



Cash Selling

Price Lowering



Money Raising

Money Saving

"INVEST YOUR MONEY NOW"

The great purchasing power of YOUR CASH will be felt again on Saturday. Our unapproachable Money Saving Cash Selling Price Lowering

MONEY RAISING SALE OF MEN'S AND BOYS' CLOTHING

Clay Worsted Suits.

An offer which surpasses that of last week—an opportunity to buy a dress suit for less money than it costs to make one.

Sack Suits—100 suits of pure worsted—made in Sack Suits only—about one-half are round corner 3-button sacks—the others straight front—the biggest worsted value we have ever sold—it's a regular \$12.00 suit, our price Saturday will be.....

7.75

12.75

Frock Suits—At \$12.75 we consolidate four lot numbers of high grade clay worsted Frock Suits sold this season for \$18.00 and \$20.00. They are cut in long, stouts and regular sizes. We unhesitatingly claim them to be the best values in Dress Suits ever sold in Omaha—perfect fitting and tailored second to none in our stock. It's your cash we want. You can have the Suits at

12.75

Boys' 2-Piece Suits.

- Boys' 2-piece Blue Cheviot Suits—4 to 15 years—small sizes—in reefer style—with wide collars. 1.98
2 piece pin check cheviot—in a neat gray effect—our cut price. 2.48
Brown Cheviot Suits—4 to 15—made double seat and knee. 2.18
The same goods in Reefer—sizes 4 to 8—our cut price. 2.00
Dark gray cheviot 2-piece Suits—all sizes. 2.00
Fancy Worsted Suits—up to 14. 3.00
Black and blue chevions at. 2.98

Long Pant Suits. 4.50, 5.00, 5.50, 6.00, 6.50.

Boys' clothing cut to fit—the wear—and the price cut deeper than ever. Come Saturday morning—you can get better attention than in the afternoon.

An Underwear Sensation.

Nothing is so discouraging as trying to sell Underwear to a customer who is thinking of spring—"early bird," etc.

We will sell Our Underwear Saturday— And will have plenty of help this time to wait upon you.

79c For Jersey ribbed Shirts and Drawers—a new lot this week which you ought to see the first thing.

- Men's brown derby ribbed Shirts and Drawers. 28c
Natural wool Shirts and Drawers, full weight. 39c
Fancy mottled, fleece lined Shirts and Drawers. 59c
Heavy finished Halbriggan Shirts and Drawers—the best imported goods. 1.00
Medium weight Wool Shirts and Drawers—just the weight for now. 50c
Super weight camel's hair for early fall wear. 75c
Scotch wool, light weight, Shirts and Drawers. 1.00
Medium Half Hose—two for. 25c
Heavy weight cotton—full finish. 19c
50 dozen Men's Suspenders at. 19c
Boys' Sweaters—in three colors—at. 28c

Boys' Reefers

Are the correct thing this year. No boy wants an overcoat way down below his knees—he can't act like a boy unless he has a Reefer. Some are cut with ulster collars—some with regulation velvet collar—They are the most practical garment ever made for boys' wear—so we are unloading the garment that you want at this season and which you will have to buy later, but prices will not be as low in January as they will be at this sale Saturday.



Boys' Reefer—3.95

Boys' Reefer—3.25

This Sailor Collar Reefer, 3 to 8 years, braided with handsome pearl buttons and mohair collar and cuffs—just makes the boys laugh—it's a gem at \$3.25.



Boys' Reefer—3.50

Wide sailor collar, mohair braid and made from a handsome chinchilla. It's a beauty—a money-saver—and you can buy them at \$3.50 on Saturday. Good way for you to make money.

Brownie Reefer—5.00

In sizes 4 to 8. This garment must be seen on your boy to be appreciated. It is a fancy coat without the fancy price. At our cash sale they are yours at \$5.00.

Money Raising, Money Saving, Price Lowering, Cash Selling.

Boys' Knee Pants 87c— We have them for half this price—but this is a cut on the fine goods.

Another Lot Boys' Pants 45c— You can't buy them outside the Continental for double.

Boys' Ulsters—4.00—4.50—5.00— It's a great time to save money on Boys' Ulsters.

SPECIAL IN Men's Derby's AT 1.95

Not a cheap Hat—but one that you have to pay the hatter \$3.50 or \$4.00 for. We want to make you talk about our Hats—we want work for four men in this department—and we want your money Saturday at \$1.95 a Hat.

Men's Semi-Dress and Business Suits.

We are bound to be the early bird this year. We are satisfied from the result of last Saturday's sale that there is plenty of money in Omaha and that the buyer expects a good deal for his dollars. We are unloading now for two reasons—we want your money now. It is better for us to unload now rather than in January, as is the usual custom.

5,000 Suits, in frocks and sacks, made from fine cheviot cloths—meltons, worsted and cassimeres—to be unloaded regardless of regular values. Long, stout and off sizes in many of the better qualities, so that most shapes can be fitted. It's a money raising—money saving—price lowering—cash selling sale unlike anything yet.

Men's Winter Weight Serge Suits.

The biggest money's worth of the age in men's Double-Breasted Sacks at \$10.75, Single-Breasted Sacks at \$10.75, Single-Breasted Sacks, stouts, at \$10.75. Be sure to ask for it, we have sold them all this season for \$15.50. A hard twisted, smooth surface black serge. For service and color nothing better was ever made—the stout sizes run up to 46 breast. Men's Suits at \$9.75—We have consolidated three lots of high cost Cassimere and Cheviot Suits for Saturday—all cut sack style—which will be sold at \$9.75. They are scotchers. The price is \$9.75. Your cash is the only thing that will buy them at this price.

10.75

9.75

Men's Suits.

We propose to move the largest stock of fine, seasonable goods we have ever owned. We have too many Suits and have cut the prices to the core in order to reduce stock—\$15.00, \$12.00 and \$10.00 worsteds at \$10.00, \$8.00, \$7.00, \$6.00 and.....

5.00

Pantaloons.

Men's choice cassimere, all wool, hair line, up to 42 waist,

1.95

Men's fancy cheviot, absolutely all wool, regular \$3 goods

2.25

Fancy Worsted Trousers

2.50 2.75 3.00 3.50

3.25

Men's odd suit pants, all colors, all lengths, all sizes—the remnants from our fine suit stock—price \$3.25.

Fancy Dress Worsteds 3.75.

About 250 pair of men's fancy dress worsteds, cut in price so that we hardly recognize old prices. Some at

3.00, 3.50 and 3.75.

Winter Overcoats.



20% OFF

On all this season's fine overcoats at \$20—\$22 and \$25.

Our \$20 overcoats cost you... 16.00
Our \$22 overcoats cost you... 17.60
Our \$25 overcoats cost you... 20.00

This offer will not hold good after Saturday—and bear in mind these prices are made for spot cash.

- Men's Black Beaver Overcoats, serge linings, our price at this sale. 6.75
Men's Brown Beaver, full serge linings, \$10.00 is the regular price. 6.50
Oxford Mixed Kersey Overcoats, all styles, serge lining, saten sleeve linings. 5.00
Black Elysian Overcoats, all wool and trimmed like a \$15.00 coat. 9.00
Men's Black Kersey Overcoats, silk sleeve linings, heavy double warp saten body linings, at. 10.00
Blue Kersey Overcoats, regular tailor made, raw edges, taped sleeves, elegant trimmings, at. 12.00
Kerseys, Meltons, Chinchillas, at. 15.00

Men's Ulsters.

- Men's good Linen Beaver Ulsters, full length, wide collar, cut to. 5.00
Men's Wool Kersey Overcoats, sold everywhere for \$10.00, our price. 5.75
Men's Chinchilla, gray color, wool lined, cut extra long and lined with plaid worsted linings. 6.50
BLACK PRIZE—The greatest bargain ever offered at any sale is our all wool, raw edge, black Prize Coat at. 8.75
STACKS OF ULSTERS AT \$10.00, \$12.00 AND \$14.00.

Light Weight Overcoats.

We haven't many to sell—but what are left are tagged so that you can't help buying one—

8.00 10.00 12.00

for values unheard of—and which are only given when merchants want money.

Special Notice.

The prices quoted at this sale are for spot cash. We must refuse to charge any of these goods. We like cash trading. You'll like it. You can't afford to trade any other way.

Odd Vests.

Well, we didn't think so many wanted Odd Vests—we sold a lot of them last week—perhaps it was the odd price that made them so popular—another big lot Saturday for.....

98c

And another bigger lot—You can have all the high cost Odd Vests—which we didn't have nerve enough last week to cut in price—Saturday for.....

1.50

The Continental Corner 15th and Douglas Streets. The Busiest Corner in Omaha. No place in the city where your cash buys as much as at the Continental

N. E. Cor. 15th and Douglas



Money Raising



Money Saving

N. E. Cor. 15th and Douglas

Rules of Business If you are not satisfied with what you have purchased at the Continental Bring the goods back un-injured and get Your Money Easy

