



CONTINENTAL CLOTHING CO.



CIRCUMSTANCES ALTER PRICES

A Mark Down Sale two weeks before Christmas does seem strange, but circumstances, however, compel us to do it. We are overstocked for one thing, and we need money, for another. The unseasonable weather in October and November, is largely the cause of it. We are willing to sacrifice a great deal to right ourselves and you can depend upon every article advertised on this page as representing a bone fide reduction—in many cases a large loss. Saturday morning at 8 o'clock, the sale begins—your best interests will urge you to be promptly on hand.

Men's fine Kersey Overcoats, worth everywhere \$10.00—silk velvet collars—Farmer satin lining—stylish and serviceable—You'll wait a long time for as good a chance as this—Saturday's price..... **6⁷⁵**

The regular \$15.00 values in Overcoats that we have been guaranteeing to wear two seasons with a reasonable amount of wear—blue and black shades—elegant workmanship—Saturday's price..... **9⁷⁵**

The man's Overcoat that we put in at this price is the best thing ever offered by anybody anywhere—so good is the value that you can't get it outside the Continental—Saturday's price... **12⁵⁰**

\$20 and \$22 Overcoats—the most perfectly made Overcoats that fit so properly—the correct shapes—bunched for this clearing up sale before Christmas—Saturday's price... **15⁰⁰**

\$25.00 values—elegant affairs with fine trimmings and first class linings—a tailored coat to be proud of—good enough to wear anywhere on earth—Saturday's price... **18⁰⁰**

The very cream of style and wear—Overcoats in box style—in any and all the correct shapes and shades—as good as tailor made garments of \$30.00 value—Saturday's price... **19⁵⁰**



Upstairs—down stairs—back yard—basement—and part of the sidewalk—we are piled full of

Men's Furnishing Goods Bargains for Saturday

Not a kink of style or phase of fashion but is here in this close-price sale Saturday

Appropriate Christmas Gifts at Appropriate Prices

Linen Collars 5c—
Stand up—or lay down—four or five styles in all. It doesn't make much difference about whose make they are. Our advice to you is to buy them if you can—We will not sell any to dealers—and for that reason we have to limit the quantity to one dozen to each customer.

Linen Cuffs 9c—
The Diamond brand—square corner shapes—reversible cuffs—some links—Isn't it enough to say that the regular prices on these cuffs are 15c and 25c—you get them for 9c a pair. Don't ask the clerk to tie up more than a dozen pairs at this price. He has a limit. You'll not get another such chance.

Negligee Shirts 50c—
These are the regular \$1.00 goods, with a sprinkling of negligees in them that have sold as low as 75c—never lower—There are over fifty styles—collars attached—You can buy them here for 50c and you can't possibly do it anywhere else—If you are early you get the best choice, for they are sure to be picked over.

Fancy Front Shirts 65c—
These are slightly soiled—having been used in the windows. There is quite a lot of them—If they were perfectly clean we would put them in with the rest of the \$1.00 and \$1.25 shirts—but ten cents at the laundry will give you as good a \$1.00 or \$1.25 shirt as you could buy anywhere—Saturday's price is only 65c.

Percale Shirts 95c—
This Manhattan shirt is known all over the country as a \$1.50 shirt, never before heard of it being sold before for less—but we have decided to close them out for 95c—Some have two pairs of cuffs and no collars—some have two detachable collars—They are all in the new styles—in percales only at this price. (Not white.)

Holiday Neckties 50c—
In puffs, teels and four-in-hands—over 500 dozen bought for the holidays—put in at the regular every-day price of 50c—No fancy prices here for holiday goods—this is a money saving sale and nowhere is it seen so plainly as in our immense stock of neckwear—goods from the best makers in the country—Some as low as 25c in the same shapes.

Night Shirts 38c—
Regular 50c and 75c high grade outing flannel night shirts—We have a very big lot of them and we want to unload most of them Saturday—Come and get as many as you want—You'll find them elegant bargains at the price of 38c—all sizes for all men.

Men's Underwear 45c—
There are about fifty dozen fancy fleece lined shirts and drawers—full weight and well trimmed—at this price of 45c for Saturday—You'll find no trouble in paying a dollar and fifty cents for the same goods in other stores—which you don't have to do—for our price is only 45c Saturday.

Men's Underwear 45c—
Over 200 dozen derby ribbed shirts and drawers in blue and gray and natural mixtures—silk trimmings—pearl buttons—the finish of the regular 75c garments—Don't fail to see them—Buy them for next year if you don't want them for present use—sizes up to 44—all you want—45c each.

Men's Underwear 65c—
Ribbed bottom natural wool shirts and drawers that look as good and wear better than some dollar goods—They will shrink just a little—We ought not to sell them at this price—but we are overstocked on heavy underwear and must make radical cuts to close them out quick.

Men's Underwear 95c—
Natural wool and fine camel's hair shirts and drawers—none better made—sell in some stores as high as \$1.50—our price is less than dealers pay for them by the case—45c—Saturday will be a busy day—in underwear—can't be otherwise—such values have seldom been shown in Omaha as these at 95c each.

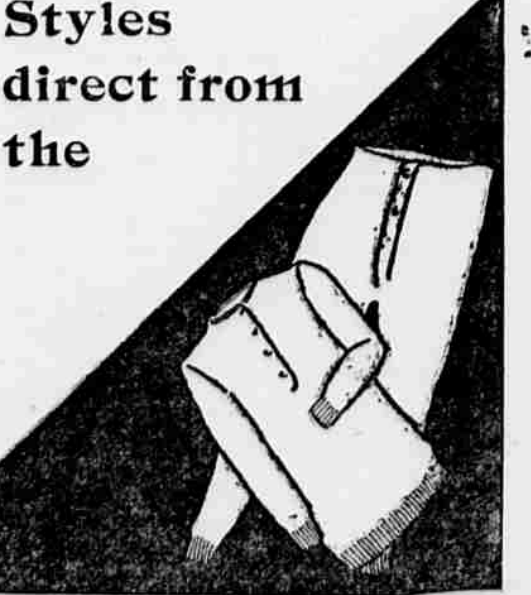
50c Suspenders for 25c—
These suspenders are made by one of the best suspender makers in the country—They come in handsome bronze and sterling trimmings and sell everywhere for 50c a pair—It is one of the very few times when a man can buy a real good, first-class pair of suspenders at just exactly half price—Saturday 25c.



Prices that will Win your

Smoking Jackets Half Price—
There is nothing much more appropriate for a Christmas present than a nice Smoking Jacket—nothing for which a man will be so thankful—after he has worn one—We are closing out ours at half price—regardless of cost—about 100 high grade smoking jackets that will not last us more than two days at such prices as these.

Umbrellas for Gifts—
At \$1.25—at \$1.50—at \$1.75—at \$1.95—Our entire line of fine umbrellas divided into four great bargain lots—They are just about half price—There will be nothing higher priced in umbrellas here Saturday than \$1.95—and this includes all our \$3.50 grades—Surely no such Christmas gift can be had for \$1.25 to \$1.95—Take them while they last Saturday.



Styles direct from the

Trade and Influence

Men's Hats are \$1.95—
Your choice of 150 dozen men's fine fedora hats—the \$3.00 quality at \$1.95—all the new blocks in blacks and browns—You need not hesitate to wear one, for the regular dealer will charge you \$3.00 to \$3.50 for the very same hat—Our hat department is full of bargains of just this kind—Come early Saturday.

Cradle of Fashion

Saturday's Special Snaps

Boys' \$5 gray chinchilla reefers—with storm collars—wool linings—all sizes from 9 to 15 years—a very handsome coat—warm and serviceable—Saturday's price..... **2⁸⁵**

The finest chinchilla reefers—high values—every one of them—big ulster collar—very best trimmings—in all ages from 8 to 16 years—lots of coat for the money—Saturday's price..... **3⁹⁵**

Boys' Irish Frieze Reefers that boys out grow before they can wear them out—high storm collar and heavy wool linings—absolutely wind proof—Saturday's price..... **5⁰⁰**

Boys' 2-piece Cheviot Suits—in the new brown mixtures—double seat and knees—elastic waist band and hold fast buttons—can't be matched for less than \$3.00—Saturday's price..... **1⁷⁵**

The boys' "Faultless" Suit—handsome brown plaid cheviot—the latest out—pants have double seat and knees—you buy them for less now than you ever will again—Saturday's price..... **2⁷⁵**

The one great bargain lot in boys' 2-piece suits is at this price—high grade cheviots that can't be matched for nearly double the money—Saturday's Price..... **3⁵⁰**

Boys' long pants suits—handsome plaids and checks—embracing more value and more style than can be found in any suit anywhere else—Saturday's price— **6⁷⁵**

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Boys' long pants suits—The new shades of the nobly coloring in plaids and mixtures that are worth and sell for \$12—we save you money—Saturday's price— **7⁵⁰**



Competition will go wild over this suit—they can't match with anything short of a \$10.00 suit—there are several popular shades to choose from—we must sell—Saturday's price..... **5⁰⁰**

The very nobbiest all wool cheviot styles that sell regularly for \$10 and more we propose to give you this time in the big lot laid out for this sale—Saturday's price..... **6⁵⁰**

Men's worsted cheviot suits—all the latest and most desirable shades and styles—sold as bargains at \$13.50—but we want it to be a big bargain—Saturday's price..... **8⁷⁵**

Single or double breasted Suits—never matched for less than \$12—dozen different styles—every size and shade to fit all kinds of men—large or small—Saturday's price..... **9⁵⁰**

It takes an expert to tell whether it's a tailor-made suit or not—this suit that we price at \$12.50—there's a perfection of fit that tailors only can e ap—Saturday's price... **12⁵⁰**

Men's nobby Scotch Cheviot Suits—values of the \$22 order—custom tailoring effects—made from the most expensive materials by the best skilled workmen—Saturday's price..... **15⁰⁰**