All the Week	World's Fair Sale.	All the Week	World's Fair Sale.	All the Week	World's Fair Sale.	All the Week	World's Fair Sale.	All the Week	World's Fair Sale.	All the Week	World's Fair Sale.	All the Week.
46 inch all wool serge, $1.00 quality, for	Best all wool challies, 65c quality, at	9-4 made sheets, extra quality, 3 in. hem,	Heavy brown crash, 10c quality, at	Richardson fine Irish damask, regular $1 quality,	Our $1.50 damask for this sale	Best 50c cream damask	Bleached Turkish towels, 20c quality,	Bleached Turkish towels, 30c quality,	10c outing flannel for	32 inch fine pongees, 15c quality,	Fine French flannels, 65c quality, for	Fine striped flannels for shirts and dresses,
75c	49c	65c	6¼c	75c	$1.19	39c	12½c	19c	5c	6¼c	37½c	25c

Hurrah! for the Merry Month of May

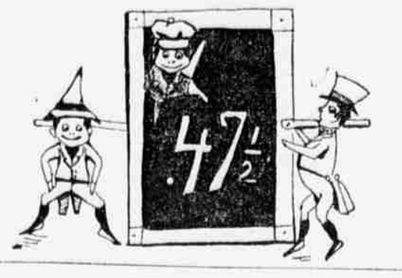
And the Opening of the World's Fair.

This week, with the advent of May, the greatest event the world has ever seen takes place at Chicago. The wide world pays tribute to America—from the four corners they come to do her honor. Such an event is unparalleled in the world's history. It is soul stirring and we celebrate the occasion by holding a grand special sale of dry goods in every department to last throughout the week We call it our

WORLD'S FAIR SALE

in honor of that great event. We are proud of our country, and prouder still to be able to give patriotic Americans a chance to supply themselves with goods to wear to the fair. If you are going, and need a new gown perchance, come to this World's Fair Sale and supply your wants. You will be a gainer thereby.

A sure seller. Just received, 1 case of Richardson's 66-in. bleached damask, good value at 65c, at 47 1-2c.



Boys' Shirt Waists Beat the world. Fast colors and designs.

A pocket-book opener.

5-4 pillow cases, 2-inch hem, made to sell for 15c.

We have been doing some lively merchandising lately and appreciation of our efforts by our patrons only stimulates to greater endeavors in their behalf. Ours is the enthusiasm of youth; ours the determination to win the highest honors in merchandising. In pursuance of the above sentiment, we have prepared a goodly sale of dry goods for the entire week, and we propose to win golden opinions as leaders in Dry Goods from every lady in Omaha. Read the list carefully. Every item is a pearl of the first water and a sure money saver.

World's Fair Voting Contest

1st This Week,

Rev. T. J. Mackay

Rector of All Saints Church

Lots of Enthusiasm

Everybody Voting.

2D THIS WEEK,

MISS ROSE BRADY

Teacher Dodge School.

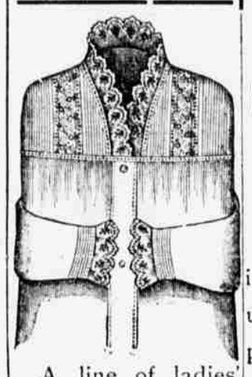
THE DRY GOODS Morse Co.

16th and Farnam Streets.

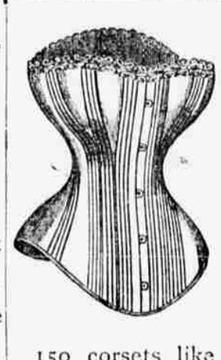
OUR GREAT VOTING CONTEST is creating much enthusiasm. It is no trouble to vote and you may be the means of giving somebody unbounded pleasure. This contest means a two weeks trip to the World's Fair at our expense to the person receiving the greatest number of votes, and ten days to the second best.

With every 25c purchase you can cast a vote for your favorite minister, letter carrier, teacher, fireman or policeman. This week the popular clergyman, Rev. T. J. Mackay, leads. Who will lead next week? See the names of those who are in the race, arranged in the order of their vote.

Our World's Fair voting contest is proving very successful because it is based upon the great human law of doing something for others. You should lend it your support.



A line of ladies' night dresses with new style of trimming and round yokes of lace, tuck embroidery trimmed, that are well worth $1.50; price for this week, $1.00.



150 corsets like cut, that have sold as high as $2; price to close, for this week, 50c.

Mail Orders will Zeceive Prompt Attention.

All the Week.

Grand special lot of dress goods, a large purchase of all wool henriettas and serges, in all the new spring shades, retailed always at 65c; make your selection this week..... 49c

20x44 inch bleached damask towels, Fast colors, considered extra value at 20c,

A World's Fair Hummer at 12½c

Jacket similar to cut, of finest kersey, correct style, fan pleated back, with butterfly cape; the kind af garment that sells for $16; during World's fair week.

$9.98

A WORD ON THE CARPET QUESTION.

You may think a dry goods store is not the place to buy carpets. If everybody thought so we would have little use for $50,000 worth of them.

The whole of our fourth floor is devoted to carpets and draperies, and connoisseurs say we have the choicest stock to be found west of Chicago. The public can be depended upon to give credit where it is due. When you want carpets we are interested to show you.

Daisy Fast Black

Ladies' fast black hose, double heel and toe, worth 25c, for this week, 19c.

Ladies' fine lisle thread hose, fast black, double heel and toe, worth 65c, for this week, 40c.

Junior Suits, Neat gray checks, made of all wool cheviot, $5.00 suits,

$3.50

Junior Suit, light checks, in gray or tan effect, cheap at $7.00, this week

$5.00

Men's Underwe'r natural, mixtures, camel's hair mixtures, silk thread balbriggan 50c

All silk Ribbon 5c

Men's Daisy fast black Hose worth 35c 20c

Crochet bed Spreads 98c

Lovel's Oxford series stand'd books, by Dickens, Thackeray, Scott, 19c

25 per cent off on all our Dress Trim'ings for this week only save 25 Per Cent

Cloth bound boyks, in this lot are Cozzen's sayings, brief biographies, 2 for 5c

Men's colored Shirts laundered, with collar and cuffs attached 98c

1000 yards black Silesia regular price 20c 9c

Checked brown Crinoline worth 10c this week 5c

Vote Vote Vote

1. Rev. T. J. Mackay, minister.
2. Rose Brady, teacher.
World's Fair sale.
3. Mr. Tillotson, carrier.
4. Ed Hampshire, fireman.
65c serges at 49c.
5. F. Crane, minister.
6. May Hogan, teacher.
Prices as you like them.
7. M. Lehmer, teacher.
8. H. Helling, minister.
No. 7 silk ribbons only 5c.
9. Ada Hopper, teacher.
10. Rev. Turkle, minister.
Save money at World's Fair sale.
11. J. P. D. Lloyd, minister.
12. Rev. J. Williams, minister.
20c damask towels, 12½c.
13. Rev. W. E. Kimball, minister.
14. Mr. Anderson, carrier.
Progress is our motto.
15. Rev. L. M. Franklin, minister.
16. Rev. Paske, minister.
$1 quality serges, 75c.
17. Thomas Croft, carrier.
18. F. Jorgensen, carrier.
Every day is a record breaker.
19. R. C. Davis, carrier.
20. Rev. Duryea, minister.
65c challis, 49c.
21. M. Coffey, carrier.
22. Miss Street, teacher.
We want your trade.
23. Alfred Clark, carrier.
24. Kate Hungerford, teacher.
10c crash this week, 6¼c.
25. Clara Elder, teacher.
26. J. Woodruff, carrier.
Every item a pocketbook-opener.
27. Rev. S. W. Butler, minister.
28. Bishop Worthington, minister.
50c cream damasks. 39c.
29. Miss L. M. Brunner, teacher.
30. H. E. Gunner, carrier.
Bound to double our sales.
31. J. T. Ross, minister.
32. Mary Alter, teacher.
30c Turkish towels, 19c.
33. Father McCarthy, minister.
34. H. H. Reed, carrier.
We study our business.
35. Rev. Murray, minister.
36. Anna Foos, teacher.
8-day clocks, warranted, $2.98.
37. Rev. T. E. Cramblett, minister.
38. Mr. Stone, carrier.
Now is the time to buy.
39. L. Thorngate, teacher.
40. P. J. Corcoran, carrier.
Good wash boards, 5c.
41. Charles Nelson, carrier.
42. Alice Fawcett, teacher.
Silverware in basement.
43. Nora Lemon, teacher.
44. Dean Gardner, minister.
Heavy glass goblets, 4c.
45. H. Garrett, teacher.
46. P. F. Harvey, policeman.
Beating the record this week.
47. Rev. Treden, minister.
48. James Clark, carrier.
Good wash tubs. 49c.
49. George Armstrong, carrier.
50. James Cook, carrier.
Vote for your favorite.
51. E. L. Hoag, carrier.
52. Anna Powers, teacher.
Best garden hose, 9c foot.
53. Ed Fisher, carrier.
54. Anna Witman, teacher.
A vote with each 25c purchase.
55. Julia Newcomb, teacher.
56. Rev. Detweiler, minister.
Large glass water pitcher, 19c.
57. Agnes McDonald, teacher.
58. Rev. F. Foster, minister.
Best stock of carpets in Omaha.
59. J. M. Stafford, carrier.
60. M. Goos, teacher.
5-4 pillow cases, 9c, worth 15c.
61. Emma Whitmore, teacher.
62. Prof. Allen, teacher.
The public likes enthusiasm.
63. Rev. Robert Wheeler, minister.
64. Rev. J. Gordon, minister.
Boys' shirt waists, 21c.
65. Rev. E. B. Graham, minister
66. Charles Bloom, policeman.
World's Fair week at Morse's.
67. Mr. Martie, policeman.
68. J. Michaelsen, carrier.
Pear's soap, 10c.
69. A. A. Keysor, policeman.
70. S. Squires, teacher.
Buy dry goods this week.
71. Kate Urechhain, teacher.
72. Rev. Mann, minister.
Pear's Attar of Rose soap, only 5c.
73. Rev. Conway, minister.
74. Rev. W. K. Beans, minister.
Largest stock of cloaks in the city.
75. Rev. J. P. Johnson, minister.
76. W. Westergard, carrier.
Best $1 glove in town.
77. J. R. Stein, carrier.
78. W. W. Duncan, carrier.
Large sales mean small profits.
79. Rev. S. M. Ware, minister.
80. Rev. J. M. Wilson, minister.
Don't fail to vote.
81. Miss M. W. Christiancy, teacher.
82. C. Rose, carrier.
Buy your dress goods now.
83. C. Rimillard, carrier.
84. Ed Kelly, carrier.
65c cashmeres, 49c.
85. Rev. Savage, minister.
86. E. Bowers, carrier.
$75,000 stock of dress goods.
87. Chief Galligan, fireman.
88. Dick Marnell, policeman.
Silk warp henriettas, all grades.

Vote Vote Vote

89. W. J. Maher, carrier.
90. Rev. E. W. Allen, minister.
Boys' clothing dspartment, 2d floor.
91. Charles Newton, carrier.
92. McGrew, carrier.
Bleached muslin, 9c quality, 5c.
93. M. Dollard, policeman.
94. Gus Williams, fireman.
Cleanest store in town.
95. Rev. H. Sharply, minister.
96. Mr. Miller, fireman.
Rogers' spoons, 99c a set.
97. A. W. McNab, minister.
98. F. Baker, teacher.
Choice Haviland china in basement.
99. J. W. Disbrow, carrier.
100. John Dailey, fireman.
Get our prices on carpets.
101. Rev. Father Smith, minister.
102. Grant Fox, fireman.
1,000 yards black silesias, 9c.
103. H. M. Squire, teacher.
104. D. W. Overall, carrier.
Waterproof India silks.
105. Emma McClintock, teacher.
106. Miss E. A. Alexander, teacher.
All shades of velvets.
107. Rev. J. Fraser, minister.
108. Geo. L. Gilbert, policeman.
Waterproof silks all the go.
109. Miss A. Hansen, teacher.
110. Miss A. Long, teacher.
Cloth bound books, 2 for 5c.
111. Father Janette, minister.
112. A. Sigwert, policeman.
Umbrellas covered while you wait.
113. P. F. Hansen, carrier.
114. Mr. Tracy, carrier.
Men's colored shirts, 98c.
115. Miss E. Carney, teacher.
116. R. A. Miller, policeman.
Ladies' summer vests, 5c.
117. Joe Lane, fireman.
118. Miss C. Mason, teacher.
Get your umbrella recovered, $1.
119. Charles Nichols, fireman.
120. Father Hellman, minister.
No trouble to show goods.
121. A. Haze, policeman.
122. O. Tool, teacher.
5-8 napkins, $1.
123. A. Freeland.
124. Miss T. Quann, teacher.
We are selling linens cheap.
125. John Parker, carrier.
126. Rev. J. T. S. Her, minister.
65c damasks, 47½c.
127. Mr. Lenard, carrier.
128. J. H. Russell, policeman.
Linens are on the move with us.
129. Rev. Parks, minister.
130. Rev. Paterson, minister.
See our white goods stock.
131. E. M. Hartman, teacher.
132. Miss Arnold, teacher.
15c pongees at 6¼c are cheap.
133. Helen Lloyd, teacher.
134. Captain J. Murphy, fireman.
We buy from the manufacturers.
135. M. J. Ryan, teacher.
136. C. G. Flink, carrier.
Fast black hose, 9c.
137. J. P. Powell, minister.
138. Matilda Fried, teacher.
Think over your wants.
139. Charles Reynolds, fireman.
140. V. Bevan, policeman.
The science of dry goods.
141. Daniel Sullison, carrier.
142. Rev. C. N. Dawson, minister.
Vote for your minister.
143. Alice Havens, teacher.
144. Charles Lemme, fireman.
65c serges at 49c.
145. Mrs. C. B. Duval, teacher.
146. Miss A. Drake, teacher.
Vote for your teacher.
147. Jennie Herbert, teacher.
148. J. H. Shields, minister.
Remnants of dress goods cheap.
149. H. Ealer, carrier.
150. George Prescott, policeman.
Vote for your letter carrier.
151. Rev. Ewhing, minister.
152. Rev. Hodgetts, minister.
Black silesias, 9c, worth 20c.
153. Miss D. Vale, teacher.
154. Miss Burnett, teacher.
Vote for your fireman.
155. Mr. Burkett carrier.
156. Miss McAra, teacher.
Everything in linings.
157. Mr. Newman, carrier.
158. H. C. Cook, policeman.
9-4 sheets, 65c, extra.
159. Miss E. Morton, teacher.
160. Miss M. Moriarty, teacher.
Vote for your policeman.
161. Rev. J. G. J. Glauber, minister.
162. Captain H. Clemens, fireman.
See our Nebraska window.
163. Chase Monroe, policeman.
164. J. Wood, carrier.
Save money on dry goods.
165. Mrs. J. Webb, teacher.
166. Mr. W. White, policeman.
Special sale corsets, 50c.
167. Thos. Dwyer, carrier.
168. Miss B. Van Curan, teacher.
Labor is the price of success.
169. Miss N. Turner, teacher.
170. Miss E. Vincent, teacher.
$10 portieres at $6.25.
171. Miss S. P. Pitman, teacher.
172. Mary Myer, teacher.
We belong to the nimble 6 pence kind.
173. W. S. Lester, fireman.
174 Tod Cummings, policeman.
How's this? Ladies' vests, 5c.
175. Rev. J. Crocker, minister.
176. Rev. W. C. Copland, minister.
World's Fair week sale.
177. W. Cummings, policemac.
Welcome to May.

One case ladies' gauze Vests 5c

Sample line of stamped Linens for embroidery, tray cloths, side board scarfs, at less than cost to import.

Ladies' jersey Vests finest combed Egyptian cotton 25c

Ladies' fine Egyptian lisle Vests 35c

Ladies' French balbriggan Shirts with English yoke, band and drawers, worth $1.50, this sale $1.00

Ladies' silk Vest colors cream, ecru and black, worth $1.25, this sale 75c

Ladies' silk Hose evening shades, also tans, slates, bronze, cardinal, 75c

Children's caps, bonnets, etc. A sample line at less than cost to make.

Novels such as Scarlet Letter, Doctor Rameau, etc. 25c and 50c novels for 9c

36-inch bleached Muslin cannot be matched for less than 9c. World's fair sale 5c

Heavy glass goblets	Large glass water pitchers	56 piece decorated tea sets	Does your umbrella leak? If it does, send word to us. We'll put a new roof on it for	Best garden hose per foot	$1.50 vase lamps	$10.00 chenille portiers, World's Fair price	$7.00 lace curtains for this sale	Choice lot silk waists in black and colors, extra value, for	$12.00 and $15.00 ladies' velveteen or fine kersey trimmed capes, this week	Any $25.00 ladies' jacket in our stock, for this week	Unlaunder'd percale waists, a very fine cloth, worth much more,	50 dozen the celebrated Sterling shirt waist, usual price $1.25, this week
4c	19c	$2.95	$1.00	9c	99c	$6.25	$4.75	$3.50	$8.48	$19.00	50c	75c
World's Fair Sale	All the Week.	World's Fair Sale	All the Week.	World's Fair Sale	All the Week.	World's Fair Sale	All the Week.	World's Fair Sale	All the Week.	World's Fair Sale	All the Week.	World's Fair Sale