

The Morse Dry Goods Co GREAT NEW YORK SALE The Morse Dry Goods Co

Dry Goods Stock Bought at Great Sacrifice



Building of the Late Firm,
ZEIMER & CO.,
Cor. 25th-st. and 6th Ave., New York City.

GRANDEST Phalanx of Bargains EVER PRESENTED TO THE People of Omaha and Vicinity.

PROSPERITY TO ALL WHO ATTEND THIS SALE. CROWDED TO THE DOORS, PACKED TO THE DOORS.

Every floor will be filled with eager buyers, attracted by these unusual inducements. There are thousands of dollars' worth of high class dress goods, silks, cloaks, furs, china, men's furnishings, ladies' suits, wrappers, underwear, corsets, linens, blankets, infants' wear, boys' clothing, upholstery, hosiery, carpets, laces, etc., etc.

Silks & Dress Goods STOCKS Bought at Great Sacrifice.

(COPY OF CATALOGUE COVER)
GREAT PEREMPTORY TRADE SALE
BY ORDER OF THE MANUFACTURERS.
Schwarzenbach, Huber & Co.,
Office and Salesrooms, 472 & 474 Broome Street.
**PEREMPTORY SALE
OF 8200 PIECES**
American and Foreign Black, Colored and Fancy
SILKS
Townsend & Montant
Auction Rooms, Nos. 87 and 89 Leonard Street.
Wednesday and Thursday, Sept. 19th and 20th, 1894
At TEN O'clock Each Day.
KEEP YOUR CATALOGUE.

This well selected stock of high grade goods will form part of the tremendous bargain offerings of our

Great New York Sale

The like of which for values the Omaha public has never seen before, and in all probability will not soon see again.

Black Faille Francaise, \$1.00 quality for 75c	Widths 5, 7, 9, Satin Gros Grain and Moire Ribbons 2c	Ladies' Muslin Gowns and Drawers For Saturday 50c	FULL 10-4 WHITE BLANKET 27c	Calicos..... 2 1/2c	36-Inch Wide MUSLIN 4 1/4c
LADIES' KID GLOVES, Imported, per pair 57c	A lot of VASE LAMPS [regular value \$1.50] 89c	Ladies' Fancy and Colored Handkerchiefs. 2 1/2c	BEST LONSDALE CAMBRIC. 6 1/4c	MEN'S FAST BLACK HOSE. 2 PAIRS FOR 25c	LADIES' HEAVY UNION SUITS, 65c

(From the New York World.)
PROSPERITY IN THE SILK TRADE.
Leading firms represented at one of the biggest auction sales ever held in this country. According to A. H. Loscoe, the junior partner of the firm, Townsend & Montant, auctioneers, conducted the largest sale of imported and domestic silks ever held in New York city, if not in the country. The stock put up numbered 8,200 pieces colored and fancy silks, also black silks were offered in every known variety, and the sale from an artistic standpoint, was as delightful to a dry goods man, as a trip through the Metropolitan Museum to the Egyptologist. The sale was attended by hundreds of buyers from every state in the Union. The goods sold were from the factories of Schwarzenbach, Huber & Co., at West Hoboken, Altoona, Penn; Thalwell and Obilvel, Switzerland; San Pietro, Italy; Bovissieux, France, and Reutlinger, Germany. "It will exceed all the silk sales by \$200,000," said Mr. Loscoe. "We have sold today to various merchants, more than \$300,000 worth, and tomorrow, as the sale will be continued, we shall sell that much and more too."

Styles and Prices —IN— Ladies' Garments

OF EVERY DESCRIPTION
Made from desirable fabrics in all the latest styles and colorings.
**YOU CAN SAVE
At Least 25 Per Cent.**
on all Ladies' Misses' and Children's Capes, Cloaks and Jackets.
Our Prices are Low.
We invite you to inspect our line and compare prices. It will be a pleasure to show you a saving.



Millinery Opening SATURDAY.

The Millinery Department will have its opening on Saturday, showing the novelties in all styles of Hats, Bonnets, etc. Saturday and Saturday night,
Men's Furnishings.
Men's seamless hose, tan and mixed, three pair for **25c.**
Men's seamless fast black hose, two pair for **25c.**
Fine silk neck scarfs, **25c.**
Portsmouth ribbed underwear, **75c.**
Camel's hair underwear, **47c.**
Fine unlaundered shirts, **50c.**
Fine silk-finished suspenders, **25c.**
Men's all linen collars, **5c.**
Fine heavy tan hose, **20c.**
Fine winter underwear a specialty at low prices.

China Department.

New fall novelties are beginning to arrive and every day adds new things to our assortment, which you cannot obtain elsewhere.
Special prices on
DINNER SETS AND TOILET SETS for Saturday
Lamp Department.
Have just opened the largest line of banquet and piano lamps ever shown in Omaha.
Large fancy brass banquet lamp (\$3.00) for \$1.98.
Gold finish banquet lamp, onyx stem, (\$4.00) for \$2.66.

Tinware Department

A complete stock of tinware. Any article you wish at lower prices than you ever paid for the same before.

SILKS, DRESS GOODS, DRESS SILKS.

Black gros grain, pure silk; retail price, \$1.00; ours, **75c**
Black gros grain, 24 inches wide; retail price, 1.50; ours, **1.25**
Black gros grain, 24 inches wide; retail price, 1.75; ours, **1.25**
Black Faille Francaise; retail price, 1.00; ours, **75c**
Black Faille Francaise; retail price, 1.50; ours, **1.00**
24-inch black Faille Francaise; retail price, 1.75; ours, **1.25**
24-inch black Surah; retail price, 1.25; ours, **75c**
Black Surah; retail price, 75c; ours, **50c**
Black Armure; retail price, 1.50; ours, **1.00**
Black Peau de Soie; retail price, 1.00; ours, **75c**
Black Peau de Soie; retail price, 1.25; ours, **85c**
Black Peau de Soie; retail price, 1.50; ours, **1.00**
Black Peau de Soie; retail price, 1.75; ours, **1.25**
Black Satin Duchesse; retail price, 1.25; ours, **1.00**
Black Satin Luxoure; retail price, 1.75; ours, **1.25**
Novelty Silks, in new fall colors, **75c.**

The Above Are All
PURE SILK, and every yard guaranteed to give satisfaction.
You cannot make a mistake. Buy your silk dress from this stock and we will be responsible for the wear.

New Fall Dress Goods.

The finest stock in Omaha at low prices.

40-inch Novelties, actual value 60c, for.....	42c
40-inch Crepon, actual value 75c, for.....	48c
46-inch English Serge, actual value 75c, for.....	50c
52-inch Broadcloth, actual value \$1.25, for.....	98c
50-inch Storm Serge, actual value \$1.00, for.....	65c
60-inch Broadcloth, actual value \$2.00, for.....	\$1.50
40-inch Silk and Wool Novelty, actual value 75c, for..	50c
44-inch Wool Novelties, actual value 75c, for.....	50c

A fine line of imported Suitings, all the new fall colors, from 75c to \$2 yard.
Also, novelties in Dress Goods.

Ladies' and Children's Underwear and Hosiery.

Ladies' silk finished combined vests and pants, **35c.**
Ladies' natural Egyptian vests and pants **35c.**
Ladies' natural wool vests and pants, **50c.**
Children's heavy ribbed vests and pants, **35c.**
Boys' heavy bicycle hose, **18c, 3 for 50c.**
Children's fleeced hose, fast black, **20c.**

Muslins and Linens.

9-4 Sheeting, **16c.**
4-4 Sheeting bleached, **4 1/2c.**
Full sized knotted fringe towels, **12 1/2c.**
3-4 napkins, heavy bleached, **98c.**
64 inch table linen, bleached, **49c.**
Full sized crochet bed spread, **73c.**
Full sized comfort, **50c.**

Muslin Underwear.

A line of ladies' gowns in the V and square yoke, nicely trimmed and always sell for \$1.15 to \$1.25, for **75c.**
Skirts and gowns in full cambric and muslin, all nicely trimmed, regular \$1.50 goods, for **\$1.00.**
Ladies' fine lawn aprons, all trimmed, **25c.**

PRICES —ON— CARPETS THAT TALK.

Good Ingrain Carpet..... 40c yd
Best all Wool Ingrain.....50c "
Best Tapestry Brussels.....75c "
Best Body Brussels.....\$1 00 "
**New Goods all through Our
Draperly Dept.**
NEW SHADES
**New Chenille Portieres,
New Lace Curtains.**
Swiss, Muslins, Cretons, Calinpot
Table Covers, Couch Covers, Fur
niture Covers, Rugs, Mats, Linoleum,
Oil Cloth—all below what they usually cost.



MAIL ORDERS

Receive Prompt
Attention.



No Goods Charged

Satisfaction guaranteed
or money refunded.