

# S. P. MORSE & CO.

SECOND WEEK OF THE GREAT SALE,

## Wednesday, April 2d.

### \$300,000.00 CLEAN DRY GOODS.

Over one-third purchased in New York this month at forced sales, and will be sold,

## 20 To 50 Per Cent

LESS THAN THE USUAL PRICE.

#### WASH DRESS GOODS.

Monday morning we will open 2,000 yards very choice styles new  
**LIGHT SPRING PERCALES, 6 1-4c.**  
 20,000 yards Standard Prints, 2 cents,  
 6,000 yards Best Indigo Prints, 7c.  
 20,000 yards Best Scotch Ginghams, 15 cts.  
 15,000 yards Best Printed Satines, 15 cents,  
 worth just 25c.

#### White Goods.

20,000 yards White Pique, purchased at auction, will be closed out by us at 3 cents worth 6c.  
 1,200 yards Dotted Swiss in an assortment of dots will be thrown in our pile Monday morning 25c a yard. Many of these are worth 50c and 60 cents.

# NOT A DOLLAR RESERVED. NOT AN ITEM IN OUR STOCK EXCLUDED.

#### MENS' HANDKERCHIEFS.

IMMENSE BARGAINS.

To-night in our Furnishing Goods, 300 Dozen Men's Finest Quality Pure Linen Hemmed and Hemstitched Handkerchiefs at \$2.50 per dozen, worth \$6.00.

#### FANCY SHIRTS.

To-night we will offer—  
 60 dozen Fine Percalé Shirts with detached cuffs and two Collars at 50 cents, reduced from \$1.25.  
 40 dozen Finer Percalé Shirts at 75 cents, reduced from \$1.50.  
 30 dozen Finest Percalé Shirts with Collars and Cuffs, \$1.00, worth \$1.75.

#### MENS' LISLE SOX.

60 dozen Pure English Colored Lisle Sox, will be sold to-night and Monday at 50 cents a pair, worth 75 cents.

#### Wash Dress Goods.

25,000 yards very choicest styles new Standard Calico.

Arnold, American, Cocheo, Oriental, Clouster, Chambrey, Windsor, Very Best Prints 3c.

There are no better prints made than these, and we will not substitute any inferior grades.

20 cases very best quality INDIGO BLUE Calico 70 yard, worth 10c.  
 25 cases Heavy Check Ginghams 3c, worth 6c.  
 24 cases very choicest Ginghams, Apron Checks and Dress Styles, comprising the following makes:

Lancaster, Renfrew, Amokeag, York, Slaterville, Glasgow, Whites, Choicest Ginghams 6c.

20,000 yards Best Scotch Gingham, Apron Checks and Dress Plaids will be sold on this sale at 15c, usual 30c quality.  
 25,000 yards fast color printed lawns at 3c, never offered before this sale less than 6c.

#### Colored Dress Goods.

Our stock in this department is by far the finest we have ever shown; for the last three weeks we have been purchasing largely in New York, and in adding them to our present stock we find the quantity too large to describe or sell at such a sale as this in separate lots; therefore we have placed on sale at

#### SIX LEADING PRICES

The following goods all worth double what we ask for them.

150 pieces new debage, twilled Scotch plaids, Matelasse brocades, Poplin lustré, &c., worth from 20c to 30c, will be closed out on this sale as one lot at 10c yard.

100 pieces Serge Fouli, Pin Checks, Plain Serges, a beautiful lot of goods at 20c, worth 25c to 40c.

200 pieces Plain color, and fancy mixed Serges, Debages, Cashmere Fouli Albatross, in all the latest spring shades at 25c, not a yard ever offered under 35c, and as high as 60c.

65 pieces all wool Spring Debages, double width, very fine quality; also a large lot of all wool Black and White Shepard Checks, and choice new colors in regulars, 75c, all at one price, 50c.  
 3,500 yards finest quality, new all wool dress fabrics in drap d'Alma, Serges, Silk and wool mixtures, Foules, Black Plaids, Checks, &c., will be put in this lot at 75c, worth \$1.00 to \$1.25.

#### Remnants.

12,000 yards of remnants of Spring Dress Goods carried from last season will be put on a table at 1/2 original price, 50c Dress Goods 15c, 75c Dress Goods 25c to 30c, \$1.00 remnants 30c to 40c.

#### Black Grenadines.

As the greatest bargain of the sale we will offer

50 pieces Silk and Wool Black Grenadines in new styles of blocks, Satin Plaids and stripes at 50c; worth at wholesale \$2.00 a yard.

40 pieces all Silk Satin Stripe and Check Grenadines at \$1.00 worth \$2.00 to \$2.50.

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#### Silk Department.

For years our Black Silks have been famed for cheapness and durability; we closed out in New York last week

80 pieces choice quality black and white Summer Silks that we will offer on this sale at 37 1/2c, worth 50c. Our patrons will confer a favor on us by calling to examine the very superior quality of these Silks.

60 pieces changeable Summer Silks, Chene Checks, and beautiful effects in Glace Silks will be offered on this sale for 50c; selling everywhere this season for 65c to 75c.

#### WE CLOSED OUT ONE LOT

50 pieces heavy gros grain Colored Silks in Garnet, Myrtles, Bronze, etc., all good colors, and will offer them at 75c. These are good value at \$1.25.

20 pieces all Silk Black Rhadmes will be closed out on this sale at 87 1/2c; never offered before under \$1.25 and worth that to-day.

15 pieces extra all Silk double faced Rhadmes Silk, full 25 inches wide, will be closed at \$1.25; worth, and never sold under \$1.75.  
 20 pieces finest quality all Silk Black Mervilloux, a quality that we have always sold at \$2.50, will be closed out at \$1.75.

45 pieces very finest quality all Silk twilled Surahs, beautiful for Skirts and party dresses, all magnificent colors, Pinks, Blues, Greys, Pigeon Blue, New Browns, Corn Yellow, Cream, etc.; never sold under \$1.50, will be cut down to \$1.25.

50 pieces very finest quality checked and Block Plaid all Silk washing twilled Surah Silks, never sold under \$1.50 to \$1.75, will be closed at \$1.25.

#### Velvets and Brocades.

40 Pieces 19-inch Silk Velvets in all new and desirable shades and regular \$2.50 quality will be closed on this sale for \$1.50 a yard.

40 pieces very best quality 19-inch Dress Velvets, all new and desirable shades, will be closed out on this sale for \$2.00 a yard; positively sold everywhere for \$3.00.

20 pieces handsome, rich, Black Brocade Silk, very heavy and fully as good as could be bought last season for \$2.50, will be closed on this sale for \$1.65.

30 pieces very rich all Silk Black Brocades in beautiful patterns, at \$2.00 a yard, reduced from \$3.00 for this sale.

15 pieces finest all silk Brocades, worth from \$3.00 to \$4.50 a yard, will be closed on this sale at \$2.50 a yard.

#### White Dress Goods.

Our White goods, Swisses, Mulls, Piques, Mulls Organdies, etc., were bought at forced sales in New York, and we confidently assert that they are not over 50c on the dollar of the prices of last season.

4,800 yards White Pique, good quality at 4c a yard, worth 6c in New York.  
 2,500 yards White Pique at 6c, regular 10c goods.

1,200 yards Check Nainsocks at 10c; sold last season at 15c.

2,400 yards comprising a lot we bought at auction, in which are about eight different qualities, the usual retail value of which was 35c, 37 1/2c up to 40c and as we purchased them at a uniform price we will sell all on this sale, your choice for 25c.

220 pieces, about 4,400 yards of fine White India Linons, the average retail price of which has always and to-day is 35c, will be thrown in on one lot at 25c a yard.

One small lot 60 pieces Sheer White Linon d'Inde Checks that cost the importer 30c will be sold for 22c a yard.  
 800 yards Soft finish Nainsocks will be sold at 15c, never before offered under 20c.

1,200 yards Soft finish Nainsocks at 20c; same quality has always sold for 35 cents.  
 1,400 yards Soft finish Nainsocks that have sold from 35c to 45c, will be sold as we purchased them in one lot at 25 cents.

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#### Velveteens.

We closed out from the importers about 1800 yards "Barveno" patent Velveteens, regular \$1.25 quality, all new colors, Garnets, Browns, Myrtles, etc., and we will close the lot out at 75c.

#### ALSO,

25 pieces of Woven Colored Brocade Velvets, (not stamped goods), full 25 inches wide in Myrtle, Brown, Garnet, etc., never sold less than \$2.50 a yard; we will close them on this sale for \$1.50.

#### Black Brocade Velvets.

One of the greatest Bargains secured for this sale was one lot assorted patterns.

15 pieces Brocade Silk Velvets that sold early in the season for just \$5.00 a yard, on this sale we will close them for \$2.50.

#### Black Goods.

15 pieces 42-inch Black Lace Bunting bought very cheap, and will be offered on this sale at 37 1/2c; never sold before less than 50c.

20 pieces 42-inch Draped Alma, magnificent goods, worth \$1.25; will be closed on this sale for 75c.

20 pieces fine Black Armures, and Jersey Cords will be closed out at 50c, worth 75c.

#### Ladies Sacking.

60 pieces Genuine Gilbert Sacking Flannels, full 56-inches wide, new mixtures and solid colors, very desirable for Tailor Made Suits. Our price on the sale, 95c; worth \$1.25.

#### Nuns Veiling.

40 pieces 46-inch finest quality Black Nuns Veiling, or Albatross Cloth, that has never sold in this quality and width under \$1.00 a yard, will be closed out at 65c a yard.

#### Turkish Towels.

We were fortunate enough to secure the entire balance of those Turkish Towels that we sold last month and we will offer to-morrow:

130 dozen, largest sizes, Fancy Stripe Turkish Towels at 25c each, worth usually 50c.

#### Towels.

For to-morrow (Thursday) we will make

#### FOUR LOTS OF TOWELS.

80 dozen Huck and Damask towels will be thrown out at 15c, worth every cent of 25c.

150 dozen fine double Damask, knotted fringe and very large Huck towels at 20c, worth and usually sold for 35c.

90 dozen finest Bleached Huck, Barnsley double Damask and embroidered Towels, knotted fringe and handsome borders, will be closed out in one lot at 50c, worth 75c to \$1.00.

The entire balance of our towels being usually sold at \$1.00 to \$1.50, each will be sold without reserve for 75c, a reduction to be appreciated.

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#### Ladies' Hosiery Department.

250 dozen Ladies' Cotton hose, all new colorings and black, full regular made, only 20c per pair; are considered cheap at 50c.

100 dozen Schopper's genuine iron frame Hose, extra length and full fashioned, only 20c; are considered cheap at 40c.

50 dozen fine pin striped hose, excellent quality (our own importing) will be sold at 37 1/2c per pair; cheap at 75c.

125 dozen Fine Lisle stockings, all new and desirable colors and black. We will start them at 45c. These goods last season were considered a bargain at \$1.00 per pair; would therefore advise our patrons to make prompt selections.

65 dozen Genuine English Silk Stockings, Black, Cardinal, Wine, Pink and Light Blue, only \$1.25; a great bargain and cheap at \$2.50.

25 dozen Pure sewing silk stockings (our own importing) cannot be matched for less than \$4.50; our sale price, \$2.75.

#### Childrens' Hosiery.

Fancy Striped Cotton Hose, full regular made, 5 to 6 1/2; only 15c.

Fancy Striped Cotton Hose, full regular made, 7 to 8 1/2; only 20c.

Solid Colors, new shades, full regular made, 5 to 6 1/2; only 20c.

Oxford and Cambridge Mixed Hosiery (our own importing), 5 1/2 to 6 1/2; only 15c.

Oxford and Cambridge Mixed Hosiery (our own importing), 7 to 8 1/2; only 20c.

Fancy Striped English Hose (our own importing), 5 1/2 to 6 1/2; only 20c.

Fancy Striped English Hose (our own importing), 7 to 8 1/2; only 25c.

To enumerate all our bargains in this stock would be a fruitless task. We can, however confidently assert that no such bargain have ever been placed within the reach of all classes.

#### LADIES' RUBBER CIRCULARS

only 500 to be closed out at 70c each; never sold less than \$1.25 to \$1.50.

#### Kid Gloves.

All our heretofore bargainable toinsignificance compared to our present offering. An importer's stock closed out and more Kid Gloves of all sizes, colors, and black.

#### 50 CENTS PER PAIR 50

Never offered less than \$1.25.  
 GLOVES—New Tasse Modes and Blacks, in 3, 4 and 6 button length, at prices interesting to all consumers, and much below cost of manufacture.

#### Black Laces.

The prices quoted in this advertisement are made with a view of closing out the lots advertised at once.

35 pieces Black All-silk Spanish Lace, 2 1/2 to 3 inches wide, at 10c, per yard.

25 pieces Black All-silk Spanish Lace, 3 inches wide, at 12 1/2c, per yard.

15 pieces Black All-silk Spanish Guipure Lace, 3 inches wide, at 25c, per yard.

10 pieces Black All-silk Spanish Guipure Lace, extra fine quality, 5 inches wide of 37 1/2c, per yard.

8 pieces Black All-silk Spanish Guipure Lace, extra fine quality, 6 inches wide, at 50c, per yard.

10 pieces Black All-silk Escorial Lace, 3 1/2 inches wide, at 37 1/2c, per yard.

8 pieces Black All-silk Escorial Lace, 4 inches wide, 60c, per yard.

5 pieces Black All-silk Escorial Lace, 6 inches wide, at 75c, per yard.  
 5 pieces Black All-silk Escorial Lace, 8 inches wide, at \$1.25, per yard.  
 10 pieces Black All-silk, MATELASSE SPANISH WEB LACE, 27 inches wide at \$3.00 per yard.

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#### Linen Lawns, Satines.

Our purchase of Lawns and Satines were made 40 per cent under the market value, and we will open to-morrow morning

250 pieces very best quality new Styles Satines, that are worth 25c everywhere. Some ask more, but for this sale our price will be 15c a yard.

1,300 yards of Linen Lawns, same quality, that we sold last year for 20c, will be closed out on this sale for 10c, worth double.

2,500 yards new Styles, fine quality of Linen Lawns on this just sale we will offer them for 15c, worth 20c.

3,000 yards Linen Lawns guaranteed pure Linen, and a quality that has sold in previous years for 35c to 45c for this sale. We will sell them at 25c.

Two Great Bargains in Handkerchiefs.

300 dozen, including all our previous stock of 25 and 35 cent colored bordered, hemstitched handkerchiefs, will be thrown in one lot at 15c.

200 dozen Colored Bordered, Linen Cambric, Black Embroidered and Irish Linen Lawn Handkerchiefs purchased by us for half value, will be offered at 25c each, worth 50c, 75c and \$1.00. (No such bargain ever offered before.)

#### Turkey Red Damasks.

160 pieces, about 6,000 yards of very best Turkey Red Damaska, quality never shown before less than 50c; price for this sale 34c.

1,200 yards best quality German Linen Warp Turkey Red Damaska, usually sold at \$1.00 a yard, but our price for this sale is 65c.

#### Table Linens.

Without hesitation we pronounce the goods in this department the cheapest that we show in our house. We purchased

280 PIECES OF LINENS FROM AUCTION SALE OF MARCH 9TH, IN NEW YORK.

Hotels, Boarding Houses, and Restaurants will consult their interests by coming to this sale as we will save you over one-third of your bill.

40 pieces heavy undressed Barnsley loom Table Damask at 37 1/2c, worth 50c.

5 pieces fine Cream Damask 50c. This is a small lot of our regular 85c Damask.

28 pieces 68-inch Cream Damask Damask at 65c a yard, never shown in the West less than \$1.00.

30 pieces 68-inch heaviest quality German Bleached Damask, cost to import about \$1.00 to \$1.25. We sell them on this sale for 75c.

40 pieces, full 2 yards wide, Austrian Bleached Damaska made without dressing or starch very heavy and Satin finish will be closed out on this sale for 95c, worth \$1.50.

80 pieces of the finest quality double Satin Table Damaska, full 2 yards wide, comprising a lot that we purchased at auction and forced sales; the lowest cost goods in this lot is \$1.25 and the highest \$2.30. We will close them at one price on this sale, viz: \$1.25. Many of them retail for \$2.75 to \$3.00.

#### Napkins! Napkins!!

180 dozen German Damask Napkins regular \$1.75 per dozen goods; we will close this lot out at \$1.25.

75 dozen, full 1/2 double Satin Cream Damask Napkins, usually sold at \$2.50 a dozen; will close them out at \$1.55 a dozen.

200 dozen extra heavy double Satin Damask 1/2 and 3/4 Napkins that have always sold for \$3.00 and \$3.50 will be closed out to-morrow for \$2.00 a dozen.

80 dozen extra fine and heavy 1/2 and 3/4 double Damask Napkins will be placed in one lot at \$2.50 a dozen, worth just \$3.50 and \$4.00.

240 dozen soft finish Plain White and Red Bordered Napkins, very heavy, that we will sell at \$1.25 a dozen.

90 dozen of 1 and 1/2 size finest quality German Satin Damask Napkins, usually sold at \$6.00 to \$7.00, will be closed on this sale for \$4.00.

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#### Pattern Table Cloths.

We bought a lot of about 1,600 cream double damask fringe Pattern Cloths full 2 by 2 1/2 yards with red Grecian borders—will be sold for \$2.50 each, usual price \$4.50.

#### ALSO

850 full Bleached Damask Cloths with double Red Grecian Borders, size 2 by 2 1/2 yards at \$2.75 each, worth \$5.00.

300 very finest Double Satin Damask fringe cloths pure white magnificent Patterns, finest quality, size 2 by 2 1/2 yards, will be closed out at \$2.50 each, usual price \$5.00.

#### Crashes, Towelings.

250 pieces best quality Twilled, Diced, and Diaper Unbleached and Bleached. Also all Linen Check Glass Towelings. Amongst these are goods worth 20c, not a yard ever sold under 15c, but on this sale we will sell all of them for 12c.

300 pieces all Linen Crash Striped Toweling, formerly sold at 10c; on this sale will be sold for 7c.

90 pieces very finest and widest Bromsley Twilled and Huck Towelings, always sold at 25c; will be closed out on this sale for 17 1/2c.

#### Bed Spreads.

We secured especially for this trade sale

900 full 12-4 Honey-Comb Bed Spreads that have never sold for less than 95c, but we bought these so cheap that we will sell them for 55c each.

Another lot of about 600 Bates Bridal and Lewiston Honeycomb Spreads will be closed out at 85c; worth \$1.25 to \$1.50.

600 Marseilles 12-4 and an extra fine Marseilles pattern, soft finish Honeycomb Spread at \$1.50; each never sold less than \$2.00.

300 Marseilles 12-4 Bed Spreads that have never been shown before less than \$3.50 and \$4.00; we propose to sell this lot for \$2.50.

100 of our finest Marseilles Spreads that are worth \$6.00 to \$7.40, we will show them for Thursday morning at \$5.50.

#### Bleached Muslins.

As we have secured none but very best quality Muslins for this sale, our customers will have goods that will give them entire satisfaction.

10 cases yard wide Standard Bleached Muslin, free from starch, 5c a yard, worth just 8c.

20 cases Best Bleached Muslin, yard wide, free from dressing, and never offered less than 10c, for this sale our prices will be 6c.

#### Unbleached Muslins.

20 bales best and finest, both heavy and light weight, Unbleached Muslin will be sold at 5c a yard. These are best made and worth 8c.

#### Sheetings.

10 cases 9-4 Best Quality Mohawk and Utica Mills Bleached Sheetings at 25 cts.