing facing of fur on either side. Prices range

\$20.00, \$25.00, \$27.50

And \$30.00.

LADIES' PRINCE ALBERT

WALKING COATS.



Made of cheviots, chevrons and diagonal cloths, very stylish and a warm winter coat, with and without cord and tassel fastenings. Prices range from \$18, \$20, \$22.50, \$25 and \$30.

MISSES' CLOAKS.



Misses' cloaks of medium brown melton cloth checked with darker shades, making a stylish broken plaid. Prices

4 yr \$3 6 yr \$3.50 8 yr \$4 10 yr \$4.50 12 yr \$5 14 yr \$5.50

Many other styles. Largest assortment in Omaha.

Fur Capes

Special sale of Fur Capes Monday. Prices range from \$6.00 to \$78.00.

Halls Bazar Forms

We are sole agents in Omaha. Merchants send your orders to us and save expressage THE MORSE DRY GOODS CO.

CORSETS

Third Floor, Farnam St Wing

At 75c

J. B. Corsets, worth \$2.

Best French woven corsets worth \$2.75
Spoon busk corsets worth \$2.50.

All of the above are just as good as ever but are an accumulation of sizes of lines we shall discontinue, from 19 to 29 inches; rest assured they are cheap.

39c

A lot of 75c silk embroidered corsets, just as good as ever but we will not again replace them; on sale Monday for 39c.

An Entire New Stock
FERRIS'

Waists and Corsets

Every desirable style that they make.

FERRIS' GOOD SENSE
CORSET WAISTS
Satisfactory Guarantee or Money Returned.
TRY THEM.
CORSET WAISTS have rapidly grown in favor the past year. Won by over a MILLION SENSIBLE WOMEN.
Children. These Waists conform to the HEALTHY, COMFORT, WEAR AND FINISH. NATURAL BEAUTY of the human form as GOD made it, and as French Patrons BEST Materials throughout. BEST for Health, Comfort, Wear and Finish. King Buckle at Hip for Fine Support. Tape-Fastened Buttons---don't pull.
CORDAGE BUTTONS. Hold---don't tear out. FOR SALE BY Leading Retailers.
FOR SALE BY The Morse Dry Goods Co.

Children's Bonnets



Infants' Hoods.



New Yarns, New Zephyrs, New Art Goods.

Monday morning we shall open a new assortment of art goods, arraseses, canvases, rope and etching silks, etc. 2nd floor, 16th St. wing.

Embroidered Handkerchiefs 10c

Monday morning we shall offer 100 dozen scalloped edge colored and white embroidered handkerchiefs, a variety of styles, at 10c, worth 20c.

Sole agency for Dr. Jaeger's underwear, hosiery, blankets, bandages, etc.

The Morse Dry Goods Co

Table Linens

Main Floor, Farnam St. Wing

BARGAINS NEXT WEEK.

Card Table Lunch Cloths.
75c & \$1.25

We sold hundreds of these; next week will end them; they have double rows of drawn work and come in two sizes.

75c, worth \$2.
\$1.25, worth \$3.

25c
Satin Damask
25c Towels 25c



Don't miss them; 50 dozen only for Monday's sale. They are worth 40c.

Double Satin DAMASK TABLE LINEN,
\$1.00

With Napkins to Match.

20 pieces double satin damask with napkins to match, \$1 a yard; could not be imported today to sell for less than \$1.75.

CROCHET BED SPREADS.
97c

We expect to sell 200 of these Monday; they come in marseilles patterns and are worth \$1.25.

Bargains in 3-4 Dinner Napkins.

\$2.50



We hope to see a crowd after these Monday. They are equal to any we ever offered for \$3.50 a dozen; full dinner size at \$2.50.

WAIT.

With a view to making shopping pleasant and convenient, we are adding departments. Ladies' will be able in about ten days to purchase Household goods of all kinds. Tinware, Kitchen dishes, Woodenware, Haviland China, Crockery, lamps, dishes, Silverware, etc., etc. Without leaving the store. One of our new departments on the main floor, Farnam street front, is

Boys' Clothing.

A Complete stock of everything for boys' wear.

The Morse Dry Goods Co.

HOSIERY, UNDERWEAR, &c

Second Floor---16th Street Wing.

Exclusive Agency for

Dr. Jaeger's Underwear.

We have the exclusive Omaha agency for Dr. Jaeger's Sanitary Underwear, Hosiery, etc., and offer the public the first complete assortment of their goods ever shown in this city. We keep the BLANKETS, SHEETS, PILLOWS, CORSETS, BANDAGES, SOCKS, NIGHT SHIRTS, SLIMMER ROBES, CLOTHES BRUSHES, MEN'S SUSPENDERS, at exactly the retail prices of New York, Boston or Philadelphia.

The Dr. Jaeger Company desires us to state that their shapes and styles for 1890 are altogether different and greatly improved over those of past years.

All the Dr. Jaeger goods we show were made this year and have not been subject to deterioration by exposure to moths or age---being fresh from the looms.

HALL'S BAZAAR FORMS.
We have the exclusive Omaha agency for Hall's Bazaar Forms. The trade supplied at New York prices. THE MORSE DRY GOODS CO.

Ladies' Hose, 25c

All Wool Heavy Seamless Merino Hose, double heel and toe, at 25c; worth 35c.

LADIES' CASHMERE Wool Hose,

45c

LADIES' ENGLISH Cashmere Hose

75c

Also some bargains in Children's Warm Hose.

JENNESS -- MILLER

Dress Reform UNDERGARMENTS

Combina-tion Suits.

White and Natural Gray,

\$2.50

AND **\$5.**

Divided Skirts, &c. Black Tights, &c., &c.

Exclusive Omaha Agency.

SECOND FLOOR. Ladies' Black Combination Suits, Ladies' Black and Natural Gray Divided Skirts.

Ladies' Black Tights in Ankle and Knee Lengths.

Children's Natural Wool Vests and Pants.

We shall open next week a special bargain in Child's Natural Gray Vests and Pants, all wool at about one-half last year's prices.

16-INCH, 18-INCH, 20-INCH, 22-INCH, 25c. 35c. 45c. 55c

24-INCH, 26-INCH, 28-INCH, 30-INCH, 65c. 75c. 85c. 95c

NEW CARPETS.

Fourth Floor.



The patterns that we show are very handsome, being an entire new lot bought for this new store opening.

PRICES ARE LOW NOW.

MORSE'S.

MORSE'S DRESS GOODS.

Magnificent styles in Paris and Vienna Dress Goods, notably two special values in

FRENCH NOVELTY DRESS PATTERNS, \$10

Choice of a large variety, worth \$13 and \$18.

FRENCH NOVELTY DRESS PATTERNS, \$15

This lot comprises all newest styles in designs of \$20 and \$25 Suits

Bargains for Monday.

38-inch Drap D'Alma, 37 1/2c; worth 50c.

46-inch Silk finish All Wool Henrietta, 78c; worth \$1.

46-inch Colored English Croise Suitings, \$1; worth \$1.25.

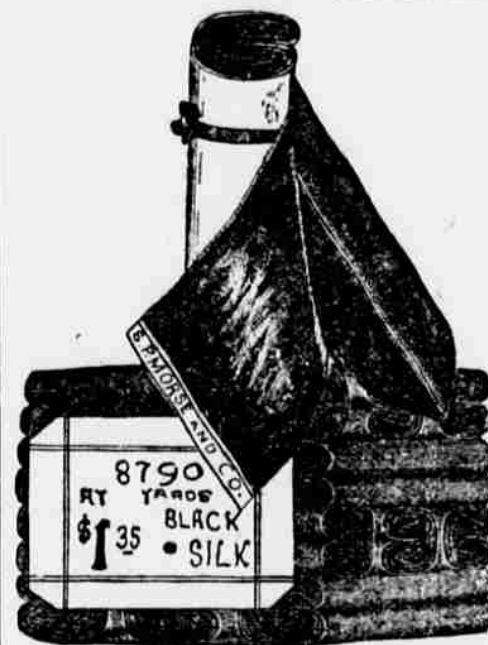
40-inch All Wool Serges, Monday 50c; worth 75c.

44-inch Latest Paris Rough Plaid Serges, 98c, \$1.25, \$1.50.

52-inch Rough Paris Suitings, very stylish, \$1.75; worth \$2.50.

3

Black Silk Bargains \$1, \$1.15, \$1.35.



On sale Monday and you may rest assured they are especially cheap.

Colored Silk Velvets \$1, worth \$1.35.

Colored Silk Velvets \$1.50, worth \$2.

Colored Silk Velvets \$1.75, worth \$2.50.

Colored Silk Velvets \$2.50, worth \$3.50.

New Novelties.

For combinations and making over dresses, just received, and we advise ladies who have black silks to remodel to call at our silk counter.

MEN'S FURNISHINGS ON MAIN FLOOR, FARNAM STREET FRONT.

MEN'S Undershirts and Drawers \$1

1 case men's natural gray undershirts and drawers, special good bargain at \$1; \$2 a suit.

MEN'S Undershirts and Drawers \$1.25

1 case men's derby rib'd natural gray shirts and drawers at \$1.25; \$2.50 a suit.

MEN'S Undershirts and Drawers \$1.50

Heavy, warm gray wool, worth \$2 each. We purchased all these last April for spot cash and know them to be 20 to 25 per cent less than other retail houses offer them.

BLANKETS MONDAY.

Special new lot of Blankets and Bed Comforts for Monday's sale; agency for the

Dr. Jaeger

BLANKETS

Blizzard Blankets at wholesale prices. MORSE DRY GOODS CO.

