

S.P. MORSE & CO.

SECOND WEEK

Great Sale,

THURSDAY, OCT. 18, 1883.

LADIES' JERSEYS.

AS A HOUSE OF STREET GARMENT UNEQUALLED.

To-morrow at 11 a. m. a direct importation of Berlin Jersey Jackets, ordered by us last July, and which the manufacturer agreed to deliver early in September, they arrived here Thursday morning October 18, over a month behind time, and we will sell them at exact cost of importation, the manufacturer stands the loss. Note the prices:

60 dozen Black, Brown, Wine, Cardinal, Navy Blue, perfect fitting Berlin shaped Jerseys at 25c each, worth \$3.50 to \$4.00.

30 dozen Ladies' Spun Silk Jerseys in black and navy blue at \$3.75 each, worth usually \$5.00 to \$6.00.

25 dozen Jerseys, richly embroidered, scalloped around bottom and beautiful quality, in black only, at \$6.00 each, were imported to sell for \$8 to \$10. Cost of mailing and registration only 25c.

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

Cloak Department.

Our business in this department is increasing so rapidly that we have enlarged our room and doubled the stock, now making our cloak department the largest in Omaha. We offer as special bargains for

THIS SALE

100 Ladies' Heavy Russian circulars and pleated in the back, faced down front with satin. A great bargain at \$7.50 each, worth \$12 to \$15.

150 all-wool Diagonal Dolmans, trimmed with wide black fur and deep fur collar, at \$9.50 each, worth \$12.

20 Silk Seal Plush Jackets, 44 inches long, with pleated backs and quilted linings during this sale at \$25 each, would be cheap at \$35.

25 Silk Seal Plush Dolmans, extra length, with quilted silk linings pleated and trimmed in the back, will be sold at \$40 each. Cannot be duplicated under \$50 to \$65.

20 finest Silk Seal Plush jackets, 48 inches long, trimmed with seal-skin ornaments, a perfect beauty, \$49, worth \$60.

100 all-wool Diagonal Dolmans, trimmed with deep fur around bottom, sleeves and deepest fur collar; ornamented on sleeves with rich Passamenterie, will be sold on this sale for \$15 each, retailing elsewhere at \$25.

Our \$20 Black Diagonal Dolman, has band of Fur 9 inches deep around bottom; fur collar and trimmings to match. A rich, plain substantial garment.

Our \$14 Black Diagonal Russian Circular, has deep fur collar, satin facing in front, and is of a quality retailing elsewhere for \$20.

Country orders for Cloaks or Dolmans will receive prompt attention.

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 sample will be sold at a uniform price of \$2.50, worth \$4.00 to \$5.00.

DRESS GOODS!

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

2500 yards Colored Cashmeres 7c, worth 15c.

2000 yards mixed DeBegeat worth 20c.

4000 yards double width colored Cashmeres, in wine, navy, brown, green, etc., at 15c a yard, retailing elsewhere for 25c.

3600 yards plain color twilled suitings, very fine quality and soft finish, will be sold during this sale for 25c, have usually sold for 50c.

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

1,500 yards 42-inch Foulle finish all wool Shooed 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 Guillet, 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 57c 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.

Blankets Blankets.

Our Blankets have been reduced to such low prices that our sales are enormous. We are the only retail here who purchase direct from the manufacturers for cash 10 days and we also purchased largely from the recent.

AUCTION SALES

in New York, at one sale alone and our buyer attended four, we purchased 900 pairs of white blankets.

60 pairs 11-4 white blankets will be sold for \$2.50 a pair usually retailing in previous years at \$4.00.

280 pairs fine soft wool blankets at this sale for \$3.80 a pair exactly same that is selling elsewhere for \$5.00.

10 pairs strictly all wool 6lb. blankets, at \$5.00 a pair, worth \$7.50.

200 pairs fine all wool scarlet blankets at \$6.00 a pair worth \$7.50.

100 pairs 12-4 8 pound very fine white blankets from auction will be sold on this sale for \$7.75, worth \$12.00.

S.P. Morse & Co.,

SECOND WEEK OF OUR GREAT SALE!

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 the East.

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 be 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 store in future, as in the past, the concentrating point for the largest retail trade in the western country.

BLACK GOODS!

"GOLDEN STAR CASHMESES."

"A," 34 in. all wool black Cashmere, 27c.

B, 34 in. all wool black Cashmere, 37c.

C, 38 in. all wool black Cashmere, 60c.

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

E, 40 in. very fine black Cashmere, 65c.

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.

ELVETEENS.

As a feature of this immense sale not yet introduced, we will offer

10 pieces velvet finish "Arcadia" Velveteens, 22 inches wide on this sale only 37c a yard, worth usually 50c.

120 pieces 24 inch Velveteen Brilliant Blue Black and superb finish at 55c a yard, worth and selling elsewhere for 75c.

18 pieces 24 inch silk finish Nonpareil Velveteens, will be sold on this sale for 75c a yard, regular price everywhere, \$1.00.

SILK VELVETS.

26 pieces (we sold thirty this week) all we have left of 19 inch fine Skirting velvets in new colors at 1.55 a yard would be a bargain at \$2.30.

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 2.15 a yard others sell them at 2.75 to 3.00 dollars.

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.

ATTENTION, WORKINGMEN!

240 doz. Machine Knit Woolen Sox, without seams, will be sold at \$1.00 dozen pairs, 6 pairs for 50c, usually sold for 25c a pair.

216 doz. all Wool Seamless Sox, very heavy and double run heels, during this sale for 25c a pair, usually sold in small stores for 35c or 3 for \$1.00.

Mittens, Gloves!

150 dozen all Wood Double Knitted Mittens at 25c a pair, worth at retail 50c.

40 dozen Buckskin Mittens, with riveted palms, at 75c a pair, usually sold at \$1.00 and 1.25.

60 doz. Plomouth Buckskin Gloves at \$1.25 a pair, worth usually \$1.75.

BED COMFORTS!

180 Bales 6 pound Bed Comforts, made with best Calico and filled with pure white Cotton, will be retailed at the wholesale price, \$1.50 each, sold elsewhere for \$2.00.

Calico, Gingham, &c.

Good dark fall prints, fast colors, bought by us at the mill, will be retailed by us at 3c per yard.

Coicest styles of full standard prints:

Cocheo, Allen, Arnold, Oriental, Merimac, American, Richmond, Windsor, Best GINGHAMS, 7c.

Amoskeag, Lancaster, Bates, Renfrew, Canton, Dress Plaid, Persian, Best Scotch Gingham, 15c, worth 25c.

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 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 and 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.

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 Knitted Fringe Towels at 25c each, usually sold at 37c 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.

S.P. MORSE & CO.

SECOND WEEK

Great Sale,

THURSDAY, OCT. 18, 1883.

Silk Department.

The public are cautioned against purchasing any of the poor trashy loaded fabrics that are being sold as "Black Silks," apart from the resemblance in color and weave they bear to good silks, they have not the slightest claim to the name of "Silk." We have discarded them as being unfit for us to sell and

WE WARRANT

EVERY YARD BELOW DESCRIBED AS BEING ABSOLUTELY PURE LYONS MADE SILKS.

At no time in the last 20 years have silks been so cheap as on this sale. We are the only parties in Omaha buying these goods for cash from

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.

Table Linens.

25 pieces 64 inch Scotch Loom Damask, free from dressing, very heavy and a great bargain at 37c, 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.

Corset Department

We have secured two of the greatest bargains in Corsets that have ever been shown in America and we now offer our customers:

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 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.

YARNS.

100 pounds choice quality all Wool Western made White, Sweeps Grey and Blue mixed yarn at 75c a pound, retailing elsewhere for \$1.00.

1000 Pounds very fine All Wool Red, Navy Blue, Scarlet, Wine, Cardinal, Brown Yarns at \$1.00 a pound, worth fully \$1.25.

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 material now.

10 doz Children's Hand Knit Zephyr Hoods in all good colors at 75c each, sold last year for \$1.00.

20 doz Ladies extra size fine Hand Knit Germantown Hoods. A good bargain at \$1.25; were cheap last year at \$1.75.

18 doz Ladies Fancy, Silk Trimmed, new style, very warm Hoods, all good colors, for \$1.50 each, worth \$2.00.

LADIES MERINO

UNDERWEAR.

80 doz Ladies fine quality Merino Vests with finished seams, will be sold on this sale for 35c each; no other firm in Omaha or the West is retailing this for less than 40c, and in some stores as high as 50c is asked.

120 dozen heavier and finer Ladies' Merino Vests, with Silk Embroidered necks, are offered on this sale for 55c; exactly the same as selling elsewhere for \$1.00.

80 dozen Ladies' all-wool Scarlet Vests and Pants will be offered on this sale for \$1.00, selling elsewhere for \$1.25.

60 dozen very finest quality Cashmere Wool Scarlet Vests, warranted not to shrink or full, with finished seams, will be sold for \$4.50 a suit; worth usually \$6.00.

Child's Merino Vests 25c, 35c, 45c, 55c, 60c.

Child's Cashmere wool vests, 45c, 55c, 60c, 70c, 80c, 90c.

FLANNELS.

60 pieces White Shaker Flannels bought in the auction rooms will be sold on this sale for 15c a yard retailing elsewhere for 25c.

40 pieces Heavy California red twilled Merino wool flannel, full 29 inches wide, a great bargain at 45c, fully equal to anything you can buy elsewhere for 70c.

60 pieces Extra Heavy California red twilled Merino flannel at 55c a yard; this is very cheap and worth 75c.

NOTE—All our red twilled flannels are soft Merino wool and will not irritate the skin or full in washing.

Orders through mail promptly filled.

Mail Order De'pt.

Non residents of Omaha can have the same facilities for shopping through this department as though the goods were selected in person as we will gladly send samples or furnish information when wanted. Orders entrusted to our care and selections left to us will be well filled as though you made a trip to Omaha and selected yourself.

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