

S.P. Morse & Co

S.P. Morse & Co.

S. P. Morse & Co.

S.P. Morse & Co

S.P. Morse & Co

-THE-

-THE-

-THE-

-THE-

SMITH STOCK.

SMITH STOCK.

SMITH STOCK.

SMITH STOCK.

Black Silk 73c

20 to 21 inches wide, Smith sold it as a bargain for 98c and it is worth every cent of it; 16 yards will make a dress at a cost of less than \$12, only 4 pieces in stock

Black Silk 89c

This is a silk that was considered a bargain in Smith's stock at 1 25; 20 inches, good lustre, heavy cord. It is a clear saving to you of 60c a yard over what others ask, as it is usually sold for 1 50.

Black Silk \$1.28

25 inch wide, blue, black, lustreous finish; this was one of Smith's bargains at 1 75, and you cannot buy it elsewhere for less than 2 00; you can save \$15 on a dress by purchasing this of us.

Black Silk \$1.43

This bargain is worth and we cannot possibly duplicate it for less than 2 00; other stores will ask you 2 25 for it; think what a saving

Black Silk \$1.78

Full 24 inches wide. This silk combines lustre and finish with durability, as it is warranted in every particular—you will say with us, it can't be bought less than 2 50 to 3 00, our price 1 78.

I

Here was the finest silk Smith kept; it is worth and usually sells for \$3 to \$3 50 a yard, and is a superb quality full 24 inches wide.

Velvets \$1.43

Smith's velvets that were a bargain with him at \$2; we offer them at \$1 43, all beautiful colors

Velvets \$1.78

All desirable colors and sold as a bargain at \$2 50 by Smith; our price \$1 78 cannot be duplicated in America

Surah Silks 98c

Beautiful colors all pure silk, Smith had just bought these to sell for \$1 25 at the time he closed; our price 98c; they cost Smith 1 15

Brocade Silks 59c

Wine, garnet, brown, green, navy etc; these brocade silks are worth fully \$1; we pronounce them one of our enormous bargains at 59c

Brocade Silks 89c

Without doubt these are the best bargains in the silk department; all colors, choice patterns; they are the parast

Italian Silk

and worth \$1.50; our price 89c.

DRESS GOODS

Overwhelming Stock

NEW GOODS.

The advantage of selections from this department cannot be overestimated. First, you will here see three pieces--and a corresponding--great number of styles--to one piece shown by other stores.

2d. We are selling the entire stock at much less than others ask for same qualities.

3d. Our buyers in New York had already placed orders for the latest styles in new goods, that we have just opened and are selling at 33 1-3 per cent less than others. Ask for the new styles.

15c Dress Goods.

Brocades, Plaids, o hairs and Debeques that Smith sold for 20 to 25c. This counter offers goods that cost but little more than ginghams and worth 4 times as much.

25c Dress Goods.

Silk mixed and fine Cashmere Plaids and a beautiful line of Jamestown Drap D'Almas, that usually sell for 40c--Smith sold them for 37c.

35c Dress Goods.

50 styles and different fabrics at 35c, that were in Smith's stock for 50 to 60c.

75c Dress Goods.

About 100 styles of all wool Silk, and wool and mixed goods, combination suits that have 10 yards in them, and usually sell for \$15, in this lot they cost \$7.50--all newest styles.

Suiting Flannels 95c

Very best quality plaids, checks or plain; they are selling for \$1 25 our price 95c; Smith just received these so the plaids are new

Kid Gloves 50c

4 buttons, colors, black, opera shades, tan, etc; those were a bargain with Smith at \$1

Kid Gloves \$1.00

6 buttons, black and colors, an elegant worth and always sold by Smith for \$1 75; they cost him \$2

Kid Gloves 75c

Silk embroidered back, 4 buttons sold by Smith on his special sales for 1 00.

Kid Gloves \$1.46

4 buttons and without doubt one of the best in Omaha, Smith considered them a bargain at \$2; our price \$1 46

Gauntlet Gloves \$1.50

Dog skin driving gloves, for ladies embroidered back the best made; they are worth \$2, our price \$1 59

-THE-

SMITH STOCK.
S. P. MORSE & CO

Call Attention to their Sale of the

LOYAL L. SMITH

Stock of Dry Goods, purchased by us at

A Discount of Nearly \$50,000.00

From the inventory, and this discount we are dividing with our Patrons.

GET YOUR SHARE!

Of this discount by visiting our sale. We ask our patrons to give this more than a passing tho't, remember the Smith stock was a

Live, New & Active Stock

All bought within 16 weeks of the time he closed, and he had already received large quantities of

New Fall Goods

There never was a more complete stock than SMITH'S. He kept one buyer in New York, another in Chicago. It was discovered that all the goods purchased by him for the short season of 1884,---he only came in November,---were closed out in January, so he started fresh and clean for spring.

NO OLD GOODS

BLACK CASHMERE'S

- Black Cashmere 68c 40 inches wide, sold by Smith for 85c. This is one of the bargains of the stock.
- Black Cashmere 75c 40 inches wide, usually sold at 90c. This is a bargain not to be had elsewhere.
- Black Cashmere 95c Full 48 inches wide. This cashmere usually sells for \$1 25; you save just 30c a yard; the extra width makes it a bargain of bargains.

CLOAK DEPARTMENT

In addition to the newest Fall Styles just received, we have some staple styles in FALL CLOAKS that we are closing at half or one quarter the cost to make

- Cloaks \$5. 1 lot Cloaks that have sold at \$10 and \$15, put in one lot for \$5.
- \$8. 1 lot long Newmarkets and other garments that sold for \$15, \$18, and even as high as \$25, put in one lot for \$8.

Carpets, Upholstery Goods.

Lowell, 5 and 6 frame Body Brussels, Wilton Velvets, Smith's Moquettes,

Roxbury Tapestry all grades of Ingrain, Extra Supers, and other Carpets at less than the mill prices to-day.

We solicit a call from parties who contemplate purchasing either here or in New York.

S. P. Morse & Co

No event in the dry goods world ever created such a sensation as did the flight of Smith. No mercantile transaction of as great importance to a community as this is to ours ever demanded your attention. The stock is enormous and we feel justified in asking that you

Read this Advertisement

all through. Remember our discount on this stock amounted to nearly

0,000.00

which enables us to make prices that are absolutely unapproachable by other stores.

Blankets \$3.48

1 lot clean grey blankets, size almost 6x7 feet, just a little streaked on the edges, but otherwise perfectly good, they usually sell for \$4.50, at our price, \$3 48, they are a bargain.

Blankets \$3.98

1 lot clean grey Blankets that usually sell for \$5; they are largest size, 6 feet wide, 7 feet long, and at \$3 98 are a bargain.

Blankets \$4.38

Big bargains in Blankets, \$4 38--all pure wool, over 6 feet wide 7 feet long; these blankets are worth \$6 50 to \$7; they are a little mussed, a few pairs soiled, but you will save \$2 59 to \$3 a pair. Remember the size 6x7 feet, the weight 6 lbs, pure wool, and above all the price \$4 38.

Blankets \$6.89

Weighing full 8 pounds, these blankets are worth and sold by Smith for \$10, our price \$6 89.

Ladies' Hose 25c

Special lot of 30, 35 and 40c ladies' Hose, all thrown in one lot for 20c

Childrens' Hose 14c

700 pairs Childrens' Hose all good colors, sizes 4 to 6 1/2 inch, they usually sell for 20 to 25c, our price 14c

Childrens' Hose 19c

180 pairs Childrens' Hose all sizes, 5 1/2 to 8 1/2 inch, Smith's price was 30, 35 and 40c, our price 19c.

Silk Hose 89c.

Ladies' Silk Hose, all colors and black, a great bargain at 89c; only 8 dozen in this lot.

-THE-

SMITH STOCK.

S. P. MORSE & CO

- Linens,
- Towels,
- Napkins, Etc.
- Hotels,
- Restaurants
- Private Families

Will effect an enormous saving in their linen bills, as the stock of

Smith's Linens was About \$6,000.00

All the most staple goods from medium price to the finest made.

Towels 10c

1 lot worth 15c; by the doz \$1.10.

Towels 15c

1 lot usually sold for 25c, by the doz for \$1.65. Most of these are fine crepe linen. Some fine damask and a great bargain.

Towels 25c

1 lot knotted fringe, fine Huck Damask crepe and other styles worth from 35c to 40c; by the doz \$2.90.

Turkey Red Damask 29c

60 pieces red damask that Smith sold for 45c and 50c, will be closed out for 29c, a great bargain.

Bleached Dam'k 75c

50 pieces double Satin Austrian Damask, 68 inches wide, Smith sold them for \$1 and they were cheap; our price 75c.

Table Damask \$1.00

In this place we have today ranged damasks that Smith sold for \$1 25 and \$1 50, and they are very cheap.

Table Damask \$1.25

1 lot that cost Smith \$1 50 to \$1 75, he sold them at about \$2 and at our price \$1 25, being full 2 yards wide, they are a stupendous bargain.

\$1.68 Table Damask

1 lot of \$2 50 to \$3 damasks in this lot; they are an immense bargain suited for the finest use.

Napkins 59c Dozen

1 lot 5-8 pure linen napkins 59c; they are worth 90c.

Napkins 78c Dozen

1 lot that Smith sold for \$1, our price 78c.

Napkins \$1.39

Smith had a lot of napkins that he sold for \$1 50, \$1 75 and \$2. We have put them in this lot for \$1 39.

Pattern Cloth \$1.39

150 red border pattern table cloths with fringe all round, over 2 yards long a great bargain at \$1 39 each.

Pattern Cloth \$1.98

75 pure red border fringed pattern cloths nearly 3 yards long at \$1 98 each; they are worth \$2.

S. P. MORSE & CO