THE OMAHA DAILY BEE.

TWELFTH YEAR. OMAHA NEB SATURDAY MORNING JUNE 16, 1883 309

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. I.

25 pieces Lyons Black Silk 21 inches wide, manufacture of Alex. Giraud & Co., cost in Lyons 3 francs, about 60 cts., add duties 60 ₽, 36c, total cost 96c, usual retail price $1.15, but we are selling this lot at..... 87½

15 pieces "Cachmere Princesse" 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 examing 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 75c, usual price...1.25

24 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,

50 pieces elegant designs in fancy pencil stripes, checks, grisalle. 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 pric s 85c.

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

LADIES' VESTS.

As a great bargain we offer a small lot about 300 Ladies summer gauze short sleeve Merino undervests at 15c worth 40c.

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.

S. P. Morse & Co.

S. P. Morse & Co.

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

$2.00

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.

CUFFS

Eight different styles of finest quality Men's Cuffs, during this sale at 3 50 a dozen, usual price 4.50 These Cuffs are made of the very best Linen known to the trade; the workmanshp and cut is perfection itself, and if you paid 75 cts. a pair for Cuffs they could not be finer or better.

MAIL ORDERS

for Collars and Cuffs will be filled promptly. Cost of mailing half dozen Collars 7c. half dozen Cuffs 17c, registration, 10c extra.

LINEN DEPARTME'T

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 15c 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 37½c a yard, would be cheap at 60c.

18 pieces 64-inch Irish Cream Damask, made by Richardson's Sons & Owden, 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.

CHILDREN'S STRAW HATS.

Our sales of these goods have reached such magnitude that we have devoted a counter to them exclusively; over a hundred styles of Children's Straw Hats at less than small dealers pay for them at the jobbers; we buy by the case from manufacturers and have made four prices.

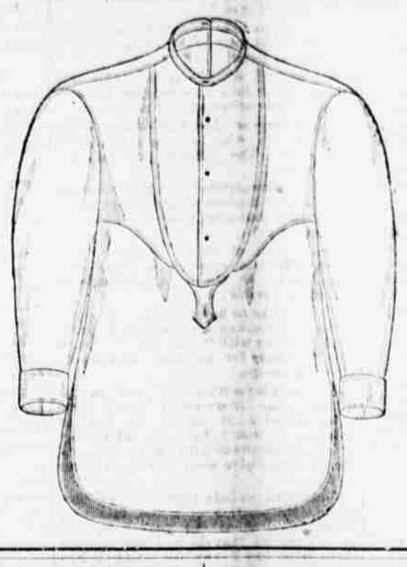
Boys Straw Hats.....10
Boys and Misses Straw Hats.15
" " " " .25
" " " " .35

usually sold at double.

S. P. Morse & Co.

S. P. MORSE & CO.

MEN'S SHIRTS,



MEN'S SHIRTS.

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, handmade 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, 50c.

UNDERSHIRTS.

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

48 dozen open mesh netted Lisle Summer Undershirts that sold at wholesale in April at 50c, our present retail price 45c, 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 50c.

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 seasoh, of Men's pure Lisle Thread Undershirts, will be sold at the very low price of 85c 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 threaded Lisle Gloves, ten button length Jersey wrist at 45c, worth 75c.

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

90 dozen pure Silk Jersey Mitts, new colors, that cost 62½c to import and have never retailed under 75c; our price for these 35c a pair.

S. P. Morse & Co.

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 biack 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 85 cts; worth usually $125.

28 pieces fine all wool Black Nuns' iling will be sold at 18½ ct usual price double as much.

MOURNING GOODS.

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

o 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 2.75.

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.

Summer White Goods

LINEN D'INDES.

We have six qualities of these beautiful sheer White Lawns.

India lawn, 15 c, usual price 20c
" " 17½c, " 25c
" " 25 c, " 35c
" " 30 c, " 40c
" " 40 c, " 50c

75 pieces very fine stripe Nainsook, fully equal to any ever sold at 35c, will be sold at 25c.

LAWN DEP'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 1-3 cents, wholesale price 15 cts.

PRINT DEPARTM'T

Nearly every retail store shows its customers very inferior qualities of print at a low price, and asks 8⅓c for choice styles; we never buy any but the very best, and under no circumstances are we induced to buy or sell poor prints At present we offer our entire stock of

STANDARD PRINTS

COCHECO, ARNOLD, WINDSOR, MANCHESTER ORIENTAL, RICHMOND, ALLEN, GLOUCHESTER PACIFIC, — Best Prints 3c a Yard.

S. P. Morse and Co.

S. P. Morse & Co.

LADIES' HOSE,

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

LISLE THREAD HOSE.

being goods that usuallp 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 65c 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, 2½c, worth 5c
" " 5 c, " 8½c
" " 8½c, " 12½c
" " 10c, " 25c

BRABANT, MORESQUE, LAGUEDOC, BRETONNE, ORIENTAL, MADRAS, ALENCON, DUTCHESS, OLIVETTE, MYSORE, — Laces 10 to 25c worth 25c to 75c.

Cream Spanish Lace.....$ 15
Black " 15
4-inch " 25
6-inch " 40
Cordonne " 55
Nancy " 75
Escurial 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 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 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 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.

Handkerchief!

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.

S. P. Morse and Co.

S. P. Morse & Co.

CHEVIOT SHIRTING

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

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

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

FURNITURE CRETONNE.

150 pieces Manchester, Oriental Merrimac Furniture Cretonnes at 16c; all new, desirable patterns, and the very best quality, our former price 25c; others ask 30c io u5c for them.

CURTAIN SWISSES.

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

DOTTED SWISS'S

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

SATINES.

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

EMBROIDERED ROBES.

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

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

PARA OLS.

We have just purchased a manfacturers' stock of

SATIN PARASOLS

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

$ 5.00 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 DEP'T.

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, Sheeting, Ginghams, &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 atwhich they can be sold.

HOTELS AND REST'R'NTS

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.

S. P. Morse and Co.