

Taking the Enemy Down the Line!

With Hair Standing Straight on His Head He is Up Against the Real Thing!

The Bon Marche's December Unloading Sale!

This sale will positively eclipse all and every sale ever advertised in the history of this town or any other town in the state of Oregon. We defy all competition, and will sell all classes of merchandise from 25 to 50 per cent. less than any man dare name. This tremendous stock of fine Dry Goods, Clothing, Shoes, Ladies' Coats, Skirts, Waists, Furs, Underwear, Etc., will be sold for less than manufacturer's cost.

The Greatest Opportunity Ever Before the People to Do Their Holiday Shopping Where Your Dollar Will Buy Double.

Sale Starts at Once and Continues Until Christmas Eve.

Amazing Bargains—Read Them

Men's Clothing.

Men's \$25.00 finest wool and imported English worsted suits and overcoats at 25 per cent. less than manufacturers prices. Strictly hand-tailored; finest fitting goods in the world. Your choice

\$13.50

Strictly choice hand tailored \$22.50 suits and overcoats. Your choice

\$12.00

Finest standard suit and overcoat, handsomely tailored, fine linings, guaranteed clothing. Your choice

\$11.00

Men's elegant hand tailored suits and overcoats. Your choice.....

\$10.00

Men's very best \$10.00 and \$12.00 suits. Your choice.....

\$7.50

Christmas Smoking Jackets or House Coats.

\$15.00 Coats, your choice at.....**\$8.50**
 \$12.00 Coats, your choice at.....**6.50**
 \$10.00 Coats, your choice at.....**5.00**
 \$8.00 Coats, your choice at.....**4.00**
 \$5.00 Coats, your choice at.....**2.50**

Unparalleled prices on boys suits and overcoats, at **\$1.50, \$2.00, \$2.50, \$3, \$3.50**. All bright new goods, worth at fair prices double our prices named here.

Men's elegant 75c undershirts and drawers, your choice.....**47c**

Men's high grade wool undershirts and drawers, manufacturers' cost \$13.50 dozen, your choice, each.....**95c**

Men's work gloves one-half price.....**38c, 48c, 68c, 98c**

Men's elegant Sox at half price.....**7c, 9c, 11c, 13c, 19c**

One-half saved on hats, and good ones at that, worth double.
**50c, 75c, \$1, \$1.50, \$2.00**

Ladies' Tailoring Dept.

\$15.00 handsome suits at.....**\$9.50**
 \$18.50 handsome suits at.....**11.50**
 \$25.00 handsome suits at.....**16.50**

800 Ladies' Coats at less than manufacturers' prices. You will buy a skirt for less money than you ever dreamed **95c to \$5** of. Come and see them from.....

The Real Fur Store of Eugene.

We are the leaders. We name a better price than you can get elsewhere. Our goods are absolutely guaranteed. Come and see our elegant furs at

75c, \$1, \$1.50, \$2, \$2.50, \$3.

Good Shoes

Few times a month do you have the opportunity of buying good all solid shoes at these prices. We will sell Ladies best regular \$2.50 Welt Shoes, our kind with oak soles, your choice Blucher or Plain lace, single or double sole, at.....**\$1.75**

We Will Save You

25 per cent on Childrens good shoes, our kind. 40 to 60 per cent. on Mens good solid shoes, our kind.

Elegant Line Christmas Goods at 1/2 of Former Price

Don't pay 25c for articles you can buy here at **15c and 18c**

Don't pay 50c for articles you can buy here at **25c and 30c**

Plant your money where it will grow and bring you double. We will save you 25 to 50 per cent. on Blankets and Comforters. Sheet Blankets at 25, 30 and 35c. 10-4 Blankets at 65c, 95c, \$1.25, about one half. 11-4 Blankets at \$1.50, the \$2 kind. 12-4 Blankets at \$2.50, the \$3.50 kind.

12000 Yards Staple Calico

Indigo blues, reds and fancies, at per yard.....**4 1/2c**
 5,000 yards D. D. Muslin at per yard.....**5c**
 120 doz. Boys and Girls ribbed hose made to sell at 25c, now **15c**

9 Cents In Notions

Here does the work of 15c elsewhere, and everything else in proportion. Hat and Cap sale in full blast and shoes to beat the world.

A Penny a Spool For Best Thread

How it is done. With purchases of \$5.00 or over in our Dry Goods Department will entitle you to 10 spools Coats' or Clark's Best Thread or 10 yards best calico for only

10c.

25 to 30 per cent. Discount on Ladies' Shed Rain Coats.

Come, Gather In Some

of the big bargains in

Dress Goods, Ladies' Waist Skirts, Notions, Hosiery, Handkerchiefs.

All will move out at lightning rapidity and silks we sell will cost little more than cotton in other stores.

It is pretty plain talk, but it is cold facts.

250 feet of solid Notions on display. We never expect to get a barrel of money out of them because we have got them priced for less money by half than you ever saw them sold for in any city in the state. You make out your list and come down to the Bon Marche, the good store for the people, the store that has your money back for every article you buy if you are not satisfied. No old, worn out goods that have been hauled all over the country, sold by the sheriff two or three times and then offered as a bargain. We have nothing of that kind, but all new, bright, reliable merchandise worthy of the very best patronage, bought for good people, and will be sold for less money than same goods can be bought under any roof in Eugene. We want to see you, and will expect you at this great December Unloading Sale.

THE BON MARCHE,

A Place To Save Money!