

S. P. MORSE & CO.

THE
Smith Stock.

\$145.00 Sealskin Sacque.

This is a garment that regular fur houses make their leader at \$175, our price \$145. You know to be a low one.

175.00 Sealskin Sacque.

This quality is always sold by fur houses for \$250—a clear saving of \$75; at our price of \$175.

195.00 Sealskin Sacque.

A garment, that is worth about \$275.

250.00 Sealskin Sacque.

Full 45 inches long and a superquality Sealskin. We know that this garment sells east and west for \$300 to \$350; our price \$250.

275.00 Sealskin Sacque.

42 inches long and an elegant quality Sealskin. No sealskin manufacturer would sell this for less than \$350.

300.00 Sealskin Sacque.

This is one of the best Sacques to be had; certainly could not be bought in cities from Furriers for less than \$400.00 to \$450.00.

375.00 Sealskin Newmarket.

52 inches long and made of the best and finest skins; Garments not as good as this have been sold in Omaha for \$500.00 and no furrier would sell it for less.

400.00 Sealskin Newmarket.

54 inches long; a perfect beauty,—rich and lustrous, this garment is sold for \$600 by city fur houses.

Dress Goods.

A very choice lot of Plaids, Brocades, Belges, Drap d'Alma Cordelettes and silk and wool mixtures, 36-inch Cashmeres nearly all goods that were worth 85c to 40c in Smith's stock all offered at

25c.

Combination Suits

Silk and wool mixtures either striped and plain or plain and figured, a very desirable suit worth \$8.00 to \$10.00 each, our price is \$5.00 for the suit.

\$5.00.

English Armivies.

Full 42 inches wide, all staple colors, from Smith's stock; he sold for 55c; our price is 35c.

35c.

Sicilian Cords

—AND—

Cut Cashmeres.

4 inches, pure Australian Wool, all good colors, Garnets, Brown, Bronze, Navy, and delicate blues and white Smith sold them for \$1.25; our price is 60c.

60c

Bison Camelettes

Latest novelties 42 inches wide, goods that Smith just bought to sell for \$1.25; our price will be 75c.

75c

5 Underwear Bargains.

Ladies' Vests

and Pants, Heavy Merino, Silk Cat-stitched neck, silk bound, selling elsewhere as "a bargain" for 90c; our price 50c.

50c

Merino Vests.

And Pants. A regular 75c undervest. Ladies will find it warm and heavy, besides being handsomely embroidered all round; our price

50c.

Merino Vests

and pants at 62c that ladies will find equal to any \$1.00 vests shown at other stores. Our price, 62c, is a veritable slaughter.

62 1-2c.

Ladies Scarlet Vests

And pants; pure wool, cochineal dye, that cannot be bought in America at less than \$1.00 to \$1.25. Our price

75c.

Lambs' Wool Scarlet Vests,

Very soft and very fine, made by the WINSTED HOSIERY CO. to our order. They are as soft as can be made, are finely finished, and have always sold for \$1.00 each. Our price

\$2.50.

\$450.00,

Sealskin Ulster, the finest garment that can be produced and never sold less than \$650.00; this is a quality rarely made except to order.

Child's Havelock Cloaks.

With heavy cape, a quality that cannot be bought elsewhere less than \$2.50 to \$4.00; nice school garment.

4-year size, \$1.75.
6-year size, 2.00.
8-year size, 2.25.
10-year size, 2.50.
12-year size, 2.75.

—THE—

Smith Stock in Every Department!

COLOSSAL BARGAINS!

GRAND SALE OF

Ladies Sealskin Sacques and Newmarkets

THE FIRST EVER HELD IN THE WEST.

S. P. Morse & Company

MONDAY MORNING, SEPT. 28.

And continue all the week. Early last spring we selected a large quantity of

CHOICE ALASKA SEAL SKINS

First Quality, London Dyed.

And had them manufactured in the best manner. Any attempt to describe them in detail here would not convey an adequate idea of the garments we offer, and both on this account and the fact of its being the

FIRST COMPLETE STOCK,

Of Sealskin garments ever shown the ladies of Nebraska, from which they can make personal selections. We ask a call if only of inspection. Every purchaser has our personal guarantee as to the merits of the garments they may buy.

SELECTIONS!

Can be made now and upon the payment of 20 per cent. the price of the garment at the time of purchase we will box them securely, lay them aside and the balance can be paid in installments on the delivery of the garment.

IMMENSE SLAUGHTER.

JERSEYS FROM SMITH'S STOCK!

JERSEY WAISTS—1 lot \$1.25 pleated back quality that Smith sold as a bargain for \$1.75 and \$2; our price \$1.25.

JERSEY WAISTS—1 lot \$1.60 elegant quality coat back and worth \$2.50 each; Smith bought these, we are selling them for \$1.60.

JERSEY WAISTS—1 lot \$2.68 each; Smith sold these for \$3.50 to \$4. They are the best bargain in the whole lot; \$2.68.

JERSEY WAISTS—\$3.00; the finest made; Jerseys sold with Smith at \$5, \$6, and \$7 each, and are literally slaughtered Monday at \$3.00.

MAIL ORDER DEPARTMENT—Through this department we solicit your orders for goods or samples. Remember we are the largest Dry Goods, Cloak and Carpet house west of Chicago and guarantee you satisfaction.

S. P. MORSE & CO.

THE
Smith Stock.

This enormous stock inventoried at Smith's cost almost \$100,000.00, all new desirable goods, gathered together in a few months, our

50,000.00 DISCOUNT

To thinking people, must be evidence of our ability to sell goods at much below the cost of other merchants, and still leave us a handsome profit, of our willingness to divide this discount, there will not be a doubt in your mind if you will only do us the favor to examine our prices, then you will acknowledge that we have done you some good and saved you perhaps one half your bill for this fall.

CARPETS!

We have some rare bargains in

7 Frame Body Brussels, Roxbury Tapestrys, and 5 Ply Ingrains, Smyrna Rugs,

All from Smith's Stock

Ladies' Newmarket Cloaks.

Full length good materials, black or brown, an excellent garment, sizes 32 to 40—others will ask you \$7.00 to \$10.00 for this—our price is

\$5.00.

Silk Mattelese Newmarket.

A magnificent garment, with ornament in the back, full box pleat. We minutely pronounce it equal to any garment in America. Our price is

\$16.00.

Plush Cloaks.

A quality that sold last season for \$50, but we had this lot made to our order in the summer, and are making it

OUR LEADER FOR
\$38.00.

Cotton Flannels.

Two cases double Napped Twilled back Canton Flannel, a quality that is actually worth 15c, our price will be

11c.

Bleached Muslin, 3c.

Two cases yard wide Bleached Muslin, for the unheard of price of

3c.

Black Silk

22 inches wide that was a bargain in Smith's stock for \$1.25 we are selling for

98c

Black Silk

22 inches wide that Smith sold for \$1.75 and it was cheap; we offer a small quantity for

\$1.23

Brocade Velvet

All the good colors made, Navy, Brown, Garnet, &c. They are selling for \$2.50 elsewhere; our price,

\$2.25

Blankets.

28 pairs 10-4 White Wool Blankets from the Smith Stock. They are worth \$5.00 a pair; our price

\$3.75 Per Pair.

These are a bargain; mail orders filled.

Gray Blankets.

657 feet (this is an unusually large size) clean, nice wool. They were a bargain at Smith's for \$5.00; our price is \$3.48.

\$3.48 Per Pair.

Red Flannels.

25 pieces California Lamb's Wool Seal Flannels, as good as can be bought anywhere in the country for 60 cts.; our price

42c.

Bed Spreads 87c.

200 of Smith's \$1.25 White Honeycomb Bed Spreads

87c.

Bed Spreads 98c.

150 12-4 Honeycomb Bed Spreads that are worth and Smith sold them for \$1.35; our price

98c.

Kid Gloves.

Embroidered Black Kid Gloves, elegant dark colors. These are worth and Smith sold them for \$1.25; our price

75c.

Kid Gloves

4-button, a regular \$2.25 glove will be offered for

\$1.40 Per Pair.