

# ANOTHER AND A BIGGER SATURDAY

A mercantile stroke that could only be dictated by the broadest and most liberal policy---or by a desperate and pressing need of ready money---to cut prices---to slash values---to annihilate profits in the very heart of the season---at the very time when you need the clothing and must buy---to throw profits aside when it is just as easy to get them as not is a thing not often done in these days of supreme selfishness---But the Continental is built upon the broadest lines and the desire to keep the crowds coming thicker than ever---to turn an immense stock into ready money---moves us to cut prices right and left---to cut good values to the core---to make a sacrifice of profit simply unparalleled---to unload thousands of dollars' worth of the finest clothing at this the biggest Saturday sale ever known in Omaha---There'll be room for all---There'll be plenty of salesmen---No tedious waiting---We know how to handle big crowds---We are used to it.



## CONTINENTAL CLOTHING CO.

### MEN'S OVERCOATS WERE NEVER SO LOW PRICED

Our special effort will be made on overcoats Saturday---We have more overcoats than we can sell---It behooves us to make prices on them that will make them go fast---Saturday's prices will reduce the overcoat piles to a minimum---there will be plenty of Overcoat salesmen, for here is where we expect the great jam.

Gentlemen who are in the habit of paying as much for an overcoat as for a suit will have a chance this Saturday of saving at least \$7.00 on the price of an overcoat---for we place on sale the \$25.00 high grade values---the elegant affairs with all the fine trimmings and linings that go with tailor-made coats and mark them down to the uniform price of.....

**18.00**

This lot of men's overcoats is made up from the \$20.00 and \$22.00 piles and you can depend upon every coat in the lot as saving you from \$5.00 to \$7.00---and we were never high priced on overcoats even before this---we are making these tremendous cuts in overcoats to convince the most skeptical that we mean business---Look them over---they fit perfectly---they wear well and are in the correct shapes.....

**15.00**

It's a little unusual these days to advertise anything higher than 98c---which is enough for some goods---but we have the best that can be procured and are selling now for the price you pay for the worthless kind---the overcoat we place on sale Saturday at \$12.50 cannot be matched at anywhere near the price outside the Continental---sorry---but you will have to come here for such Overcoat values as these at.....

**12.50**

#### Smoking Jackets.

Price making that will clear out all our new Jackets in one day---Don't wait till Monday for you won't find them then---quantity is limited---quality the best---price is less than they cost by 25 per cent.

Fine brocaded \$12.00 Smoking Jackets **8.00**  
Fine novelty \$10.00 Smoking Jackets **7.00**  
Fine Japanese \$6.50 Smoking Jackets **4.00**

When we say that we guarantee the overcoat we will sell Saturday---that it will wear well---we do not more than half tell the story---reasonable use will not wear one of these coats out in two seasons---A regular \$15.00 value in blue or black shades---backed by workmanship and style of the very highest order---perfect fitting---nicely trimmed---they represent one of the very best Overcoat bargains in the city at.....

**9.75**

Kersey overcoats---identical with these---sell readily otherwheres at \$10.00---silk velvet collars and Farmer's satin linings---are some of the good points---In the way of style they are the equal of any high priced coat---but in the way of service they, of course, are not worth over \$10.00---but a saving of \$3.25 is not to be sneezed at these times---You can pretty nearly buy a suit of clothes for that here---these Overcoats.....

**6.75**

### MEN'S SUIT PRICES CUT RIGHT AND LEFT FOR SATURDAY'S SELLING

Men's \$10 Suits go now at \$5.00---they'll go quick, too, at this price---it's the way we always do when we want to sell---make a price that none of our competitors can touch---all on one front table---you'll find them in several shades---the remnants of high grade suits---but a little broken in sizes, go at.....

**5.00**

At this price there will be hundreds of Men's Suits---very nobby styles---in all wool plaid chevots---in other stores than ours they are \$10---but we propose to give you some bargains to remember as long as you live---so make the price.....

**6.50**

Men's Worsted Cheviot Suits---in all the latest and most desirable shades and styles---variously priced around town but never lower than \$13.50---all in a bargain heap for this greatest Saturday selling ever known since Omaha was a town.

**8.75**

Few, indeed, are the suits for business wear that can at all compare with these---a dozen styles---single or double breasted suits---that were never equalled for less than \$15---cut in price---every shape---stouts and regulars---to fit any man of any size..

**9.50**

Such suits as we place on sale Saturday at \$12.50 come as near being tailor made as any ready-to-wear suit can be---alterations are hardly ever necessary---they fit so perfectly---We will give our patrons values that will prove beyond all manner of dispute our title to the name of selling under all competitors.....

**12.50**

Men's \$22 Suits for \$15.00---here is where the big bargain is to be found---Men's nobby Scotch Cheviot Suits---new custom tailoring effects---made by skilled workmen---trimmed with the most expensive materials---just such goods as you have to pay a fancy price for to have made to order---We will close out a number of styles Saturday---worth \$22---at.....

**15.00**

#### Boys' Reefers.

Few are the times indeed when such opportunities as these are presented---Every one a way up bargain of the highest order---

A handsome gray Chinchilla Reefer---with storm collar---a \$5 quality if there ever was one---made with wool linings---all sizes from 9 to 15 years---cut at this sale to.....

**2.85**

High Cost Reefers---big ulster collars---best grade of trimmings---made of the finest chinchilla---in all ages from 8 to 16---beyond doubt the most for the money ever offered in Omaha.....

**3.95**

Boys' Irish Frieze Reefers that the boys are not able to wear out---absolutely wind proof---high storm collar and heavy wool linings---Boys grow out of them long before they are worn out---cut for this sale to.....

**5.00**

#### Boys' Long Pant Suits

More style---more value in them than can be found anywhere outside the Continental---handsome plaids and checks at

**6.75**

#### Boys' Long Pant Suits

We are money saving people to you---Try it Saturday on this suit---new shades of nobby colorings---plaids and mixtures, worth \$12.00, at \$7.50.

**7.50**



High Class Medium Weight Underwear cut to **50c**

High Class latest styles Neckties cut to **25c**

High Class very fine Underwear cut to **75c**



#### Men's Hats

This will be an opportunity to buy almost any kind of hat at half hatters' price.

The best derby made---let us give you the best hat you can buy---and positively save you \$2.00.....

**2.00**

Black and brown derby Hats---always \$2.50 and \$3.00.....

**1.38**

Fedoras---with some of the best \$2.00 hats in the world---we will make this a busy corner Saturday.....

**2.00**

#### Boys' Suits.

We have made some extra low prices on boys' suits before this---but never anything like this---

Boys' Cheviot Suits---in a popular brown mixture---double seat and knee---elastic waist bands and hold-fast buttons---at \$1.75---you can't touch it anywhere for less than \$3.00---Come early Saturday to our Boys' Department.....

**1.75**

The "Faultless Suit"---made up elegantly in handsome brown plaid chevots---the latest and most approved styles---Every one has double seat and knees in the pants---at this great special sale Saturday you can buy them for less than at any other time.....

**2.75**

Not to be duplicated elsewhere at any such price---We make one great bargain bunch of high grade cheviot suits at \$3.50 which we'll break our record on for cheapness---This is an opportunity for you to save money.....

**3.50**

Compare these values---none like them in town---store opens at 8 a. m. and closes at 10 p. m.

## CONTINENTAL CLOTHING CO.

These are the prices you've been looking for---store opens at 8 a. m. and closes at 10 p. m.