Third Annual November Great Record Breaking REDUCTION SALE

.... OF ....

The BON MARCHE STORE

This Matchless Sale Will Benefit You If You Let It.

The memory of our past November Reduction Sales lingers in the minds of thousands of pleased customers, coming as it does at the opportune time for Fall and Winter buying. There begins here Monday, and for 30 days, the most sensational sale of Dry Goods, Men's and Boys' Clothing, Shoes, Underwear, Ladies' and Children's Ready-to-Wear Garments ever held in the Northwest country. It's going to be a sale that will make history; also will make hosts of new friends for this store. That we could be able to sell for One Dollar what will cost from one twenty-five to one dollar and fifty in other places seems impossible. It is plain, unvarnished truth, nevertheless. Read every item in this ad, prepare your want list, and come to Eugene's Largest, Most Popular Money-Saving Store. A straight 25 to 50% saved in many instances.

A Clothing Sale Positively Without Precedent or Parallel.

$14.50

$18 and $20 Suits and Top Coats $14.50.

If past experience is a criterion the unusual values offered during this sale will establish clothing selling records heretofore unknown in all Eugene.

We are going to make all usual $13.50 to $15 suits one price during this sale. They will outclass many so-called bargain suits some people call hand tailor-made $25 and $30 suits, and offer as a great $15.00 special. We're not making false statements. If honest statements do not sell our clothes we will go out of the business. Your choice..... **$9.50**

$7.50

To Cap the Climax and to be everlastingly on top, we're going to offer the fellow who thinks he can not pay more but yet wants a good honest suit. Our entire line of $10 suits at, your choice while they last..... **$7.50**

$18.50

Priestley Genuine Cravenette Coats. If the public was to listen to some of the Puddin' Headed fellows who claim they and they only are the exclusive dealers in Priestley Cravenettes, they would be loser. We will give the finest lines of Priestley's Cravenettes on this sale, which clothing dealers all over the land expect to get from $22.50 to $25 for, will be on our sale at, per coat, your choice..... **$18.50**

Buy Your Boys' Clothing Here

And Get the Best for the Money.

If every parent in Lane county could see our Boys' Clothing side by side with what is offered at many stores we'd get all the boys' clothing business in the city. We get most of it as it is. You only have to see our boys' clothing in comparison with any other to immediately recognize its superiority. It's the sort of clothing that makes a permanent customer of everyone who buys it, and it can be bought at a saving of 25 to 30 per cent.

$1.95 for Boys' Suits you cannot match for $2.50 and $3.00 in this town.

$2.50 for Boys' Suits that you've paid $4.00 for many a time.

$3.50 for boys' suits in fancy wool mixed cheviots and cashmeres you can't match for $5.00. These suits are honestly made, will not rip, shrunk and sponged before making. This you must remember makes a great difference in the wear of a garment—that's the kind we sell.

$5.00 For five dollars you have the choice of all the $6.50 and up to $8 suits. Made in Norfolks and little gents double breasted, these suits, like all of our boys' best clothes, are made from good, honest cloths. Shrunken and sponged. We absolutely guarantee satisfaction in every instance or money back. A beautiful selection of fall and winter suits up to $8. Your choice $5.00.

Reduction Sale Men's Trousers.

We sell nothing but honest woolens and worsteds. Every pair of our trousers are of first-class make and your money back for every pair that does not give satisfaction. Note our prices.

$2.50 for fine wool cassimere trousers.

$3 50 for the very best cassimere or English tweed trousers and they are superbly made. A new pair for every pair that will rip.

Working trousers at 95c, $1.25 and $1.50 that are good.

Greatest Hosiery and Underwear Sale in Years.

3,000 pairs of Hose, 2,500 pieces of Underwear for men, women and children, a saving of 1-3 to ½ of regular prices. Every piece of underwear, every pair of stockings and sox in this immense collection is both seasonable and desirable.

23c regularly 35c Union Suits for children, knit lace neck band, and front with drawn ribbon.

25c regularly 45c heavy fleeced double warp underwear for boys. They are mill ends of broken lots and can only furnish a portion sizes.

35c regularly 50c boys' heavy rib fleeced. Sizes up to young mens.

Men's Underwear—34c regularly 50c values, dark grey underwear, soft fleeced, 3 thread weave, mill end sizes only; will go in a hurry.

48c regularly 75c health wool fleece vests only, greatest bargain you ever saw.

98c regularly $1.35 fine grey lamb's wool vests and pants, comes also in extra sizes, best value ever shown.

29c regularly 35c and 45c values, in genuine Scotch knit yarn hose, outwear all others.

25c fine 50c Cashmere half hose, light tan, blue grey mixtures and black, light weight and serviceable.

17c regularly 35c Scotch hose for men, medium grey with double heel and toe, a real wonder at the price.

Overtowering Underwear Bargains.

35c Cashmere stockings 23c. Women's black fine cashmere stockings with natural toe and heel, a good 35c quality, 3 pairs for 65c or, per pair **23c**

Women's 35c Underwear 25c. Women's Jersey ribbed hand crocheted finish, made from pure Maco yarn, pants to match, per pair....**25c**

Women's 45c Underwear 34c. This is the very best garment shown at the price..... **34c**

75c French balbriggan women's glove fitting undergarments with waist line silk floss, tissue faced, extra quality. Price.....**59c**

Ladies' Stylish Wrappers

At Little Cost.

75c for handsome Percale or Teasel Wrappers, made up in very best of style, really as good a dollar wrapper as you ever bought.

95c and $1.25 Wrappers are made from extra quality Percales and Teaseldowns. Extra width, all washable patterns.

We've Never Had a Kid Glove Like This.

$1.48 It's a new importation direct from Grenoble, France. Beautiful soft finish, real kid gloves, in black and all the accepted shades for the fall season. Paris backs, 3 clasps. They fit and wear splendidly and are the finest gloves at the price we ever had. **$1.48**

$2.50 Hand Bags Repriced. Now $1.50.

That's almost half price, but it's the way we're going to sell them on this sale. Every one is worth Two Fifty, but we wouldn't accept more than $1.50. All fitted with coin purse, card case. Gilt oxidized or leather handles and frames. Do you want one for $1.50? **$1.50**

Proof Beyond Words Are These Bargains.

Make up your want list on a Bon Marche memorandum book, for you'll never beat these prices by at least one half. Men's very good hats 50c, 65c, 85c and $1. Our men's fur hats at $1.50 and $2.50 we will guarantee same quality as has been sold in Chargem & Co.'s stores at $2.50 to $3.50. Men's and boys' all wool caps at 25c and 35c. Our excellent line of men's wool hose at 20c, 25c and 39c are quite different from the old style prices you have seen. Men's calf skin gloves at 50c. Men's excellent buckskin gloves $1. Men's fine "Roosfet" $2.00 Gauntlet Driving, velvet finish buck gloves, during this sale $1.45.

Domestic Department.

Isn't it well to save a few dollars when the chance is offered?

10,000 yards full width 7½c Outing Flannel	5c
7,000 yards full yard wide Muslin	5c
8,000 yards Mill Ends full standard Calico	5c
1,000 Blanket Sheets, white and drab, each	35c
250 pairs 10-4 90c Blankets	73c
250 pairs 12-4 $1.65 Blankets	1.33

These are wide-awake bargains, and you'll not match them on this side of the Rocky Mountains.

$1.33 **Buy Curtains at Our Great November Reduction Sale.** **$1.33**

We can't overprice these curtains. The Scotch Lace Curtains we sell at $1.33 are actually worth Two Dollars.

$3.00 Curtains $1.75.

We place on our November Reduction Sale two hundred pairs of fine Scotch lace curtains, all 3½ yards long and regulation width, edges all double overlocked stitches, insuring good service. Patterns all new, many direct copies of the more expensive Tambour Irish point, Brussels nets, etc. These curtains would sell in regular way for $3.' Our November sale, per pair **$1.75**

Teasel Gowns.

For less money than you can make them. Well made gowns at 65c and 49c. Very stylish gowns at 85c and 95c. Very finest gowns at $1.25 and $1.95. Children's good heavy gowns at 45c, 65c, 75c, 95c

The Fur Store of Eugene.

Our Furs made by a man who knows how to prepare fur garments that will wear. We have sold his goods for many years with best results. Try our furs, your money back if not satisfied.

$1.50 Furs, November Sale 95c | $3.50 Furs, November Sale $2.45
$2.50 Furs, November Sale $1.65 | $5.00 Furs, November Sale $3.65
$10.00 Furs, November Sale $6.50

The Family Shoe Store.

Good Shoes. Low Prices.

We set a high standard for this shoe store of ours that fills the wants of all the members of the household. But it pays; it brings you here for all your shoe needs. That's how we are able to give the lowest prices in Eugene for good looking, good wearing shoes. Increased sales means decreased prices.

$2.50

Don't Overlook This Item.

To make our Third Annual November Sale the largest by 50 to 100 per cent of all former sales, we will make one specialty, one grand mammoth bargain never heard of before. We will place on sale upward of 300 pairs of Ladies' $3.50 and $4 hand turned and Goodyear welt shoes, all made by best trusted shoemakers, absolutely warranted best $3.50 and $4 shoes made, during this sale, your choice, per pair $2.50.

Of all the school shoes made the Little Sampson and Billy Buster take the lead and satisfy.

$2.50 quality Little Sampson....$2.10
$2.00 quality Little Sampson.... 1.75
$1.75 quality Little Sampson.... 1.45

$1.25 standard school and dress shoes for children, per pair .. **$1.09**
$1.50 full custom school shoes, per pair this sale..... **$1.19**
69c 72c, 96c will buy the best chid's wonder shoe.
$1.00, 1.19, 1.39 and 1.49 will cap the climax on ladies' fine and heavy shoes that will wear. Our shoe trade has increased each month we have been in Eugene. Moral—good shoes.

Prices Blown to Atoms.

In our ladies tailored suit, coat and skirt department. No matter which garment you may want, suit, coat, skirt, waist or plain coat, you can buy here for less and at a great saving.

$ 8.50 Ladies' fine Kersey Coats, $ 4.50
$12.00 Ladies' fine Kersey Coats, 6.50
$15.00 Ladies' fine Imported Broadcloth..... 8.50

The above coats are all silk lined and are worth the regular prices named. We're going to sell every coat and suit we have on this sale at some price and you want to be here.

$1.25 for a lot of heavy skirts that sold from $2.50 to $3.50 each.

$1.90 each for a lot of heavy skirts that sold up to $4.00.

Ladies' Silk Waists at exactly half price. We have 68 very fine silk waists that we will sell at 50 cents on the dollar.

$4.00 Waists will be $2.00 | $7.50 Waists will be $3.75
6.00 Waists will be 3.00 | 9.00 Waists will be 4.50
$12.00 Waists will be $6.00.

Cut this ad out and bring with you and when you make a silk waist purchase we will allow you 50c from the half price.

Dress Goods for Less.

The season's best and most fashionable dress stuffs on sale right now, when you want them, at cut prices.

29c instead of 45c for 38 inch brown grey wool suiting.
49c instead of 65c for 40 inch plain and fancy mohairs.
83c instead of $1 and $1 25 Panama suiting, 52 inches wide.
93c instead of $1.50 for genuine English 54-inch Panama and Sicilian fancies.

The Time to Buy Waist Cloths and Suitings.

Over 400 pieces to select from; qualities better than we ever had them.

9½c the yard for a choice line of two toned 12½c waist cloth, dressed soft on the inside, and perfect wash cloths.

12½c the yard for 15c Dresden sackings. These are a beautiful waist cloth, being perfect in the wash and yet stylish colorings, all two weave, making a perfect wearing cloth.

19c the yard for your choice of over 50 pieces 25c and 35c French sackings, silk plush finish on both sides, delightful colorings, a saving of almost half. You will want to see them.

$2.50 Woman's black Sateen Petticoats..... **$1.90**
$1.50 Woman's black Sateen Petticoats..... **99c**

The above two lots are unapproachable bargains and the 300 skirts we have will not last long. Full 7 flounce, tucked, accordion pleated. Shaped and stitched as well as any $5.00 skirt.

Ten spools of the best Machine Thread will be sold for 10 cents with every purchase of $5 00 or over.

Or if you prefer, 10 yards of the best Calico for 10 cents with all purchases of $5.00 or over through this Big Store during this sale.

Our November Notion Sale

Shall eclipse all former records of this wide-awake store, and you will remember how cheap you bought notions for on our mammoth July Carnival Sale. Fifteen cents will do the work of 25c and even 35c in many instances. We are always cheapest for notions, but our November sale will cap the climax for cheap selling. Bring your friends, bring your baskets and come to the biggest sale ever held in Eugene. Sale commences Monday morning and for each day of the month of November. No difference what price you're offered you can buy here cheaper.

The BON MARCHE, A Place to Save Money.

3,000 pieces Ladies' Grey Ribbed, Silk Fleeced Four Cord Ribbed Under Vest and Pants.

23c Each.

Finely finished, lace neck, with drawn ribbon and Kensington woven cuffs.