

S. P. Morse and Co.
THIRD WEEK.

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The Great Retail Sale of Our Entire

WHOLESALE AND RETAIL STOCK.

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.

ONE SPECIAL FACT

We wish to call the attention of the public to this: 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.

SUN UMBRELLAS

We closed out last week one lot of 125 Silk Umbrellas, and we purchased the entire lot of a manufacturer's 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.

LAWN DEPT'M'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 8-13 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 cts.

EMBROIDERIES,

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

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

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

—OF—

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 Anfoine Guinets and Alexander Girauds 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.

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 Cheriot Beiges at 60c; cost 95c to import.

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

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Dress Goods Depart'm't

We shall continue the sale of about 7,500 yards Checks, Brocades, Armures 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, searoe, 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 1/2c a yard, would be very cheap at 60c.

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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, grisaille, 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.

25 pieces W. Schroeder & Son's Golden Wheel Black Satin goods that cost \$1.65 to import and have never been sold under \$2.00 will be closed out by us at \$1.25 a yard.

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

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

to them they being full 28-inch goods.

10 pieces neat figure, elegant Black Brocades, will be sold at 60c. No one can sell these goods for 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 sale only; regular 2.00 quality.

12 pieces Bonet and Guinet black Brocade silks at 2.00 and 2.25 a yard, that have positively never been shown less than 3.00 and 3.50.

All our finest black French Brocade silks, in superb patterns, all beautiful texture, the finest goods imported, at 2.50 and 2.75 a yard, worth 3.50 and 4.00.

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LADIES' JERSEYS.

We have just received a shipment, our direct importation of Paris cut and made Ladies' Jerseys; they are beautifully shaped in the back and over the hips, but have come late; have turn over collar and sleeves trimmed with cuffs and buttons; they cost 3.00 apiece to import, but we have placed them to the manufacturers order and he telegraphs us to sell them

At \$2.50 Each

They are a very great bargain.

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 list 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.

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 1/2c per pair. Never retained before under 75c.

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.

LACE CURTAINS.

We have accumulated about 100 pairs of fine Nottingham, Swiss, Antique and Medias Lace Curtains, in lots of 1, 1 1/2, 2, and 3 pairs that we will close out at just half original marked price.

\$15