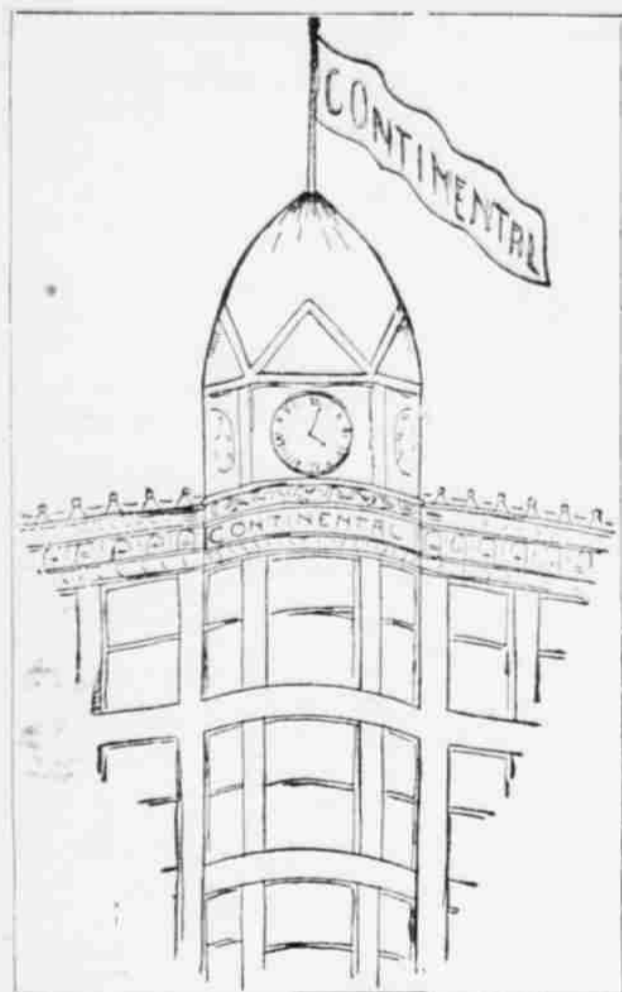


Continental Clothing House



RE-OPENED

RE-STOCKED

RE-FITTED

ALL TRACES OF OUR LATE FIRE REMOVED.

Every department now ready for business with the largest stock of popular priced clothing in the city.
No fancy prices at the Continental

Men's Clothing.

Over 500 styles of Men's Suits now on our tables--the best productions of this season.

ALL
POPULAR PRICED
GOODS.

\$10 For instance--This week we will sell MEN'S FANCY CHEVIOT SACK SUITS at \$10 which will surprise the intelligent buyer. Samples will be shown in our large show windows on Monday. TEN DOLLARS--That's what we call popular priced--particularly when you can pay \$15 for the same goods in other stores. Several styles--all at \$10. Medium and light homespun and cheviots --all at \$10. Made in our own workrooms and worth \$15. This week only \$10. **\$10**

\$15 Another sample of popular prices --CLAY DIAGONAL SUITS at \$15--three-button clay diagonal frock suits--tailor made and trimmed with farmer's satin. The straight price on this suit is \$22, but as another positive proof of the CONTINENTAL'S popular prices we will sell these suits this week at \$15.

Boys' Clothing.

Boys' double-breasted suits are the thing this season--everything double-breasted from 4 years up.

BOYS' SUITS--LONG PANTALOONS at \$10. CONTINENTAL boys' clothing has always been popular. The prices this season will make us more popular than ever. This week we will have our sale of DOUBLE-BREASTED suits for boys up to 19 years old at \$10. **\$10**

\$12 At this price we will show you some of the finest. No fancy prices at the CONTINENTAL--POPULAR PRICES--BIG SALES--THAT'S THE STORY--All new goods--That great fire sale of ours scooped all the old ones.

BOYS' SHORT PANTS SUITS--Just to swell the crowd this week we will sell some suits at \$1.75 to \$2, which are worth double. Come and see them--NO SHODDY or satin at any price. They are not popular. **\$1.75 AND \$2**

Furnishing Goods.

The great popular priced furnishing goods department of this city. New stock. New everything.

Shirts--We carry the Manhattan shirts in regular white goods. FULL DRESS, CHEVIOTS, OXFORDS, MADRAS GOODS.

UNDERWEAR--We claim to carry the largest underwear stock in the city--foreign and domestic goods, all popular priced.

GLOVES--All the reliable makes in stock--PERRIN'S, ADDLER'S, FISK, CLARK & FLAGG'S.

75c SHIRT WAISTS--We carry the STAR shirt waists and sell them for 75c and \$1, and have colorings which can only be found in our stock.

50c NECKWEAR--250 dozen of the best 50c neck ties ever shown in Omaha, on sale this week.

BOYS' BLOUSES.
White and fancy trimmed--twenty different styles FAUNTLEROY BLOUSES displayed this week at \$1.00, \$1.25 and \$1.50. Last season these goods were regarded as a luxury. This season we have them at the above popular prices. **\$1.00 \$1.25 \$1.50**

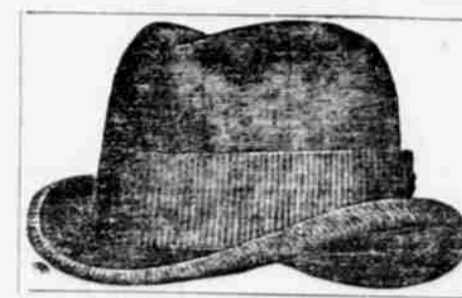
Merchant Tailoring.

Second floor--Is all ready for business--Its capacity has been tested to the fullest this season already.

POPULAR-PRICED
MADE-TO-MEASURE
GARMENTS.

Is the secret of our growth. We employ only the best workmen and give you suits at \$35 to \$38 which you would have to pay \$45 to \$50 for in exclusive tailoring shops. **\$35**

Hat Department.



The TOURIST is the popular.

\$2 Every one will wear a TOURIST this season. The old stiff derby is a thing of the past. Ten different blocks now in stock and new ones coming in every day at \$2 and \$2.50. **\$2.50**

We have the TOURIST for boys like this.

\$1.25 \$1.00 \$1.50



CONTINENTAL CLOTHING HOUSE.

Corner Fifteenth and Douglas Streets.