

EIGHTEENTH YEAR.

OMAHA, SUNDAY MORNING, SEPTEMBER 2, 1888.—TWENTY-FOUR PAGES.

NUMBER 80

S. Morse & Co

NEW GOODS

Linen Department.

Tapestry Covers, \$1.50.

Monday morning we will offer 50 NEW 6-4 Tapestry Table Covers...

6-4 ALL SILK TABLE COVERS \$3.50.

These, like the above, are all new goods, specially fine in both quality and combination of colorings...

6-4 ALL SILK Table Covers, \$4.50.

Nothing finer has been imported this year; in former seasons the price has been \$7.00...

8-4 Tapestry Covers, \$6.75.

Our buyer recently purchased the entire accumulation of an importer's stock; qualities that cost from \$8.50 to \$12.00 each...

Agents for Butterick's Patterns.

First Fall Sale! NEW Black Silks!

Monday morning we place on sale the greatest aggregation of choice New Black Silks ever displayed in any store...

GIVERNAUD,

We have just opened five quantities that are fully 25 per cent cheaper than former prices...

- No. 1, 19 inches wide, 75c. No. 2, 22 inches wide, \$1.10 No. 3, 22 inches wide, \$1.50 No. 4, 22 inches wide, \$1.75 No. 5, 23 inches wide, \$2.00

In Colored Velvets we are showing nearly every shade that is made.

BLACK

Satin Rhadames \$1.75.

10 pieces of the above handsome Silk full 24 inches wide and worth \$2.75; we offer during the week at \$1.75.

Black Silk Surah Serge, \$1.75

For durability in wear there is no silk made that will give the satisfaction of this NEW SILK; measures full 23 inches, double warp, and beautiful lustre.

S. Morse & Co

NAPKINS.

5-8 GERMAN

Bleached Napkins \$1.50.

Commencing Monday morning, we will inaugurate an important sale of German Bleached Napkins...

3-4 Grass Bleached Irish Linen Napkins, \$2.50.

This lot of 100 dozen Napkins we closed out from the manufacturer at a loss to him of 33 per cent.

3-4 SATIN Damask Napkins \$3.00.

This is a finer number purchased from the same manufacturer and with the same reduction. Regular price \$5.00; sale price \$3.00.

A "DRIVE" IN NAPKINS.

\$1.68 A DOZEN

From a manufacturer in Bischoff; we received a consignment of 200 dozen Napkins, slightly imperfect in bleaching...

Half Price--\$1.68 Doz.

MAIL ORDERS FILLED.

NEW PLAID DRESS GOODS \$58c.

Amongst the many handsome goods imported by us this season, none are more handsome or suitable for children's wear...

FRENCH All Wool Serge, \$65c.

40 inches wide, complete line of newest shades and one of the most stylish fabrics imported, all next week at 65c.

SPECIAL DRIVE In Dress Goods, \$59c.

We purchased at a bargain a lot of 20 pieces finest French Dress Goods in both plaids, checks and stripes that sold readily for \$1.00 up to \$2.00 a yard...

Plaid Beiges, 39c

38 inches wide, stylish and new; we consider them the greatest bargain we have ever offered. On sale for this week only, at 39c a yard.

Mail Orders Promptly Filled.

S. Morse & Co

NEW DRESS GOODS

Direct from the

GILBERT MILLS.

54 Inch Beige Mixture 69c

All new and desirable mixtures for Fall and Winter seasons, regularly sold at \$1.25 everywhere; we consider it a rare bargain at 69c a yard.

54 Inch Gilberts Flannels 75c.

These all come in neat checks and invisible plaids, usually sold at \$1.25; we have a large assortment which we can now offer at 75c a yard.

FRENCH BROADCLOTH \$1.50.

54 inches wide, colors black, garnet, boreal, chasseur, havanna, mahogany, mordore, myrtle, caeter, navy and sultan. This is the same quality we sold so readily last season at \$2.25; now only \$1.50 a yard.

French Henriettas \$1.25.

48 inches wide, complete range latest shades, and warranted not to separate or draw apart; do not pay more than this is the finest cloth made. Our price only \$1.25 a yard.

Scotch Ginghams, 10c.

Monday morning we place on sale 3 cases of imported Scotch Ginghams worth at usual price 20c a yard; being the end of the season we secured them so that we can now offer them at 10c a yard.

LADIES' LISLE VESTS, \$30c

These are Jersey fitting with fine Crocheted Neck, Silk facing and pearl buttons, usual price 75c, now on sale at 50c.

LADIES' Silk Vests \$1.50.

Jersey fitting, come in cream only, low neck and sleeveless, former price \$2.50; now on sale at \$1.50 each.

Children's Hose, 25c.

On one table we have placed all our odd lots in Children's Hose, all sizes from 6 to 8; quantities ranging from 35c to 65c a pair, are now offered at 25c a pair.

Examine our New Stock of Yarns, Zephyr, and Canvas.

S. Morse & Co

Marseilles BED SPREADS

At \$4.00.

Our buyer when in New York secured two cases of Marseilles Bed Spreads, extra large size and a very fine quality. They are the same number that usually retails everywhere at \$6.50. For one week we offer them at \$4.00 each.

At \$1.50

We place on sale 250 dozen fine, large, Huckabur Towels, worth \$2.00, at \$1.50 a dozen.

At 25c.

We offer another lot of very fine Huckabur, Damask and Birdseye Linen Towels that have sold at 35c to 50c. Choice, on one table, at 25c.

Wool Laces 2c

Monday morning we offer a purchase of 15,000 yards of finest quality Wool Laces, in all the desirable fall shades. Many are worth 25c, while none are worth less than 10c. For one week at 2c a yard.

Wool Laces 3c

These are double the width of the above lot; come in popular fall shades. During fair week only 5c a yard.

CACHEMIRE D'ECOSSE Double Chaîne 75c.

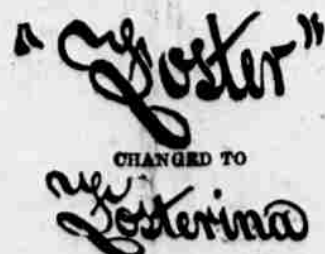
Full 40 inches wide, made of finest wool and every shade that is manufactured. This is our regular \$1.00 quality but for one week will offer them at 75c a yard.

42 Inch all Wool SURAH ROYAL \$1.00.

This is a direct importation from Roubaix. Our range of color comprise all the newest shades in serpent, olives and riseda and will be placed on sale Monday for the first time at \$1.00 a yard.

KID GLOVES

We are sole agents for Omaha, of the celebrated Foster Lacing Gloves. There has been so many imitations sold, that the manufacturer has been compelled to adopt a new title for their best quality. Hereafter every pair will be marked as in this cut.



Our new stock has arrived in all three qualities, "William," "Fowler" and "Fosterina," and comprises all the newest shades as well as full line of black. Every pair warranted.

S. Morse & Co

Special Sale!

POZZONI'S COMPLEXION POWDER. 20c A Box. Image of woman's face.

With Each Purchase a Sheet of Music, Worth from 3c to \$1.00, Free with Each Box.

39c A Box. Image of woman's face. J.A. POZZONI'S COMPLEXION POWDER.

LIST OF MUSIC PRESENTED TO EACH PURCHASER OF POZZONI'S POWDER.

- Come Back to Erin, W. Kuller. Helier Cradle Song (Wiegand), Heller. Dolores (Valse), Waldteufel. Hymnia (Valse), N. Ondrej. La Vittoria (Valse), E. Bucalossi. Marche Aux Flambeaux (Czechlight), Scharwenka. Pizzicati Polka, Leo Deibes. Qui Vive (Capot), W. Ganz. Genesia Waltz, Lewythan. Aida (Fantasia), Verdi. Arranged by Gustav Lange. Verdi. Alice (Romance), J. Ascher. Bohemian Girl (Potpourri), H. Cramer. Il Corricolo (Gallop Brilliant), Detran. Don Cesar (Maritana Waltzes), Ludwig Dellingner. Fra Diavolo (Selections), J. S. Smith. Grande Marche Militaire, H. A. Wodchmann. Guillaume Tell, Edouard Dorn. Il Trovatore (Potpourri), Verdi. Arranged by H. Cramer. La Traviata (Selections), F. Beyer. L'Argentine Sillery, Tosti. La Valse, E. Ketterer. La Polona (The Dove), W. Waldteufel. Arranged by Tosti. Lohengrin (Fantasia Brilliante), J. Leybach. Truener, Schumann. As played by Thomas's Orchestra. Norma (Fantasia Brilliante), Leybach. Ah, I have Sighed to Rest Me (Trovatore), Verdi. Arranged to the famous "Miserere".

5c. MUST ACCOMPANY EACH MAIL ORDER TO DEFRAY POSTAGE. S. P. MORSE & CO.

GENTS' FURNISHING DEPARTMENT.

Flannel Shirts, \$1.98.

We have just received a new consignment of Men's Plain and Fancy Flannel and Tricot Shirts which we will offer during this week at \$1.98 each.

MENS' NECKTIES 25c.

For one week we will offer every Necktie in the store that we have been selling from 35c to 50c, all at the uniform price of 25c each.

ODD LOT Shirts and Drawers 75c Each.

We have an accumulation of odd sizes, both Shirts and Drawers, in Lisle Thread and finest Balbriggan. Many are worth twice and three times the price asked. To clear the lot we have marked them all 75c each.

CAMPAIGN Silk Handkerchiefs, 35c Each.

FAST COLORS.

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39c A Box. Image of woman's face. J.A. POZZONI'S COMPLEXION POWDER.

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- Anchored (Haritone Song), Watson. Bloom is on the Eye, Bishop. Children Asleep, Shirwell. Day and Night (Thought of Thee), Shirwell. Daddy, Beltrond. Good Bye, Sweetheart, Schuber. Good Night, My Child, Franz Abt. The Guardian Angel, Gounod. Kathleen Mavourneen, F. N. Cross. Kerry Dance, Molloy. Killarney, Halford. La Polona (The Dove), Tosti. Mother's Darling (Cradle Song), Vickers. Never to Know, Theo Marzials. Our Last Waltz, Molloy. Polly and I, A. M. Wakefield. Scenes From the Garden, Schubert. Scenes That Are Brightest, Wallace. Scout's Song, Campana. Take Care of the Heart, Charles. Thin Eyes so Blue and Tender, Lassen. They All Love Jack, Adams. Thy Face, Marriott. Twenty-one, Molloy. When Sparrows Build, Gabriel. The World and His Wife, Roskel. Wien I am Near Thee, Marie, Franz Abt. Alide with Me, Humboldt. Angels Ever Bright and Fair, Handel. Consider the Lilies, Topiff. He Giveth His Beloved Sleep, Jules Benedict. Fee as a Bird, Dana. The King of Love My Shepherd is, Gounod.

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LADIES' HOSIERY.

Startling Cut In Prices!

First Lot, 15c.

These are a lot of Ladies' Fancy Striped Cotton Hose, qualities that have sold from 25c to 35c. We now offer them without reserve at 15c a pair.

Second Lot, 25c

Another lot of Fancy Striped, Plain, Tans and Modes, also Black, that we have been selling regularly from 35c to 50c. We have marked all at 25c a pair.

Third Lot, 39c.

These are a drop-stitch Cotton Hose, in Slates, Tans, New Browns, and all newest shades, worth 65c; now reduced to 39c a pair.

Ladies' 4-Button Kid Gloves, 69c.

Monday morning we will place on sale 100 dozen Ladies' Kid Gloves, embroidered back, colors and black, and worth \$1.25. Sale price 69c a pair.

S. Morse & Co

Special Sale

—OF— FINE

Satin Damasks! At 55c.

We offer 10 pieces of Bleached Damask worth 75c, for 55c a yard.

At 65c.

We place on sale for one week, 12 pieces Satin Damask selected patterns, worth 90c; for 65c a yard.

At \$1.00.

We offer a specially choice selection of 18 pieces 72 inch double Satin Damask, regularly sold at \$1.75; during this sale only \$1.00 a yard.

At \$1.25.

We have 20 pieces of full 2 yards wide finest grass bleached Satin Damask, a quality always sold at \$2.00; sale price only \$1.25.

SILK PLUSH Stand Covers, \$2.00.

During the summer season we have had a large force of employees engaged making these goods. Monday morning we place on sale 200 made of finest Silk Plush with rich bordering of Tapestry. Regular price \$3.50; our price only \$2.00 each.

Agents for Butterick's Patterns.

CARPET Department!

Our Fall Stock is Replete with The Latest Novelties and Exquisite Patterns of Body Brussels, Wiltons, Moquettes, Ingrains, Etc., Etc. and an early selection will insure you a much handsomer carpet than you can buy when the assortment is broken.

Every week the rolls will be cut into; before the middle of September the most popular patterns will be exhausted. It is the experience each year. People who intend to purchase, wait until a week or so before they need their house and so lose all the benefits of a wide selection.

THERE IS NO QUESTION but that our Carpet and Drapery Departments have the finest assortment and largest stocks in the same line in Omaha, and our Prices are Always the Lowest.

S. P. MORSE & CO