

S. P. Morse and Co.

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THIRD WEEK,

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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...

SUN UMBRELLAS

We closed out last week one lot 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.

36-Inch BROWN COTTONS,

40 bales Fearless fine close Brown Cotton at 5 cts a yard.

WIDE BROWN COTTON,

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

WIDE BLEACHED COTTONS

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

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 8-13 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.

EMBROIDERIES,

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

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 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.

OUR RESERVE 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.

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 15c a yard; regular price 30c.

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

20 pieces Barnsley 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 & Ouden, 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 cts 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 \$1.25 a yard; worth every cent of \$2.50.

BLACK GRENADINES

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

S. P. Morse & Co.

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.

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.

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 DeBeges 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.

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.

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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.

\$15.00 Curtains for... \$ 7.50

20.00 " " " " 10.00

30.00 " " " " 15.00

45.00 " " " " 22.50

a pair; they are very cheap and all fine goods.

BED SPREADS.

10 cases full size Honey Comb bed spreads, suitable for hotels, &c., at 95c each, usually sold at \$1.25.

15 cases best quality 12-4 Honey Comb spreads, during this sale at \$1.20, usually sold at \$1.50.

5 cases of the heaviest knotted fringe "Bridal Quilt" spread, weight and quality of the highest standard, will be sold at \$1.60 each worth all of \$2.00.

6 cases 12-4 imported Mar-seilles spreads, a purchase from a failed manufacturer, at \$1.60 each. They cost \$2.00 to make.

3 cases 12-4 extra quality, Mar-seilles spreads, are offered at \$2.00 each. Same quality was considered cheap last season at \$3.50.

Corsets AND Skirts

28 dozen French woven Corsets at 1.00, usual 1.25 quality.

30 dozen genuine "C. Pala Sirene" French Corset Corsets at 1.35, usual 2.00 quality.

BALL'S HEALTH CORSET-SI

usually sold at 1.25.

BLACK GOODS.

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

40 pieces 42 inch "Boujour" 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.

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.

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

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

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

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.

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.

HOSIERY DEPT.

As an evidence of the extremely good values in this department we would state that in one day of this sale we sold over 650 dozen fine Hose all at about 50 cts. on the dollar.

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 9.50 a dozen 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 re-tailed 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.

SILK HOSE

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