



Eastertide.

Suggests new things for little fellows and big ones, too—to appear well dressed without being conspicuous is the ambition of all—Our suits possess an air of quality unsurpassed and cost no more than the flimsy sort.

CONTINENTAL CLOTHING CO.

EASTER SUITS

A great sale of men's and boys' Spring Suits Saturday.

Biggest Stock—Biggest Variety—Biggest Values—Biggest Crowds—Biggest Saturday

\$6.50

The very latest stylish Spring Suits—3 and 4 button cutaway sacks—all wool—brown mixed or plain plaid cassimeres—no other sells them for less than \$10, we sell for cash—so our price is....



\$6.50

\$10.00

*Clay Worsted Dress Suits—3 button frocks or sacks—regular \$15 clay worsted, most elegantly trimmed—all sizes for all men—we sell for cash so our price is



\$10.00

\$10.00

Scotch Plaid chevriots—very newest shades—tobacco brown—most elegantly trimmed—an ideal business suit—proper on all occasions, you can pay \$12.50, but we sell for cash, so our price is



\$10.00

Test us from start to finish Saturday—from the cheapest to the finest—money gets its due here.

\$12.00

Fashion's latest fad—very fine all worsted and fancy plaid chevriots—finest princess serge—lining—pant legs, medium wide or small—with or without straps—others ask \$15.00—our cash price is



\$12.00

\$12.50

Medium weight suits—some of them were \$15.00—some were \$18—and some were \$20—you pay that much on credit—we sell for cash, so our price is



\$12.50

\$15.00

Fine imported fancy chevriot and imported worsted suits—in the newest, nobbiest and most exclusive styles in latest sack, and three-button cutaway style—nothing better at other stores for \$20 and \$25—The Continental for Saturday



\$15.00

EASTER BARGAINS IN BOYS' CLOTHING

\$2.75

Suits—ages 6 to 14 in a handsome oxford mixed chevriot, elegantly trimmed—sells usually at \$5—our crowd drawing price this Saturday before Easter—



\$2.75

\$1.95

At Saturday's great sale 200 reefer suits in ages 4 to 8 only—handsome all wool chevriot—with beautiful braided sailor collars. These suits beat them all—and



\$1.95

EASTER BARGAINS in SPRING OVERCOATS

Spring Overcoats, \$7.50—Saturday we will sell our all wool domestic covert cloth Overcoat, coat, made with strapped seams, silk sleeve linings, at \$7.50. This coat can only be equalled in other stores for \$10.00 or \$12.00.

\$7.50

Covert Cloth Top Coats, \$9.50—Great Easter push on covert cloth Overcoats for Saturday—in the nobby Box Coat, in the shade of imported covert cloth, perfectly tailored and equal to any \$7.50 garment outside the Continental—our price Saturday

\$9.50

Dark Gray Diagonal Imported Spring Overcoats—other stores get \$15.00—we sell for cash, so our price is

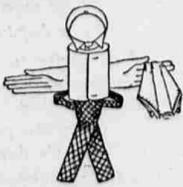
\$10.75

Stein, Block & Co.'s Covert Cloth Overcoats—no equals for style or finish—strapped seams and perfect fit—we sell for cash, so our price is

\$15.00

On Easter the average man, woman and child likes to appear in new clothes—unhappily—times are such that many are unable to afford as much as in past years—but if you come here Saturday you will be astonished to see how far a little money will go.

EASTER NECKWEAR



Among the new colorings in high grade Neckwear—the rich all-over effect predominates in popularity. Particularly appropriate for Easter or evening wear is a line of beautiful Teck and Four-in-Hand Scarfs, made up from silks of our own importation, in exclusive designs—light grounds with delicate colorings, at \$1.00 each.

Special Sale.

In connection with this Easter display of Fashionable Neckwear, we offer at special sale a large lot of Tecks, Four-in-Hands, Imperials, Puffs, Ties and Bows, in all shades. **50c** Special Price..... Also a new lot of Spring Neckwear, in both light and dark effects, in all the new shades of Tecks, Four-in-Hands, Imperials and Band Bows, made for regular half dollar ties. **25c** Special Price.....

\$2.50

300 suits—ages 4 to 15—coats double breasted—in a neat black and gray pin check cassimere that always retails at \$5.00—made by one of the best New York makers—our price Saturday



\$2.50

\$2.75

250 brown pin check cassimere suits—ages 4 to 14—farmer's satin linings, piped facings, absolutely all wool fabric and a never fading material—at less than the cost of materials and trimmings—



\$2.75

We Fill Mail Orders Promptly

A CUT IN BROWNIE SUITS FOR SATURDAY

All the new Suits—we realize this early that we have overbought on this popular Suit and have cut the price on every Brownie Suit of this season's make in order to reduce quantities—\$4.50, \$4.00, \$3.75

\$3.50

Worth \$3.75, \$4.50 and \$5.00. Don't miss this opportunity.

\$2.75. INDIGO BLUE CHEVIOT SUIT.

The usual jobbing price is more than we retail this Suit for—an all wool, fast color indigo blue chevriot, which you can readily pay \$5.00 for outside our store—our price Saturday is

\$2.75

Boys' Fine Suits

In imported worsteds, chevriots and serges

Our Price
\$5 Suits 3.50
\$3.50 Suits 4.00
\$6 Suits 4.50
\$7 Suits 5.00

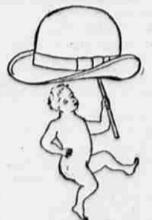
Nothing better in the world than these four numbers—they are the best materials ever used in the production of Boys' Clothing.

Easter Gloves

At **1.00** We offer one lot men's heavy weight Dogskin Gloves, with out-seams, and a large assortment of shades. A good Glove to use for walking or driving.

At **1.00** We offer a new lot of men's light weight Dogskin Gloves, for street wear, in new tan shades, pique stitched, one clasp. We fit every pair to the hand the same as in our better gloves.

At **1.50** We offer men's Per-rin's "Breda" Light Street Gloves, pique stitched and two clasps. A large assortment of shades, both tans and browns. All fresh goods.



Spring Hats

Pearl Fedora Hats—designed like the Cuban—but hold shape better—**1.50** Our Cash Selling Price..... Men's Derby Hats—**1.25** at half price here—Cash Selling Price..... Men's Derby Hats—such as sell for \$2.00—**1.00** Cash Selling Price.....

CONTINENTAL CLOTHING CO.

1,000,000

People live within a radius of 100 miles of Omaha. We expect one-half of them at the big busy store on Saturday.