

TO THE PEOPLE OF OMAHA.

We take pleasure in calling your attention to our page advertisement in this issue of "The Bee," which gives a

CATALOGUE OF OUR NEW SPRING AND SUMMER STOCK.

Every lady in Nebraska should read each column carefully. A thorough analysis of this catalogue will show you that it includes the best, largest and most complete assortment of goods ever shown, and that the prices are the lowest ever named in the west. Each and all of these bargains can be found on our counters.

On and After Saturday, April 19th, at 7:30 A. M.

After you have read this catalogue in the most careful manner, you can confer a personal favor on some of your relatives and friends in the country by mailing them this copy of "The Bee," as it contains valuable information which will enable them to save money in the purchase of their spring and summer outfits.

Yours Respectfully,

S. P. MORSE & CO.

DOMESTIC DEPARTMENT.

- 10 Bales Fine or Heavy Brown Muslin at 4 cents a yard.
- 10 Bales Extra Fine Brown Muslin at 5 cents a yard.
- 15 Bales Finest Brown Muslin at 7 cents a yard.
- 12 Bales Very Heaviest Brown Muslin at 8 1/2 cents a yard.
- 6 Cases Good Bleached Muslin at 5 cents a yard.
- 5 Cases Fine Soft Bleached Muslin at 6 1/2 cents.
- 20 Cases Fruit, Lonsdale, &c., Bleached Muslin, 8 1/2 cents a yard.
- 3 Cases Lonsdale and Wamsutta Cambric Muslin, 11 1/2 cents a yard.
- 5 Cases Good 2-yard wide Bleached Sheeting, 22 1/2 cents a yard.
- 2 Cases Best 2-yard wide Bleached Sheeting, 22 1/2 cents a yard.
- 3 Cases Good 2 1/2-yard wide Bleached Sheeting, 25 cents a yard.
- 4 Cases Best 2 1/2-yard wide Bleached Sheeting, 27 1/2 cents a yard.
- 3 Cases Good 2 1/2-yard wide Bleached Sheeting, 27 1/2 cents a yard.
- 2 Cases Utica, 2 1/2-yard wide Bleached Sheeting, 30 cents a yard.
- 30 Pieces Good Feather Ticking, 15 cents a yard.
- 15 Pieces Best Feather Ticking, 20 cents a yard.

BLACK SILKS.

We again impress upon our readers the desirability of purchasing a good Black Silk, or none at all; if you want a heavy, coarse silk we will sell you one far below the prices others ask, and on all our well known brands of Tappissier, Alexandre Girauds, Cashmere Princesse or Cashmere Alexandre, we will save you from 25c to \$1.00 a yard, or in other words, \$5.00 to \$20.00 a dress, on the best silks made in the world.

- 10 Pieces Cashmere Alexandre Silk, \$1.00 a yard.
- 5 Pieces Cashmere Alexandre Silk, \$1.25 a yard.
- 3 Pieces Cashmere Alexandre Silk, \$1.50 a yard.
- 5 Pieces Cashmere Alexandre Silk, \$1.87 1/2 a yard.
- 5 Pieces Cashmere Alexandre Silk, \$2.25 a yard.
- 3 Pieces Cashmere Alexandre Silk, \$2.50 a yard.

But just at present the cheapest line of fine Black silks we are showing are those of the celebrated make of

C. J. BONET ET CIE.

- 5 Pieces Bonet's Regular \$1.50 Silk now offered at \$1.00.
- 5 Pieces Bonet's Regular \$2.00 Silk now offered at \$1.65.
- 5 Pieces Bonet's Regular \$3.50 Silk now offered at \$2.50.
- 5 Pieces Bonet's Regular \$5.00 Silk now offered at \$3.50.

HOSIERY DEPARTMENT.

- 200 dozen Ladies Seamless Colored Hose, worth 35c, now 15cts.
- 80 dozen Ladies Seamless Balbriggan Hose, worth 25c, now 20cts.
- 60 dozen Ladies Seamless Drop Stitch Hose worth 35c, now 15cts.
- 50 dozen Ladies Seamless Pin Stripes Hose, worth 35c, now 25cts.
- 50 dozen Ladies Seamless very fine Hose, worth 50c, now 35cts.
- 80 dozen Ladies Brilliant Lisle Hose worth 75c, now 50cts.
- 40 dozen Ladies Brilliant Lisle Hose worth \$1.00, now 65cts.
- 80 dozen Ladies English Silk Hose worth \$1.75, now \$1.25.

Childs Hose.

- 90 dozen Childs Mixed School Hose, worth 25c, now 10c.
- 100 dozen Childs Imported Hose, worth 25c, now 15c.
- 200 dozen Childs Fast Colored Seamless Hose, worth 40c, now 25c.
- 35 dozen Childs English Wear Resisting Hose, worth 60c, now 35c.
- 40 dozen Childs Black or Colored Lisle Hose, worth 75c, now 45c.
- Old lots of Hose at 5c and 10c, worth 15 to 25c.

MENS FURNISHING GOODS.

- Best British Super-stout Sox, 20c.
- Best British Superfine Sox, 20c.
- 100 dozen Colored Brilliant Lisle Sox, 50c. Sold everywhere for 75c
- 100 dozen Pure Spun Silk Sox, \$1.00.
- 5 dozen Finest Spun Silk Sox, \$1.25.
- Direct importation of Morleys, Midland Hosiery Co., Bretelles and Couderat et Co's, Paris.

Balbriggan and Lisle Underwear.

- 60 dozen English Balbriggan Undershirts, 75c. Eastern Price, \$1.25.
- 50 dozen Pure Three Thread Lisle Undershirts, \$1.25. Sold last season for \$1.65.
- 84 dozen Genuine French Balbriggan Undershirts, \$1.25. We sold these readily for \$1.25.
- 60 dozen Finer French Balbriggan Undershirts, \$1.50.
- 40 dozen Finest French Balbriggan Undershirts, \$1.90. These sell at \$2.50 East.

Night Shirts.

- 50 dozen Good Fruit Loom Muslin Night Shirts, 75c.
- 76 dozen Twilled Muslin Night Shirts, \$1.00.
- 60 dozen Fancy Trimmed Night Shirts, \$1.25.
- All of these 25c to 50c higher, elsewhere.

Neck Ties.

- 200 dozen New Style Scarfs, 25c.
- We have these made in dull season, and they are worth 75c to \$1.00.
- The choicest Line of Neckwear in the city can always be found on our counters, and our new styles in collars and cuffs are now, out in addition to those we publish here—being staple styles:
- Best Quality Linen Collars, \$1.25 per dozen.
- Best Quality Linen Cuffs, \$4.50 per dozen.



SUMMER SILKS.

- As a great bargain we will open up to-morrow:
- 8000 yards very heavy Summer Silk, 50c.
- 5000 yards very heavy Summer Silks, 75c.
- 1200 yards beautiful quality Silk Surah, \$1.00.
- 1800 yards Choice Colored Surahs, \$1.25.
- All these will be found 20 per cent lower than last year's prices.

TOWELS! TOWELS!!

- So many of our patrons were disappointed in not obtaining some of those beautiful Huck and Damask Towels that we closed out at 15c, that we have secured another lot, and for to-morrow morning we will offer:
- 50 dozen Best Huck Towels, 15c.
- 200 dozen Fine Damask Towels, 15c.
- 350 dozen Heavy Loom Towels, 15c.
- Not one of these ever sold before less than 25 and some for 35c.

NAINSOOKS, PIQUES, ETC.

- 4300 yards White Piques at 5c.
- 4200 yards sheer check Nainsook, 8 1/2c.
- 1800 yards fine check Nainsooks, 15c.
- 1200 yards fine check Nainsook, 20c.
- 1500 yards fine check Nainsook, 25c.
- 3000 yards fine check Nainsook, 35c.
- These are all 10 to 15c below the prices of last season.
- 2000 yards Fine White India Linens, 12 1/2c.
- 1200 yards Fine White India Linens, 15c.
- 1500 yards Fine White India Linens, 20c.
- 2500 yards Fine White India Linens, 25c.
- 1200 yards Finest White India Linen, 35c.
- 1500 yards Victoria Lawns, 10c.
- 4800 yards Victoria Lawn, 15c.
- 1200 yards Victoria Lawn, 15c.
- 4000 yards Victoria Lawn, bargain, 25c.
- 1800 yards Victoria Lawn, finest, 35c.
- 3000 yards Finest White Marseilles, 25c.
- 5000 yards Lace Revere stripes, 25c.

WASH DRESS FABRICS.

- The excellence of the quality of our Prints, satines, Ginghams, and Lawns has built up for us the choicest kind of a trade, and commencing to-morrow we will inaugurate another sale especially of the new goods just opened.
- 12000 yards good standard Prints, 3c.
- 15000 yards choicest Domestic Ginghams, 6 1/2c.
- 12000 yards new light Percales, 6 1/2c.
- 8000 yards choicest Scotch Ginghams, 15c.
- 5000 yards best domestic satines, 15c.
- 1800 yards finest French satines, 35c.
- 4000 yards good linen Lawns, 15c.
- 5000 yards best pure linen Lawns, 25c.
- 5000 yards good cotton Lawns, 3 1/2c.
- 4000 yards good cotton Lawns, 6 1/2c.
- 4200 yards best Indigo Prints, 10c.
- 9000 yards best Indigo Prints, 7c.
- In fact, this stock will be found the most complete in Omaha, everything to be found in a well appointed store being shown here.

TABLE LINENS, NAPKINS.

- 250 dozen German Damask Napkins, \$1.25.
- 300 dozen German Damask Napkins, \$1.50.
- 150 dozen Largest 3-4 German Napkins, \$2.00.
- 200 dozen Largest 3-4 Scotch Napkins, \$2.00.
- 50 dozen \$3.50 Napkins reduced to \$2.50.
- 100 dozen \$1.00 Napkins reduced to \$1.00.
- 200 dozen finest 3-4 Napkins, reduced to \$4.00.
- 80 dozen 7-8 extra size Napkins, \$4.50.
- 1700 yards heavy 68-inch Damask 75c.
- 1200 yards finest 72-inch Damask, \$1.00.
- 800 yards heaviest 72-inch Damask, 95c.
- 900 yards best Cream satin Damask, 75c.