

WHILE THE SHOT AND SHELL IS SCREAMING AT PORT ARTHUR

Boys, You Can Get a Gold Watch Free—Read the Plan.

THE CHICAGO

Boys, Read the Watch Plan and Get a Watch

The Big Store in the Middle of the Block

69-71--and Now Adding 73--Third Street, Between Oak and Pine

IS UNDER SIEGE OF THE WORKMEN

Tearing down and building up is the program, adding more store room, putting in new fixtures and beautifying the big store. While we are in the very midst of all the confusion, a mighty sale of fine Suits, Outing Suits, Pants, Hats, Shoes and Furnishings is in full blast—a sale that for high quality, low prices and big variety of stylish goods has NEVER BEEN EQUALED SINCE THE GREAT NATIONAL PANIC OF 1892 AND 1893.



For All-Wool Suits \$12, \$15, \$18 and \$20

We have taken about 600 fine Suits, all colors and styles, that sold early in the season at \$12.00 to \$20.00 and put one price for choice of the entire lot. Black, clay worsted, blue serges, gray clays, Scotch tweeds, fancy Scotch cassimeres, light and dark cheviots, pure all-wool worsteds, vicunas, etc., in the very newest and best styles. Not a suit in the lot but is hand-tailored, with shape-retaining fronts and broad shoulders. They come in double breasted sack, single breasted sack, square or military corners, also one or three-button frock styles; all sizes, from 34 to 42, but not all sizes in every lot. They are unquestionably the greatest bargains we have ever offered. See them; they are wonders.



For Choice of the Best SUMMER OUTING Suits IN THE STORE

None hidden, held or reserved. All our \$20.00, \$18.00, \$15.00, \$12.00 and \$10.00 Outing Suits are on our counters, and in this sale at \$5.00 for choice of the best.

OVER 200 TO CHOOSE FROM

Single and double breasted homespuns, serges, cheviots, tweeds, flannels, cassimeres and hand-loom tweeds, all sewed throughout with pure silk, hand-worked shoulders and collars, some half lined, others full skeleton made. Not a minute to spare. Now is the time to get a Summer Suit.



For \$3.50, \$4 and \$5 EXTRA QUALITY ALL-WOOL TAILOR-MADE Pants

Over 1,000 pairs of the very latest and best styles, in worsteds or all-wool cassimeres, clays, cheviots, tweeds, including choice of all our finest quality Outing Pants. There never has been such a grand opportunity to secure so large an assortment of really fine Pants at so low a price. We can fit any person from 30 to 48 waist or 28 to 37 inseam. Don't think of buying Pants until you see them.

Shoes

We Simply Beat Them All on High Quality and Low Prices.

We have rung the bell on Shoes—good shoes, no old-timers, but the very best styles—that's the kind The Chicago sells.

\$1.35 Will buy choice of 20 styles of box and velour calf, in foot form last; shoes that are sold usually at \$2.00 and \$2.50.

\$2.35 Vici, Velour, Box Calf and Cordovan, \$3.00, \$3.50, \$4.00 and \$4.00 Shoes, the styles and shapes of last are the very best; they come in all widths and sizes.

Any time you buy a pair of shoes at The Chicago and they don't wear right you get a new pair FREE. We don't sell anything that we cannot guarantee.

THE AWARD OF \$50 CASH

Offered by The Chicago for a plan that was superior to its own to distribute 50 gold and 50 silver-plated watches to boys under 18 years of age on the opening day of the new Boys' and Children's Department, which will be in September, has been decided as follows:

Portland, Or., Aug. 18, 1904—We, the undersigned, after an examination of plans submitted to The Chicago for the distribution of the above watches, lottery schemes and giving them with purchases omitted, find the plan proposed by N. L. Shafer, 335 Sherman street, Portland, to be the best adapted and most suitable for the boys, most beneficial and impartial for The Chicago Clothing Company. The plan accepted was delivered to us under United States government seal, unbroken, bearing date of July 15, 1904, 1:30 p. m.

W. J. Hofmann, The Journal, J. W. Spriggs, Telegram.

THE PLAN

To furnish boys with printed lists or petitions. The boys securing the 50 largest lists of adult signatures to be given the 50 gold-plated watches. The boys getting the next 50 largest lists of signatures to be given the silver-plated watches, until all the watches are distributed.

RULES.

No. 1—The same list not to be signed by the same person more than once, but the same person may sign as many different lists as they may want.
No. 2—Sign your own name. Do not sign for others, as the same hand-writing in more than one place on the same list makes the list void.

The \$50 Will Be Given to Charitable Institutions, to Be Decided on by the Boys Receiving the Watches.

P. S.—The above plan is not new. It was originated and used 10 years ago in Chicago at the corner of Clark and Lake streets by the originator, N. L. Shafer. An impartial and competent committee of Portland's most practical advertising men from the Telegram and Journal has decided that as there has been no plan offered that improves on it, they recommend its adoption and use by The Chicago Clothing company for the distribution of 100 watches to boys under 18 years of age. Opening day of their new Boys' and Children's Department September 17, 1904.

BOYS GET A WATCH FREE

The lists will be ready by 10 a. m. tomorrow, Saturday. All the boys calling at the store for the next two weeks will be furnished with lists free. Start out boys, secure one of the gold-plated watches. Every watch is guaranteed by the maker to keep good time—they are beauties. Hustle and get a watch free. The contest is open to all boys under 18 years of age within 100 miles of Portland. Boys living outside of the city can send or write for lists.

HATS DON'T WAIT A MINUTE

We are going to make a clean sweep of every Hat in the house. Prices on all kinds of soft or stiff Hats will be cut to the core. Cost or loss cuts no figure—they must go.

65c for choice of a big lot, light, medium or dark colors, soft or stiff Hats, worth up to \$2.00.
\$1.35 for choice of over 1000 soft or stiff Hats, in black, brown, nutria, drab, pearl or smoke shade, the very latest shapes, worth up to \$3.00.

We have jumped into the Hat stock with both feet—you need not wear a shabby one now.

Young Men's Suits

We are going to give the young men a surprise in Nobby Suits.

\$6.50 We have taken about 200 elegant All-Wool Suits, in both single and double breasted styles, dark and medium colors, also plaids, checks and stripes—suits that sell ordinarily up to \$13.50, and put them in this lot at \$6.50 for choice.

Children's Suits

We have about 50 All-Wool Knee Pants Suits, reefer, vestee, junior and double breasted styles, we will sell before we open the big new boys' and children's department. Just pick out the one you want, take it for half what it is marked and then take off another 10 per cent.

EXAMPLE: \$5.00 Suit—One-half price, \$2.50; 10 per cent off, now \$2.25.

Men's Furnishings

We show the largest and best line of good, up-to-date Furnishings in this state. The prices, during this Great Sale, while store improvements are going on, are a revelation of the power of this store as a bargain-giver.

Shirts

35c For choice of Negligee and Golf Style Shirts, cuffs detached, very choice; worth up to 75c, including black sateen, madras, etc.

50c For choice of an elegant assortment of Golf or Negligee Shirts, consisting of the very choicest styles; worth up to \$1.00.

Underwear

We are selling Underwear at an average of less than ONE-HALF PRICE. Twenty styles to choose from—

23c For elegant 50c qualities.

33c For extra good, up to 75c qualities.

43c For select quality, up to \$1.00 values.

Hosiery

We have about 500 dozen Good Sox that sell regularly from 10c to 50c a pair. We are going to sell them. Here are the prices:

5c For the best 10c Sox on the market.

2 Pairs for 25c for the 20c Sox.

3 Pairs for 50c—the best of qualities, lisle, balbriggan and mercerized, plain and fancy; imported 25c, 35c, 40c and 50c Sox.

Suspenders

We sell wholesale and retail, and will sell you a pair or two of Suspenders at a cheaper rate than we would sell you by the box.

10c For the very best 20c and 25c values.

20c For elegant Suspenders; value up to 50c.

30c For French and English web, glove-button cast-off, best of trappings and ends, handsome colors or white; value up to 75c.

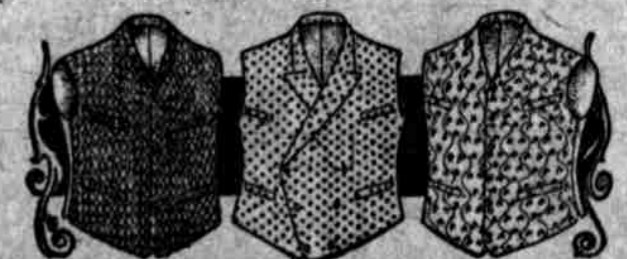
Fine Neckwear

We show more fine All-Silk Neckwear than any house in Oregon. We make a leader out of Neckwear, and retail it at about wholesale prices, but during store alterations we'll sell it at manufacturer's cost.

18c For choice of 200 dozen Pure Silk Bows, Tecks, Clubs and Four-in-Hands; good 35c value.

33c For choice of 200 dozen very newest styles of imported silk, in all styles; worth up to 75c.

Summer Vests



We are going to clear up every Wash Vest in the house—about 400 of them, including all sizes from 34 to 42.

95c Will take choice of the lot, white, marseilles, penang, crash, Bedford, in stripes, dots, figures and solid colors. This elegant assortment includes all Wash Vests that sold at \$2.50, \$3.00, \$3.50 and \$4.00. FULL DRESS VESTS ARE NOT INCLUDED.

Odd Vests

by the thousand. Seems a good many, but we have them, or we would not say so.

45c Just take your pick of 300, all colors and sizes, up to 46, all-wool or worsted; worth \$1.50.

95c For choice of 500 all-wool and worsteds, black, blue, fancy colors and mixtures, sizes to 48; worth \$2.50.