

The First Ten

Women at this counter Monday morning, January 13th, can each buy 10 yards best standard Prints for . . . **39c**

FREE RAILROAD FARE TO EUGENE
Monday Morning, January 13th

at 8:30 sharp

We launch another one of our gigantic

RED TAG SALES

at the **Bon Marche Store**

The First Ten

Women at this counter Monday morning, January 13th, can each buy 10 yards L. L. Muslin for . . . **59c**

It's going to be a wonder from start to finish. Everything goes at Manufacturer's Cost. We invite you to bring your pocket book and come with your whole family. **A GIGANTIC SALE---WE ARE OVERSTOCKED.** This entire Moomouth Stock of High Grade Merchandise of all the well-known and established **Bon Marche Department Store**, located at 530 and 540 Wilamette Streets, between Seventh and Eighth Streets, Eugene, Oregon, will be placed on sale beginning

Monday Morning, January 13th, at 8:30 a. m. sharp. Every woman, man and child is commanded to attend this great event.

Notice

When entering the store Monday morning you will find a Red Tag on each and every article in the store, marked in plain figures, our former Underselling price and now our special **RED TAG SALE PRICE**. The whole stock will be so arranged that a child can buy as intelligently as a full grown shopper. We assure every purchaser absolute satisfaction. We guarantee every price and every statement here made and we will take back and exchange or refund your money on any purchase unsatisfactory whatever.

MONDAY MORNING, JANUARY 13,

When the Bon Marche's greatest Sale positively opens: 30 days of limitable bargains before the public; with a mammoth stock of all new goods and abounds in money making inducements that will truly prove a tonic for an overworked pocket book. We caution you to come early as everything will go rapidly.

In order to prove to you the tremendous sacrifice that must be made, we have mentioned a few of the extraordinary bargains that will be offered. Bear in mind everything is just as advertised. We advise you to save this and bring it with you to get exactly the goods mentioned in this ad. Remember no postponement or any of this mammoth stock reserved. Every article will have a Red Tag attached with a **LESS PRICE** than same goods can be purchased in any store in the State of Oregon. Satisfaction guaranteed in every instance or your money refunded immediately.

Sales Commence Monday Morning January 13th

The Bon Marche Department Store

Look for the Red Tag

True to our reputation we shall protect every buyer and our guarantee goes with every garment that leaves our store. We shall refund money to any purchaser for any reason whatsoever. No housewife should overlook this great sale. Mind, you in a season of the year when all other merchants are exacting their regular prices for their wares. You can buy staples and all kinds of merchandise at manufacturer's cost. You never heard of it before and you never will again. Therefore take advantage of the greatest bargain feast ever offered to Eugene and out of town shoppers, a sale of marvel offerings; the most alluring bargains. A story briefly told; we have resolved just to one purpose—to reduce this stock in thirty days. No consideration is here given. The stock that forms the basis of this Sale is merchandise of dependability. Your benefit, the opportunity offered.

A sale without a counterpart or parallel, a stupendous landslide of merchandise, comprising the world's best products marked at prices that will cannonade and shake the city from center to circumference. The doors will swing open promptly on a scene of bargain brilliance and splendor never equalled in the history of Oregon Mercantile annals.

Greatest Lace Sale Ever Heard Of
30,000 yards fine Lace, import order, 10c, 15c, 20c, 30c and up to 35c the yard Laces, your choice at this gigantic sale, one price yd. . . **5c**

A Positively Desperate
Sacrifice of Women's Waists and Suit values ever shown in this town.
75c Waists at . . . **38c**
\$1.00 Waists . . . **76c**
\$1.50 Waists . . . **98c**
\$2.00 Waists . . . **\$1.23**
\$2.50 Waists . . . **\$1.87**
\$3.00 Waists . . . **\$2.19**

Best Shoes in Eugene

The man, woman or child who misses this Gigantic Shoe Sale is the one who gets left.
Men's genuine Colt Skin \$2.25 Shoes at . . . **\$1.69**
Men's genuine hand welt \$3.50 Shoes at . . . **\$2.85**
Men's genuine hand welt \$5.00 Shoes at . . . **\$3.95**
Women's goodyear welt extension edge, chrome Kid, regular \$2.25 and \$2.50 Shoes . . . **\$1.69**
We're going to put on this sale one large lot of women's strictly hand welt \$4.00 and \$4.50 fine Shoes, all lasts—Gigantic Sale price, for your choice . . . **\$2.87**
350 Women's \$2.00 and \$2.25 Oxford ties, sale price . . . **\$1.39**

Come to the Fountain Head for Lace Curtains

It's a certainty you can buy two pair for what you'd pay for one pair in any other store in Eugene—We import direct from Nottingham England our Curtains.
Very choicest 3 1-2 yard \$1.50 Curtains, the pair . . . **98c**
Very choicest 3 1-2 yd \$2.00 Curtains the pair . . . **\$1.39**
The very choicest 3 1-2 yard \$2.50 Curtains, the pair . . . **\$1.68**
The very choicest 3 1-2 yd \$3.00 Curtains, the pair . . . **\$2.19**
The very choicest 3 1-2 yd \$5.00 Curtains, the pair . . . **\$3.39**
The very choicest 3 1-2 yd \$7.00 Curtains, the pair . . . **\$4.19**

MEN'S AND BOYS' CLOTHING BARGAINS

Men's Clothing Dept.

THIS SALE WILL STORM THE TOWN ON CLOTHING.
One lot swell, strictly hand-made tailor Suits, very latest cut, finest import cloth, positively very best \$20.00 suits made. Gigantic Sale price . . . **\$16.65**
One lot choice fancy Worsted and Serge suits, double and single breasted, strictly hand-tailored, latest cut and very best trimmings, were our choicest \$16.00, \$18.00 and \$20.00 Suits; Gigantic Sale price will be **YOUR CHOICE \$13.50, \$12 and \$11**
We are going to give each and every one who attends this sale his unrestricted choice of over one hundred \$12.50 Suits at Gigantic Sale price . . . **\$7.95**

Boys' Suits--Youths' Suits

We never promise the earth for a dollar—but we will promise to give your boy the best \$3.50 to \$5.00 Suits in excellent Cloth at . . . **\$3.85 to \$2.65**
One lot of boys' good honest wearing Cassimere Suits \$2.50 to \$3.00 Gigantic Sale price . . . **\$1.78**
Boy's rifle free with each suit.
One lot Youths' fine tailored Suits \$15.00 quality, Gigantic Sale price **\$11.00**
\$13.50 quality, Gigantic Sale price **\$9.65**
\$10.00 quality, Gigantic Sale price **\$7.35**
\$8.50 quality, Gigantic Sale price **\$5.50**
DOLLARS ARE CIRCULATING ALL OVER THE UNITED STATES. THIS SALE HELPS YOU GET YOUR SHARE.

We Are Overstocked Sale Lasts 30 Days Only

A Public Boom

THE PEOPLE'S SAVING CHANCES—in MEN'S \$1.50 blue wool Shirts; we have about 300 of these Shirts with pearl buttons; well made; Red Tag Sale price . . . **83c**

Boys' Knee Pants Sale

for less than the cloth costs or half price, . . . 19c, 29c, 39c, 49c, 83c.

A \$1.500 STOCK OF HOSIERY AT THE MERCY OF SHOPPING MULTITUDES

Women's wool Hose with high splice heel and toe 30c value at . . . **22c**
value at . . . **29c**
50c value at . . . **37c**
Women's fancy lace Hose, British lisle, high spliced heel and toe; 50c values at . . . **37c**
45c values at . . . **43c**
A bargain without a peer in men's fine all wool black 25c Dress Hose; Red Tag special, 2 pair for . . . **25c**
Children's high grade 30 and 35c fine Lisle Thread finish; wide and narrow rib; double toe and heel, Red Tag Sale price . . . **19c**
Child's fine English Cashmere 25c and 35c wool Hose with silk Toe and Heel; Red Tag price **22c**
Boys' and girl's Iron Clad Rough and Ready best 25c Hose offered in any store at . . . **17c**

Ladies' Tailor Made Suits

We have about 50 ladies' fine Tailor made Suits that we are going to place on this sale for less than the raw material cost.
All our \$25.00 and \$22.50 Suits will be closed out on this sale at the gigantic sale price of **\$14.50 and \$12.50**
All our \$18.00, \$15.00, \$12.50 \$10.00 Suits at **\$9.58, \$8.65, \$7.95, \$6.50**

One Lot Ladies' Tailor Made Suits

Made from stylish Cloths, latest makes, worth from \$4.50 to \$13.50 Come pick them out at from **\$2.27 to \$9.75**
One lot ladies' heavier wool Skirts in grays and plaids that are from \$3.50 to \$5.00. Your choice **\$1.49 to 2.98**

Now the Time, This Store the Place

to make such savings on DRESS GOODS as no western store ever offered before.
It matters not whether you want Henriettas, Melrose, Venetians, Serges, Voiles or Silks or Satins, or any thing that was ever made in the Dress Goods line. We carry nothing but fashion's latest, and they will go at prices ranging from 9c to 98c; absolutely worth two to three times these prices. We have been buying our Dress Goods from the man who makes them, and they will go out to you at spot manufacturer's cost and we believe each woman in this whole town or county will buy at least one pattern before this sale closes.

Profits Tumbled and Topped on Every Side

Women's and Children's Furs at half and less. We have some of the sweetest Furs shown this season in Fox and Ermine; these are the newest out. Positively any Fur in this store for less than the maker made them for; beautiful Furs at \$1.50, \$2.50, \$3.50, \$4.50, \$6.00 to \$8.00 that cost from \$3.50 to \$18.00.
Child's \$1.50 Fur Sets, collar and Muff at **75c**
Child's 2.50 Fur set, collar and muff at **\$1.00**
Child's \$3.50 Fur Sets, collar and muffs, **1.65**
Child's \$5.00 Fur Sets, collar and muffs **2.45**

Let Nothing Keep You Away From Our Red Tag Cloak Sale

We are overstocked on women's, misses' and children's coats. We do not expect to realize first cost for a single coat in this store. We are going to sell them at some price, it matters not whether you want a coat or not—when you see our Red Tag prices, you buy at least one, and if you have a Miss and a little girl or two, we'll have the satisfaction of selling you two to four Coats.
Women's Suits, women's Coats, Misses and Children's Coats, we have an endless variety to select from, and they must be sold. Come and see our Women's \$10 and \$12 Coats that we will sell at \$5 and \$6. Our Coats at \$7.50, \$9.50 and \$12.50 will surprise you as the best \$15 and \$20 Coats you have ever seen. Children's Bear Skin Coats at \$1.95, \$2.49; cloth costs more.

Things to Remember

regular price on every other article you buy from them. **OUR RED TAG SALE is the Real Price Reducer**, the sale of all sales, where any member of your family can come and buy any article in this Moomouth Stock at Manufacturer's Cost. Not an article reserved this Entire Big Stock at your mercy for 30 days. An thing you can use no difference what it is; a paper of needles or a piece of silk, a pair of shoes or a suit of clothes, you can buy them all here at Manufacturer's Cost. No matter to you what Our Loss is, come in and get your share of the greatest bargains ever offered by mortal man, as this big stock has got to be reduced, **AND REDUCED IT WILL BE.** Look for the well oiled **RED TAG**, that saves you dollars, and gives you the regular price and then our Red Tag Slaughter Price.

This is not one of those little clearance sales that all fellows commence to holler about on the first of the New Year just because they heard the other fellow about it, and with out a single token of a bargain for the people, simply reducing the price on a few stickers that would not move, and then asking you the full price. **OUR RED TAG SALE is the Real Price Reducer**, the sale of all sales, where any member of your family can come and buy any article in this Moomouth Stock at Manufacturer's Cost. Not an article reserved this Entire Big Stock at your mercy for 30 days. An thing you can use no difference what it is; a paper of needles or a piece of silk, a pair of shoes or a suit of clothes, you can buy them all here at Manufacturer's Cost. No matter to you what Our Loss is, come in and get your share of the greatest bargains ever offered by mortal man, as this big stock has got to be reduced, **AND REDUCED IT WILL BE.** Look for the well oiled **RED TAG**, that saves you dollars, and gives you the regular price and then our Red Tag Slaughter Price.

LOOK FOR THE RED TICKETS—THEY DENOTE A SAVING OF 1-4 TO 1-2 ON YOUR PURCHASES. CHILDREN'S COATS 20 PER CENT LESS THAN MANUFACTURER'S COST; EVERY COAT TO GO AT ONCE.
WOOL BLANKETS AND COMFORTS AT MANUFACTURER'S COST. COME AND WE'LL PROVE IT TO YOU.

All Buyers will Be Paid Railroad Fare 50 Miles
How to have your railroad fare paid.
Buy ticket from your station agent and have him give you a cash receipt; Present this receipt to manager on entering the building and railroad fare will be paid to all buyers of \$20 or over.

All of the so-called clearance sales, will drop out of sight when this tremendous sale opens Monday Morning, January 13th, at 8:30 sharp, and will continue for full 30 days. **Mark the Day and Mark it well, Let Nothing Keep You Away.**

BON MARCHE DEPARTMENT STORE

The hour is set, the date you know, the Greatest Sale ever held in Oregon opens at the

530-540 Willamette St, January 13th, at 8:30 a. m. sharp. **WE ARE OVERSTOCKED**