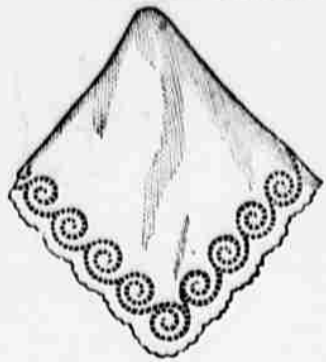


THE MORSE DRY GOODS CO

OPEN BARGAINS for THURSDAY and FRIDAY

1000 Dozen Pure Linen
HANDKERCHIEFS.



25c

100 styles borders, regular price 40c.

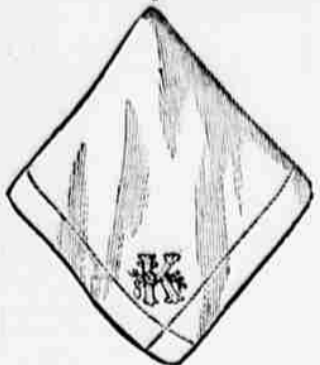
ONLY 25 CENTS.

Plain White Hemstitched Linen Cambric Handkerchiefs
10c, 12 1-2c, 15c, 20c, 25c, 35c.

Send Mail Orders

For anything you want. If you have never ordered by mail do so. It pays to send to us.

A New 50 doz. lot Pure Linen
Fine Hemstitched Initial
HANDKERCHIEF.



35c

Worth 50c in every shop.

VEILINGS.

New Chiffon Veilings,
New Tuxedo Veilings,
Plain Maline Net,
Beaded Net Veilings,
Dotted Net Veilings.
In attractive and beautiful colorings, as well as in black.

RIBBONS.

Ribbons for Fancy Work.
Ribbons for Trimmings.
Ribbons for Millinery.
Ribbons for Children.
Ribbons for Everybody.

**NEW NACRE,
NEW MOIRE,
NEW FAILLE.**

RIBBONS

Very low prices for very fine RIBBONS.

We have just received an abundant shipment of NEW Sun and Rain

**Umbrellas & Parasols
We Have Put the Prices
Very Low.**

TOILET SUNDRIES

For which you often pay a great deal more—take the hint.

- Pears' unscented soap, 10c.
- Pears' scented soap, 15c.
- Cuticura soap, 15c.
- Oakley's violet soap, 12½c.
- 4711 glycerine soap, 18c.
- Shandon Bells, 21c.
- Deletrez violet soap, 25c.
- Deletrez lavender soap, 25c.
- 3 pound bars pure castile, 25c.

PERFUMES.

- Lubin's extracts, 50c oz.
- Lundborg's extracts, 40c oz.
- Shandon Bells, 35c oz.
- Crown crab apple blossom, 50c oz.

COLOGNES.

- 4711, 59c bottle.
- Maria Farina, 65c bottle.
- Murray & Lauman's, 25c bottle.
- Michelsen's Bay Rum, 59c pint.
- Pears' Lavender Water, 75c.
- Crown Lavender Salts, 60c.
- Pinaud's Eau de Quinine, 49c.
- Pinaud's Brilliance, 35c.
- Jewsberry & Brown's Tooth Paste, 50c.
- Calder's Tooth Powder, 21c.
- Espey's Cream, 20c.
- Vaseline, 10c.
- Lubin's Powder, 10c and 15c.
- Bailey's Swansdown, 10c.
- Pozzoni's Dove Powder, 20c.
- Pozzoni's Medicated Powder, 35c.
- French Rice Powder, 25c.

Fine Horn Brushes,
French bristle, 25c, 35c, 50c, 75c, \$1 and up.
Bath Sponges, 15c, 20c, 25c up.

NEW EMBROIDERIES.

Recent Importation.
PARIS NOVELTIES IN
Hemstitched work.
New embroidered robes.
Rich and elegant laces.
Rare patterns in flouncings.
Exquisite and beautiful drabery nets.
Made up laces, jabots, chiffons, etc.
Neck garnitures and evening' fishus
In the most attractive assortment in the west.

UNDISPUTED BARGAINS Ladies' Kid and Fabric Gloves.

THE REYNIER.

Its recommendation is upon the hands of one-fifth of the population of Omaha.

4-BUTTON DRESSED KID,

All popular shades.

8-INCH UNDRESSED KID,

All street and evening shades.

12-INCH MOUSQUETAIRE,

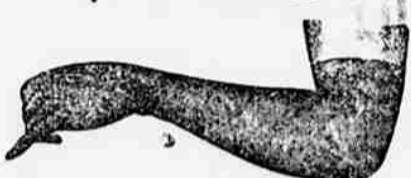
Every shade you will need.

HERE IS THE \$2 GLOVE

WE ARE SELLING FOR

\$1.25.

8-Inch



8-Inch

Mousquetaire

Mousquetaire

Limited number of pairs. CALL QUICKLY.

ONLY \$1.25 PAIR.

GOOD NEWS ABOUT DRESS GOODS.

There seems to be an impression abroad that we are selling too LOW. We shall find it out in time, we hope, if we are. Meantime, here goes for still lower prices.

AT 35 CENTS.

Summer colorings in Cheviot Mixtures (double fold), all stylish effects, (rich looking), worth 50c.

AT 75 CENTS.

The new Clanure Cloth summer mixtures (plaids, checks), eight colors, splendid value for \$1.25.

AT 65 CENTS.

Colored Cheviots, grey mixtures (all colors), worth \$1.00.

AT 50 CENTS.

Handsome (wool) Plaids, French designs, all new and stylish.

HOSIERY AT UNUSUALLY LOW PRICES.

KEEP YOUR MIND CONSTANTLY UPON OUR STORE FOR LOW PRICES.

"DAISY." "DAISY." "DAISY." "DAISY."

Fast Black Double Heels and Toes,

25c

Worth Double.

"DAISY."

STAINLESS SOLES

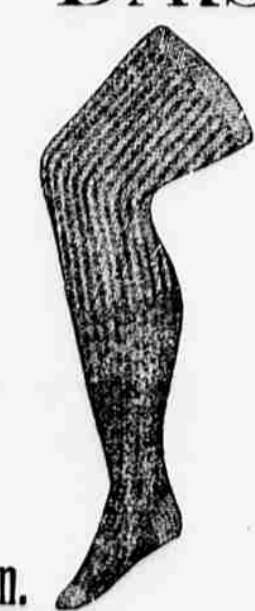
50c

"DAISY."

3 PAIRS FOR

\$1

A Great Bargain.



Solid Stitch Double Toes and Heel

15c

Pair.

"DAISY."

HOSIERY.

THE DAISY FAST BLACK HOSIERY IS FOUND AT OUR STORE ONLY.

Iron Clad, Double Knees, Heels and Toes,

25c pair



Children's Plain or Ribbed,

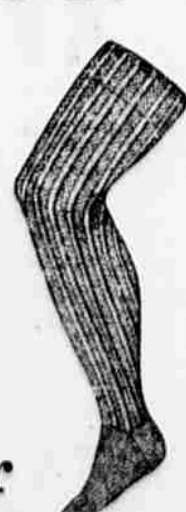
10c

Pair. Fast Black.



Boys' Bicycle Hose, Sturdy Strong and Only

15c pair



By mail is sent cheaper in half-dozen or dozen lots.

Send for our new Fashion Catalogue--mailed free.

THE MORSE DRY GOODS COMPANY