HE DAILY BEE.

THIRTEENTH YEAR.

OMAHA, NEB. MONDAY MORNING, OCTOBER 22, 1883.

NO. 108.

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

SECOND WEEK

Great Sale,

THURSDAY, OCT. 18, 1883.

DRESS GOODS ADIES RSEYS. A HOUSEOR STREET GAR-MENT UNEQUALLED.

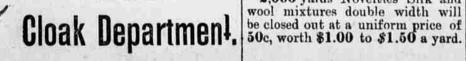
To-morrow at 11 a. m. adirect importation of Berlin Jersey Jackets, ordered by us last July, and which the manufocturer agreed to deliver early in September, they arrived here Thursday morning October 18, over a month behind tive, and we will sell them at exact cost of importation, the manufacturer stands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

60 d zen Black, Brown, Wine, green, etc., at 15c a yard, retailing Cardinal, Navy Blue, perfect fitting elsewhere for 25c. Berlin shaped Jerseys at 2 25 each, worth \$3.50 to \$4.00.

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

25 dozen Jerseys, richly em-Colored Cashmeres, Navy Blue Garnets, Wines, Brown, New broidered, scall ped around bottom and beautiful quality, in black only, at \$6 00 each, were imported to sell Greens, &c at 45c a yard, worth 60 for \$8 to \$10. Cost of mailing and to 75c. registration only 25c.

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



Our business in this department is increasing so rapidly that we have

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

Coming at a time of year when household expenses are necessarily large, when

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

store in future, as in the past, the concentrating point for the largest retail trade

ATTENTION,

Our New York buyer has made the East. large purchases at recent auction

SECUND

sales, and we are enabled to offer some goods in this department at half value, notably:

W B Lambert

a more expensive class of Dry Goods are needed for Winter outfitting than in the 2500 yards Colored Cashmeres 71c, worth 15c. Spring. The importance of this sale and the benefits of it accruing to the rich and

2000 yards mixed De Bege at vorth 20c.

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

3600 yards plain color twilled

BLACK GOODS! 3,000 yards 48-inch beautiful

GOLDEN STAR CASHMESES.

in the western untry.

"A," 34 in, all wool black Cash-mere, 27¹/₂c.

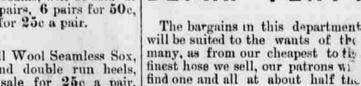
mere, 65c.

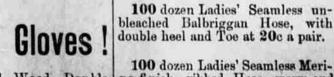
mere, 374c. 2,000 yards Novelties Silk and wool mixtures double width will

C, 38 in. all wool black Cash mere, 50c. D, 40 in. all wool black Cash Mittens, mere, 65c.

E, 40 in. very fine black Cash-

Hosiery WORKINGMEN! 240 doz. Machine Knit Woelen 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, erv heavy and double run heels, B, 34 in. all wool black Cashduring this sale for 25c a pair, usually sold in small stores for 35c usual price. or 3 for \$1.00.

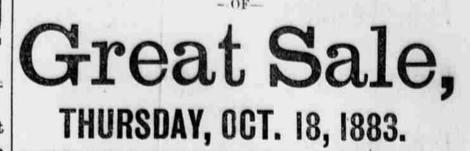




150 dozen all Wood Double Knitted Mittens at 25c a pair, worth at retail 50c. Not dozen Dadies Geamics and the avy, in red, blue and brown, at 15c a pair, sold last year at 25c.

SECOND

S.P. MORSE & CO.



BLACK Department.



100 pounds choice quality all Wool Western made While, Speeps The public are cautioned against Grey and Blue mixel yarn at 75c a purchasing any of the poor trashy pound, retailing elsewhere for oaded fabrics that are being sold as \$1.00.

"Black Silks," apart from the re-semblance in color and veave they bear to good silks, they have not the slightest claim to the name of We have dimended them as Sils. We have discarded them as pound, worth fully \$1.25. being unfit for us to sell and

CHILDRENS AND LADIES HOODS! WE WARRANT

EVERY YARD BELOW DE-SILKS.

Silk

from

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

The Looms Direct.

50 pieces, 22 and 24 inch Lyons, year at \$1.75. Cashmere finish Black Silks will be offered during this sale at \$1 00 a 18 doz Ladies Fanc, Silk 't' un. yard; were sold by the manufactu-

med, new style, very warm It as ... rer heretofore for \$1.25 and \$1.50. all good colors, for \$1.50 ender. worth \$2.00.

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.

80 doz Ladies finc quality Merino

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 su-

We have devoted a counter to the exclusive sale of Hoods and offer a SCRIBED AS BEING ABSO-LUTELY PURE LYONS MADE Silk Hood built in Mid-Silk Hood knit in Midsummer when goods are cheap, at prices of mate-

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 Mand Knit Germantown Hoods. 🔥 🦉 pargain at \$1.25; were chea, in

LADIES MERINO

