

Grand
HOLIDAY
Sale.

CONTINENTAL CLOTHING HOUSE,

Grand Holiday Sale. Largest Gents' Furnishing Goods Dept. in the City.

HOLIDAY GIFTS.

We have made every endeavor to make the display in our Furnishing Goods Department as attractive as possible, and we feel sure that purchases for the Holidays can be made with greater ease from our immense stock of fine furnishings than in any other house in the city. Many lines of novelties cannot be found in any other stock. We call attention on this page to a few of the most popular articles for gentlemen's wear.

FREELAND, LOOMIS & CO.

SPECIAL HOLIDAY PRICE.

Genuine Silk Umbrellas, \$2.50.

We will offer this week 200 pure silk 28-inch Umbrellas, made for us by the well known makers, Follmer, Clogg & Co., for our Holiday trade. Natural sticks, gold and silver plated caps, paragon frames, and in every respect a fine Silk Umbrella, usually sold for not less than \$5.00. It will be hard to find a more appropriate gift than one of these umbrellas. They cannot be found elsewhere at that price. Our line of high cost goods is complete, embracing the most expensive makes in the market for \$5.00 and upward. Don't pay any fancy price until you have looked at our stock.

SPECIAL UNDERWEAR SALE.

The past week has demonstrated that the purchasing public appreciated our prices at our great Underwear Sale. We have only one large lot left which we offer this week.

Vicuna Underwear

\$1.00 PER GARMENT.

150 dozen of the finest quality Vicuna Underwear ever placed on our counters. It is made of pure Australian wool, regular patent shapes and for gentlemen who appreciate an undergarment of the finest, softest texture that is manufactured in this country, these goods will commend themselves. They are full heavy weight, 12 lbs. per dozen, and have been sold by us for the past two years for \$2.00 per garment. With a view of extending our trade to the fullest extent with gentlemen who appreciate fine underwear and furnishing goods, we will offer this lot until closed, at precisely one-half our former price, viz:

\$1.00 Each Garment.

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With the limitation to delivering not more than four garments to each buyer. This is the most attractive bargain ever offered in our Furnishing Goods Department since we have been in business.

Smoking Jackets and House Coats.

Are becoming more popular each season. Our assortment of these garments embraces exclusive novelties in both fabrics and trimmings. House robes will be found among the variety. A very wise choice for a Holiday Gift may be made by selecting a nice Smoking Jacket. Every care taken to have the garments to fit.

Prices \$8.00 to \$20.00.

We suggest a few of our specialties for holiday gifts of which we will promise you the best assortment and the lowest prices in

Fine Handkerchiefs in linen and silk. A special line of initial goods in both silk and linen—black goods are still popular.

Fine Suspenders are always appropriate gifts. We keep silk and satin, plain and embroidered, in all styles of trimmings, black ground with fancy embroidery is the latest.

Full Dress Shields in Plain and Embroidered.

Fine Half Hose.

Everything in Linen Goods.

Full Dress Shirts.

Gloves,

Mufflers,

Night Robes in Silk Cotton, Wool and Camel's Hair,

Fine Underwear.

GLOVE

DEPARTMENT.

We can show all of the best makes in gloves, Perrins; Fisk, Clark & Flagg's and others. We offer a special price this week on Perrins' best.

\$1.75

Per Pair.

Made in the latest backs. Remember these are Perrins, best—no old stock or broken sizes but all new, fresh goods and we have the new shades. Of course those who come early get the best. They will not last long, but until they are all sold, our price will be \$1.75.

MEN'S DEPARTMENT.

Overcoats AND Ulsters.

Our show windows this week give you some idea of variety, but our windows are not large enough to show a sample of all the different styles. We will not attempt a description, but will show you styles enough and at prices which cannot be equalled where quality is considered.

Prices \$8 to \$30.

FRIEZE ULSTERS.

Our sales this season on Genuine Irish Frieze Ulsters have been larger than at any previous season. We keep them in several shades and in all sizes—cloth lined and wind proof ulsters.

Men's Fine Beaver Overcoats, \$10 to \$15.

Men's Fine Chinchilla Overcoats, \$10 to \$15

Special lines of Meltons at \$15.

NECKWEAR.

We appreciate the fact that the demand for fine neckwear is increasing each season and we have made provisions for a larger sale than ever this week. The best makes and latest designs can be found in our stock, and large quantities to select from. During this week, we will offer a special line of fine 50 cent goods in tecks and four-in-hands, which are better values than anything we have ever offered.

300 dozen full shaped Teck Scarfs
50 cents.

450 dozen 2½-in. Four-in-Hand
Scarfs, 50 cents.

Puff Scarfs.

Special designs in Puff Scarfs
75c and \$1.00.

THE BOYS' DEPT.

Our prices are based on large sales, hence our prices for well-made, honest clothing is no higher than is usually paid for inferior grades. Everything is manufactured in our own workrooms, and our aim is to study the wants of our customers and to give the best value for the least money.

Bargains for the Coming Week.

\$3.50-BOYS' KNEE PANT CHEVIOT SUITS-\$3.50

We will sell 150 cassimere and cheviot Suits, sizes 6 to 12, at \$3.50 per suit. The quantity is large; the season late, hence the low price.

Double-Breasted Cheviot Suits.

SIZES, 8 TO 14. PRICE \$4.50.

This line of cheviot school Suits, cut double-breasted, has been the most popular this season—nobby style, perfect fitting and a good wearer. Price, \$4.50.

Boys' Ulsters.

We control the trade on boys' Ulsters. We don't ask you to select from one or two styles; we have plenty of them cut to fit boys from 13 to 18 years, wide collar, extra length, wool linings and in a variety of fabrics, frieze, chinchillas and cheviots.

Boys' Cape Overcoats,

AGES 4 TO 12.

Special bargain lines at \$3.50, \$4.50 and \$5.00. The season is late, our stock large and prices have been made to close. Don't buy until you have seen our stock. You can save money by fitting the boys in our department.

FREELAND, LOOMIS & CO.,

CONTINENTAL CLOTHING HOUSE,

FREELAND, LOOMIS & CO., Proprietors.

Northeast Corner Douglas and 15th Streets,

Omaha, Nebraska.