

S. P. Morse and Co.

SILK DEPT.

The unprecedented success of this department has been due solely to the fact that purchasers in it have been sold at the cost to manufacturer the

GOODS AT THE LOOM

with custom duties added; the depressing effects of the new tariff law which goes into effect July 1st, has induced

IMPORTERS AND MANUFACTURERS

to slaughter their goods, and we have consequently resolved to sell SILKS at prices lower than for the past 20 YEARS.

We still present an unbroken line of Black Silks from celebrated Lyons makers.

BARGAIN NO. 1.

25 pieces Lyons Black Silk 21 inches wide, manufacture of Alex. Girard & Co., cost in Lyons 3 francs, about 60 cts., add duties 60 ¢, 36¢, total cost 96¢, usual retail price \$1.15, but we are selling this lot at..... 87¢

15 pieces "Cashmere Princess" Black Silks, rich, deep lustrous goods, that are usually sold at 2.00 a yd., is lot we will offer at.....\$1.37½

18 pieces Antoine Guinet's "Cashmere Sublime" Black Silks 22 inches wide, heavy cord and superb finish, regular 2.75 quality, we will sell during this sale at...1.90

14 pieces Alexander Girauds "Cashmere Princess" Black Silks, being the finest quality made by this "King of Silk manufacturers" full 24 inches wide, and never offered less than 3.50, our price.....2.40

Intending purchasers will consult their own interests by examining these bargains in Black Silks for the are

VERY CHEAP.

60 pieces heavy cord colored gros grain Silk manufactured by Crochard, LeMarchand & Fils, Lyons, and ever offered at wholesale less than 1.00 a yard, will be sold by us during this sale at 75¢, usual price...1.25

21 pieces all we have left of our celebrated "Metropolis" Colored Silks, and will be closed at 1.17½, they are worth every cent of 1.75, being full 21 inches wide, heavy ribbed and very lustrous; warp and filling of these Silks contain the same number of threads consequently they will not cut or slip or warp.

SUMMER SILKS,

100 pieces Elegant quality pencil stripe silks, in Blues, Garnets, Browns, Bronzes, Gays, Modes and Purples, at 35¢ a yd., worth 60¢

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

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

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

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.

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COLLARS.



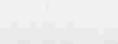
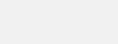
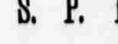
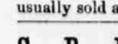
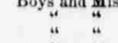
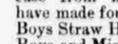
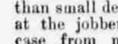
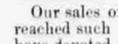
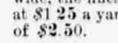
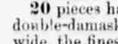
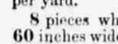
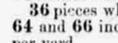
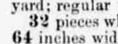
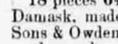
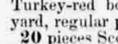
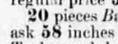
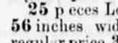
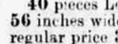
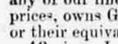
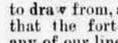
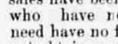
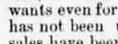
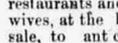
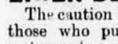
For the purpose of introducing this make of Collars more fully to the gentlemen of this state, we will sell them during our great sale at



a dozen; usually sold at \$3.00.



They combine the advantages of durability without being thick and cumbersome, are made of the very finest Irish linen, and are perfect in fit; we have a number of new styles in addition to those illustrated. Those who once use them will have no others.



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S. P. MORSE & CO.

MEN'S SHIRTS,



MEN'S SHIRTS. BLACK GOODS.

ONL LOT utility Men's unlaundried Shirts, made from Fruit Loom Muslin, 2,100 Linen with Cuffs or bands, an A1 shirt, at 75 cts. each; would be cheap at 1.00 each.

75 dozen of the finest quality unlaundried Shirts made, hand-made buttonholes, very choice Linen, New York mills or Wamsutta Muslin, sleeves assorted lengths, with "Cast Iron band" in back; would be cheap at 1.25. OUR PRICE, with bands, \$.95 " " Cuffs... 1.00

This shirt cannot be purchased in Omaha except from us; being made of extra materials, this shirt is too heavy to mail, express rates being much cheaper; per half dozen, by express, 50¢.

UNDERSHIRTS.

60 dozens Men's Gauze Undershirts, extra fine quality, and worth 40¢, will be sold during this sale at 25¢.

48 dozen open mesh netted Lisle Summer Undershirts that sold at wholesale in April at 50¢, our present retail price 45¢, these are very cheap

48 dozen finished seam, silk front Summer Gauze Undershirts, an extra good quality undershirts, usually sold at 75¢ our price now 50¢.

FRENCH BALBRIGGAN UNDERSHIRTS.

1.00 each for French Balbriggan Undershirts and Drawers, with French waistband, that usually sell for 1.50

1.50 each for French Balbriggan Undershirts and Drawers, that usually retail for 2.00.

1.90 each for the finest number of C. & G. French Balbriggan Undershirts and Drawers that is imported; the usual retail price of this quality is from 5.00 to 7.00 a suit.

75 dozen, all we will have this season, of Men's pure Lisle Thread Undershirts, will be sold at the very low price of 85¢ each; never offered in the cheapest times for less than 3.00 a suit.

LADIES' GLOVES.

Anticipating a backward season we waited to purchase these goods until they were very cheap and we now offer at

45 CENT

LOT No. 1.—120 dozen Ladies three thread Lisle Gloves, ten button length Jersey wrist at 45¢, worth 75¢.

65 dozen Ladies best quality three thread Lisle Gloves ten button length, new shades, Mosquetaire style at 45¢ worth 75¢.

90 dozen pure Silk Jersey Mitts, new colors, that cost 62¢ to import and have never retailed under 75¢; our price for these 35¢ a pair.

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LADIES' HOSE,

We opened for sale this morning the balance of our stock of fine

LISLE THREAD HOSE.

being goods that usually sell for 1.25 to 1.50 a pair, and all new and fresh; for the purpose of closing them out, we will offer them at 65 cts. a pair.

PINK, BLUE, CARDINAL, BLACK, DERBY RIBBED, DROP STITCH, EMBROIDERED

Lisle Thread Hose 65¢ a pair.

LACE DEPARTMENT

Laces at merely nominal prices to close out the lot immediately. In view of the large demand for these goods, we have devoted a special counter for their sale.

These goods cannot be imported to-day at the price we offer them—

Linen Torchon, 2½¢, worth 5¢
" " 5¢, " 8½¢
" " 8½¢, " 12½¢
" " 10¢, " 25¢

BRABANT, MORUESQUE, LAQUEBOC, BRETONNE, ORIENTAL, MADRAS, ALENCON, DUT HESS, OLIVETTE, MYSORE, Cream Spanish Lace.....\$ 15
Black " " " " 15
4-inch " " " " 25
6-inch " " " " 40
Cordonne " " " " 55
Nancy " " " " 75
Escorial Chantilly Spanish Lace..... 90
Hard Run Spanish..... 95
Spanish Flouncing..... 1.00
Spanish Guipure Flouncing 1.50

BROCADED SILKS.

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

20 pieces rich black Brocade Silks at 75¢ 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.

BED SPREADS.

10 cases full size Honey Comb bed spreads, suitable for hotels, &c., at 95¢ 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 \$3.00 each. Same quality was considered cheap last season at \$3.50.

Handkerchief Dept,

MOST EXTRAORDINARY BARGAINS IN LADIES' AND GENTS' HANDKERCHIEFS.

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

500 dozen Ladies' hemstitched Lizen Lawa Hdks, and 2-inch hems very fine, at 15¢ each, worth 25¢.

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

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CHEVIOT SHIRTING

50 pieces double warp soft finish Cheviot Shirting at 10¢ a yd., reduced from 15¢.

50 pieces heavy Amoskeag twilled Cheviot Shirting, at 10¢, usual price 15¢.

25 pieces Genuine Scotch Cheviot Shirting, 29 inches wide, will be sold at 20¢, usual price 30¢.

FURNITURE CRETONNE.

150 pieces Manchester, Oriental Merrimac Furniture Cretonnes at 16¢; all new, desirable patterns, and the very best quality, our former price 25¢; others ask 30¢ to use for them.

CURTAIN SWISSES.

200 pieces of striped and figured Swisses, suitable for Curtains, marked down to 15¢, usual price 30¢ to 50¢.

DOTTED SWISS'S

150 pieces wide fine quality Dotted Swisses, reduced to 25¢ a yard, these cost 30¢ to import.

SATINES.

We have still a full line of American printed Satines which we sell at 15¢; usually sold for 30¢ to 45¢.

EMBROIDERED ROBES.

50 best quality Cashmere Embroidered Robes reduced to \$13.50, were imported to sell for \$25.00.

220 braided and Embroidered Summer Robes, 14 yard patterns, with 9 yards of Embroider will be sold at \$5.00 \$7.50, \$10.00, \$12.00, originally cost to import, double the price.

PARA OLS.

We have just purchased a manufacturer's stock of

SATIN PARASOLS

at 55¢ on the dollar and now we offer a parasol that sold in April for

\$ 6.00 present price..... \$3.00
6.00 " " " " 4.00
8.50 " " " " 6.50
12.00 " " " " 7.50

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 when 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 REST'RNTS

are especially invited to our housekeeping department, as the goods in