

S. P. MORSE & CO.

W B Lambert

SILKS.

The public are cautioned against purchasing any of the poor trashy loaded fabrics that are being sold as "Black Silks," apart from the resemblance in color and weave they bear to good silks, they have not the slightest claim to the name of "Silk." We have discarded them as being unfit for us to sell and

WE WARRANT
Every Yard Below Described as Being Absolutely Pure Lyons Made Silks.

At no time in the last twenty years have silks been so cheap as on this sale. We are the only parties in Omaha buying these goods for

Cash From the Looms Direct.

50 pieces, 22 and 24 inch Lyons, Cashmere finish Black Silks will be offered during this sale at \$1.00 a yard; were sold by the manufacturer heretofore for \$1.25 and \$1.50

25 pieces Cashmere Princess Black Silks, double warp, rich, lustrous finish, full 22 inch, and some 24 inches wide, at \$1.35, worth \$1.75 to \$2.00. All warranted to wear without breaking.

28 pieces Cashmere Alexandre, 24 inch Black Silks, will be sold during this at \$1.65 a yard. These are the regular \$2.00 quality, with superb lustre, heavy weight and are always considered cheap at \$2.00 a yard.

20 pieces Cashmere Alexandre 24 inch Black Silks, the quality usually retailed east for \$2.50 will be sold on this sale at \$2.10 a yard.

12 pieces widest, heaviest and best quality of Cashmere Alexandre inch Black Silk, usually sold by all best eastern houses for \$3.00 to \$3.50 a yard, will be sold by us during this sale for \$2.50.

MEN'S GLOVES!

TWO GREAT BARGAINS.

80 Dozen

MEN'S STREET GLOVES,

With embroidered backs Pique Sewed. Every pair warranted genuine French Goat and Dog-skin.

\$1.00 per Pair.

ALSO FIFTY DOZEN

Men's French Castor Gloves!

Red Brown, Dark Brown, Tan, Drab, with heavy Silk Embroidered Backs,

\$1.25 per Pair.

Never before offered less than \$2.00.

Men's Underwear!

Commencing this Saturday Evening, October 27th, and Continuing Next Week.

5 CASES MEN'S FANCY STRIPED

SCARLET WOOL SHIRTS AND DRAWERS!

\$1.25 each, worth \$1.75.

90 DOZEN MEN'S VERTICAL STRIPE, NON-SHRINKING

Scarlet Wool Shirts & Drawers

\$1.50 each; retail value, \$2.00.

60 DOZEN MEN'S COCHINEAL DYE

SCARLET CASHMERE SHIRTS AND DRAWERS,

\$1.75 each; retailing elsewhere at \$3.50.

ATTENTION WORKINGMEN.

240 dozen Machine Knit Woolen Sox, without seams, will be sold at \$1.00 dozen pairs, 6 pairs for 50c, usually sold for 25c a pair.

216 dozen all-Wool Seamless Sox, very heavy and double run heels, during this sale for 25c a pair, usually sold in small stores for 25c or 3 for \$1.00.

Mittens, Gloves,

150 dozen all-wool Double Knitted Mittens at 25c a pair, worth at retail 50c.

40 dozen Buckskin Mittens, with riveted palms, at 75c pair, usually sold at \$1.00 and \$1.25.

60 dozen Plymouth Buckskin Gloves at \$1.25 a pair, worth usually \$1.75.

Blanket Department.

7 EXEMPLARY BARGAINS.

The unusual values of which will be readily recognized by the public without further comment on our part.

From the Great Auction Sales of New York.

150 pairs 11-4 White Blankets \$2.50; worth \$4.00.

200 pairs 10-4 Fine Blankets \$3.75; selling elsewhere \$5.

100 pairs 11-4 all wool Blankets, \$5.00 have sold at \$6.50.

50 pairs 12-4 White Blankets \$6.50, before the auction \$9.00.

50 pairs all wool Red Blankets \$5.00; never sold under \$6.00.

100 pairs 8 lb. 12-4 White Blankets \$7.75; worth at Retail, \$12.00.

40 pairs Best Mission Mills Blankets, \$12.00; exactly Mill Price.

S. P. MORSE & CO.

Continuation of our Great

Underwear and Hosiery Sale.

10 Cases more of those Ladies' Superior Grade Vests at 35 cents. Never excelled at 50c.

50 Cases Ladies' Silk Embroidered Finished Seam Fine Merino Vests at 55 cents. Selling elsewhere at \$1.00.

C. & G.

FRENCH HOSIERY

Monday morning we will offer 50 dozen Misses Genuine C. & G.

FRENCH WOOL HOSE.

All Sizes, from 5, 5 1-2, (6 1-2 inch) 50 Cts.

All Sizes from 7, 7 1-2, 8, 8 1-2 Inch) 65 Cts.

These are Worth Exactly Double that Price.

Velvet Department.

On Monday Morning, October 29th, we shall offer

EXTRAORDINARY BARGAINS

10 Pieces 27-Inch

Black Costume Velvets

At \$2.90 a Yard.

The Regular Retail Price of Which has always been \$5.

10 Pieces 27-inch superfine quality BLACK COSTUME VELVETS \$4.00 PER YARD.

The Invariable Retail Price of this Quality is \$6.00.

Those appreciating the finer grades of goods will doubtless avail themselves of this rare opportunity.

Jersey Waists!

Our importation of Ladies' Jersey Waists has arrived late. We sell at exact cost of importation as the manufacturer was to have delivered them to us early in September, and now instructs us to sell them for his account. For the information of non-residents of Omaha, we would say that it costs 25 cents to send a Jersey Waist to any part of the country.

60 dozen Black, Brown, Wine, Cardinal, Navy Blue, perfect fitting Berlin shaped Jerseys at 2 25 each, worth \$3.50 to \$4.00.

30 dozen Ladies' Spun Silk Jerseys in black and navy blue at \$3.75 each, worth usually \$5.00 to \$6.00.

25 dozen Jerseys, richly embroidered, and beautiful quality, in black only, at \$5.00 each, were imported to sell for \$8 to \$10. Cost of mailing and registration only 25c.

SPECIAL—Don't confound these with the cheap ill-fitting domestic Jerseys sold at same or higher prices.

Flannel Department.

At no time in the last five years have we been able to

how such

A BARGAIN.

100 Pieces 29-Inch

California Red Flannel

AT 45 CTS. A YARD.

Made of fine Merino Wool, extraordinary weight, non-shrinking and genuine Cochineal dye. This flannel has never been offered at retail for than Sixty Cents.

S. P. MORSE & CO.

Cotton Department.

10 Cases Heavy Weight

Cotton Flannels,

AT 5 CTS. A YARD.

Regular Retail Price Elsewhere 8 1/2 Cents.

Five Cases

Very Heavy Cotton Flannels,

AT 12 1-2 CENTS A YARD.

Never Sold less than 15c.

Colored Dress Goods!

3 GREAT BARGAINS 3

600 Manufacturer's

Remnants

All Wool Black Cashmeres.

1 1/2 to 11 1/2 yards, 60 cents a yard. Not a yard of these goods worth less than 90 cents. Some \$1.00 to \$1.25.

1200 Yards

40-Inch

All-Wool

Costume Cloth.

Mixed and Plain Colors, 57 1/2 cents. We closed out all a manufacturer had of those, worth every cent of \$1.25.

4500 Yards

DeBeges

and Cashmeres,

7 1/2 Cts. a yard

Worth 15 to 20c.

VELVETEENS!

4 BARGAINS 4

TEN PIECES 24-INCH SILK FINISH

Arcadia Velvets,

45 cents a yard, usually retailed at 60 cents.

15 Pieces 24-Inch Silk Finish

CLEOPATRA VELVETS.

75 Cents a yard, regular retail price, \$1.00.

5 Pieces 24-Inch Silk Finish

COLORED ARCADIA VELVETEENS.

Beautiful colors and superior to many Silk Velvets in finish and durability, 90 cents a yard, selling everywhere for \$1.25.