

**EXTRA!****CONTINENTAL**  
CLOTHING CO.**EXTRA!**

Our Money Raising Sale has been the greatest success in the history of Clothing selling in Omaha—but Saturday we cut prices right and left—regardless of cost—value or profits—to create a

# Terrific Upsetting of Prices.

The consolidation of three great stocks in one grand sale is made even more attractive by a large purchase of *High Cost Overcoats and Ulsters* from *Rosenwald & Weil* of Chicago. The deal was closed last Monday and the goods are being opened and marked today to go

## On Sale Saturday Morning at 8 O'clock.

Alfred Benjamin &amp; Co.'s

### Men's Suits.

The upsetting of prices is very apparent in the Suits this Saturday, as will be readily seen upon inspection, by the most expert buyer.

Suits that Benjamin sold for up to \$10 will be put in Saturday at \$5.00—You can hardly name a style but what is represented in this lot at \$5.00—all of the latest productions in cheviot and cassimere suits—on sale Saturday at

**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**

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

**7.75**

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**

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

**10.50**

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—go on sale Saturday for

**15.50**Cluett, Coon & Co's  
Collars 9c.

One Dollar Per Dozen.

**9c**Underwear Special  
for Saturday 48c

100 dozen wool fleeced Shirts and Drawers, a regular full finished dollar garment; they are slightly imperfect, but not in a way to affect the wear, but enough to cut the price in two to the wearer at this sale. They go on sale Saturday morning at 48c—one piece or a dozen.

**48c**

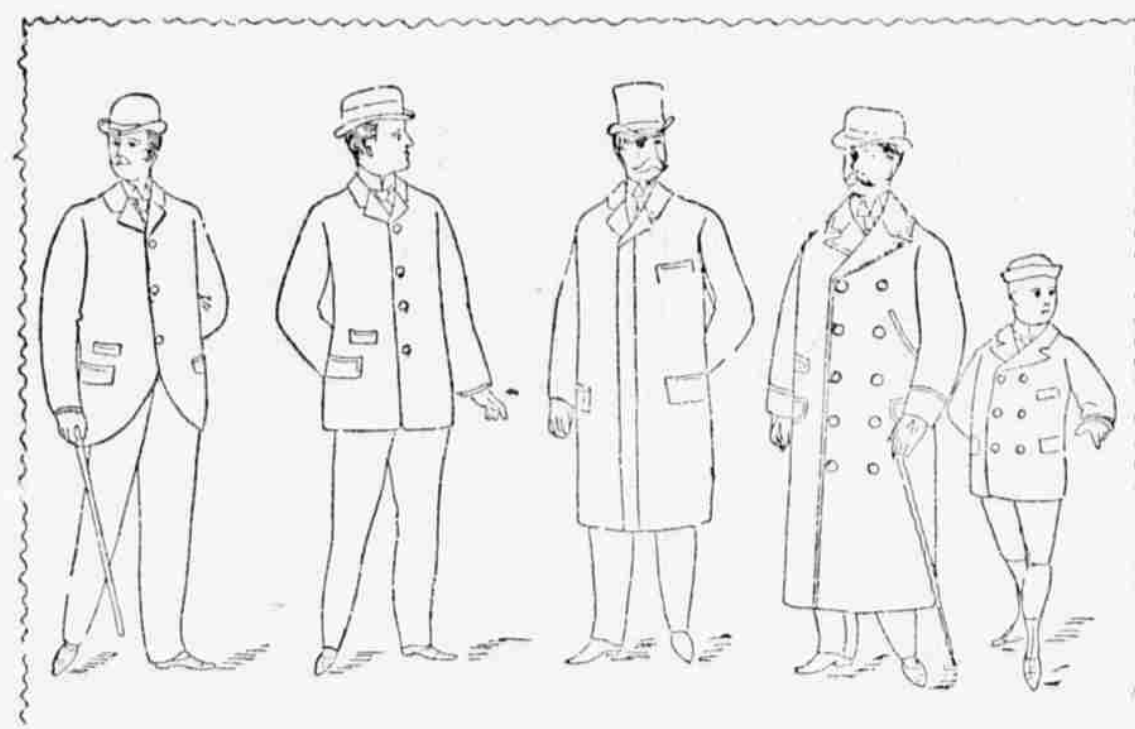
## Extraordinary Means

Must be used to unload the balance of our

### Fine Overcoats and Ulsters

On Saturday, we will again give 20 per cent discount off all our \$20, \$22 and \$25 Overcoats and Ulsters.

No funny business. No tampering with the regular legitimate prices, 20 per cent off in order to get your cash.



A Mountain of

### Overcoats and Ulsters.

Bought from Rosenwald & Weil for so little that we can sell them this Saturday for less than Rosenwald & Weil wholesale them in Chicago.

Oxford Frieze Ulsters—Rosenwald & Weil's price \$9.50, our price..... **6.87**  
Black Frieze Ulsters, cloth lined; Rosenwald & Weil's price \$10.25, our price..... **7.50**  
Oxford Mixed Frieze Ulsters, cloth lined; Rosenwald & Weil's price \$11.00, our price..... **8.50**  
Black Frieze Ulsters, cloth lined; Rosenwald & Weil's price \$11.25, our price..... **8.75**  
Be sure to see Lot 1896, blue Chinchilla Ulsters at..... **9.50**  
All of Rosenwald & Weil's \$18.00 Overcoats at..... **12.75**  
All of Rosenwald & Weil's \$15.00 Overcoats at..... **9.75**

Rosenwald & Weil's good and durable, well made and reliable black and blue Beaver Overcoats— which contain as much style and wearing quality as the usual \$20 and \$30.00 Overcoats—at a price that will astonish you when you read it, and will astonish you still more when you see the coats.....

**5.95**

Rosenwald & Weil's fine black and Oxford Frieze Ulsters—very heavy, durable—warm and storm proof—finished with raw edge lined throughout with fine clay worsted material—iron cloth sleeve linings—beginning to end thoroughly substantial and stylishly made Ulsters—that most any store would consider a bargain at \$10—we offer Saturday at the very low price of.....

**9.75**

Rosenwald & Weil's good and heavy Rough Cheviot Ulsters—cut full length—with full size collars—lined with iron cloth sleeve linings and substantial cassimere body linings—either with or without side pockets—velvet plush pocket linings—it is safe to say that \$10.00 would not buy any better anywhere—this Saturday at the Continental at the low price of.....

**7.75**

Rosenwald & Weil's fine Irish Frieze and Chinchilla Ulsters—in black and Oxford—cut full length to almost reach your shoe tops—with great big storm collars—lined with fancy worsted body lining, silk sleeve linings—in all sizes for men of regular or stout proportions—storm coats that at any other store would surely cost you \$20.00 if not more—offer for this Saturday's sale at the popular price of.....

**15.00**

Rosenwald & Weil's fine black and blue Kersey—cut in the very latest and noblest style—finished with all that painstaking attention to details that characterizes the best made-to-order garments—lined throughout with pure silk of the costliest and richest quality—that will compare favorably with the highest priced made-to-order coats and that were never heretofore equalled in any clothing store in the land for less than \$25.00—the Continental offers this Saturday at only.....

**15.00**

### Michaels, Stern & Co.'s Overcoats.

All that are left are to be closed out Saturday—these 3 special numbers will do it.

Michaels-Stern's \$10 blue and black Kerseys..... **6.75**  
Michaels-Stern's \$12 blue and black Beavers..... **8.50**  
Michaels-Stern's \$20 blue and black Kerseys..... **12.75**

## A HOT BED OF BARGAINS FOR BOYS THIS SATURDAY.

Peck & Hauchhaus' 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**

Peck & Hauchhaus' Brown Basket Cloth Cheviot Suits—over 50 suits sold last Saturday—another lot same goods—same make—same value—Saturday at.....

**2.75**

Peck & Hauchhaus' sizes 7 to 15—in a nobly nice mixture cheviot—at any other time this suit would be too high for most people—it's within your reach Saturday at

**3.50**

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

**3.65**

Peck & Hauchhaus' cheviots are the best material for boys' wear—any other goods will fade and show dirt—this lot is an indistinct plain worsted cheviot—it must be seen to be appreciated—price Saturday.....

**3.75**

Peck & Hauchhaus' imported Scotch cheviots—sizes 7 to 16—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 devalued—our price on Saturday.....

**3.87**

Other lines of Peck & Hauchhaus' Suits 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.

Peck & Hauchhaus' black and brown check worsted cheviots—sizes 9 to 15—usually sold for \$6.00 or \$6.50—our price Saturday.....

**3.95****CASH**

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****CASH**

Peck & Hauchhaus' 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**

MAIL ORDER FILLED

### Boys' Reefers.

#### Reefers

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**

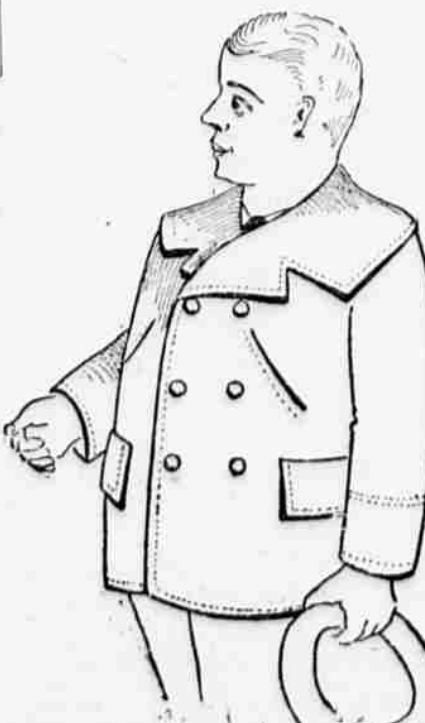
#### Reefers

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

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

**3.25**

#### Reefers

Big boys' Reefers and Ulster combined—ages 8 to 15—made of all wool chinchilla cloth—with wool and serge linings—Saturday's price

**3.95**

#### Reefers

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 16 yrs—go Saturday for

**5.00****CONTINENTAL**  
CLOTHING CO.

Saturday will be the  
**BIGGEST BARGAIN DAY IN BOYS' REEFERS.**

**CONTINENTAL**  
CLOTHING CO.