



## LET US FILL YOUR SOCK

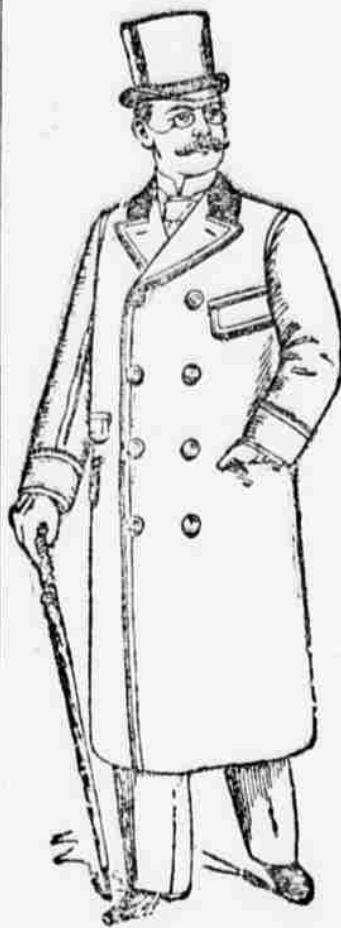
The bigger the sock the better we can fill it—fill it for less money—fill it with better goods—and give you more genuine satisfaction than you can get anywhere else—No store in this wide world has done so much to clothe humanity at a small cost—No store has been so desparately in earnest in all they say or do as the

**CONTINENTAL**  
CLOTHING CO.

in their great stock lowering—cash raising sale—which has demoralized clothing prices to such an extent that even the Continental is Forced to Make Lower Prices than ever to keep up its own great reputation for being the star bargain center of the entire west.

# GREAT SPECIAL HOLIDAY SALE

One more week of price cutting without a parallel—The price cutting is deep in every department—Over 1000 fine overcoats to be sold regardless of cost, in order to dispose of them before January 1.—1500 men's Ulsters thrown into the whirlpool of bargains—Men's suits by the hundreds—Boys' and Children's Suits, Reefers, Overcoats and Pantaloon at almost half their value.



## OVERCOATS AND ULSTERS

A great sale like this without an Overcoat to sell at \$5 would not be exactly an fair—we have no \$5 coats—but we've a lot of handsome black kerseys in sizes 35 to 42 that we've sold for \$8 up to \$10—your chance in the Great Special Holiday Sale.....

**5.00**

It's late and we have a big stock to sell yet or we wouldn't be selling Saturday this beautiful line of great coats in handsome blue chinchilla—with all the storm protecting attachments of the higher priced Ulsters—Great Special Holiday Sale....

**6.50**

And another lot of blue chinchilla Storm Ulsters—worsted lined—solidly made and trimmed—worth \$12 in any store in this broad land—because we're overstocked we cut the price—warm, long and always serviceable—Great Special Holiday Sale.....

**8.50**

Oxford Frieze Ulsters—all wool linings—extra long cut—big storm collars—elegant goods—its the constant pushing and hustling that makes things go—that's why we're pushing Ulsters at our Saturday sale as never before—Great Special Holiday Sale.....

**8.75**

We have an awful big stock of Ulsters that must be cleared out before January 1—and for that reason we've marked a big pile of black Beaver Ulsters with wide storm collars—full length skirt—down to the \$5 price—Great Special Holiday Sale.....

**5.00**

Too many Overcoats in the \$12.50 pile of black beavers makes us cut the price nearly in two—silk velvet collars and perfect linings—all that's good about them—when we cut a price we cut it hard and it draws—Great Special Holiday Sale.....

**6.75**

Too many Overcoats is one of the reasons you can buy an absolutely all wool kersey in a couple of shades for \$7.75 from the pile that used to be \$12—made up in elegant styles—insuring perfection in fit—yours for the asking—Great Special Holiday Sale.....

**7.75**

Too many Overcoats in stock or you could not buy for less than \$15 the blue and black kerseys that go on sale Saturday morning at \$10—you'd not find any coat at any price that's made up better in anybody's store—Great Special Holiday Sale.....

**10.00**

Too many Overcoats for this sort of weather is our reason for retelling for less than the cost of production all the Overcoats in our \$15 pile—including the highest grade and most fashionable fabrics—extant—Great Special Holiday Sale.....

**12.00**

Half silk lined—elegant blue Kersey Overcoats which ordinarily sell for not less than \$20—we have too many—if we fit one of these to your suit—you'll be our steady customer and bring many others with you besides—Great Special Holiday Sale.....

**12.75**

A genuine Irish Frieze Ulster in black or tan shades—as good as any coat that was ever sold for \$15—but too many of them force us to do a desperate act—look at it—The genuine Irish Frieze Ulster at this Great Special Holiday Sale.....

**12.00**

Overstocked on High Grade Overcoats is why you can buy the best one in the house for \$15—made this season—raw edge kerseys in blue and black—the finishing of these coats is simply elegant—dresy in appearance—perfect in fit—Great Special Holiday Sale.....

**15.00**



A lot of all wool Cheviot Suits that cost to make alone \$3.00 and more—ages 7 to 15—Great Special Holiday Sale.....

**2.75**

## BOYS' SUITS

500 brown check Cheviot Suits—double seat and knee—for ages 8 to 14—a most decided bargain—Great Special Holiday Sale.....

**2.38**

Gray pin check all wool Cheviot Suits—the money saving kind—that sell for \$3.50 and \$4.00 usually—Great Special Holiday Sale.....

**2.48**

Great bargain line of high cost brown Cheviot Suits—perhaps a dozen styles in this popular priced line—Great Special Holiday Sale.....

**3.50**

About 100 Suits of imported chevrons—the highest cost Suits in the store—\$6, \$6.50 and \$7 kind—Great Special Holiday Sale.....

**4.25**

## BOYS' REEFERS

Saturday morning we will sell handsome blue Chinchilla Ulsters—ages 3 to 8—wool lined—navy buttons—Great Special Holiday Sale.....

**1.95**

Elystan Reefers—sailor collars—wool lined—guaranteed colors—we have altogether too many of them—Great Special Holiday Sale.....

**2.95**

Big boys' Reefers—ages 8 to 16—black frieze—the best thing out—wind-proof and a great wearer—Great Special Holiday Sale.....

**5.00**

Ages 8 to 16—the all wool blue Chinchilla Reefers—with ulster collars—just what the boys want—Great Special Holiday Sale.....

**4.25**

A Reefer and Ulster Combined—of wool chinchilla—wool serge lined—ages 8 to 15—a bargain—Great Special Holiday Sale.....

**3.25**

## BARGAINS IN MEN'S SUITS

The 3 shades in the men's Cashmere Suits that we place on sale Saturday morning at this price are extra good—the material is made up on the fit—plan—and under ordinary circumstances should sell for \$10—but at our Great Special Holiday Sale.....

**5.00**

Far superior to many \$12.50 suits—and no suit ever sold for less than that can in any way compare with these cheviot and cashmere Business Suits that have all the style and finish of tailor-made goods—too many \$12.50 suits—Great Special Holiday Sale.....

**6.75**

It is no unusual thing to pay your dealer \$12 and often \$15 for wool cheviot and cashmere and worsted Suits such as we place on sale Saturday at \$7.50—the very best tailors have been employed in making up these suits—but—Great Special Holiday Sale.....

**7.50**

If you want a real nobby Winter Suit—one that's equally presentable at church or on the street—a general all around adaptable to all circumstances—kind of a suit—then this is just what you want—we have them in almost any shade or style—Great Special Holiday Sale.....

**9.75**

Brown Cheviot Suits—designed after fashion's latest fad—you see lots of them on the street—the men have been paying \$15 and \$18 for them—but too much of a good thing will make them go at a sacrifice Saturday at our Great Special Holiday Sale.....

**9.00**

Gray Sawyer cashmere is made by one of the greatest cloth manufacturers in the world—each strand in the cloth is wool—pure and simple—and the suits we place on sale Saturday are selling today in the east for double our price—Great Special Holiday Sale.....

**10.00**

Brown Cheviot Suits in all sorts of plaids and stripes and plain weaves such as these we are perfectly safe in saying that you can't duplicate for a \$20 bill, no matter where you go or what kind of a cloth you may have on a dealer—Great Special Holiday Sale.....

**10.00**

The men's Sack Suits in fancy wool and silk mixtures are best and all around the finest lot of goods ever brought to this city—the making, lining, trimming—everything about them is the very pink of perfection—such as other \$25 suits—Great Special Holiday Sale.....

**15.00**

Scotch Cheviot Suits—particularly well adapted to hard usage—made of the most durable kind of cheviot and finished and trimmed in the best workmanlike manner to sell for \$20—will go in one lot Saturday to close out—Great Special Holiday Sale.....

**10.75**

For a combination of excellence in material and neatness in figure we cannot refer you to a better suit than one from the lot of paid cashmere whose price we just about cut in two for Saturday's sale—they are dandies—Great Special Holiday Sale.....

**12.00**

Brown Worsted Cheviot Suits—not only handsome in appearance, but rich in the very best qualities known to the clothing trade—fit and set like made to order—the fineness of this cloth to the touch will convince you of its value—Great Special Holiday Sale.....

**12.00**

Blue cheviot sacks—the solid blue kind—properly cut and tailored—it is hard to conceive of a better bargain than this—any reliable dealer will inform you as to the good qualities of these suits and will at the same time ask double—Great Special Holiday Sale.....

**15.00**

**CONTINENTAL**  
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