

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; 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 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, 64 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 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 cts.

### EMBROIDERIES,

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

### BLACK SILK DEPT.

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

### 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 Antoine 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.

### 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 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.

### LINENS, TOWELS, &c.

48-inch fast colors imported Turkey red table linen at 37 1/2 cts. a yard, usual price 50c.

56-inch very choice patterns, best quality, fast color Turkey red Tableing at 50c, usually sold at 75c.

60-inch best German Turkey red Tableing, best made, at 75c, usually sold at 90c and \$1.00.

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.

### BLACK GRENADINES

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

## 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.

### Dress Goods Depart't

We shall continue the sale of about 7,500 yards Cheeks, 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, cerise, navy, bronzes, etc., cost 28c to import, will be closed out at 18c.

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 62c.

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 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.

2,800 yards very fine, all wool French Chevrot 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.

### LINEN DEPARTMENT

The caution which we gave to those who purchase for hotels, restaurants and all prudent house wives, 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 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 & Owsen, 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 Damask 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.

### SUMMER SILKS, LADIES' JERSEYS.

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 \$2.00 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

### 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 sale only; regular 2.00 quality.

12 pieces Bonnet 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.

### COLORED SILKS,

Our 75c French gros grain Colored Silk has been the most successful feature of this

### COLOSSAL SALE

and has never before been sold in the country for less than 1.00 a yard, and always in the west at 1.25.

At 1.17 1/2c we offer the very finest quality of American gros grain silk, full 21 inches wide and usually sold at 1.75 to 2.00, a very close price on this silk would be 1.50, but at our price, 1.17 1/2c, it is an absolute sacrifice.

### 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-SKIRTS

usually sold at 1.25.

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

### 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.

### 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 retailed 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

### 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 Marseilles spreads, a purchase from a failed manufacturer, at \$1.60 each. They cost \$2.00 to make.

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

### 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 6 1/2c.

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

### BLACK GOODS.

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

40 pieces 42 inch "Bon jour" 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 95c 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 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.)

### 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 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.

### MAIL ORDERS.

We take pleasure in affording those residing at a distance the superior facilities of our

### MAIL ORDER DEPT.

Assuring them of faithful and prompt service.

Its organization is such that every advantage to be derived from a personal visit is secured to the customers whose wants and wishes are clearly expressed.

Intended to be of practical service to non-residents of Omaha it invites correspondence concerning all wants, large and small.

Please be particular to STATE EXPLICITLY whether goods are to be sent by mail or express as we forward all goods by express unless otherwise directed.

When desired by mail remit sufficient to cover postage. No C. O. D. can be sent by mail, and prepayment in full is required on all mail matter.

Parcels weighing 4lb or less can be sent by mail at once cent per oz., articles such as Table Linen, Sheetting, Gingham, &c., often weigh over 4 lb.

In making selections from samples please make No. 1 and No. 2 in case first choice is sold without order arrives.

As the rush during this sale is without precedent, we caution patrons that many lines of goods advertised will be sold quickly and we advise that they either have some friend make selections or entrust us to do so; we warrant everything as represented, and will use the same care in selecting that you would yourself.

If in want of any goods not advertised here, you can depend on getting them at the lowest price at which they can be sold.

### HOTELS AND RESTAURANTS

are especially invited to our housekeeping department, as the goods in it are 20 to 50 per cent less than they have sold for in years.

### GAUZE UNDERWEAR

50 cases LADIES' HIGH NECK LONG AND SHORT SLEEVE GAUZE UNDER-VESTS, at 25 cts each. They cost a great deal more to manufacture.

### MEN'S UNDERWEAR

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

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

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

60 dozens Men's unbleached pure Lisle Undershirts, long or short sleeves, will be sold at 85c; they cost 1.00 to import, and would be cheap at 1.25.

### Handkerchief Dept,

MOST EXTRAORDINARY BARGAINS IN LADIES' AND GENTS' HANDKERCHIEFS.

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