#### WILL DESTLY REPRESENTATION & SHAY 1.31, IBEA 10, 1855.

DAILY



OMAHA, NEB. TUESDAY MORNING, OCTOBER 9, 1883.

# S.P.MORSE&CO. S.P.MOrse&Co., S.P. MORSE&CO. 1315 & 1317 FARNAM STREET.

OMAHA

Great Fall Sale!

TUESDAY MORNING, OCTOBER 9, 1883.

Anticipating a sale that will exceed in magnitude ALL OUR PAST ACHIEVEMENTS, We have made such arrangements in our store stock and and corps of employes as will be best calculated to the convenience and comfort of our friends and patrons, and enable us to transact our immense trade with accuracy and dispatch.

### BIG BARGAINS IN

DRESS GOODS!

Our present stock is the largest we have ever shown, even overshadowing all the other stocks of dress goods in Omaha combined.

7,500 yds. Wool Cashmeres and DeBeges during this sale at 7±c, worth 15c.

3,000 yards double width New Colors and Black Cashm re during this sale at 15c a yard, selling everywhere at 25 to 30c.

5.000 yards Foule Beiges, Silk and Wool Garnet maxtures 6-4 Cashmeres reduced to 25%, before the sale were 371, 40 and 50c. yard, worth 40c.

3,000 yards 48-inch beautiful Colored Cashmeres, Navy Bue Garnets, Wines, Brown, New worth 40c. Greens, &c at 45c a yard, worth 60 to 75c.

1,500 yards 42-inch Foule finish all wool Shooda Cash aeres at 60c

Cotton Flannels MUSLIN SHEETINGS. 10 Bales best quality finest Unble-ched yard wide Muslin 64c.

20 Bales very best heavi-st Unble ached yard wide Muslin 74c.

> 10 Cases very best Utica and Androscoggon yard wide Beschei Muslin'at Sie a ysrd, worth at AT wholesale 12 dc.

5 Cas s good heavy U bleached Cotton flannel at 5c a yard worth 10e.

mora price of 12½c, wo th usu-

That our patrons may obtain the 5 Cases Wamsutta, 24 yard wide, greates bargains they we ev rive 10-4 B eached Sheeting at 30c a seen in Black Silks, we have d- ideo to reduce offr entire stock, and a-

5 Cases Utica, 21 yard wide, 10-4 it is by far the argest stock in Bleached Sheeting at 30c a yard, Omaha, and the only ne bought in Lyons, at

4 Cases fine keavy Bleached Sheeting, 24 yards wide, at 25c usually sold at 30c to 3 ic.

The Looms Direct. 4 Cases best Unbleached Sheet-

Occupying the largest Store and carrying the Largest Stock of Dry Goods between Chicago and San Francico.

THE INAUGURATION OF OUR IMMENSE

FAT.T. SAJ

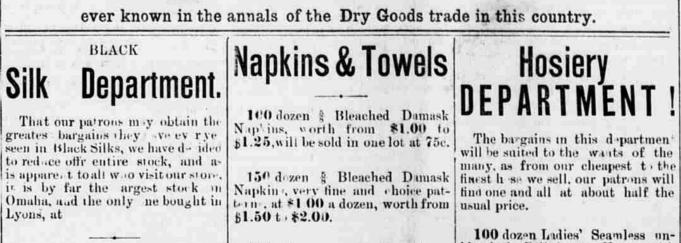
## Tuesday Morning, October 9th, 1883.

We know that the public of Omaha will expect great results from us and we propose to sell them goods with the three distinct profits of the manufacturer, job ber and retailer, placed, as it were, in the pockets of our patrons. Our magnificent stock aggregating

# \$300,000.00

will be offered at this sale, from our pins and needles to our Silks and Velvets; from a yard of printed Calico to our Richest Fabrics. All will be sold





lot at \$1.6 ' a de zen; not a dezeu in

Great Fall Sale!

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## TUESDAY WORNING, OCTOBER 9, 1883.

Coming at a time of year when household expenses are necessarily large, when a more expensive class of Dry Goods are needed for Winter outfitting than in the Spring. The importance of this sale and the benefits of it accruing to the rich and poor alike, cannot overesti-mated. We, therefore, ask that every reader of this paper will consult their own interest by studying our prices do wn to the last word on this page, knowing that the result will be a great saving to them and make our our store in future, as in the past, the concentrating point for the largest

RETAIL TRADE IN THE WESTERN COUNTRY.

KID GLOVES.	<b>Cloak Department.</b>
Anticipating our Semi-Annual	SECOND FLOOR FRONT.
sale one of the largest manufactu- rers in France made for us as a leader:	We have a beautiful assortment of Plush, Silk, Satin and Brocade, Dolmans and Jerseys, and call at-
100 dozen 5 Hook, new shades, K d Gloves, every pair warranted,	tention to one immense lot of

120 'all-wool Dolmans, plush trimmings at \$5.00 each, actual

NO. 97.

street cuff gauntlets. all new goods and new styles, warranted, will be clo-ed out at \$1 25, worth \$2.75 to \$2.00.

100 all-wool Dolmans, trimmed in cut plush ornaments and cords 120 dozen Ladies' 4 Button Biar- and tassels, will be sold at \$7.50

ritz Cham is Skin Gloves, in new each, worth \$20. shades of tan at \$1 a pair, worth \$1.50

180 new, heavy winter veicht 130 dozen 3 Button "Bon Marche" K 1 Gloves, 10 new shades Jer ey Ja kets, just opened at \$11 of mode, orab, tan, etc., will be sold each; were bought to sell at \$15, at 75c, worth \$1.25. but come under the general requetion.

50 dozen 5 Button "Bon Marche" 200 dozens very fine Cream bleached Balbriggan Hose, with Kid Gloves af \$1.00, never before Damask Napkirs will be sold in one double heet and Toe at 20c a pair. offered less than \$1.50.

50 Silk Plush Jackets, quilted silk linings and handsomely trim-

will be sold by on this sale at 75c. worth and usually sold at \$1.15. 45 dozen Dogskin driving or value \$15.00.

