

Prosperity has swamped manufacturers with orders.



Saturday we begin cutting a brand new stock, for it is too late to get profit now

### Too late to get profit now

The manufacturers were too late in filling orders—we were too late in receiving the goods—but it is not too late for you to take advantage of the price cutting sale that begins here Saturday—we sell the most of our goods usually in the months of September and October and make a fair profit—but this year because of increasing prosperity manufacturers are swamped with orders and we got left with a lot of our goods—Saturday we begin cutting a brand new stock, for it is too late to think of profit now.

### Men's Suits 5<sup>00</sup>



**Covert Cloth Fall Coats**

The fine ones—about 75 high grade coats marked down from \$15 and \$18 to ..... **12<sup>50</sup>**  
Nobby box coats—taped seams—just the correct thing—on sale Saturday at ..... **7<sup>75</sup>**

No increase in the price of good goods with us—ours were all bought early but delivered too late to make much profit—

A man's all wool cheviot suit in full winter weight at \$5 is an unusual offer at this season—Come for them Saturday and get all you want at ..... **5<sup>00</sup>**

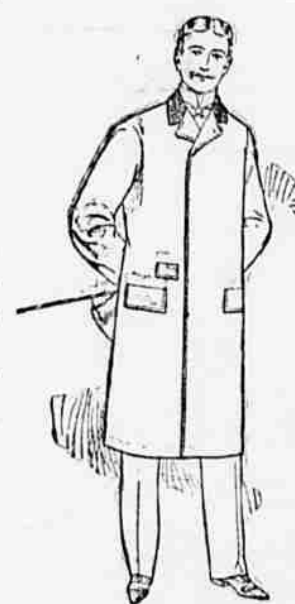
**TOO LATE**  
Ought to have been here in Sept.

Such a stack of suits in our stock in October is the reason for our selling an all wool Cheviot Suit lined with plaid worsted

and perfectly tailored—it's just like finding \$3.50 when you buy one of these suits at \$6.00. **6<sup>00</sup>**

### Men's Suits 6<sup>00</sup>

**Men's Fine Kersey Overcoats**



Marked this season \$14.00—in blue and black—regular size—stouts and longs—in both colors—Saturday \$9.75—Don't miss it—It's the biggest value ever shown in Omaha at **9<sup>75</sup>**

### Men's Suits 6<sup>50</sup>

Compare them with Suits marked \$9.50, \$9.75 and \$10—our price is \$6.50—they are absolutely all wool goods—thoroughly well made and by far the biggest values we have ever shown—they came in late and must be sold at ..... **6<sup>50</sup>**



Men's \$12 Suits for **8.00**  
Men's \$18 Suits for **12.00**

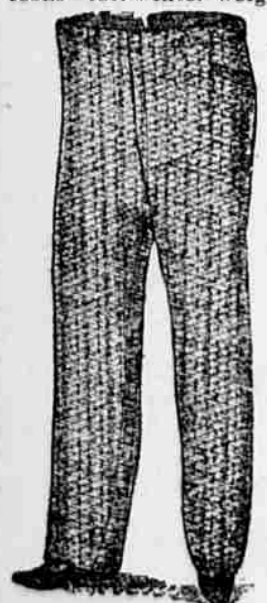
We sell nothing but the best made goods—the kind that gives satisfaction—the kind that makes you a life-long customer at the "Continental"  
This is an unusual offer—you had better come early for we're going to be crowded Saturday ..... **8.00**  
**12.00**

## CONTINENTAL CLOTHING CO.

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### Men's Pants—

A recent purchase of fine Worsted Pantaloon—full winter weight—in neat stripes—goods which usually sell for \$4.00 and \$4.50—they are all warranted fast colors—Our price Saturday will be ..... **3.00**



**Men's Cheviot Pantaloon—**  
Absolutely all wool fabric—in a neat brown check—dark color—which cost over \$2.50 to make—and are usually sold at \$3.00—the tables are overloaded—too many of them for this season—they go Saturday—up to 40 waist—at ..... **2.00**

### Young Men's Suits—

30 to 35 bust measure—came too late—ought to have been sold in September—neat Scotch cheviot in black and brown checks—at \$6.75—they are tailor made—and worth \$10.00—Saturday's price ..... **6<sup>75</sup>**

### Young Men's Suits—

In cassimeres and cheviots—cut double and single breasted—heavy serge linings—absolutely all wool goods and perfect colorings—no trouble to pay \$12.00 for the same goods in other stores—they came in late and must go out in a hurry—this price will do it ..... **7<sup>50</sup>**

### Young Men's Suits—

In blue and black cheviot serges—guaranteed colors—It must seem to the ordinary buyer an impossibility to produce such goods for the price we retail them at—but our price Saturday is— **6<sup>50</sup>**

### Boys' Department--

Actually crowded for space—never since the Continental opened has there been such a stock to select from—we'll draw the crowd—for goods which ought to have been sold in September are to be unloaded—at less than cost—at this sale—



### Sailor Collar Reefer Suits—

Bought of Cain McCaffery & Co. of New York, to be sold at a loss—and will be sold at retail at this sale for the cost of the material—all brown cheviots—the new colors— **1<sup>95</sup> 3<sup>50</sup> 3<sup>75</sup> 3<sup>85</sup> 3<sup>95</sup>**

### Boys' Suits—

ages 5 to 15— **2<sup>00</sup> 2<sup>75</sup> 3<sup>00</sup> 3<sup>85</sup>**  
We count these suits by the hundred.

### 50<sup>c</sup> Shirts

A big sale of men's fancy shirts—collars attached—begins Saturday in our furnishing department. Some of the colors will be shown in the east window—but there are hundreds on sale which we cannot show there.

### Tourist Hats

Box after box of them will be opened up Saturday—splendid values in blacks and browns—all cut to the price of ..... **1<sup>50</sup>**

### Derby Hats

Browns and blacks in all the latest shapes—Hatters will charge you \$3.00 for hats that are not any better than these Saturday at ..... **1<sup>50</sup>**

### Underwear 50<sup>c</sup>

These are values in men's underwear that have never been given before. Derby ribbed and plain wool mixtures of excellent quality put in at this price for Saturday to help swell the crowd.

We will be crowded Saturday—Come Early—  
N. E. Cor. 15th and Douglas.

# CONTINENTAL CLOTHING CO.

This means business and will fill the store.  
N. E. Cor. 15th and Douglas.