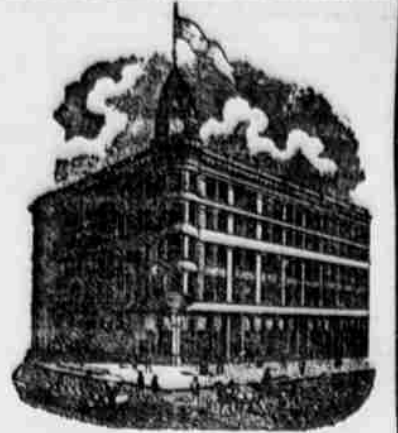


CONTINENTAL CLOTHING CO.



Continuation of the Great Money Raising—Cash Selling—Price Lowering—Money Saving Sale,
SATURDAY, OCT. 24, THE GREATEST BARGAIN DAY OF THE SERIES.
 The High Cost goods go now—the High Cost Suits—Overcoats—Ulsters and Boys' Suits, which had not already been marked down, go on sale Saturday, in order to get more money.

BLACK CLAY SUITS.
 Our entire stock of Black goods will be included in the sale Saturday—We did not want to buy more to fill, so we take the \$22 and \$25 suits and hope to make a clean sweep of everything on Saturday—an offer which surpasses that of last week—an opportunity to buy a dress suit for less money than it takes 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 suit—our price Saturday will be..... **775**

Frock Suits—
 At \$12.75 we consolidate four lot numbers of high grade clay worsted Frock Suits sold this season for \$18 and \$20. They are cut in longs, 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..... **1275**

1550 It is a fact—you can buy any black worsted frock suit on Saturday which heretofore has sold for \$22 and \$25 for \$15.50. Nothing more can be said about them. It's the great dress suit opportunity of your life. Stouts, longs and regulars—some are silk lined garments.

Prince Albert Coats and Vests—
1375 Former price \$20. We will mark on Saturday about 40 Prince Albert coats and vests which are made from the most dressy worsteds at \$4.50 per yard and which we made up in our own custom room to sell at \$20, our price on Saturday will be \$13.75.

MEN'S PANTS
 **350**
 Fancy worsteds—about 300 pairs of our highest cost pants will be sold Saturday at \$3.50. Well—it makes no difference to the buyer how much they cost or what they sold for—we say buy them. We want your cash and you want these pants when you see them.

Men's choice cassimere pantaloons, all wool, hair line, up to 42 waist..... **1.95**
 Men's fancy cheviot trousers, absolutely all wool, regular \$3 goods..... **2.25**
Fancy Worsted Trousers
2.50 2.75 3.00 3.50
325
 Men's odd suit pants, all colors, all lengths, all sizes—the remnants from our fine suit stock—price \$3.25

BROWN CHEVIOTS
 are the scarce thing in the clothing market, but suits at a reasonable cost, with which to continue our sale, are scarce with us, so the High Grade Cheviots must go—

1075 One of the noblest styles in our stock this season is a handsome Scotch Cheviot Check, elegantly made—made as only Alfred Benjamin & Co. can make them—in every respect a tailor-made suit—the price on Saturday is \$10.75. See samples in our show windows.
1250
 Merchant tailors are crying for just such clothes this suit is made from—the regular retail price on this suit all season has been \$20.00—see the samples in the window at \$12.50.
1275
 Another genuine imported Scotch Cheviot, in a handsome dark brown mixture, at \$12.75. The show window will tell you the rest.



MEN'S BUSINESS SUITS
5.00, 6.50, 7.50
 The success of this sale proves that the public take stock in the Continental's statements—
WE MUST UNLOAD COST CUTS NO FIGURE
 We are unloading for the reason that we want YOUR CASH. The best man in Omaha cannot buy here on credit

500 500 Cassimere Suits will be bunched together on Saturday, making the biggest \$5.00 Suit stack ever shown in Omaha—don't be afraid; the price is small, but the quantity is big. \$5.00 worth of cash Saturday for one Suit.
750 Another attractive pile at \$7.50 in men's Cheviot, Cassimere and Worsted Suits—some sold for \$10.00, some for \$12.00. It's a long story, these long values at short prices. A variety of money savers big enough to satisfy the closest buyers.
975 Only people in the clothing trade can appreciate the actual value of some of the Suits in the \$7.50 lot. It's a cleaning-up, cash-raising proposition, so we are doing some desperate things, which you get the benefit of. Some of these styles will be in our show window, but more will be on our counters.
1075 Men's winter weight Serge Suits—the biggest money's worth of the age in men's double-breasted suits at \$10.75, single-breasted suits at \$10.75. Be sure to ask for it. We have sold them all this season for \$16.50. A hard twisted, smooth surface black serge—for service and color nothing better was ever made—the stout sizes run up to 46 breast. Last Saturday we offered them only in blacks, tomorrow we add the same goods in a dark gray, in double and single-breasted suits. Don't even look at any other clothing until you have seen these.

SATURDAY BOYS' REEFER DAY
 Boys' all wool Reefer—they won't have the overcoats. In some stores you will find a few, but at the Continental you will see hundreds. We will sell more on Saturday than all other stores combined—on account of our prices—

1.75
 A handsome blue chinchilla wool lined Reefer, sizes 3 to 8, sailor collar and buttons with a mohair braid collar; we just want to swell the cash buying crowd enough to keep all our extra men busy. \$1.75 will keep salesmen and buyers both busy.
2.65
 The next is a big lot of blue Chinchilla Reefers at \$2.65—in the same sizes. You may be able to buy one of them outside of the Continental for \$3.50, but you are apt to pay \$4.00 for it.
3.25
 Boys' Reefers—
 This sailor collar reefer, 3 to 8 years, braid, with handsome pearl buttons and mohair collar and cuffs—just makes the boys laugh—it's a gem at \$3.25.

CONTINENTAL CLOTHING CO.

20 PER CENT OFF
 On all this season's finest winter

OVERCOATS and ULSTERS

20 per cent off on all
 \$20
 \$22
 \$25
 Ulsters

20 per cent off on all
 \$20
 \$22
 \$25
 Overcoats

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 FRIEZE.
 The greatest bargain ever offered at any sale in our all wool, raw edge, black Frieze Coat at..... **8.75**
 STACKS OF ULSTERS AT \$10.00, \$12.00 AND \$14.00.

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

An Underwear Sensation.
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..... **20c**
 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..... **25c**
 Heavy weight cotton..... **19c**
 Full finish..... **19c**
 Suspenders..... **19c**
 Boys' Sweaters..... **28c**
 in three colors—

We Owe an Apology.
 To some who were disappointed at our odd vest counter last Saturday, through a mistake, a lot of about 200 high cost vests were not on the tables as advertised—they will be there all right this week at \$1.50.
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**

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.
Boys' Knee Pants 95c—
 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—\$3.00—\$4.50—\$5.00—
 It's a great time to save money on Boys' Ulsters.
Price Lowering in Hats.
Our Greatest Success—1.95 Derby—
 Not a cheap hat—but one that you would have to pay the hat \$3.50 or \$4.00 for. We want to make you talk about our hats—we want work for our men in this department—and we want your money Saturday at \$1.95 a hat.

Boys' Reefers—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 for \$3.50 on Saturday. Good way for you to make money.
Boys' Reefers—3.95
 This garment is for boys 8 to 15 years, made from an all wool blue chinchilla, wool and serge linings; this is a Combination Ulster and Reefer and an eye-opener at \$3.95.
A Black Irish Frieze Reefer at—5.00
 Sizes 6 to 16 years, with silk sleeve linings, wool body linings and wide ulster collar, it is the highest cost one we have had this year. Our price on Saturday is \$5.00.
Brownie Reefers—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.

BOYS' SUITS
The Greatest Cut of all for Saturday
In Our Boys' 2-Piece Suits—Ages 4 to 14—
250 Handsome all wool Cheviot Suits, elegantly made and trimmed, in sizes from 4 to 8, all made sailor collar style and the big sizes regular shape.
275 Brown Cheviot—A new lot of 150 Suits, a lot we own because of other people's need of cash; we buy them so as to sell them to you for \$2.75. We will show some of these in our show windows today.
 Boys' 2-piece blue Cheviot Suits—4 to 15 years—small sizes—in refer style—with wide collars..... **2.75**
 2-piece pin check cheviot—in a neat gray effect—our cut price..... **2.50**
 Brown Cheviot Suits—4 to 15—made double seat and knees..... **2.38**
 Dark gray cheviot 2-piece Suits—all sizes..... **1.95**
 Fancy Worsted Suits..... **3.00**
 up to 14..... **3.00**
 Black and blue Cheviots..... **2.75**
LONG PANT SUITS
4.50, 5.00, 5.50, 6.00, 5.50
 Boys' Clothing cut to fit—made to wear—and the price cut deeper than ever. Come Saturday morning—you can get better attention than in the afternoon.

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.

CONTINENTAL CLOTHING CO.

Rules of Business.
 If you are not satisfied with what you have purchased at the Continental, bring the goods back uninjured and get
Your Money Back.