

THIRTEENTH YEAR.

## S. P. MORSE & CO. S. P. MORSE & CO., S. P. MORSE & CO.

1315 & 1317 FARNAM STREET.

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

THE SECOND WEEK OF OUR IMMENSE

# FALL SALE!

Monday Morning, October 15th, 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, jobber 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

AT THE LOWEST PRICES

ever known in the annals of the Dry Goods trade in this country.

## Great Fall Sale!

SECOND WEEK OF GREAT SALE, MONDAY, OCTOBER 15TH, 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 DeBoges during this sale at 7 1/2c, worth 15c.

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

5,000 yards Foule Beiges, Silk and Wool Garnet mixtures 6-4 Cashmeres reduced to 25c, before the sale were 37 1/2, 40 and 50c.

3,000 yards 48-inch beautiful Colored Cashmeres, Navy Blue Garnets, Wines, Brown, New Greens, &c at 49c a yard, worth 60 to 75c.

7,500 yards 42-inch Foule finish all wool Shooda Cashmeres at 60c a yard, before the sale were a bargain at 75c.

2,000 yards Novelties Silk and wool mixtures double width will be closed out at a uniform price of 50c, worth \$1.00 to \$1.50 a yard.

### COLORED CASHMERES.

Of same make and dyed by Guilemet, the best dyer in France; we import and sell direct two qualities:

Quality "M," very fine, all wool, in wines, garnets, browns, myrtles, navy, cardinal, at 57 1/2c a yard, usually sold at 75c.

Quality "N," the finest Cashmere shown in colors, in addition to myrtle, navy, seal brown, wines, etc., all new shades, mastic, mouse color, drabs, tabac, bronze, clair, wood brown, etc., at 75c a yard; these goods will be found equal to any sold elsewhere at 90c and \$1.

### BLACK GOODS!

"GOLDEN STAR CASHMESES."

A, 34 in. all wool black Cashmere, 27 1/2c.

B, 34 in. all wool black Cashmere, 37 1/2c.

C, 38 in. all wool black Cashmere, 50c.

D, 40 in. all wool black Cashmere, 65c.

E, 40 in. very fine black Cashmere, 85c.

F, 40 in. extra black Cashmere, 85c.

G, 46 in. finest black Cashmere, \$1.

We solicit comparison with goods in smaller stores, who purchase from jobbers, at 25 per cent higher than above prices.

10 pieces all wool fine Brocade Satines during this sale at 87 1/2c a yard, worth \$1.25.

10 pieces very fine Silk Warp Henrietta at \$1.25 a yard, worth and reduced from 1.85.

### Cotton Flannels!

MUSLIN SHEETINGS.

10 Bales best quality finest Unbleached yard wide Muslin 6 1/2c.

20 Bales very best heaviest Unbleached yard wide Muslin 7 1/2c.

10 Cases very best Utica and Androscoggon yard wide Bleached Muslin at 8 1/2c a yrd, worth at wholesale 12 1/2c.

5 Cases good heavy Unbleached Cotton flannel at 5c a yard, worth 10c.

10 Cases Bleached and Unbleached Cotton Flannel at a uniform price of 12 1/2c, worth usually 20c.

5 Cases Wamsutta, 2 1/2 yard wide, 10-4 Bleached Sheeting at 30c a yard, worth 40c.

5 Cases Utica, 2 1/2 yard wide, 10-4 Bleached Sheeting at 30c a yard, worth 40c.

4 Cases fine heavy Bleached Sheeting, 2 1/2 yards wide, at 25c, usually sold at 30c to 35c.

4 Cases best Unbleached Sheeting, 2 1/2 yards wide, at 22 1/2c, worth usually 30c.

### BLANKETS, COMFORTS.

100 pair 10-4 white Blankets at \$1.00 a pair worth \$2.50.

100 pair 10-4 white Blankets of a quality and size that usually sell at \$3.50 and \$4.00 will be closed out on this sale at a uniform price of \$2.50 a pair.

150 pair very soft Wool Blankets, with handsome red or blue striped borders at \$3.80 a pair, exactly the same Blanket retailing elsewhere at \$5.00.

200 pairs of 11-4 six pound all wool white Blankets, very heavy and a big bargain, during this sale at \$5.00 a pair, worth \$7.50.

100 pairs very fine rich bordered 12-4 all wool Blankets, purchased by us at auction sales and worth today in New York markets \$10.00, will be closed during this sale for \$7.75, never before sold less than \$12.00.

75 pair California all wool Mission Mills Blankets at \$7.75 a pair, worth \$12.00.

### COMFORTS

100 Bales pure white cotton filled Comforts, made of best standard Calico, \$1.35, each reduced from \$2.00.

50 Bales best Turkey Red and Furniture Chintz Comforts at \$2.00 each, reduced from and can not be bought for less than \$3.00.

### PRINTS AND GINGHAMS

200 cases, fast color, new dark fall prints, at 3c a yard, sold everywhere at 5c.

Cocheo, Allen, Arnold, Oriental, Merimac, American, Richmond, Windsor, Best Prints 5 cts. a Yard.

10c Indigo Blue Calico 6 1/2c.

20 Cases best Apron Check Gingham at 6 1/2c a yard.

20 Cases new style, very choicest Dress Plaid Gingham, all this season patterns, at 7 1/2c a yard.

200 pieces very finest French and Scotch Plaid Gingham, new Fall patterns, 16c a yard, worth 25c.

### BLACK Department.

That our patrons may obtain the greatest bargains they have ever seen in Black Silks, we have decided to reduce off entire stock, and, as is apparent to all who visit our store, it is by far the largest stock in Omaha, and the only one bought in Lyons, at

### The Looms Direct.

50 pieces, 22 and 24 inch Lyons, Cashmere finish Black Silks will be offered during this sale at \$1.00 a yard; were sold by the manufacturer heretofore for \$1.25 and \$1.50.

25 pieces Cashmere Princess Black Silks, double warp, rich, lustrous finish, full 22, and some 24 inches wide, at \$1.35, worth \$1.75 to \$2.00, all warranted to wear without breaking.

28 pieces Cashmere Alexandre, 24 inch Black Silks, will be sold during this sale at \$1.65 a yard. These are the regular \$2.00 quality, with superb lustre, heavy weight and are always considered cheap at \$2.00 a yard.

20 pieces Cashmere Alexandre 24 inch Black Silks, the quality usually retailed east \$2.50, will be sold by us on this sale at \$2.10 a yard.

12 pieces widest, heaviest and best quality of Cashmere Alexandre 24 inch Black Silks, usually sold by all best eastern houses for \$3.00 to \$3.50 a yard, will be sold by us during this sale for \$2.50.

### CROWNING BARGAIN.

66 pieces of the celebrated Tappier Freres' Grease Proof Black Silks, full 24 inches wide, will be sold at \$2.75 a yard. These are the finest quality that is made in these silks, and we advise such of our patrons as were disappointed in obtaining them from us last spring to call early, as they will sell in the first few days of this sale, being the only silk made that is warranted not to wear shiny or greasy. They are a rare bargain,

### FLANNELS!

25 pieces heavy, wide white Shaker Flannel at 15c a yard, worth 25c.

25 pieces all wool Red Flannels at 20c, reduced from 25c.

A Big Bargain in California very heavy Red Twill Flannel, during this sale at 45c, never sold under 60c.

50 pieces best quality Basket Sacking Flannels, Red, Wine, Navy, Cardinal, Pink, Light Blue, &c., at 50c a yard, are sold elsewhere at 60c.

### Napkins & Towels

100 dozen \$ Bleached Damask Napkins, worth from \$1.00 to \$1.25, will be sold in one lot at 75c.

150 dozen \$ Bleached Damask Napkins, very fine and choice patterns, at \$1.00 a dozen, worth from \$1.50 to \$2.00.

200 dozens very fine Cream Damask Napkins will be sold in one lot at \$1.60 a dozen; not a dozen in the lot is worth not less than \$2.00 and some \$2.50.

100 dozen \$ and \$ Double Latin Damask Napkins at \$2.00 a dozen, reduced from \$3.00.

### BED SPREADS.

1,000 full size Crochet Spreads, purchased by us at auction sales in New York at half price, will be sold at 90c, worth \$1.25.

500 extra large fine and heavy 12-4 Marseilles Bed Spreads at \$1.00 each, would be cheap at \$1.25.

250 very finest 12-4 Marseilles Spreads that were imported for samples will be sold at a uniform price of \$2.50, worth \$4.00 to \$5.00.

### TOWELS, TOWELS.

250 dozen large size, all linen Huck and Damask Towels at 15c each, would be a good value at 25c.

300 dozen Finest Huck Damask and Knotted Fringe Towels at 25c each, usually sold at 37 1/2 to 50c.

190 dozen Finest Huck and Damask Embroidered knotted fringe and open work Towels, all very finest goods, will be sold in one lot at 50c, worth 75c to \$1.50.

### Shawl Department

50 Ladies' heavy Beaver Shawls in beautiful colors, will be sold during this sale at \$4.50 each, usually considered cheap at \$6.00.

100 finest, double all-wool, reversible Shawls, size 72x144 inches, at \$5.50 each, usually sold at from \$8 to \$10.

20 fine double Broche Shawls at \$20, reduced from \$30.

10 Superior Quality Double Broche Shawls at \$30, reduced from \$40.

12 best quality Double Broche Shawls at \$35 and \$40, reduced from \$45 and \$50.

### Hosiery DEPARTMENT!

The bargains in this department will be suited to the wants of the many, as from our cheapest to the finest hose we sell, our patrons will find one and all at about half the usual price.

100 dozen Ladies' Seamless unbleached Balbriggan Hose, with double heel and Toe at 20c a pair.

100 dozen Ladies' Seamless Merino finish, ribbed Hose, warm and heavy, in red, blue and brown, at 15c a pair, sold last year at 25c.

50 dozen Ladies' Seamless Derby Ribbed English Hose, extra length and very choice assortment of colors at 45c, sold last season at 65c to 75c.

50 dozen Ladies' Silk Hose, in black, brown, navy blue, garnets, cardinals, etc., at \$1.00 a pair, worth \$1.75.

About 60 dozen Ladies' fine Lisle Cotton and Fancy Embroidered Hose thrown in a 50c box, not a pair worth less than 75c to \$1.50.

### Children's Hosiery

80 dozen Children's Seamless Merino Ribbed Hose, red, blue, brown, etc., all sizes, 5 1/2 to 8 1/2 inch at 10c a pair; would be cheap at 20c.

216 dozen Seamless Heavy weight cotton striped and solid color Hose, all sizes, 5 to 8 1/2 inch, red, blue, brown, etc., warranted fast colors, at a uniform price of 25c, worth 50c a pair.

60 dozen Child's Seamless Solid Color Cashmere Wool Hose, all sizes, 5 to 8 1/2 inch, will be offered at 25c a pair, worth 50 to 75c.

About 80 dozen Child's fine quality English and French Cashmere Hose, all sizes, 5 to 8 1/2 inch, with beautiful colors at 50c, worth 75c to 85c.

35 dozen very finest English Cashmere Hose, all sizes and colors, and not a pair worth less than \$1, will be thrown in one lot to-morrow 65c.

### Table Linens.

25 pieces 64 inch Scotch Loom Damask, free from dressing, very heavy and a great bargain at 37 1/2c, never shown before by any one for less than 65c.

13 pieces 68 inch heavy Cream Satin Damask will be offered on this at 55c, never retailed before less than 75c.

25 pieces newest and richest patterns, full two yards wide, Double Satin Damask, very fine and heavy, being our own importation, will be offered on this sale for \$1.00 a yard, are worth and never shown before less than \$1.50.

## Great Fall Sale!

SECOND WEEK OF GREAT SALE, MONDAY, OCTOBER 15TH, 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 overestimate. 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 store in future, as in the past, the concentrating point for the largest

RETAIL TRADE IN THE WESTERN COUNTRY.

### KID GLOVES.

Anticipating our Semi-Annual sale one of the largest manufacturers in France made for us as a leader:

100 dozen 5 Hook, new shades, Kid Gloves, every pair warranted, will be sold by on this sale at 75c, worth and usually sold at \$1.15.

45 dozen Dogskin driving or street cuff gauntlets, all new goods and new styles, warranted, will be closed out at \$1.25, worth \$2.75 to \$2.00.

120 dozen Ladies' 4 Button Biarritz, Chamois Skin Gloves, in new shades of tan at \$1 a pair, worth \$1.50

30 dozen 3 Button "Bon Marche" Kid Gloves, in new shades of mode, drab, tan, etc., will be sold at 75c, worth \$1.25.

50 dozen 5 Button "Bon Marche" Kid Gloves at \$1.00, never before offered less than \$1.50.

50 dozen Ladies' Seamless Merino finish, ribbed Hose, warm and heavy, in red, blue and brown, at 15c a pair, sold last year at 25c.

50 dozen Ladies' Seamless Derby Ribbed English Hose, extra length and very choice assortment of colors at 45c, sold last season at 65c to 75c.

50 dozen Ladies' Silk Hose, in black, brown, navy blue, garnets, cardinals, etc., at \$1.00 a pair, worth \$1.75.

About 60 dozen Ladies' fine Lisle Cotton and Fancy Embroidered Hose thrown in a 50c box, not a pair worth less than 75c to \$1.50.

### Ladies' Underw'r.

5 Cases left out of the immense stock Ladies' Fine Merino Vests opened by us a week ago, will be closed out at 35c each. These will be found fully as good as any one is selling at 60 to 60c.

Very best quality Domestic heavy Merino Vests with silk embroidered necks and finished seams at 55c each, exactly the same lot others ask \$1.00 for.

40 dozen Ladies' all-wool Scarlet Vests and Pants, fine quality silk finished, at \$1 each, never shown under \$1.25.

80 dozen Ladies finest quality all wool Cochineal dye Scarlet Vests and Pants, during this sale will be closed out at \$4 a suit, same quality always sold at \$5.

100 dozen Child's Merino Vests and Pants at 25c, 35c, 45c, same quality usually sold at 40c, 50c, 60c.

80 dozen 300 bone French woven Corsets, white and drab, will be closed out on this sale at \$1.00 each, usually sold at \$1.50 and \$2.00.

We advise our customers to secure the above at once. It will be impossible to duplicate them.

100 dozen Satine French Corsets with 60 bones and rows of cording between, in all colors, red, black, light blue, pink, gold, cream, ecru, white, embroidered with colored silk floss, will be sold at 75c each, worth \$1.50.

80 pieces extra fine "Arcadia" and "Nonpareil" Velveteens at 60c a yard usual retail price One dollar.

25 pieces 21 inch new shades, silk plushes reduced to 2.00 dollars a yard, sold everywhere at 2.50 to 3.00 dollars.

60 pieces our finest quality 19 inch Skirting and Suitings velvets, reduced to 2 1/2 a yard others sell them at 2.75 to 3.00 dollars.

46 pieces all we have left of 19 inch fine Skirting velvets in new colors at 1.55 a yard would be a bargain at \$2.00.

### Cloak Department. SECOND FLOOR FRONT.

We have a beautiful assortment of Plush, Silk, Satin and Brocade, Dolmans and Jerseys, and call attention to one immense lot of

120 all-wool Dolmans, plush trimmings at \$5.00 each, actual value \$15.00.

100 all-wool Dolmans, trimmed in cut plush ornaments and cords and tassels, will be sold at \$7.50 each, worth \$20.

150 new, heavy winter weight Jersey Jackets, just opened at \$11 each; were bought to sell at \$15, but come under the general reduction.

50 Silk Plush Jackets, quilted silk linings and handsomely trimmed for \$25 each, worth \$35.

25 Seal Plush garments trimmed with Seal skin ornaments. In fact, cannot be told from real seal skin, 48 inches long and a great bargain at \$48.00.

25 Seal Plush Dolmans, 48 inches long, with quilted silk lining, seal skin ornaments, a beautiful rich garment at \$39, usually sold at \$40.00.

25 Seal Plush Dolmans, 48 inches long, with quilted silk lining, seal skin ornaments, a beautiful rich garment at \$39, usually sold at \$40.00.

MEN'S

### Furnishing Goods.

1 Case men's very fine finished seam, fancy striped undershirts and drawers, two in a box, reduced to 75c each, usual retail price, \$1.25.

1 Case fancy vertical stripe Shirts and Drawers, at \$1.25 each, never shown before less than \$1.75.

80 dozen fancy mottled and striped Scarlet Shirts and Drawers, at \$1.50 each, never sold before less than \$2.00.

### Men's Handkerf's.

80 dozen Men's fine linen, full size, printed border, Hemstitch handkerchiefs, will be sold at 25c each, worth 50c.

### Men's Gloves.

50 dozen Men's stitched back, dogskin driving gloves, all sizes, 7 1/2 to 9 1/2 inch, every pair warranted, will be closed out at \$1.35.