



A PHENOMENAL AND POWERFUL BARGAIN DAY

Here is where the prices will talk. We point with pride to the great success we have attained during this sale. We claim without fear of contradiction that no other house can show such a record-breaker. There is no let-up to our wondrous Money Raising Sale. Our thousands of patrons will testify that we are always busy. Why? Because we are the most daring and enterprising bargain givers in Omaha. Now again this Saturday our entire stock of Men's Suits is to be cut loose—the three great stocks to be unloaded at whatever cost—Alfred Benjamin's Men's Suits—Peck & Hauchhaus' Boys' Suits, and Michaels, Stern & Co.'s Utsters and Overcoats to be actually slaughtered Saturday.



CONTINENTAL CLOTHING CO.

5.00 \$5.00 is not much money, but the amount of value that we will give you in a suit at that price on Saturday mounts up to \$8, \$9 or \$10. 1,500 suits at \$5. Over 20 styles of men's cassimere and cheviot suits, 2 tables full at \$5 a suit. A general clearing up of much higher cost suits just to get them out of the way and to get your \$5 bill **5.00**

Alfred Benjamin's fine Cheviot, Cassimere and Worsted Suits—made to wholesale at \$12.00 and more—will go in one lot Saturday at **7.50**

Ten and one-half dollars for nobby, well trimmed, custom fitting Business Suits—made to retail for \$18.00. If the real merits of Benjamin's quality was known you could not ask for stronger proof of the values. . . . **10.50**

Benjamin & Co's Cheviot, Cassimere and Worsted Suits—not one of which dealers would hesitate to pay \$13.75 for wholesale—are yours Saturday for **9.75**

Alfred Benjamin & Co. excelled in Prince Albert Coats and Vests—because they made them of the most dressy worsteds to be had—they never expected to wholesale them for less than \$15.00—our price **13.75**

All of Benjamin's purchase of genuine Imported Scotch Cheviots with handsome dark brown mixtures and all their clay worsted Frock Suits that you usually pay \$20.00 for—go Saturday at **12.75**

Benjamin's black worsted Frock Suits—made up in all sorts of sizes to fit all sorts of men—suits that you can't buy usually for \$25.00—go on sale Saturday for **15.50**

All of Benjamin's pure Worsted Suits—\$12.00 wholesale—extra 3-button sacks with round corners—mostly—you can have them Saturday for **7.75**

And Cash—we are raising money—not accounts—we want money—that's the reason the prices are lowered.

Boys Suits

Peck & Hauchhaus devoted all their time and energies to the making of the best suits for boys—they are recognized as the fixers of fashions in boys' wear—their goods are always in demand by clothing dealers—but they had 1,500 suits left after a not overly busy season and offered them to us—we offered less—and got them—we know these suits cannot be made for the prices at which we sell them Saturday. We will charge nothing—you must not ask for it. Cash we must have—any kind of money is good—but no one gets these suits on time.

Blue cheviot—absolutely all wool Cheviot Suits—all sizes—same as those we sold last Saturday—plenty of them—small sizes made with sailor collar **2.50**

Brown Basket Cloth Cheviot Suits—over 200 suits sold last Saturday—another lot same goods—same make—same value—Saturday at **2.75**

Sizes 7 to 15—in a nobby olive mixture cheviot—at any other time this suit would be too high for most people—it's within your reach Saturday at **3.50**

Sizes 8 to 15 years—in a neat red and brown mixed cheviot—made in the same manner—we guarantee every suit—we Peck & Hauchhaus make only fine clothing—our price Saturday **3.65**

Cheviots are the best material for boys' wear—any other goods will fade and show dirt—this lot is an indistinct plaid worsted cheviot—it must be seen to be appreciated—price Saturday **3.75**

An imported Scotch cheviot—sizes 7 to 14—generally we can fix the regular value on goods, but at the price we are making on this lot of clothing our ideas of actual values become demoralized—our price on Saturday **3.87**

Black and brown check worsted cheviots—sizes 9 to 15—usually sold for \$6.00 or \$6.50—our price Saturday **3.95**

We have put out more trade winning, friend making values in the past month than ever before—but this lot of Peck & Hauchhaus goods will beat them all **4.15**

A neat dark brown broken check cheviot—one of their best suits—which sell in every first class house at \$6.50—our price Saturday **4.25**

Other lines at \$1.95, \$2.00, \$2.25 and \$2.38. The opportunity of a lifetime to dress your boy right—to buy goods for cash at money raising prices.

20 Per Cent Discount on Overcoats and Ulsters

That are priced at \$20 or more. Take 20 per cent off and the coat is yours Saturday.

Men's Overcoats

We are out of cheap coats—but will cheapen the better ones for Saturday.

Men's blue and black kerseys—of which there are so many imitations—made to sell for \$10.00—on Saturday at **6.75**

Be wise and see our beavers—in blues and blacks—which we will offer at \$8.50—they ought not to be sold under any conditions for less than \$12.00—our price on Saturday shows a loss to us—but you can have them at **8.50**

Blue and black kerseys—made raw edges—serge body linings—with shoulders and sleeves full silk lined—a coat which is retailed at \$18.00 and \$20.00—our price for Saturday **12.75**

20 Per Cent Off

For Cash for One Day More.

Any \$20.00 Overcoat Saturday . . . \$16.00
Any \$22.00 Overcoat Saturday . . . \$17.60
Any \$25.00 Overcoat Saturday . . . \$20.00
Any \$20.00 Ulster Saturday . . . \$16.00
Any \$22.00 Ulster Saturday . . . \$17.60
Any \$25.00 Ulster Saturday . . . \$20.00

For Cash—20 Per Cent Off—For Cash Saturday Only.

Boys' Knee Pants—
The best in the house **95c**

Big Boys' Suits—
in long pants styles—
regular \$5.00 and \$6.00 values—
choice Saturday at **4.50**

Men's Light Overcoats—
the \$10.00 and \$12.00 values—
to be closed out at **8.00**

Ties

2500 neckties
all the late
fashions, made
up in tecks
strings, 4-in
hands and bows
50c ties
25c

HATS

A
\$3.00
Tourist
for
1.95

A
\$3.00
Derby
for
1.95

HATS



Boys' Reefers

We are almost basted on boys' Reefers—but as long as there is one in stock last Saturday's prices will hold good—we will just keep dropping them down to the prices quoted. There never was such a demand for Reefers—boys will not wear a long overcoat—they want a short coat that they can play in.

Blue Chinchilla Reefers—wool lined and in ages 3 to 8—mohair braid sailor collar and big buttons—very swell—Saturday's price **1.75**

Ages 3 to 8—in blue Chinchilla Reefers—that you never buy for less than \$4.00—will be closed out Saturday at **2.65**

Reefers—ages 3 to 8—with braid and handsome pearl buttons—mohair collar and cuffs—the kind that catch the boys **3.25**

Wide Sailor Collar Reefers—with mohair braid on genuine chinchilla—a bargain if there ever was one—Saturday's price **3.50**

Big Boys' Reefer and Ulster combined—ages 8 to 15—made of all wool blue chinchilla cloth—with wool and serge linings—Saturday's price **3.95**

The Reefer that costs the most is our black Irish Frieze—it has silk sleeve and wool body linings—and a big ulster collar—regardless of value 6 to 10 year ages—go Saturday for **5.00**

The Brownie Reefers will have to be replenished after Saturday—for there's just enough of these nobby affairs to last one day—ages 4 to 8 years—as long as they last Saturday you get them for **5.00**

UNDER WEAR

50c

—

UNDER WEAR

75c

—

Two Dollars worth for One Dollar.



Boys' Pants

Boys' Knee Pants—
usually sell for \$1.00—
Saturday's price **45c**

Boys' Knee Pants—
The best in the house **95c**

Big Boys' Suits—
in long pants styles—
regular \$5.00 and \$6.00 values—
choice Saturday at **4.50**

Men's Light Overcoats—
the \$10.00 and \$12.00 values—
to be closed out at **8.00**

Men's Pants

Fine Cassimere all wool Hair Line Pants **1.95**

Fancy Cheviot absolutely all wool Pants **1.95**

Fancy Worsted—extra big bargains in Pants **2.25**

Old Suit Pants—All sizes, colors and values **3.25**

Fancy Worsted—the highest cost Pants **3.50**

Men's Ulsters

Michaels, Stern & Co's black Frieze Ulsters—retailed everywhere for \$12.50—wool lined—wide collar—a genuine frieze coat at **8.75**

Michaels, Stern & Co's Oxford Frieze Ulster—full length—big collar—about \$15.00 worth—at on Saturday **8.75**

A handsome gray chinchilla—with heavy wool linings—a splendid cold weather garment—with heavy worsted linings—at **6.50**

A perfect gem in a tan colored chinchilla—a coat which for service and warmth can't be beaten **9.25**

The big card for Saturday is a lot of Irish Frieze Ulsters—in a dark brown shade—made up with raw edges—taped seams and handsomely trimmed—no better coat in our stock at any price—it's \$20.00 worth of Ulster at **12.00**

Sox
Thousands of them—two pairs for **25c**.
SUSPENDERS,
a lot of 50c ones for **25c**

CONTINENTAL CLOTHING CO.

Money Raising is our watch word—you can't raise money unless you raise cash—and you can't cash selling, unless you do a mighty lot of price lowering—We have lowered the prices because we wanted to raise money—and it's just as satisfactory to the customer to order by mail as in person—we guarantee it when the cash is sent with the order—for this is not only a money raising—Cash selling—Price lowering Sale. It also means for you a great **Money Saving**