OMAHA DAILY BEE.

THIRTEENTH YEAR.

OMAHA, NEB. SATURDAY MORNING, OCTOBER 20, 1883.

NO. 107.

S.P. MORSE&CO. S.P. Morse&Co., S.P. MORSE&CO.

SECOND WEEK

Great Sale,

THURSDAY, OCT. 18, 1883.

AS A HOUSEOR STREET GAR-MENT UNEQUALLED.

To-morrow at 11 a. m. adirect imhalf value, notably : portation of Berlin Jersey Jackets, ordered by us list July, and which the manufocturer agreed to deliver early in September, they arrived here Thur-day morning October 18, over a month behind to e, and we will sell them at exact cost of importation, the manufacturer stands the loss. Note the prices:

60 d zon Black, Brown, Wine, Card nal, Navy Blue, perfect fitting Berlin shaped Jer eys at \$2 25 each, worth \$3.50 to \$1.00.

ERSEYS.

30 dozen Ladies' Spun Silk Jer-seys in black and navy blue at \$3 75 each, worth usually \$5.00 to \$6.00.

broidered, scall ped around bottom and beautiful quality, in black only, at \$6 00 each, were imported to sell for \$8 t \$10. Cost of mailing and to 75c. registration only 25c.

SPECIAL-Pon't confound these with the cheap ill-fitting domestic Jerseys sold at same or higher prices.

Our New York buyer has made large purchases at recent auction the sales, and we are enabled to offer some goods in this department at

2500 yards Colored Cashmeres 71c, worth 15c.

DRESS GOODS

2000 yards mixed DeBege at 10c worth 20c.

4000 yards double width colored Cashmeres, in wice, navy, brown,

elsewhere for 25c.

3400 yards plain color twilled suitings, very fine quality and soft



OUR GREAT SALE! Great Sale, OF

Now an assured success and numbers who have thanked us personally, have but voiced the opinion of the multitude in their appreciation of the low prices we are establishing in their midst, enabling residents of Omaha to do their shopping to much greater advantage at home than they could even in any of the great cities of Silk

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 ce overestimated. We, therefore, ask that every reader of this paper will consult their own interest by studying our prices down to the last word on this page, knowing that the result will be a great saving to them and make our green, etc., at 15c a yard, retailing store in future, as in the past, the concentrating point for the largest retail trade in the western country.



THURSDAY, OCT. 18, 1883. BLACK YARNS. Department. 100 pounds choice quality all Wool Western made While, Sheeps

WEEK

The public are cautioned agains: Grey and Blue mixel yarn at 75c a purchasing any of the poor trashy pound, retailing elsewhere for loaded fabrics that are being sold as \$1.00. 'Black Silks," apart from the re-

SECOND

semblance in color and seave they 1000 Pounds very fine All Wool bear to good silks, they have not the slightest claim to the name of Cardinal, Brown Yarns at \$1.00 a "Silt, We have discarded them as pound, worth fully \$1.25. being untit for us to sell and

WE WARRANT

EVERY YARD BELOW DE-SCRIBED AS BEING ABSO-LUTELY PURE LYONS MADE SILKS.

At no time in the last 20 years rial now. have silks been so cheap as on this

CHILDRENS AND LADIES HOODS! We have devoted a counter to the exclusive sale of Hoods and offer a nice warm heavy or finest quality Silk Hood knit in Midsummer when

goods are cheap, at prices of mate-

