

CONTINENTAL CLOTHING CO.

OMAHA.

BOSTON.

NEW YORK.

DES MOINES.

OVERCOATS

FALL AND WINTER.



This will be our last busy week on Fall Overcoats. The demand is for something heavier. Our winter weights are all in.

SPECIAL BARGAIN

Our \$15 Melton Overcoat

In Four Different Shades.

Don't buy until you have seen them. We will take pleasure in showing this line. If you are not ready to purchase step in and look at what we have made up. You will be surprised at the quantities, but that is the way we do business, not a few garments, but hundreds.

Boys' and Children's Overcoats.

Parents are interested in the new things that are coming in every day. Our sale of Boys' Suits this week will bring many purchasers. We will be glad to show you the new things in Overcoats.

Remember Our Big Sale of Underwear THIS WEEK.

Merchant Tailoring.

YOU are invited to inspect the most complete merchant tailoring department in the city. Promptness and attention to the wishes of our customers has gained for this department a host of friends.

Price for Business Suits, \$35 to \$45  
Dress Suits, \$40 to \$60

The Result

OF Personal attention to the manufacturing of our own goods and a determination to sell only reliable goods, has gained a reputation for the Continental which

No Other Method Will Bring About.



EVERY DEPARTMENT FILLED WITH THE

NEWEST and BEST

SPECIAL SALE IN

Boys' and Children's Suits.

BEGINNING MONDAY.

Don't fail to see our bargain lines of Knee Pant Suits at \$4 and \$4.50.

SPECIAL BARGAIN LINES IN FALLOVERCOATS

IN MEDIUM WEIGHTS.

You will take special interest in our Melton Overcoats at the popular price of \$15. Our big sale of underwear will draw. Quality, quantity and prices are the attractions.

SPECIAL SALE

—OF—

Boys' and Children's

SUITS.



We have reason to feel that public confidence is established as to the quality of clothing in our Boys' Department. The reasons are that we have a complete assortment of the best, made in our own workrooms with special care and such as are adapted to our trade. We propose to show you this week, what we can do for you in the line of Boys' Knee Pant Suits at \$3.50, \$4 and \$4.50. We will place on sale Monday some of the best values we have ever offered in Boys' Clothing.

Special Line Boys' Jersey Suits, price \$3.00 for Monday.

SPECIAL BARGAIN LINES

Boys' Cassimere Suits <sup>KNEE</sup><sub>PANTS</sub> \$3.50 & \$4

Boys' Fancy Cheviot Suits, \$4.50 & \$5

Boys' Long Pant Suits, \$8, \$10 & \$12

Don't fail to examine these lines whether you wish to purchase or not.

Special Sale on

Monday of

Boys'

and

Child'n's

Knee

Pant

Suits

Price \$2.50 to \$3.50.



Hat Dept.

Popular Prices.

Celebrated Makes

There is nothing better than the Wilcox Derby. Our price is \$3.50. You can pay a higher price, but get nothing better. We have tested them; have sold them for three years, and they give perfect satisfaction; made in different dimensions to suit all.

The Criterion.

Our \$2.50 Derby, made exclusively for the Continental, in five different shapes, at \$2.50. We will not sell a hat which we cannot guarantee. Remember, we carry only goods sold by the leading hatters in the country. A full line of Sietson's Soft Goods.

Special Sale on Monday

—ON—

Boys' Crush Hats, Price 50c  
Girls' Outing Caps, Price 50c

This week will be a busy one in our

Boys'

and

Child'n's

Dept.

Bargain

Prices

Will Prevail.

SUIT DEPT.

If you want the best for the price, we believe we can please you. Our perfect system of fitting all forms guarantees a perfect fit. Regular sizes, stouts, slims and extra sizes. We aim to have any alteration made that is necessary free of cost, but alterations are seldom necessary.



Special bargain lines men's Black

Suits this week,

Price \$15

It will be to your advantage to examine these lines. They are the best values we have ever shown. The latest.

Black Cheviots are more popular this season than ever in sacks and frocks--prices, \$12, \$13 and \$18.

Special nobby styles in double-breasted sack suits, price \$18.

Our Suit stock is superior to all others. Devoted only to the sale of moderate priced clothing.

No Shoddy. No Old Styles.

Money always cheerfully refunded for any purchase not satisfactory.



FURNISHING GOODS

DEPT.

GREAT SALE OF

UNDERWEAR

★ THIS ★ WEEK ★

Beginning Monday morning we will offer inducements to purchase fine Underwear at lower prices than have ever been quoted in this city.

We do not mean a sale of Cheap Trash,

But of fine Underwear, including all the well known makes in the market. Do not buy until you have examined our fine Camel's Hair at

\$2.50 PER SUIT,

\$1.25 EACH.

SEE OUR SHOW WINDOWS.

The largest display of fine goods ever shown in the city.