

NO PROFIT IN THIS CLOTHING SALE.

Too late for Profit—but not too late for you.



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—get all you want..... **5.00**

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**

Compare them with suits marked \$8.50, \$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..... **6.50**

\$8 \$12 We sell nothing but the best mid grade goods—the kind that give satisfaction—the kind that make 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 again Monday

Men's \$12 suits for \$8—Men's \$18 suits for \$12

\$8 \$12

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 sell them at—**6.50**

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—price **6.75**

Young Men's Suits--
In cassimeres, chevots—cut double and single breasted—absolutely all wool goods—no trouble to pay \$12.00 for the same goods in other stores—they came in late and must be sold at..... **7.50**

CONTINENTAL CLOTHING CO.

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 Monday will be..... **3.00**

Covert Cloth Fall Coats--
The fine ones—about 75 high grade coats marked down from \$15 and \$18 to **12.50**

Nobby box coats--
taped seams, just the correct thing, on sale at— **7.75**

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 Monday—up to 40 waist—**2.00**

Men's fine Kersey Overcoats
Marked this season \$14—in blue and black—regular sizes—stouts and longs—in both colors—Monday \$9.75—don't miss it—it's the biggest value ever shown in Omaha at **9.75**

DANA AT WORK AND PLAY

Stories and Incidents Illustrating the Late Editor's Life.

PLEASURE EXTRACTED FROM HIS WORK

Biting Sarcasms and Ripper Thrusts—Good Pay for Good Work—Instructive Maxims for Newspaper Workers.

The press of the country teems with tributes to the life of Charles Anderson Dana, the distinguished editor of the New York Sun, whose mortal remains were consigned to earth last Wednesday. Readers are familiar with the events of his life, his services at the front during the war and his subsequent career in the field of journalism. The general public is not so familiar with the home life, the workshop and the characteristics of the man whose personality is indelibly impressed in the newspaper history of this generation. His many-sided life, sketched by social and professional friends, garnished with story and incident, illustrates a career in which every American feels a pride.

PERSONAL APPEARANCE.

Speaking of Mr. Dana as he appeared to New Yorkers a recent writer said: There was no finer sight in the metropolis for many years than this fine, statuesque figure leaving the shabby old sun building and starting homeward. At 5 o'clock in the evening Park Row is a raging torrent of humanity, and he who walks therein must elude his own way. Mr. Dana used to come to the door alone, stand for a moment like a diver hesitating before his plunge, then buttoning his coat and taking a new grip on his stick—in he went, and presently his white beard was seen floating on the current here and there till presently heard and owner came ashore on the other side. Then at a four-mile stride the old editor started across the City Hall park shoulders well back, form swinging steadily and the sturdy legs cleaving their way. If you were close enough you might have heard the whistling aria of a new opera or a line from the divine comedy uttered in the mellow tones for all the world as if the walker were a healthy youth of 20.

Mr. Dana has always been a prodigious reader of the newspapers or exchanges. He had an abnormal capacity for getting the cream of a paper at one sitting, leaving the skimmed product to others for laborious consumption. His favorite working place was at one of the windows on the third floor overlooking City Hall park. He had a sort of shelf or bracket fastened to the window frame which served him as a desk. Here you

HOME ENJOYMENTS.

Though Mr. Dana worked hard in various directions for many years, he managed to enjoy life and to find a large amount of time for recreation. About twenty-five years ago he purchased the place called "West Island" on Long Island, and there he has a beautiful home in which he enjoys all his leisure time. Mr. Dana himself recently described how he found time for work and recreation as follows: "I never work at home, either at night or in the morning; never study at home. It is all done here and in the railroad trains. I get there, take the train through, about 10 or 11 o'clock. The first thing I do is to read my letters; then read the newspapers; cut out anything I want; then I read the proofs, read them all every day of the entire Sun—not all with attention, but go through them all. I don't bother about work after I get away in the afternoon. I stop usually from 4 to 8.30 and after that I do not bother myself with it, unless they send me a letter. You have done a great deal of outside work. Was that done at your office?"

"Never. I always had a separate office for that. When I was a young fellow I made a very laborious collection of poetry that I made in my home, and when we made the American Encyclopedia there was a large office for that. That was a large enterprise and a large staff, but the ordinary things we call work and study are done here."

AMUSEMENT.

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LECTURE ON THE PRESS.

In the last years of his active life Mr. Dana was occasionally called upon to deliver addresses on the making of newspapers. Out of his rich experience he told the aspir-

ing youth of Cornell university on founders' day, 1896, how being so inclined they might become prosperous journalists. In his closing words he spoke of a free press. He said: "There is one point more, with which I will close. The value of the free press is not now sufficiently appreciated in this country. It is only some particular circumstance, some unusual occurrence, that can make it rise clearly before the eyes of us all. I don't know that I can state it with sufficient distinctness, but in my judgment the highest function of the press is that at last it forms the final barrier which stands between the people and any gross wrong that may be attempted, by a dominant party or by a ruling public favorite. If such a circumstance should ever happen, and God grant that it may not, the mission of the press, lifting its voice in defense of the constitution and in defense of the spirit of liberty, will be appreciated as the defender of the constitution, and of liberty itself."

GOOD PAY FOR GOOD WORK.

It is said to be largely due to Dana's example that newspaper work is so well paid for in New York at the present time. A recent writer says on this subject: "Charles Anderson Dana is the existing example of a new liberal profession—the profession of journalism. The enormous amount of work which he did when he first went to Mr. Greeley's aid was rewarded with a salary of \$20 a week. In those days a stipend that would secure board and lodging was enough for the wretched newspaper hack. Greeley thought so—at all events he paid his assistants as if he thought so. Young Dana suffered and waited."

DANA'S MAXIMS.

Here are Mr. Dana's famous maxims for the making of a newspaper: "Get the news, and get all the news, and nothing but the news." "Copy nothing from another publication without complete credit." "Never print an advertisement without the knowledge and consent of the party interviewed." "Never print a paid advertisement as news matter. Let every advertisement appear as an advertisement—no selling under false colors." "Never attack the weak or the defense-

SHOP HUMOR.

Amos J. Cummings had left the Tribune but a short time before the transformation of the Sun was projected, and Mr. Dana, appreciating the value of such an assistant in making the sort of paper he contemplated, sent for him and told him: "We want you to become managing editor of the Sun." "All right," said Cummings. "But first," continued Mr. Dana, "I would like to ask you why you left the Tribune?" "I was discharged," replied Amos, "for insolence and profanity," and waited, expecting some expression of surprise or question as to the facts, but there was nothing of the sort. Mr. Dana looked over his glasses and his eyes twinkled as he rejoined: "When are they going to discharge Greeley?"

THE HONOR.

The humor that was so strong an element in his nature often cropped out in brief chats over office business in glances worthy of remembrance. Amos J. Cummings, recalling his long association with him, narrates three happily illustrative incidents.

DANA'S EDITORIAL.

Eugene Field's "Little Book of Western Verse" contains a poem, the concluding verse of which proposes a fitting epitaph for the distinguished dead.

THE TRUE REMEDY.

W. M. Reppine, editor Tsaidwa, Ill., Chief, says: "We won't keep house for Consumption, Coughs and Colds. Experimented with many others, but never got the true remedy until we used Dr. King's New Discovery. No other remedy can take its place in our home, as in it we have a certain and sure cure for Coughs, Colds, Whooping Cough, etc." It is safe to experiment with other remedies, even if they are tried on you as just as good as Dr. King's New Discovery. They are not as good, because this remedy has a record of cures and besides is guaranteed. It never fails to satisfy. Trial bottles free at Kuhn & Co.'s drug store.

BOYS' SUITS--

ages 5 to 15—
200 275 300 385
We count these suits by the hundred.

SAILOR COLLAR REEFER SUITS--

At this sale for the cost of the material—all brown chevots—the new colors—
195 350 375 385 395

BOYS' SUITS--

ages 5 to 15—
200 275 300 385
We count these suits by the hundred.

BOYS' SUITS--

ages 5 to 15—
200 275 300 385
We count these suits by the hundred.