## WORDS OF WISDOM.



## CONTINENTAL CLOTHING HOUSE The Event of the Season.

Over $\$ 50,00$ worth of Men's, Boys' and Children's Overcoats and Ulsters from the wholesale stock of the Continental Clothing House of Boston, shipped to Omaha and offered this week at prices averaging about 60 cents on the dollar of the regular retail prices, affording the public an opportunity of buying an overcoat at less than manufacturer's cost. A sale of this magnitude has never been attempted in Omaha, We mean to unload these goods in the next 15 days. Come early
 Men's Usierers, Buys' Usiters, Chiidren's Uliters,
 sell all competitors. This sale means goods retailed at less than jobbers' prices.

We cannot attempt a description. The extent and variety of this stock is bewildering and when it is borne in mind that we sell only reliable, first-class goods, it makes this sale worthy the attention of every person in Nebraska.

Our limited space will allow us to mention only a few of the most attractive lots.

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\$ 8.00 . \quad \$ 8.00 . \quad \$ 8.00
$$

Lot No. 1. We call attention to 100 pure, all wool, heavy weight diagonal overcoats, made in the best manner, guaranteed color, and sold in any retail store at $\$ 13$. Our price $\$ 8$.

## $\$ 6.50$ <br> $\$ 6.50$

Lot No. 2. We offer 125 biack beaver Overcoats, serge lined, silk velvet collars, fly front' and made up in excellent style at $\$ 6.50$ each. Sold in the usual course of trade for $\$ 10$.

## $\$ 11.00$ <br> $\$ 11.00$ <br> \$11.OO

Lot No. 3. This is one of the choicest lots in the whole stock, made from a handsome Kersey, handsomely lined, silk velvet collar and in every respect a first class garment, usually retailed at $\$ 18$. Our price at this sale, $\$ 11$ each.

## $\$ 13$.

$\$ 13$
Lot No. 4. We offer 75 Oxford mixed Kersey Overcoats, satin sleeve linings, a regular tailor made overcoat of the highest grade, the average retail price of which is $\$ 22$; we offer until closed at $\$ 13$.
$\$ 14.00$
$\$ 14.00$
$\$ 14,00$

Lot No. 5. We offer 125 Kersey Overcoats in three different shades, goods made by us early in the season for our finest trade, elegantly trimmed, and cannot be bought outside of our

## ULSTERS. ULSTERS. ULSTERS.

We have sold more ulsters this season than ever before. They have become very popular At this sale we offer the best values ever shown in this city. Remember, no shoddy at any price. Only reliable goods sold at the Continental.

## MEN'S SUIT DEPARTMENT

The balance of the suit stock bought recently from Miner, Beal $\&$ Co., of Boston, will be closed out this week. Many of the best lots are still in good shape. Don't miss this oppor unity of buying a first-class business or dress suit at a saving of from $\$ 5$ to $\$ 8$ on each suit.

## BOYS' OVERCOAT DEPARTMENT <br> $\$ 3.50$ <br> $\$ 3.75$ <br> $\$ 4.00$

At this sale we offer bargain lots of boys' Cape Overcoats at $\$ 3.50, \$ 3.75$ and $\$ 4$. BOYS' STORM COATS AND ULSTERS. Special bargain lines at $\$ 5, \$ 5.50$ and $\$ 6$.

## BOYS' SUIT DEPARTMENT.

Special bargain line during this sale at $\$ 3, \$ 3.50, \$ 4$ and $\$ 4.50$.
CONTINENTAL CLOTHING HOUSE,
Cor. Douglas and 15th Sts

