

MORSE'S Astoria, Ore.

BIG MUSLIN UNDERWEAR

MORSE'S Astoria, Ore.

AND OPENING SALE OF

NEW SPRING GOODS

The Big Sale Commences at 8 o'clock **THURSDAY MORNING, MARCH 1st**, Continuing for 10 Days, Closing at 10 o'clock Saturday Night, March 10th. Great Bargains Offered Everybody. Remember the Date and let no Conditions of the Weather Prevent Your Attendance.

ADVANCE SALE OF NEWEST "WASH" FABRICS

The Spring awakening has come. The world of fashion is throbbing with life and enthusiasm. Each express from the east brings to us immense shipments of gorgeous, new spring goods. We are offering a grand aggregation of exclusive styles in Colored Wash Fabrics, the surpassing beauty of which is due to the effectiveness of the new designs and colorings. Many of these patterns were designed and manufactured especially for a few large and favored retailers. Their production was then discontinued, so these retailers may have something exclusive for their better trade.

SHEER EFFECTS

In neat designs will be in vogue for the coming spring and summer. These include plain, and figured silk Organdies, silk Zephyrs and Tissues, printed Taffeta, sheer Batistes, dotted Swisses and Chambray Linens, as well as Madras effects, particularly satin stripes, and plain weaves.

FIGURED ORGANDIES

In using the term "figured organdies" we do not confine this exclusively to organdies proper, for under this head will be included many sheer lawns and cloths that occupy a place between organdies and lawns. These will be worn principally in large floral designs, although many bud and small wreath effects will be seen this spring.

BATISTES

The designs in the Batistes for this season will be almost altogether on white grounds, and in small neat effects. Polka dots, stripes, rings and small geometrical figures, rosbuds and the usual designs of this nature will prevail.

THE DOTTED SWISSES

For this season are fine sheer goods, the groundwork being either woven or embroidered dots or figures, printed with floral designs on the same order as the popular organdies.

MERCERIZED TAFFETAS

According to the leading designers of fashion, will also be extensively worn this season. In these come some very handsome designs, exact imitation of the fine silk taffeta checks, although much superior to taffeta because of its perfect wearing qualities.

BRIEF NOTES AND DESCRIPTIONS OF THE NEW WEAVES AND EFFECTS

Prices 7 1-2c, 10c, 12 1-2c, 15c, 22c, 33c, 39c, 50c, 65c, etc.

CHAMELEON SILK.

This is one of the prettiest fabrics we will show in the Wash Goods Section this season. It is a changeable two-tone effect, small embroidered dots about half an inch apart. In a weave similar to the Paris Silk Weave, and comes in the favored colors: Alice Blue, Gray, Green, Red, Navy Blue, Heliotrope, etc. This fabric will interest everyone.

SILK EOLIENNE.

This fabric is that beautiful figured kind, with beautiful floral effects. Looks just like its French sister, although not nearly so expensive. It is at home in ball rooms, at theaters and dinners. If you want this, come early. It's irresistible to all comers, and will not last long. Exclusive dress patterns only.

SILK CHECK ORGANDIE.

This organdie is made of half silk with fine mercerized cotton. Has white ground, and comes in handsome floral effects. A very pretty thing for evening gowns. This should interest the exclusive dressers.

SILK ORGANDIE.

This is a cotton warp, silk filled organdie, with white ground and beautiful floral designs. Comes in all the newest color combinations, and will be seen only on the best dressed people. Seeing this fabric is like a peep into the land of flowers.

SHADOW CHECK.

This fabric is very desirable for shirt waist suits, waists, and other uses in the early spring season. It is of medium texture, white ground, with delicate, dainty checks.

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The term Shadow Check is because of its peculiar weaving, bringing out a sort of invisible check. It is a fabric you are justified in buying early because of its nature, as well as the exclusive designs to be had at this date.

IMPORTED SILK TAFFETA CHECKS.

These checks will be very popular this season, of this there is no doubt. We have such a fine line of these that you shouldn't fail to see them. This is a mercerized fabric, and an exact imitation of the popular silk taffeta, although much more serviceable. Just the thing for dainty Summer Gowns, young girls' dresses, etc.

MARIGOLD BATISTE.

A more-serviceable and washable fabric cannot be found anywhere for 10c or 12 1/2c. We expect this to be a great seller during this sale. It comes in all the latest shades and floral, figured and striped effects. Will make dainty waists and house and street dresses for those who desire the medium priced goods.

IMA BATISTE.

An excellent imitation of the Batiste weave. Comes in floral and figured effects. Black dots, blue dots and pink dots on white, black, tan, pink and blue grounds figures prominently in this collection. If you are looking for a good low priced fabric, we would recommend this.

MUSLIN UNDERWEAR

Our Muslin Underwear contracts were placed early in the season before the big advance in cotton, to be made up during the manufacturers' dull season, at which time they are willing to do the work for practically cost in order to keep their machines and help busy. We bought this Underwear 25 per cent. cheaper than it could be bought for now, which means a great saving to our customers.

GOWNS

- 48c For a good Muslin Gown. Regular price.....75c
 - 60c For a good Muslin gown. Regular price.....\$1.00
 - 78c For a fine Muslin Gown beautifully trimmed. Regular price.....\$1.15
 - \$1.00 For a fine Cambric Gown, yoke of fine hemstitched tucks. Regular price.....\$1.45
- Other grades at \$1.50, \$2.50 and \$3.00

DRAWERS

- 19c For Muslin Drawers with cambric ruffle. Regular price.....35c
- 25c For fine Muslin Drawers, hemstitched with five rows of tucks. Regular price.....40c
- 45c For fine Muslin Drawers, tucked and edged with 2 inch embroidery. Regular price.....65c
- 69c For fine Cambric Drawers, wide ruffle hemstitched with fine embroidery 4 inches wide. Regular price.....95c
- \$1.00 For fine Cambric Drawers, 8 rows hemstitched tucks. Fine lace trimmed. Regular price.....\$1.45

SKIRTS

- 50c For a good Muslin Skirt, 10 inch cambric ruffle. Regular price.....65c
- 69c For a fine Muslin Skirt, 14 inch double ruffle with four rows hemstitched tucks. Regular price.....85c
- 98c For a fine Cambric Skirt, 16 inch flounce trimmed with three rows of lace insertion and 3 inch lace around bottom. Regular price.....\$1.35
- \$1.45 For fine Cambric Skirt, 16 inch flounce made of lace insertion. Regular price.....\$1.95

GORSET COVERS

- 9c For fine Muslin Corset Cover. Regular price.....12c and 15c
- 19c For fine lace trimmed Corset Cover. Fine Muslin. Regular price.....30c
- 25c For fine Cambric Corset Cover, trimmed with fine embroidery and ribbon. Regular price.....35c
- 45c For fine Cambric Corset Cover, beautifully trimmed with fine Nainsook embroidery and ribbon. Regular price.....60c
- 65c For fine Long Cloth Corset Covers, beautifully trimmed with lace and ribbon. Regular price.....80c

CHEMISE

- \$1.00 For fine Cambric Skirt Chemise, round yoke and finely trimmed. Regular price.....\$1.35
- \$1.23 For fine Cambric Skirt Chemise, round yoke of fine embroidered insertion with 3 inch ruffle to match. Regular price.....\$1.50

ADVANCE SALE OF NEWEST "WASH" FABRICS

SHAMROCK DIMITY.

This material is a regular dimity and check. Is printed with black and blue figures, and white dots on blue and pink ground. An excellent fabric for shirt-waists, young girls' dresses, etc., on account of its wearing and laundering qualities. We believe this will interest you.

E. & W. DUCK.

This fabric the manufacturers confined to our exclusive sale for this country. It is one of the best wearing fabrics made. Is just the thing for every lady to have her outing skirts and camping suits made of. It is almost indestructible and washes like a pebble.

SATIN PLAID ORGANDIE

This cloth will make very pretty dresses for girls or young ladies, and has a very handsome appearance. Running through roses, rosebuds and leaves

are satin stripes, which adds much to its beautiful appearance. This fabric can also be had in the polka dot and figured effects, with colored grounds.

PRIMROSE BATISTE.

This is an exclusive brand, and has been maintained for years as the very same of all medium priced fabrics. In this we offer not only the dots and rings that seem to have the call for the coming season, but a number of exclusive designs in floral or organdie effects in all the new shades. It will interest you to see these.

KIMONO SILK.

New Japanese designs, especially adapted for kimonos and dressing saques. Read on it the story of courtship, refusal, and the interesting finale, portrayed by Japanese men and women, with accompanying lanterns, fans and houses. Not a silk of course, but a highly mercerized cotton.

Note the Little Prices in This List

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| BEST STANDARD PRINTS .. 3 1/2 | 15c Ladies' Hemstitched Hdks, 3 for 25c |
| 15c Children's Hose, at | 10c Hooks and Eyes, per dozen |
| 25c Ladies' Hose, at | 35c Buster Brown Belts, at |
| 30c Corset Covers, at | Lustre Crochet Cotton, at |
| 15c Corset Covers, at | Best quality Baby Ribbon |
| 50c Men's Shirt, at | P. N. Corset, best made..... 45c to \$4.00 |
| 15c Talcum Powder, at | Best Pocket Knives, at HALF PRICE |
| Best Grade Pins, per paper | Carlson Curriers Spool Silk, 3 for .. 25c |
| Best Wire Hairpins, at | Men's Red or blue Hdks at |
| Full Length Window Shade | 10c Quality Toilet Soap, at |
| 60c Girdle Corset, at | 10c Scrub Brush, at |
| \$1.50 Full size Lace Curtain | 75c Children's Caps, at |
| 55c Full size Bed Sheet, at | 10c Valenciennes Laces, at |
| 25c Best quality Tooth Brush | 15c and 20c Embroideries at |
| No. 60 Wide Silk Ribbon, all colors | Kloster Silk Thread, all colors |
| Large Cube Pins, Black | Crepe Paper, all colors |
| 25c Best quality Tooth Brush | Bone Hair Pins, per dozen |
| 15c Men's Hose, black or tan | Best Percalae, per yard |
| 35c Ladies' Hose | Good Width all Linen Crash |
| | Boy's Suspenders |
| | Best Standard Prints |

SHOES

Just received hundreds of pairs of Shoes for Men, Women and Children, which makes our shoe Department one of the best in the city and we are now going to offer you good footwear at prices never offered before in any shoe store.

New Dress Goods

We have just received thousands of yards of new spring Dress Goods in all the favorite shades of the season, such as Grays, Lavenders, Greens, Alice Blue and Pinks.

Standard Prints per yard 3 1-2c

New Idea Patterns 10c

As good as any 15, 20 or 25c Pattern

MORSE'S DEP'T STORE

ASTORIA, OREGON