

S. P. Morse and Co.

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THIRD WEEK,

THIRD WEEK,

The Great Retail Sale of Our Entire

WHOLESALE AND RETAIL STOCK.

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BLACK GOODS.

GAUZE UNDERWEAR

We have replenished our stock from our wholesale reserve, and added many new bargains.

50 cases LADIES' HIGH NECK LONG AND SHORT SLEEVE GAUZE UNDERWEAR, at 25 cts each.

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

MEN'S UNDERWEAR

2 cases Men's White Merino Gauze Vests, all sizes, 36 to 44 inches at 25c.

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

3 cases extra fine Silk front Men's Summer Gauze Undershirts with finished seams 45c, worth 75c.

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

1 case Men's English Silk front Summer Gauze Undershirts at 65c, usually sold at 1.00.

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.

60 dozen Men's unbleached pure weight, silk finish, 42 inch Black Tamise will be sold at 18 1/2 cts; worth usually \$1.25.

12 pieces extra fine summer weight, silk finish, 42 inch Black Tamise will be sold at 18 1/2 cts; worth usually \$1.25.

28 pieces fine all wool Black Nuns' Neiling will be sold at 18 1/2 cts; usual price double as much.

MOURNING GOODS.

Handkerchief Dept,

5 pieces English Silk warp Henrietta, during this sale at \$1.20, usual price 1.50.

MOST EXTRAORDINARY BARGAINS IN LADIES' AND GENTS' HANDKERCHIEFS.

6 pieces Silk Henrietta at \$1.55, worth and usual price 2.00 a yard.

1 case Ladies' pure hemstitched Hdks, 10c each, usual 15c quality.

4 pieces finest Silk warp Henrietta imported, will be sold now at \$1.82 1/2 cts, imported to sell at 2.76.

500 dozen Ladies' hemstitched Linen Lawn Hdks, and 2-inch hems very fine, at 15c each, worth 25c.

6 pieces French Black Etamine Cloth, 52 inches wide at \$2.90 very rich for Spring and Summer wraps and worth 4.00 a yard.

10 dozen Ladies' very sheer Linen hemstitched Hdks, and hemstitched, with blocks set in each corner, during this sale at 25c, cannot be purchased less than 50c.

5 pieces real Camels Hair at 1.50 a yard, suitable for Dresses or Wraps and being made from finest Camels Hair, is worth 2.50 to 3.00 a yard.

GENTS' H'D'K'F'S.

As an unequalled bargain we offer 1 case, 275 dozen Men's pure Linen hemstitched Hdks, very fine quality at 25c; these cost 5.00 a dozen to import, and we have never offered their equal less than 6.00 a dozen.

LADIES' HOSE,

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

As we wish all our customers to participate in this bargain, and it will be impossible to duplicate them at the price, not more than one dozen will be sold to each purchaser.

Lot 2. Twenty styles splendid quality Ladies solid color and fancy striped hose at 35 cts, some of these cost as high as 95c a dozen to import.

As we wish all our customers to participate in this bargain, and it will be impossible to duplicate them at the price, not more than one dozen will be sold to each purchaser.

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

As we wish all our customers to participate in this bargain, and it will be impossible to duplicate them at the price, not more than one dozen will be sold to each purchaser.

(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.)

As we wish all our customers to participate in this bargain, and it will be impossible to duplicate them at the price, not more than one dozen will be sold to each purchaser.

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

As we wish all our customers to participate in this bargain, and it will be impossible to duplicate them at the price, not more than one dozen will be sold to each purchaser.

(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.)

CHILDREN'S STRAW HATS,

We will open Monday morning over 2,900 misses' children's and boys' Sailor and Derby Straw Hats at a uniform price of 25 cts each. These Hats are worth from 50 cts to \$1.00.

SILK HOSE

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

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 throughout the day. This suggestion is of the utmost importance. Please heed it, all who can.

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

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

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

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.

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.

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.

CRASHES.

We have one lot of 16-inch Scotch Crashes, very fine goods, that cost 8 1/2c to import, and we will close them out during this sale at 6c.

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

10 bales of the very finest quality unbleached crash toweling, full 20 inches wide, will be sold at 15c yard; these cost 12 1/2c at wholesale.

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

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

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.

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.

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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ONE SPECIAL FACT

We wish to call the attention of the public to is: Independent of our large wholesale business, we are the largest retail house west of Chicago; we are thus enabled to purchase and handle at a single transaction immense quantities of merchandise direct from the manufacturers, both in this country and Europe, oftentimes at a fearless loss to them. We have a resident buyer in New York who visits European markets twice a year, with full power from us to close out any desirable lots of goods suited to our trade. The advantage we thus hold to constantly place before the public the most unaccountable bargains in all classes of Dry Goods is very clear.

REMNANTS.

As will be evident to everyone the immensity of our trade for the last two weeks has left on our hands thousands of Remnants, hundreds of odd pairs of Gloves, Hosiery, odd Towels, Napkins in broken dozens, etc., and on Monday morning we will open a

REMNANT AND ODD LOT COUNTER.

With all such accumulations thereupon all SILKS from 1 to 11 yards. DRESS GOODS from 1 to 12 yds CALICO from 1 to 9 yards. GINGHAMS from 1 to 11 yds. LINENS from 1 to 1-4 yds. NAPKINS from 1 to 11 pieces. TOWELS from 1 to 3 pieces. LACES from 1 to 4 1/2 yards, will be treated as being

ODDS AND ENDS.

while in perfect order will be sold at one-third less than REAL VALUE.

SUN UMBRELLAS

We closed out last week one of 125 Silk Umbrellas, and we purchased the entire lot of a manufacturers stock of

26 AND 28 INCH

Silk Umbrellas, double faced and extra heavy twilled Silk, suitable for ladies or gentlemen, which we will sell at \$3.50 each, worth every cent of \$5.00

COTTON DEPARTMENT.

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

36-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.

36-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.

S. P. Morse & Co.

BLACK SILK DEPT.

AS A

Crowning Triumph,

To the great success which has met our efforts to place before the ladies of Omaha

BARGAINS AND VALUES

in SILK GOODS which have surprised even our competitors, we shall open in our Black Silk department to-day and Monday

200 Pieces

Alexander, Giraud & Co.'s

LYONS BLACK SILK,

24 INCHES WIDE.

At prices which barely cover the cost of manufacture and duties.

20 pieces Lyons Black Silk, a first rate quality, at 75 cts. per yard.

We will guarantee it a better Silk than can be purchased in Omaha for the money. Examine this Black Silk at 75 cts. before buying elsewhere.

15 pieces Lyons Black Silk, a splendid quality, at 87 1/2 cts. per yard. You cannot match it in the west for less than \$1.25.

11 pieces 22 inch Giraud Black Silks at \$1.25 per yard. This Black Silk will be found

UNACCOUNTABLY CHEAP.

A small lot, 5 pieces, 24 inch Giraud Black Silks at \$1.45 per yard, would be a bargain at 1.75.

15 pieces Alexander Girauds Cashmere sublime Black Silks, 22 inches wide, superb quality, at \$2.00 a yard, never seen before less than 2.75.

12 pieces Armands Cashmere sublime Black Silks 22 and 25 inch wide, their very best quality, will be sold now for \$2.40 a yard, the finish, lustre and texture of these fabrics is simply perfect, they are regular 3.50 goods.

LAWN DEP'T

We open to-day from our wholesale reserve 250 pieces extra fine, fast color printed Cotton Lawns at

4 Cts. Per Yd.

150 pieces best quality Cotton Lawns 32 inches wide elegant designs at 8 1-3 cents, wholesale price 15 cts.

SPECIAL

Our entire importation of IRISH LINEN LAWNS, purchased by our buyer in Belfast this season and duties paid at the Omaha Custom house, will be sold during this sale at 17 1/2 cts, usual retail price everywhere 25.

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.

OUR RESERV STOCK

1000 more lots and 500 packages in order in addition to the innumerable bargains already mentioned will be brought forward as fast as the lots already advertised are sold out.

EMBROIDERIES,

200 pieces Cambric Embroidery at 12 1/2 cts, would be cheap at 25 cts.

500 pieces wide and narrow fine muslin Embroideries at 30 cts a yard, worth 50 to 60 cts.

S. P. Morse & Co.

TWO IMPORTANT FACTS

CONCERNING THIS STOCK SHOULD BE BORNE IN MIND.

It is not a single lot of goods. It is not a single department to which you are invited. The retail stock combined with our wholesale, gives an aggregate of \$250,000.00 worth of dry goods calculated to meet the wants of everybody. Bear in mind that these are new and fresh goods, of the latest styles and qualities selected expressly for our spring trade and are richer in variety and extent than we have ever offered to the people in our history. When it is considered that this entire stock is being offered at a reduction of 25 per cent in all, and 50 per cent in many cases, from the prices at which these goods are selling to-day, and that it covers all standard lines of goods, people can begin to comprehend what an important event in the annals of the dry goods trade this is. One thing before enumerating some of the bargains, which we trust every reader of this paper will closely study, down to the last word in these two pages. We ask our friends to try and visit our store in the forenoon, as they can then be assured of the proper attention that we wish to extend to every one, as in the afternoon rush our entire force are taxed to their utmost, and many unavoidable delays will occur, for which we ask indulgence beforehand.

Dress Goods Depart'm't

We shall continue the sale of about 7,500 yards Checks, Brocades, Armaures and English Silk Mixed Dress Goods at 10c, worth 25 to 50c. The import duty alone on these goods was more than our selling prices.

1,900 yards Silk Brocades, all wool mixtures, illuminated Serges, costing 27 1/2 to 40c, will be closed out at a uniform price of 25c.

2,400 yards, all Wool Foulle Finish Nuns' Veilings in all desirable shades of pink, cream, cerise, navy, bronzes, etc., cost 28c to import, will be closed out at 18 1/2c.

2,600 yards 46-inch all wool soft finish neat checks, pin checks, all wool fancy shepherd checks, every yard worth \$1.25 a yard, to be closed out now at the ridiculous price of 62 1/2c.

2,100 yards fine all wool 40-inch French Summer DeBoges in beautiful illuminated mixtures of bronze grey, blue grey, russet grey, etc., usually sold at 60c, will be closed at 37 1/2c.

1,300 yards double width Lupin's Black and Colored French Nun's Veiling, 42 1/2 inch wide, would be very cheap at 60c.

1,700 yards 44-inch black and white, blue and white, bronze, myrtle, and other desirable shaded checks, to be sold at 50c a yard; were bought to sell for 90c.

2,800 yards very fine, all wool French Cheviot Beiges at 60c; cost 95c to import.

1,900 yards very fine, all wool, illuminated Checks, Cashmere, Delaine, Beiges and French Twilled Foulles, 62 1/2c; previous retail price, \$1.25.

LINEN DEPARTMENT

The caution which we gave to those who purchase for hotels, restaurants and all prudent house sales, at the beginning of this sale, to anticipate their future wants even for two years to come has not been unheeded, and our sales have been enormous. Those who have not yet purchased, need have no fear that they cannot obtain as good values now as earlier, because we have our

IMMENSE RESERVE

to draw from, and you will find that the fortunate possessor of any of our linen goods, at present prices, owns GOLD DOLLARS, or their equivalent for 50c.

40 pieces Loom Dice Damask, 56 inches wide at 15d a yard; regular price 30c.

25 pieces Loom Dice Damask, 56 inches wide at 25c a yard; regular price 37 1/2c.

20 pieces Barasley cream Damask 58 inches wide, in plain or Turkey-red border 45c cts per yard, regular price 75c.

20 pieces Scotch bleached damask at 37 1/2c a yard, would be cheap at 60c.

18 pieces 64-inch Irish Cream Damask, made by Richardson's Sons & Owsden, Belfast, at 60c a yard; regular retail price 90c.

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

36 pieces white Scotch Damas 64 and 66 inches wide at 75 ct per yard.

8 pieces white Scotch Damask 60 inches wide at 90c per yard.

20 pieces hand-woven German double-damask, full two yards wide, the finest goods imported, at \$2.50 a yard; worth every cent of \$2.50.

200 dozen Ladies tucked and embroidered Summer wash Poplin Skirts at 75 cts, worth from 1.25 to 1.50 each.

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SUMMER SILKS,

On sale to-day and Monday morning, 100 pieces Elegant quality pencil stripe silks, in Blues, Garnets, Browns, Bronzes, Grays, Modes and Purples, at 35c a yard, worth 60c.

50 pieces elegant designs in fancy pencil stripes, checks, grissalle, etc., all at 50c worth 75c.

50 pieces very choice high colored checks, fancy, grey stripes and bronze, navy, myrtle, wine colored silks at 65c, worth at regular price 85c.

15 pieces 24-inch Summer Foulard silks, navy, bronze, cadet, seal brown and black, with white figures, at 50c a yard worth 75c.

BLACK SATINS.

25 pieces W. Schroeder & Son's Golden Wheel Black Satin goods that cost \$1.65 to import and have never been sold under \$2.60 will be closed out by us at \$1.25 a yard.

6 pieces of 28-inch extra black satins, elegant for skirts, will be closed for \$1.20 a yard.

These goods would be cheap at \$2.50, and we call the attention of

MERCHANT TAILORS

to them they being full 28-inch goods.

BROCADED SILKS.

10 pieces neat figure, elegant Black Brocades, will be sold at 60c. No one can sell these goods less than \$1.00.

20 pieces rich black Brocade Silks at 75c a yard, cost at wholesale 1.05.

18 pieces hand woven rich black Brocade Silks at \$1.25 a yard, during this