

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, 61 cts never sold under 8 cts.

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

10 cases Pride of West, Wamsutta, Wauregan, New York mills, &c., at 11½ cts worth 12½ 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 6½ cts, worth 9 cts.

20 bales very best Standard brown, heavy and fine Cotton at 7½ never sold under 9 cts a yard.

WIDE BROWN COTTON,

5 cases Pembroke 9-4 Brown 20 cts, never sold under 27½ 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 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 17½ cts, usual retail price everywhere 25 cts.

EMBROIDERIES,

200 pieces Cambrie Embroidery at 12½ 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 87½ 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 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 37½ 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 37½ cts a yard, usual price 50c.

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

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

Turkey red Napkins, 50c, 75c, \$1.00, \$1.25, extra large, \$1.50 a dozen.

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 \$1.50 a dozen, will be sold at \$2.50 a dozen.

175 dozen fine bleached damask and knotted fringe huck towels, will be sold at 20 cts each worth 37½ cts.

BLACK GRENADINES

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

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.

Dress Goods Department

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 price.

1,900 yards Silk Brocades, all wool mixtures, illuminated Serges, costing 27½ 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 62½c.

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 37½c.

1,300 yards double width Lupin's Black and Colored French Nun's Veiling, 42½ cts 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, 62½c; 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 Duce 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 37½c.

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 37½ cts a yard, would be cheap at 60c.

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

32 pieces white Scotch Damask 64 inches wide at 62½ 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 skirting, 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.

COLORS 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 1.17½c 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, 1.17½c, 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 37½c 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, 1½, 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 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.

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 37½ 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 18½ cts; worth usually \$1.25.

28 pieces fine all wool Black Nuns' Neiling will be sold at 18½ 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 \$1.82½ 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 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.

CRASHES.

We have one lot of 16-inch Scotch Crashes, very fine goods, that cost 8½c to import, and we will close them out during this sale at 6½c.

10 bales of the very finest quality unbleached crash toweling, the full 20 inches wide, will be sold at 15c yard; these cost 12½c at wholesale.

GAUZE UNDERWEAR

50 cases LADIES' HIGH NECK LONG AND SHORT SLEEVE GAUZE UNDERWEAR, 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.

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

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

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

As an unequalled bargain we offer 1 case, 275 dozen Men's pure Linen hemstitched Hdkfs, very fine quality at 25c; these cost 5.00 a dozen to import, and we have