

The MORSE Dry Goods Co.

Three Quarters of a Million Dollars' Worth Dry Goods—Notions—Silks Bought at Auction at About Fifty Cents on the Dollar.

(Cover of Auction Book.)

GREAT PEREMPTORY TRADE SALE

By Order of the Manufacturers,

Schwarzenbach, Huber & Co.

Office and Salesrooms, 472 and 474 Broome Street.

PEREMPTORY SALE

OF

7,000 PIECES

AMERICAN and FOREIGN

Black, Colored and Fancy

SILKS

TOWNSEND & MONTANT,

Auction Rooms, Nos. 87 and 89 Leonard Street.

WEDNESDAY, FEB. 7, 1894.

AT TEN O'CLOCK.

Our buyer succeeded in getting the cream of this stock, at about 50 per cent of the cost of import, and they will be put on sale Saturday and continue until every dollar's worth is sold. Some of the most desirable goods are in small quantities; come early and get first choice, at this the grandest silk sale ever held in Omaha.



Cut of the Walker Building, Chicago.

Three-quarter million dollars' worth of Dry Goods at prices that have had no parallel in all times; extra salespeople, extra delivery wagons; in fact our facilities have been increased in every direction, for this the grandest slaughter sale of Dry Goods ever held in Omaha.

PEREMPTORY AUCTION SALE

COMMENCING ON WEDNESDAY, FEBRUARY 7, 1894, at 10 A. M., Of the entire WHOLESALE DRY GOODS STOCK of the well known Jobbers

The Jas. H. Walker Company,

At their Stores, MARKET and ADAMS STS., CHICAGO, by order of The Equitable Trust Co., Trustee, at

PUBLIC AUCTION,

Inventoried Value, \$652,000,

Consisting of FIFTEEN (15) DEPARTMENTS:

- Dress Goods, \$95,000
- Silk, \$45,000
- Shawls, \$10,000
- Domestic, \$95,000
- Notions, \$95,000
- Prints, \$30,000
- Hosiery and Glove, \$30,000
- Ginghams and Wash Fabrics, \$15,000
- Gents' Furnishing Goods, \$55,000
- Laces, Embroideries, Ribbons, \$45,000
- Linens, White Goods and Hdks., \$75,000
- Flannels and Blankets, \$85,000
- Jeans, Cottonades and Cassimeres, \$30,000.

No sale of such magnitude has ever taken place in the west, and the undesirable goods have been closed out with a view to reorganization which was up to a recent date contemplated by the Chicago Dry Goods Co. Caring to the failure of these plans, the entire stock will be sold at Public Auction to the highest bidders in lots to suit the trade, and it will be to the interest of every merchant to attend.

GOODS ARRANGED FOR SALE BY SAMUEL GANS, Manager, GEO. P. GORE & CO., Auctioneers, Western Salvage Wrecking Agency.

Saturday morning, the Walker Bankrupt stock, the largest sale of Dry Goods, and the most favorable opportunity for buyers that the people of this or any other city have ever known. The early bird gets the worm.

Saturday night after 7 o'clock, LADIES' SEAMLESS Fast Black Hose, 20c quality, for **5c**

Saturday morning at 8 o'clock and as long as one case lasts, Indigo Blue Calico **1c** Yard.

Dress Goods From the bankrupt Walker stock. Double width novelty goods, all the new colors, Walker's jobbing price 20c a yard, our price

- .09 38-inch black and white plated woolen dress goods, Walker's jobbing price 42c, our price
- .19 38-inch cashmere, all colors, Walker's jobbing price 37½c, our price
- .19 Several cases all wool 42-inch chevrons in all shades and colors, Walker's jobbing price 75c, our price
- .39 Several cases of plain and fancy weave dress goods, in all the new colors, Walker's jobbing price 57c, our price
- .50 One lot 44-inch twills, diagonals and fancy weaves, in different colors, Walker's jobbing price 85c, our price
- .59 One lot 46-inch twills, diagonals and fancy weaves in new colors, Walker's jobbing price \$1, our price
- .75 30 pieces 54-inch French broadcloth, Walker's jobbing price \$1.50, our price
- .97 A lot of 46-inch all wool crepon, beautiful goods, jobbed by Walker for \$1, our price
- .69 2 cases of chilles, handsome colors, Walker's jobbing price 30c, our price

NEW CHINA DEP'T On 2d Floor From this department we are giving three of the most astounding values ever attempted by anyone.

- 4.38 Bargain 1. Who ever heard of it, a genuine china, handsomely decorated, tea set, 56 pieces, regularly sold at \$7.50, for
- 8.52 Bargain 2. A cottage dinner set, just what you want. The set is Ridgeway's finest English porcelain, finely decorated, in colors, and gold trimmed. They are worth \$14.00, but you buy them now for
- 49.75 We have a big lot counter, filled with goods, worth up to 25c each; also one lot of old decorated plates, all colors, and sizes, worth 10c, 15c and 20c, all together at
- .05

Silks and Velvets.

From the auction rooms of Townsend & Montant and the Walker bankrupt stock.

- One lot China silks, worth 60c, our price, .40
- One lot China silks, worth \$1.00, our price, .60
- One lot of China silks, beautiful designs, worth 75c, our price, .49
- Black faille francaise, all silk, worth \$1, for .73
- Black satin rhadames, all silk, worth \$1.00, for .73
- All silk satin duchesse, worth \$1.50, for 1.19
- 27-inch black Louisiana Imperial, worth \$1.25, for .94
- Black crystal bengaline, worth \$1.25, for .87
- Black crystal bengaline, worth \$1.35, for .97
- Black crystal bengaline, worth \$1.50, for 1.15
- Black crystal bengaline, worth \$1.75, for 1.19
- 25 pieces of striped taffeta, all silk, worth \$1.25, for .97
- 20 pieces plain colored satins, these goods are worth 75c, for .49
- One lot of plain colored surahs for .26
- 11 pieces colored crystal bengalines, worth \$1.50, for .98
- One lot 22-inch changeable peanmignon, worth \$1.50, at 1.00
- Colored faille francaise, all silk, cheap at \$1.25, at .97
- 5 pieces figured crape, evening shades, for .69
- 35 pieces colored silk velvets, worth \$1.25, for .75
- 27-inch shantongs, all silk, these goods are sold everywhere at 75c a yard, for .50
- One lot of shantong silk, good value at 50c, at .35

SHOES

For Saturday and Monday we will give our patrons some tremendous bargains in our new shoe department, at the Farnam street entrance. Our \$5.00 hand-turned imperial kid piecicully best kid top lace or button shoes, all sizes and width, for 3.99. For \$4.00 our hand-made Brazil kid cloth top patent leather counter and piecicully last, all sizes and width. This shoe has always been cheap at \$5. We will give you your choice of all our styles in \$4.00 and \$5.00 shoes for \$3.00, and your choice of all our \$3.00 shoes for 2.45.

MUSLINS, TOWELS, LINENS

- From the Walker bankrupt stock. Fruit of the loom Lonsdale 4-4 muslin 62½c, our price .04½
- Lonsdale cambric .08 1-3
- 9-4 bleached sheeting, worth 22c for .13
- 5-4 bleached pillow case muslin worth 15c, for .09
- Bed ticking, 20c quality, for .12
- Beekley cambric, 15c quality, for .09
- Brown and blue denim, 18c quality, for .11
- Bleached cauton flannel, 12½c quality, for .06½
- 18x36 oatmeal towels, 12½c quality, for .06½
- 64-inch heavy cream damask, 90c quality, for .37½
- 70-inch extra heavy bleached damask, 90c quality, for .59
- 5-8 napkins, 85c quality, for .60
- Fast colored turkey-red damask, 50c quality, for .29
- 18x36 heavy damask towels, 25c quality, for .12½

Men's Furnishing Goods.

- From the bankrupt Walker stock. Heavy Random underwear, Walker's jobbing price, 62½c, our price .39
- Jersey ribbed Portsmouth underwear, Walker's jobbing price 71c, our price .57
- Fleece lined underwear, Walker's jobbing price 75c, our price .63
- Heavy natural woolen underwear, Walker's jobbing price 62½c, our price .48
- Extra heavy natural woolen underwear, Walker's jobbing price 87½c, our price .79
- Very fine royal ribbed underwear, Walker's jobbing price \$1.50, our price .98
- Camel's hair underwear, Walker's jobbing price \$1.00, our price .83
- Flannel outing shirts, Walker's jobbing price \$1.25, our price .98
- Flannel outing shirts, Walker's jobbing price \$1.00, our price .72
- Flannel outing shirts, Walker's jobbing price 65c, our price .39
- Unlaundersed shirt, one quality that Walker sold for 65c, our price .49

LADIES' Muslin Underwear.

- One quality of the very fine heavy unlaundersed shirt that Walker sold for 80c, our price .69
- All linen collars, Walker's jobbing price \$1.05 per dozen, our price .07
- Men's regular made cotton hose, Walker's jobbing price \$1.35 per dozen, our price .10
- Four in hand scarfs that Walker jobbed for \$6.00 and \$9.00 per dozen, our price .39
- A lot of ladies' muslin drawers and corset covers, trimmed prettily with embroidery and lace, our price .21
- A special bargain in ladies' night dresses, trimmed with laces and embroideries, never sold at less than \$1.25, our price .47
- A line of cambric and muslin night gowns, skirts, drawers and corset covers that are elaborately trimmed with embroideries, laces and fancy colored edgings, that are sold at \$1.35 and \$1.50, our price .97
- In our corset department we will sell two cases of very fine and strong corsets that Walker jobbed to sell for 75c, our price .37

Saturday morning at 8 o'clock, and as long as 100 dozen lasts Ladies' Vest 1c Each.

Saturday Night, after 7 o'clock, Fancy Dress Gingham 2 1/2c Yard. Kid Gloves. .63

Ladies' and Children's Hosiery

- From the Walker bankrupt stock. Ladies' fast black seamless hosiery, Walker's jobbing price \$1.50 per dozen, our price per pair .11
- Ladies' fast black spliced heel and toe hosiery, Walker's jobbing price \$2.50 per dozen, our price per pair .18
- Ladies' fast black double heel and toe fine hosiery, Walker's jobbing price \$3.25, our price per pair .25
- Ladies' double heel and toe, tan colored stockings, Walker's jobbing price \$2.50, per dozen, our price per pair .18
- Children's and misses' fine ribbed double heel and toe hosiery, Walker's jobbing price \$2.00 per dozen, our price per pair .11
- Ladies' fast black, double heel, toe and soles, with ribbed top, Walker's jobbing price \$4.50 per dozen, our price per pair .35
- Ladies' very fine spliced heel and toe hosiery, Walker's jobbing price \$6.00 per dozen, our price per pair .47
- Ladies' fine cotton and lisle thread hose, Walker's jobbing price \$7.50 per dozen, our price per pair .57
- Ladies' extra fine lisle thread hose, with spliced heel, Walker's jobbing price \$9.00 per dozen, our price per pair .62
- Children's fine ribbed, tan colored hose, with spliced heel and toe, fast colors, Walker's jobbing price \$2.50 per dozen, our price per pair .18
- A lot of ladies' fine Egyptian union suits, Walker's jobbing price \$7.50 per dozen, our price .47
- Ladies' very fine Egyptian cotton vests, Walker's jobbing price \$3.00 per dozen, our price .19
- Ladies' fine natural wool jersey ribbed vests Walker's jobbing price \$7.50 per dozen, our price .48

Wash Goods.

- 50 pieces of French satoons, Walker jobbed to sell for 25c, our price .10
- A case of Amoskeag gingham that Walker jobbed to sell for 8 1-3c, our price .05
- A lot of very fine zephyr gingham that Walker jobbed to sell for 12½c, our price .05
- 100 pieces of outing flannel, dark, medium and light colors, Walker jobbed to sell for 15c, our price .6½

COMFORTABLES & BLANKETS

- Comfortables that Walker jobbed to sell for 75c, our price .19
- Comfortables that Walker jobbed to sell for \$1.25, our price .49
- Very fine comfortables, covered with fine goods, that Walker jobbed to sell for \$1.50, our price .69
- And a much better comfortable, very fine one, that Walker jobbed to sell for \$2.00, our price .99
- About 200 pairs of blankets, both gray and white, Walker jobbed to sell for \$1.00 per pair, our price .37½
- A lot of blankets, much finer ones, that Walker jobbed to sell for \$1.50, \$1.75 and \$2.00, our price .69

BASEMENT.

Many are the bargains you'll find for the kitchen. We'll sell you— 65c wash tubs for 39c, 85c wash tubs for 49c, Good wash boards, 5c CLOTHES WRINGERS—In the bill these were \$59.00 worth of them. The celebrated Rival wood frame and Daisy iron frame wringers. Rival wringers worth \$3.00 cost you \$1.50. Daisy wringers worth \$2.25 cost you \$1.29. One immense table of assorted baskets, worth up to \$1.50 each, lots of new styles and shapes, at 25c for your choice. Bachel baskets worth 10c and 15c at 5c. Pine selected parlor brooms, regular 30c, at 19c. One lot feather dusters, worth up to 25c, go at 10c each. TINWARE. Copper bottom boilers, good ones, 55c. 50 dozen wash basins, all kinds, worth 10c to 20c each, for 5c. Nickel-plated tea kettles, copper rim, worth \$1.00, for 50c. We fully expect to employ many extra wagons to deliver goods from basement. Such prices never have been quoted, and won't be soon again. Come early while assortment is good.

The Morse Dry Goods Co 16th and Farnam Streets.