

A COLOSSAL SALE OF DRY GOODS.

S. P. MORSE & CO.,

FROM MANUFACTURER TO CONSUMER DIRECT WITHOUT ANY INTERMEDIATE PROFIT.

A QUARTER MILLION DOLLARS WORTH OF DESIRABLE MERCHANDISE

From all the Leading Markets of the World to be offered by us over our retail Counters at the

LOWEST PRICES EVER KNOWN.

The most important event in the annals of the Dry Goods trade of the Western Country.

ALL OUR PAST EFFORTS SINK INTO INSIGNIFICANCE AS COMPARED WITH THIS GIGANTIC ENTERPRISE.

BLACK SILKS,

As the greatest bargains ever offered in any line of Silks within the past twenty-five (25) years and as one of the great leaders of our sale we shall open and sell one dress pattern to a customer as long as they last.

We wish to distinctly state that the usual retail value of these goods as stated below are not in the least exaggerated or enlarged for the purpose of misleading the public.

15 pieces fine quality Lyons Black Silks, 19 inches wide at 55 cts., never before retailed at less than \$1.00.

6 pieces very fine 21 inch Lyons Black Silks at \$1, never before retailed at less than \$1.25.

18 pieces Guinet's extra fine quality Lyons Black Silks 22 inch wide to be sold at \$1.25, never before sold less than \$1.75.

14 pieces Alexander Girauds Lyons Black Silks 24 inch wide at \$1.50 regular \$2.25 quality.

8 pieces Alexander Girauds Cashmere Princess Black Silks 24 inch wide \$1.75, magnificent goods and will be cheap at \$2.50.

10 pieces Bellon's 22 inch Cashmere Black Silks, 22 inch wide, Mourning Silks, double faced mourning Rhadames, all at \$1.90, would be considered a bargain at \$2.75.

5 pieces Tappissier Freres 25 inch grease proof Silks, warranted not to spot, break or grow shiny, and Guinet's Cashmere Kiche Silks, extra fine quality at \$2.25 would be very cheap at \$3.50.

25 pieces 24 inch Black Satin Rhadames and Mervilleux at \$1.25 worth and sold at \$2 a yard.

20 pieces rich 24 inch Black Silks Damasse Brocades 60 cts. a yard worth \$1.25.

10 pieces extra fine 21 inch Black Brocades at 75 cts. a yard never before offered at less than \$1.50 a yard.

5 pieces lustrous Black Satins 20 inches wide at 95 cts, worth \$1.50.

4 pieces 28 inch heavy Black Satins at \$1.20 worth \$2.2 a yard; this being an extra width are a very great bargain.

25 pieces 24 inch rich Black Brocade Damasse at \$1.25, worth fully \$2 to \$2.50 a yard.

We have about 2200 yards of Bonet's, Ponson, Girauds and Guinet's rich Black Silk Brocades, in lengths of from 6 to 20 yards that we will sell at \$1.75 and \$2 per yard worth from \$3 to \$4 a yard.

BLACK GRENADINES

We will offer our entire lot of superb quality all Silks brocaded and Striped Satin Grenadines at half the cost of importation.

COLORED SILKS,

Our entire wholesale and retail stock of regular \$1.25 colored Dress Silks about 75 pieces, all desirable shades, will be sold without reserve for 75 cts.

25 pieces beautiful colored Satin Rhadames to be sold at 55 cts, costs to manufacturer 85 cts, always retailed at \$1 a yard.

As a most desirable and unequalled bargain we shall offer our entire stock, about 25 pieces of American colored Silks in a magnificent line of shades, our own assortment retailed hitherto at \$1.50 a yard, to be closed during this sale at \$1.17. It will be impossible to duplicate these goods at anything like this price.

S. P. Morse & Co.

SUMMER SILKS,

25 pieces summer Silks worth from 75 cts to \$1 a yard, comprising pencil stripes, colored checks, Louisenne checks, Glace stripes, colored ground stripes all offered at 65 cts. a yard.

SPECIAL

Remember these are not the thin tissue paper Silks usually sold as leaders, but are all fine grain Silks and cannot be duplicated at any price.

VELVETS.

Our entire stock of Black Velvets will be sold at 75 cts. \$1.50 and \$2.25 worth double the price.

Our entire stock of regular \$2.50 colored Silk Velvets all good colors, Myrtle, Mirine, Bronze, Olive, Navy, Wine, Plum Seal, &c., to be closed out during this sale at \$1.95 per yard.

Our wholesale stock of Black and Colored Velveteens about 40 pieces worth 75 cts. to \$1.25 a yard, to be closed out during this sale at 37 1/2 cts. 50 cts. and 65 cts a yard.

Colored Dress Goods.

1720 yards Brocaded and Armure Dress Goods, all new spring shades in 11, 13, 15 yard lengths at 7 1/2 cts a yard, worth 20.

2100 yards silk and wool mixtures, spring colorings, an excellent cloth, to be closed during this sale at 10 cts a yard. The import duty alone on this lot was more than the price we ask for these goods.

1200 French and English fancy Dress Goods in all the new spring shades offered at 22 1/2 cts, worth from 35 to 45 cts.

1275 yards double width, new color English Cashmere at 19 cts regular price 35 cts.

1000 yards all wool Black and Colored French Nun's Veiling during this sale will be sold at 18 1/2 cts, cost 25 cts, to import.

1300 yards double width Lupin's Black and Colored French Nun's Veiling 42 1/2 cts. a yard would be very cheap at 60 cts.

950 yards all wool illuminated French Beige, 40 inches wide to be sold at 37 1/2 cts, never sold under 50 cts.

1700 yards 44 inch black and white, blue and white, bronze, myrtle and other desirable shepherd checks, to be sold at 50 cts. a yard, were bought to sell at 90 cts.

2300 yards very fine, all wool, French Cheviot Beiges at 60 cts, cost 95 cts, to import.

1900 yards, very fine, all wool illuminated shepherd checks, cashmere delaine Beiges and French twilled Foulles, 62 1/2 cts, previous retail price \$1.25.

50 pieces 44 inch Gilbert's spring styles flannel suitings 67 1/2 cts, usual retail price \$1.00 to \$1.25.

26 pieces very finest new finest all wool new spring pin checks, with pin head illuminated stripe, 50 cts. a yard cost \$1.50 to import, usual retail price \$1.75.

15 pieces superb quality cashmere foute pin head checks, in all new spring colorings at 77 1/2 cts, usual retail price, \$1.10.

15 pieces best quality 32 inch all wool Jersey cloth in strawberry, navy, wine, &c., 75 cts a yard, usual price \$1.25.

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BLACK GOODS.

25 pieces 40 inch black draped Alma to be sold at 45 cts a yard, cost 62 1/2 cts, usual price 75 cts.

50 pieces 46 inch English black cashmere at 37 1/2 cts. that 60 cts to import.

40 pieces 42 inch "Bonjour" French black Cashmere during this sale at 50 cts. a yard worth 75 cts.

20 pieces of 32 inch all wool fine "Albatross" cloth, will be sold at 37 1/2 cts, previous retail price 60 cts.

18 pieces 46 inch finest quality black Nuns Neiling, during this sale 55 cts a yard, would be cheap at 90 cts.

22 pieces very finest quality 46 inch all wool black French Grenadines or Lace Bunting, all new goods, 90 cts a yard, usual retail price \$1.25.

LOTION DEPARTMENT.

Our stock in this department was bought at the present low price the lowest known for years.

38-Inch BLEACHED COTTONS
50 cases Maple Leaf, Fearless, Hercules, Cabot, bleached, 6 1/2 cts never sold under 8 cts.

25 cases family, half bleached Langdon, &c., at 9 cts, never sold under 12 1/2 cts.

10 cases Pride of West, Wamsutta, Wauregan, New York mills, &c., at 11 1/2 cts worth 12 1/2 cts at wholesale.

38-Inch BROWN COTTONS,
40 bales Fearless fine close Brown Cotton at 5 cts a yard.

25 bales Lake George and Windsor Brown Muslin at 5 cts.

20 bales Bennington, Sea Island, Prescott, R. &c., yard wide at 6 1/2 cts, worth 9 cts.

20 bales very best Standard Brown, heavy and fine Cotton at 7 1/2 never sold under 9 cts a yard.

WIDE BROWN COTTON,
5 cases Pembroke 9-4 Brown 20 cts, never sold under 27 1/2 cts.

5 cases Mohawk Valley 10-4 and Lockwood 9-4 both at 23 cts best value ever offered in Brown Cotton.

WIDE BLEACHED COTTONS
5 cases Mohawk valley 9-4 bleached, 25 cts, worth 30 cts.

5 cases New York and Wamsutta linen finish, duck woven 10-4 sheeting at 30 cts, the best made and worth 50 cts.

On an average our cotton goods are cheaper than cottons have been for the past twenty-five years.

LADIES' HOSE,

Lot 1. Ladies plain and fancy cotton hose in variety all reduced to 25 cts a pair.

Lot 2. Twenty styles splendid quality Ladies solid color and fancy striped hose at 35 cts, some of these cost as high as 950 to import.

Lot 3. Comprises a line of Ladies' French lisle hose fancy ribbed in black, wine, seal, olive, &c.

(They were intended to be retailed at \$1.00, but by special arrangement with the manufacturer who did not deliver them until too late for us, we can sell them at 65 cts a pair.

Lot 4. An elegant line of French lisle in pink, blue cardinal wine, &c., usual retail price \$1.25, during this sale 75 cts.

(Two lots comprising our entire spring importation of striped and openwork lisle hose, all goods that sold for \$1.50 to 2.00 will be marked down to 85 and 95 cts.

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SILK HOSE

Lot 1. Ladies spun silk hose all good colors, will be sold during this sale at \$1.25, regular 2.50 quality.

Lot 2. Our spring importation of fine quality pure silk hose all desirable colors, regular \$4.50 quality, will be sold at 2.70.

Lot 3. Our entire importation of very finest embroidered pure silk hose, regular 5.00 quality, to be sold at 3.00.

Lot 4. Our entire importation of fancy openwork, Derby ribbed and drop sketch embroidered silk hose, usual price 5.00 to 7.00, will be sold at 3.85.

CHILDREN'S HOSE.

Lot 1. Ten styles children's fancy seamless Cotton Hose all sizes at 25 cts, have never sold under 50 cts.

Lot 2. Fifteen styles of children's fancy Cotton Hose at 35 cts, not a pair in this lot ever sold less than 50 cts, and from that up to 75 cts.

Lot 3. A large assortment of infants 3-4 lisle and cotton Hose that cost 50 cts to import, will be sold at 25 cts.

Our stock of Misses' lisle thread Hose, comprising all the desirable styles and the largest assortment shown in Omaha, is being offered at corresponding reductions.

LINENS, TOWELS, &c.

We caution hotel and restaurant keepers, and all prudent householders to purchase in this department in much larger quantities than usual as we do not anticipate these prices will be again made for years.

250 dozen unbleached twilled and plain bleached huck Towels, usual price \$1.50 a dozen, will be offered during this sale at 75 cts a dozen.

375 dozen various styles of huck and damask Towels not one of them worth less than \$2.50 a dozen, will be sold at \$1.50 a dozen.

175 dozen fine bleached damask and knotted fringe huck towels, will be sold at 20 cts each worth 37 1/2 cts.

DAMASK.

40 pieces loom dice Damask 56 and 58 inches, 20 cts per yard, regular price 37 1/2 cts.

55 pieces Barnsley cream Damask 58 inches wide, in plain or Turkey-red border 37 1/2 cts per yard, regular retail price 50 and 55 cts per yard.

100 pieces Barnsley cream Damask 58 inches plain or Turkey-red border 42 cts per yard; former retail price 62 1/2 cts.

44 pieces Barnsley loom Damask, red net border 50 cts per yard, retailed during March sale at 62 1/2 cts; always before that at 75 cts per yard.

32 pieces white Scotch Damask 64 and 66 inches wide at 62 1/2 cts per yard.

32 pieces white Scotch Damask 64 inches wide at 62 1/2 cts per yd.

36 pieces white Scotch Damask 64 and 66 inches wide at 75 cts per yard.

29 pieces 58 and 60 inch Turkey-red Damask at 37 1/2, regular retail price 50 cts.

10 pieces German Turkey-red Damask 58 inches wide at 75 cts per yard; regular retail price \$1.50 pieces very best quality bleached German Satin Damask, full 72 inches wide will be offered during this sale for \$1.25, would cost 1.75 to import, would be a great bargain at 2.00.

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PRINT DEPARTM'NT

25,000 yards of standard Prints, all this season's styles embracing the most popular brands, Cochecho, Arnold, Merri-mac, American, Windsor, &c., at 5 cts. a yard.

1200 yards very newest and best styles Furniture Cretonne at 16 cts. a yard.

2100 yards extra fine wide Cambrics, that cost 13 1/2 cts, will be sold at 8 1/2 cts, usual price 15 cts.

GINGHAMS.

1000 pieces Renfrew white and Bates Gingham in staple and dress styles at 6 1/2 cts a yard.

200 pieces extra fine dress styles Scotch Gingham at 15 cts a yard, cost 27 1/2 cts to import.

SATINES.

As one of the many noticeable bargains of this sale we will offer 60 pieces best American Satines at 15 cts a yard, worth 25 cts.

LACE CURTAINS.
200 pairs Scotch Lace Curtains will be sold at \$2.40 a pair never before sold less than \$3.50.

125 pairs Bern Nottingham Lace Curtains will be sold at \$5.50, usual price 8.00.

85 pairs best quality cream embossed Nottingham Curtains at \$7.50 cost 9.50, sold before at \$11.

100 pairs real Swiss Curtains a very great bargain at \$6.00 a pair, worth \$12.

Our entire stock of fine Swiss Curtains and Nottingham Curtain nets at about one half present marked prices.

Nottingham Nets at 20c, 25c, 35c, 50c, worth double the price.

WHITE GOODS DEPT'
500 pieces checked and striped Nainsook 8 cts per yard; regular retail price 12 1/2 cts.

400 pieces fine checked Nainsook 12 1/2 cts, regular 17 cts goods.

750 pieces extra fine checked Nainsook, handsome styles, all this season's goods, at 15 cts, same as always retailed for 20 cts.

250 pieces extra fine quality checked Nainsook at 17 cts, never retailed less than 25 cts.

200 pieces very fine checked Nainsook in two numbers 25 cts, regular retail prices 33 1/2 and 37 1/2 cts.

100 pieces striped Nainsook 12 1/2 cts, regular retail price 17 cts.

125 pieces striped Nainsook, fine grade, 17 cts, former retail price 25 cts.

200 pieces white Victoria Lawns very fine weave, at 12 1/2 cts, a bargain at 17 cts.

150 pieces fine white Victoria Lawns 17 cts, a bargain at 25 cts.

125 pieces India Linens 17 cts close wholesale price 20 cts.

175 pieces fine India Linens, superior quality, 20 cts, regular retail price 30 cts.

200 pieces India Linens, super-fine grade, 25 cts, regular retail price 37 1/2 cts.

200 pieces spotted and figured muslins, 12 1/2 cts, regular retail price 25 cts.

150 pieces spotted and figured muslins, 25 cts, regular retail price 40 cts.

175 pieces spotted and figured muslin 35 cts, a bargain at 50 cts.

450 pieces corded Pique at 5 cts, lowest price ever retailed hitherto 8 cts.

1000 pieces lace check and stripe white Piques 10 cts, lowest retail price ever quoted 12 1/2 cts.

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MEN'S 1-2 HOSE.

Monday at 9 a. m., we will offer a line of about 125 dozen Men's Balbriggan Half Hose, at \$1.15 for six pairs.

75 dozen finest Cotton Half Hose, with fancy silk stripes, will be sold at 37 1/2 cts per pair. Never retailed before under 75 cts.

The balance of our fancy Silk Half Hose, in all the good shades, will be closed out at \$1.00 per pair. Never sold under \$2.50.

20 dozen purest and best heavy Embroidered Silk Half Hose, worth \$5.00 a pair, will be sold at \$2.95. These are the best silk hose imported and all nice new colors, including black and fancy stripes.

MUSLIN UNDERWR.

Monday morning we will make 13 prices in this department: Drawers, 25c, 40c, 75c, \$1.00, Chemise, 45c, 50c, 75c, \$1.25, Night Gowns, \$1.00, \$1.25, \$1.50, \$1.75, \$2.00.

These prices will be about one-half actual retail value.

LISLE THREAD UNDERWR.
20 dozen Ladies' Lisle Thread Vests at 75c, previous price \$1.25.

80 dozen Ladies' Fine English Lisle Vests at \$1.50, were bought to sell for \$3.00.

10 dozen Ladies' Silk Vests will be sold at \$4.15 each. Cheap at \$6.00.

Timely Suggestions

RULES OF THE SALE.

As the rush for these goods will be entirely without precedent, we would consider it a personal favor if all who can make it convenient to do so, will come between 8 and 10 o'clock a. m., so to divide, as far as possible, the business through the day. This suggestion is of the utmost importance. Please heed it, all who can.

We have engaged a large extra force of salesmen and have made every provision human forethought can suggest, but ask, in advance, public indulgence for any annoyances that may arise.

We have instituted and carried through successfully a great many large and important sales, but have never attempted anything of gigantic proportions, or one which is fraught with so many benefits to the public.

The following are a few rules which we found necessary to adopt during the sale, and we think it best to mention them as they are directly contrary to our usual custom.

Remember, however, that they will only hold during the sale, and are only adopted in the interests of the public to facilitate business.

First—Be careful in making your purchases as no exchanges will be allowed.

Second—No allowance will be made on any kind of goods. No Samples will be cut over the counter, we should, of course, be most happy to send them by mail when requested, but to secure goods our patrons at a distance ought to have some resident in Omaha to make a selection or rely on us to do so.

As our shipping department will be tried to its utmost capacity, and although we shall make every effort to deliver on time, we would respectfully request that customers will take small parcels themselves.

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