

Silverfield's Old Stand "The Unexpected Has Happened--An Awful Sacrifice"

\$90,000 Worth of the Best and Newest Merchandise to Be Sold at Once

Now THE TRANSCONTINENTAL ADVERTISING CO. has bought the stock at 35c on the dollar and, regardless of cost whatever, ignoring all former prices, the goods shall be sold in 30 days. Not a single article to remain after January 1. If the stock was not made up of the very best and most stylish goods an undertaking like this would be absolutely impossible, because the people do not want shoddy goods at any price. But in this case there is a TREMENDOUS ADVANTAGE, and here it is: The season's best at almost your own price.

The Entire Stock of the Silverfield Co.

Has Been Bought by The Transcontinental Advertising Co. at 35 Cts. on the Dollar

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Think of It! In the very heart of the busy season, when the Christmas shopping is at high tide---the opportunity of saving half and more than half, on every purchase is presented.

Women's and Misses' Tailored Suits

One rack Women's and Misses' Tailored Suits, in fancy mixtures. All this season's goods up to the minute. Silverfield's price \$25.00. **OUR PRICE \$9.95**

\$35.00 SERGE SUITS \$18.45

One rack Women's and Misses' Tailored Suits, mid-night blue serges, Skinner satin linings, all sizes 14 to 42. Silverfield's price \$35.00. **OUR PRICE \$18.45**

\$27.50 SUITS \$14.15

One rack Novelty Mixtures, Tailored Suits. Silverfield's price \$27.50. **OUR PRICE \$14.15**

Dress Skirts

\$10.00 VALUES \$3.95

Women's and Misses' Novelty Mixtures in Tailored Skirts in gray, tan and brown mixtures, in both trimmed and plain. Silverfield's price \$10.00. **OUR PRICE \$3.95**

Waists

\$2.50 VALUES 97c

One lot White Linen and Flannel Tailored Waists. Silverfield's price \$2.50. **OUR PRICE 97c**

\$2.50 WAISTS 47c

One lot Lingerie and Tailored Waists. Assortment of patterns--some slightly soiled. Silverfield's price \$2.50. **OUR PRICE 47c**

\$15.00 SILK WAISTS \$4.79

One assortment of fine Waists in satin, chiffon, voiles, in plain and hand-embroidered effects, also lingerie. Values up to \$15.00. **OUR PRICE \$4.79**

\$2.00 MIDDY BLOUSES 79c

One lot Middy Blouses, white with blue trimming, blue with white trimming--a \$2.00 value. **OUR PRICE 79c**

\$3.50 CHILDREN'S DRESSES \$1.27

Lot Children's Dresses in gingham, chambrays and percales, etc., in light and dark shades--a wonderful value at \$3.50. **OUR PRICE \$1.27**

Ladies' Sweaters

\$3.50 VALUES \$1.57

Large lot of Women's and Misses' All-Wool Sweaters in gray, red, white and navy, all sizes. Regular \$3.50 sweaters. **OUR PRICE \$1.57**

\$6.00 AND \$7.00 SWEATERS \$2.97

Large lot Australian yarn, All-Wool Sweaters, both women's and misses' Novelty Sweaters. Former prices \$6.00 to \$7.00. **OUR PRICE \$2.97**

Evening Gowns

One Lavender Beaded Gown, real French model, new effect, size 38. Silverfield's price \$150.00. **OUR PRICE \$51.50**

One Black Chiffon over black satin, metallic bead effect--a very handsome gold ball trimming. Size 36. Silverfield's price \$85.00. **OUR PRICE \$27.39**

\$40.00 DRESSES \$11.83

One lot of 30 Dresses, in taffeta, messaline, Dutchess satin, crepe, silk poplins, etc., all this season's novelties. Silverfield's price \$25 to \$40. **OUR PRICE \$11.83**

Millinery

\$5.00 PLUMES \$1.95

Plumes in willow and French, black, white and colors; also bunch tips. Silverfield's price up to \$5.00. **OUR PRICE \$1.95**

\$15.00 PLUMES \$4.95

Large assortment of fine willow and French Plumes in black, white and colors, extra long. Silverfield's price up to \$15. **OUR PRICE \$4.95**

Fancy Wings and Feathers

\$2.50 VALUES 69c

One very large assortment of Fancy Feathers, Wings and Flowers in all colors. Silverfield's price up to \$2.50. **OUR PRICE 69c**

Entire stock of Beautiful Trimmed Hats to be divided in three lots.

Lot 1--Values up to \$ 8.00. **OUR PRICE \$2.95**

Lot 2--Values up to \$25.00. **OUR PRICE \$4.95**

Lot 3--Values up to \$50.00. **OUR PRICE \$9.95**

Veilings

35c VEILINGS 15c

50 pieces New Veiling in plain and fancy meshes, all colors. Silverfield's price 35c. **OUR PRICE 15c**

60c VEILING 29c

75 pieces Veiling in chiffon and mesh, all colors and combinations of colors. Silverfield's prices 50c to 75c. **OUR PRICE 29c**

Hosiery

45c FAY STOCKINGS 29c

The real thing, "Fay Stockings," in black only, all sizes. Sold everywhere at 40c and 45c. **OUR PRICE 29c**

LADIES' 25c AND 35c HOSIERY 19c

Ladies' Black and Tan Hosiery, in cotton and silk lisle, light, medium and heavy weight. Silverfield's price 25c to 35c. **OUR PRICE 19c**

75c HOSIERY 37c

Ladies' fine Gauze Hosiery in all colors. Regular values 60c to 75c. **OUR PRICE 37c**

\$1.50 KAYSER ITALIAN SILK HOSE 69c

Kayser's Pure Italian Silk Hose in all colors. Sold everywhere at \$1.50. **OUR PRICE 69c**

FINE SILK HOSE ONE HALF PRICE

All of our finest Silk Hose in black and colors, plain and hand embroidered. Values up to \$6.00. **OUR PRICE 1/2 OFF**

Gloves

\$4.00 LONG KID GLOVES \$2.29

All long Kid Gloves, 12 and 16-button length, in white, black and colors, all sizes. Silverfield's price \$3.50 to \$4. **OUR PRICE \$2.29**

\$2.25 GLOVES \$1.49

Our best makes of 2-clasp Gloves, all colors and sizes. Silverfield's price \$2 and \$2.25. **OUR PRICE \$1.49**

\$2.00 DENT GLOVES \$1.59

Dent's Gloves in several shades of tan, full assortment of sizes. Sold everywhere at \$2.00. **OUR PRICE \$1.59**

35c GLOVES 19c

Cashmere, Lisle, Chamousette and Golf Gloves, all colors and sizes. **OUR PRICE 19c**

\$1.25 KID GLOVES 89c

All of our \$1.25 Kid Gloves, in assortment of colors. **OUR PRICE 89c**

\$1.50 DOESKIN GLOVES \$1.15

Our regular \$1.50 values in Doeskin Gloves, white and natural. Silverfield's price \$1.50. **OUR PRICE \$1.15**
Kayser Pure Silk Gloves in all colors--3 prs. for \$1.00

75c HAT PINS 39c

Hat Pins, the kind you buy elsewhere. At 75c to \$1.00. **OUR PRICE 39c**
Belt Pins and Buckles, well made, rolled plate; will give you good service.

Regular values to 50c. **OUR PRICE 17c**
35c Silk Lisle Sleeveless Vests **NOW 21c**
Children's Nazareth Waists in all sizes **NOW 19c**
Children's 60c to 75c Umbrellas **GO AT 29c**

Neckwear

25c AND 35c VALUES 7c

Assortment of Ladies' Neckwear, in jabots, Dutch colors, stocks, etc. Linen, lace and combinations. Regular values up to 35c. **OUR PRICE 7c**

35c, 50c VALUES 19c

Lot of all new Neckwear in plain linen and fancy lace effects, in jabots, Dutch collars, etc. Values 35c to 50c. **OUR PRICE 19c**

Large lot of Beautiful Neckwear in all the newest effects, just what you want for holiday gifts. Silverfield's prices up to \$1.00. **OUR PRICE 39c**

All fine Lace Collars, Dutch Collars, Jabots, Stocks, Yokes, etc., will be marked at the same big reductions.

All Feather Boas now at ONE-HALF PRICE

Ladies' Flannelette Gowns in good quality materials, pink and blue stripe. **Worth \$1.25. OUR PRICE 79c**

Assortment of Ladies' Handkerchiefs in embroidered and plain. **Regular values 25c and 35c. OUR PRICE 19c**

Ladies' Embroidered Handkerchiefs, fine sheer lawns. Regular price 12 1/2c. **OUR PRICE 7 1/2c**

Silver Toilet Articles

Look this department over before doing your Xmas shopping, as every article is greatly reduced.

25c AND 35c APRONS 19c

White Aprons, made of Swiss, batiste, etc. These have just arrived, but go at sale price. **25c and 35c values. OUR PRICE 19c**

50c TO 75c APRONS 39c

Assortment of large and small Aprons, neatly made and trimmed in laces and embroidery. Values up to 75c. **OUR PRICE 39c**

Belts

\$1.00 BELTS 7c

About 500 Belts in elastic, leather, silk, etc., in all colors--a very large variety of styles. Silverfield's price 25c to \$1.00. **OUR PRICE 7c**

\$1.00 VALUES 39c

Lot 1--Assortment of newest effects, in elastic, leather, Persian, etc. Silverfield's price \$1.00. **OUR PRICE 39c**

BELTS ONE-HALF PRICE

All fine Belts in very latest effects. Values up to \$4.00. **OUR PRICE 1/2 OFF**

Corsets

\$6.00 CORSETS 98c

One lot corsets in broken sizes--you can find all sizes in some makes. In the lot are such makes as C. B., Odette, R. & G., etc.; 18 to 36. Silverfield's price \$1.50 to \$6.00. **OUR PRICE 98c**

Lot 2--All the latest models in the famous C. B. Silverfield's price \$3.50 to \$5.00. **OUR PRICE \$2.49**

All of our high-grade Corsets, Corset Waists, Juno forms, etc., will be marked with the same big reductions.

Children's Coats

\$5.00 CHILDREN'S COATS \$1.98

Lot 1--Children's Coats in all colors, in chevriots, flannels, also summer wash coats. Silverfield's price up to \$5.00. **OUR PRICE \$1.98**

\$9.00 COATS \$3.67

50 Children's Coats in serge, flannels, chevriots, etc. Silverfield's price \$6.00 to \$9.00. **OUR PRICE \$3.67**

\$2.25 STORM CAPES \$1.49

One lot of Children's Rubber Storm Capes, in gray stripes. Silverfield's price \$2.25. **OUR PRICE \$1.49**

\$5.00 STORM CAPES \$2.98

Children's Storm Capes in navy, red or brown, all sizes. Silverfield's price \$4.00 to \$5.00. **OUR PRICE \$2.98**

Knit Goods

CHILDREN'S \$1.00 SWEATERS 49c

Children's Sweaters in all colors, plain and combinations. Silverfield's price 75c to \$1.00. **OUR PRICE 49c**

\$2.00 SWEATERS 97c

Children's All-Wool Sweaters in white, gray, red, navy and combinations of colors. Silverfield's price \$2.00. **OUR PRICE 97c**

CHILD'S \$1 TOQUES and LEGGINGS 49c

A very large lot of Children's and Infants' Toques, Leggings, Booties, Mittens, etc., in all colors. Silverfield's price \$1.00. **OUR PRICE 49c**

Kimonos

Women's Kimonos in short and full lengths, made of flannelettes and eiderdown. Values to \$5.00. **OUR PRICE \$1.97**

Lingerie Dresses

Large assortment of Women's and Misses' Dresses, made of lingerie, linen, chambray and gingham, etc., all colors. Silverfield's prices \$10 to \$16.50. **OUR PRICE \$4.95**

Knit Underwear

CHILDREN'S 35c UNDERWEAR 19c

Children's Vests and Pants in fine quality, heavy fleeced, all sizes. Silverfield's price 35c. **OUR PRICE 19c**

50c UNDERWEAR 27c

Children's Vests, Pants and Union Suits in medium and heavy weight, all sizes. Silverfield's price 30c. **OUR PRICE 27c**

LADIES' 75c UNDERWEAR 37c

Ladies' fine quality Underwear in Forrest Mills, Mentor, etc.; vests, pants and union suits. Silverfield's price \$1.25 to \$2.00. **OUR PRICE 89c**

\$3.50 UNION SUITS \$1.98

Forrest Mills make of Union Suits, in wool, silk and wool, and wool and cotton. Our very finest goods. Silverfield's price up to \$3.50. **OUR PRICE \$1.98**

CHILD'S \$1.50 HATS and BONNETS 49c

About 200 hats, caps and bonnets in felt, plush, bear cloth, silk, etc., all colors, large variety of styles. Silverfield's price up to \$1.50. **OUR PRICE 49c**

CHILDREN'S \$5.00 HATS \$1.95

Lot of Children's and Infants' Hats and Caps, in assortment of materials. All styles and colors. Silverfield's price up to \$5.00. **OUR PRICE \$1.95**

Infants' Dresses

INFANTS' \$1.00 DRESSES 47c

Infants' Dresses in white and colored, fine materials, sizes 6 months to 6 years. Silverfield's price \$1.00. **OUR PRICE 47c**

INFANTS' \$3.00 DRESSES 97c

About 500 Infants' Dresses in colored gingham and chambrays, also fine white India linen, Swiss, etc. Silverfield's price up to \$3.00. **OUR PRICE 97c**

Infants' hand-made dresses in finest Swiss, Mercerized batiste, Persian Lawns, etc. **Your choice at ONE-HALF OFF**

Muslin Underwear

\$1 CORSET COVERS and DRAWERS 39c

Corset Covers and Drawers, made of fine quality cambric and nainsook, neatly trimmed. Silverfield's price 65c to \$1.00. **OUR PRICE 39c**

\$2.00 MUSLIN UNDERWEAR 97c

Large assortment of Muslin Underwear, including skirts, drawers, corset covers, chemise combinations. Values up to \$2.00. **OUR PRICE 97c**

\$4.00 MUSLIN UNDERWEAR \$1.97

Beautiful assortment of fine Undermuslins, in combinations, petticoats, etc., made of fine Swiss, nainsook, cambric, neatly trimmed embroidery and lace. Silverfield's price \$3 to \$4. **OUR PRICE \$1.97**

Leather Goods

\$1.75 BAGS 98c

While they last, this assortment of Bags in several qualities of leather, also plush, black and colors. Silverfield's price \$1.50 to \$1.75. **OUR PRICE 98c**

\$7.00 BAGS \$3.95

This lot includes Goat Seals, full leather lined, also tapestry and plush bags in black and colors. Values up to \$7.00. **OUR PRICE \$3.95**

FINE LEATHER GOODS

Entire assortment of fine Bags in all the newest shapes and sizes, blacks and colors, also toilet cases, military cases, card cases, purses, etc. All greatly reduced.

Umbrellas

\$1.75 UMBRELLAS 98c

About 300 Ladies' and Gentlemen's Umbrellas, made on heavy paragon frame, cover of cotton, taffeta, variety of handles. Regular values to \$1.75. **OUR PRICE 98c**

\$7.00 UMBRELLAS \$3.95

The regular prices on these Umbrellas are almost double--they are fine pure silk and silk and linen, made on best of frames, beautiful handles. Silverfield's price \$5.00 to \$7.00. **OUR PRICE \$3.95**

Never again will you have an opportunity like this --you can't afford to purchase your Christmas novelties and your ready made garments elsewhere unless a great saving on everything you buy counts for naught

S Begins Friday at 9 a. m.

and by Jan. 1st Every Shelf, Every Counter, Every Show Case Must Be Emptied--the Goods Must Be Sold. Come!

One lot Children's Hose, in silk, lisle and cotton. 25c and 35c values. **OUR PRICE 15c**
Ladies' Sleeveless Vests in silk lisle. **OUR PRICE 11c**
Ladies' plain black fine Hose, extra good quality. 15c values. **OUR PRICE 7 1/2c**
50 dozen Children's Hose, fine ribbed, black and tan, sizes 6 to 9 1/2. **OUR PRICE 7 1/2c**
Regular 15c values. **OUR PRICE 7 1/2c**

Silverfield's Old Stand

Knit Toques, all colors. Silverfield's price 35c. **OUR PRICE 19c BOX**
Bootees and Mittens in all-wool assorted colors and sizes. Silverfield's price 35c. **OUR PRICE 19c BOX**
\$1.75 Flannelette Pajamas, fine quality, pink and blue stripe. **OUR PRICE 89c**
Our entire stock of Infants' Soft Sole Shoes, in all colors and sizes. Silverfield's price up to \$1.50. **OUR PRICE 47c**
Infants' Rompers, in all colors, gingham, chambrays, etc. **OUR PRICE 25c PAIR**

\$2.00 AUTO SCARFS 97c
All colors in Auto Scarfs, plain, Persian and spun silk, 1 1/2 to 2 yards long. Values up to \$2.00. **OUR PRICE 97c**
\$6.50 AUTO SCARFS \$2.97
Fine Imported Scarfs in chiffon, crepes, spangled nets, etc.; plain and fancy colors. Values \$4.00 to \$6.50. **OUR PRICE \$2.97**
Ruchings in all colors and widths. 25c to 35c values. **OUR PRICE 15c**

Your Christmas Shopping Now

Fourth and Morrison