

Music from Morning till Night and will give you Bargains All the Day.

CONTINENTAL CLOTHING CO.

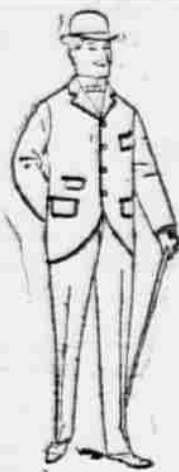
Grand Electrical Display in the Evening, and Bargains All the Time.

The Greatest Sale on earth—to startle all Omaha—Well, you have been waiting for it—now come Saturday morning and help yourself—All clothing sales must fall into insignificance in the presence of this mammoth dumping sale on Saturday—We must have cash—Cost is ignored—usual business methods trampled under foot in this the greatest push effort in the history of the clothing business of Omaha—Ready Saturday morning at 8 o'clock.

UNLOADING

In every department—We have employed 15 extra salesmen in the Furnishing Goods—20 extra salesmen in the Clothing—6 extra salesmen in the Hats—The whole stock is open for you to carry off at prices unheard of in Omaha before—There will be music—music in the morning—music in the afternoon—music in the evening—Grand Electrical display 7:30 to 10 p. m.—and bargains galore all the time.

Men's nobby, brown Cheviot suits—made for this spring's trade—not a suit in the entire \$5 lot that sold for less than \$8—some of them were \$9 and more of them are the regular \$10 suits—You can double the purchasing power of a \$5 bill and buy at this \$5 opportunity Saturday—suits the like of which you never bought before for



5.00

Men's regular \$14.00 Suits to be unloaded Saturday for \$6.50. Men's brown mixed cassimeres of the very finest kinds—suits that when we bought them this spring we never expected to sell for a cent less than \$14—welled serge and Italian linings—very stylish—well made and durable—Because we have oceans of them—you get them Saturday for



6.50

Men's fine gray checked Cheviot Suits—the finest \$12 suits ever brought to this city—elegantly lined and trimmed—made up in this spring's latest fashion—Winter days in May and June force us to close them out—No other reasons on earth why you should get such perfect goods for less than the cost of making—



6.50

We made no bones about cutting the price on our men's \$15 Sawyer Cassimeres, in gray and black checks—we've just cut the price square in two—that's all—most merchants would be glad to pay \$12 for them—and if they're made as good as these they cost the manufacturers to make not less than \$10—you get them Saturday for.....



7.50

Men's Suits like these gray diagonals—all wool, full 18 ounce goods, are usually retailed for \$16 and more—but that cuts no ice with us—the leanness of the weather has brought our \$16 pile to a standstill and for that reason we propose to unload a big lot of them Saturday at about half price.....



8.50

These handsome tan shades in covert cloth—we've been selling them right along for \$18—not many—because the weather has been against us—but they are worth every cent of \$18—some stores will charge you more than that—everything is perfect about them—the most decided bargain—less than half price Saturday.....



8.75

Of all your life this is your chance to clothe yourself.

We want a thousand

Young Men Who Wear Long Trousers

We have too many young men's suits by about a thousand—We want your cash—We can use it to a better advantage than we can this lot of suits—Boys' long pant suits as low as \$2.75—Some at \$2.75—Lots at \$4.50 and \$5.00—Price cutting like this has never been attempted by any house in Omaha.



2.95—This is the winning number for Saturday in boys' short pant suits—We place out, suits about 500 suits—each a full outfit—\$4.50 and \$5 at \$2.95.

Men's Trousers—

500 pairs of men's all wool pantaloons of fine cassimere—will be thrown into this sale at \$2 a pair..... **2.00**

Men's Pants—\$3.50—

500 pairs of fine fancy worsted trousers—made for this season's use to sell at \$3.50 on sale Saturday morning at \$3.50. Make up your mind now to take this. The greatest value you ever had are on this \$3.50 table, all sizes, 40 to 42 waist..... **3.50**

Men's Trousers—

300 pairs of neat hair line stripes and fancy chevrons, goods worth from \$3.50 to \$4 a pair go at..... **2.50**



Young Men's Suits—

Fancy Cheviot and Casimere Suits in all the nobby shades—some of the best of the season's production are on our counters at—

5.00 6.75 7.50 9.00

We never had anything better for \$12.00 and \$15.00—cost is lost sight of—profit is ignored and these suits must be sold—This is a great cash sale—The president of the United States could not get credit at the Continental—it is only on a cash buying, cash selling basis that such sales are possible. We want you—if possible—to clear out all our boys' long pant suits Saturday.

Boys' Knee Pant—

500 pairs of boys' all knee pants—ages 8 to 15 years—made of pure all wool material—10 blue-black, fancy and dark mixtures—extra well made and finished—made to sell for \$1..... **45c**

\$2.00

Knee Pant Suits—ages 7 to 15—made of pure all wool fabrics and in seven different patterns of gray and brown checks and mixtures—extra well made and finished—made to sell for \$2..... **2.00**

Strong Item—

This \$3.50 item in boys 2-piece Suits in the greatest bargain the Continental has ever offered—right over suits have not been demanded this season, so we find ourselves overstocked on fine goods. We will make an effort to sell some on Saturday at \$2.50. Now don't think that \$2.50 buys all the fine suits in our stock—for that is not what we offer. We have taken all the nice cut jobs—three-four and five of a kind—just have made the strongest kind of a bargain at \$2.50. But we have others as high as \$3.50 and \$4.00 and you can't beat our prices to save your life.

\$2.50

ages 3 to 8—In Junior, Reefer, Brown, Yorkshire and sailor styles—made of fine all wool materials. In the new, prettiest and choicest patterns of the season. Nothing but a backward sea-son could keep us from getting \$3.00.

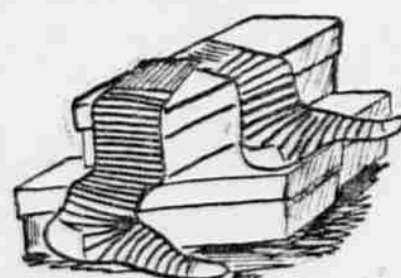
95c

Boys' Reefer Shapes—in ages 4 to 8 years—handsome Gray Mixed Chevrons—thoroughly well made and trimmed. Choice of 500 suits at 95c each.

Wash Suits 50c—Such weather as we have had this season causes the price of wash suits to tumble—We want but 50c for boys' wash suits at this sale.



This clothing must be turned into cash and in that effort cost is lost sight of entirely—and prices have been knocked down far enough to make this the greatest sale Omaha ever saw.



Half Hose—

10c Half Hose
12½c Half Price
20c Quarter Boxes
25c Full Boxes

any kind of an old way to turn out the half hose.

Men's Underwear—

Some great values in men's shirts and drawers at—

25c

38c

50c

Men's Fancy Shirts—

50c and 75c

UNLOADING

Men's Bicycle Suits—\$5 and 6.75

Our entire stock of Bicycle Suits marked, regardless of price—some sold as high as \$6.00—\$9.00—\$10.00—all included in these two prices—\$5.00 and \$6.75—Take your choice of the shirt at \$6.75, and the rest best at \$5.00.

Odd Lots \$3.50—

About 50 Suits of odds at \$3.50—will attract close buyers.

Straw



Hats

We have turned on steam more than once in the last 60 days—just to keep the Straw Goods warm—but we can't go that any longer—We prefer to turn on the great price warmer at this sale. We'll make things hot moving them out of here Saturday.
MEN'S STRAW HATS—\$2, \$3, \$4, \$5.
We don't want them—take them at these prices—GIVE THEM AWAY—if you can't wear but one—They're cheap goods.
BOYS' STRAW HATS—\$1, \$2, \$3.
Not more than two sold to any customer.

Stars—

Two Many Stars—Star Shirt Waists—Two Many Star Shirt Waists—High grade—\$1.00—\$1.25 and \$1.50 Goods—Collars attached—collars attached—separable cuffs—regular collars—sailor collars—all go at

75c

1897 Styles—only 60 days in stock—no sale of broken lots—but your choice of the entire stock at 75c.

Suspenders—

Wilson Bros.' light weight washable suspenders on sale Saturday at—

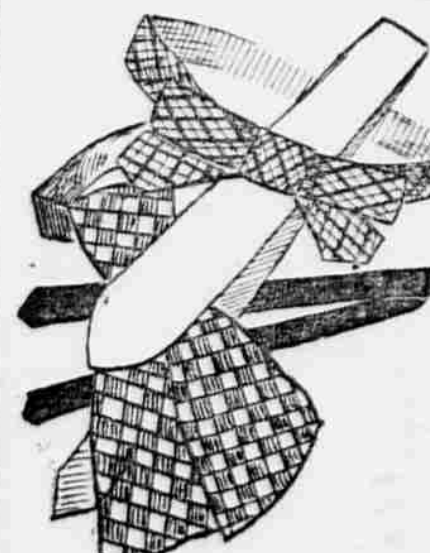
25c

50 dozen regular 50c suspenders—leather and web ends at—

25c

The Worker—the best known cheap brace on the market—round elastic ends—

19c



Neckwear—

To be sold sure—Some in bunches at 25c a bunch—Some in dozens at 15c a dozen—Some sold one at a time for 25c for a tie worth 50c. Great 25c Neckwear Sale in Ties—Bows and strings at..... **25c**

Continued winter weather right up to this week has dulled trade with us to such an extent that we have enough spring clothing to stock a dozen ordinary stores—We must unload to get cash in time to buy fall goods.

Music Every Hour and Bargains all the Time.

It will pay you to come hundreds of miles To Attend This Sale.

CONTINENTAL CLOTHING CO.

We wouldn't trust our grandmother at this sale—For We Need Cash.