

What Is in a Name After All? Well, That Depends

The Big Store in the Middle of the Block

THE CHICAGO

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

THAT WORD BARGAINS has been so awfully abused by irresponsible stores and sometimes through downright ignorance that public patronage now demands facts. A store that sells an article carried over from last year at 50 per cent on the dollar is not giving you a bargain, for styles a year old are not worth more than 50 cents on the dollar in the wholesale market. A store that sells you off colors or patterns is exactly in the boat. **THE CHICAGO** deals in fresh goods and when we announce a cut in prices it is on goods

750 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 chevots, 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.

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

Over 2,000 pairs of the very latest and best styles, in worsteds or all-wool cassimeres, clays, chevots, 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.

\$5 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.

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 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.

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.

65¢ 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 1,000 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.



Worthy of Your Patronage
THE CHICAGO has received since June 1st more fresh seasonable Suits and Pants than all the stores in Portland combined.

BORN OF A TITLE SMALL

This is Not Sarcasm—It is Straight from the Shoulder

Some stores in this city might be successful if they only were aware of how little they really knew about the fine points of the clothing business. They might be top liners if they would locate in prison bound or asylum center towns that they are named after. It is about the size of their capacity. When a store whose growth has been akin to a cow's tail—downward—names itself after some wayside village, squashburg or state prison center, and that outfit sets itself up to tell the intelligent public what it knows about fashions and fine art in the manufacture of clothing, that is a case of downright ignorance. They deserve the sympathy of the public, but they get the laugh instead. The Chicago is head and shoulders above any competitor it has to contend with in this city. While a store of the above caliber has rapped at our door repeatedly for some kind of recognition, our advice to them is: Study the fine arts and fashions in overalls and rubber coats, then advance step by step until you are worthy of the clothing patronage of the generous public.—Fiction.

THE FREE WATCHES

For the boys on the opening day of our new Boys' and Children's Department is causing lots of hustle among the boys. Every boy has the opportunity to secure a watch free. Boys, call at the store, get started early in the contest and secure one of the finest watches. Boys out of town send for lists.

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 he may wish.

No. 2—Sign your own name. Do not sign for others, as the same handwriting in more than one place on the same list makes the list void.

The \$50.00 will be given to charitable institutions, to be decided upon by the boys receiving the watches, as previously stated, in case there was no improvement on our own plan.

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

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

50¢ 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—

- 23¢ For elegant 50¢ qualities.
- 33¢ For extra good, up to 75¢ qualities.
- 43¢ For select quality, up to \$1.00 values.

Hosiery

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

- 5¢ For the best 10¢ Sox on the market.
- 2 Pairs for 25¢ for the 20¢ Sox.
- 3 Pairs for 50¢—the best of qualities, lisle, balbriggan and mercerized, plain and fancy; imported 25¢, 35¢, 40¢ and 50¢ 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.

- 10¢ For the very best 20¢ and 25¢ values.
- 20¢ For elegant Suspenders; value up to 50¢.
- 30¢ For French and English web, glove-button cast-off, best of trappings and ends, handsome colors or white; value up to 75¢.

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.

- 18¢ For choice of 200 dozen Pure Silk Bows, Tecks, Clubs and Four-in-Hands; good 35¢ value.
- 39¢ For choice of 200 dozen very newest styles of imported silk, in all styles; worth up to 75¢.

Odd Vests

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

- 45¢** Just take your pick of 300, all colors and sizes, up to 46, all-wool or worsted; worth \$1.50.
- 95¢** For choice of 500 all-wool and worsteds, black, blue, fancy colors and mixtures, sizes to 48; worth \$2.50.

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.