grd-itorial from the New Bon Marche

Service the Keynote

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\begin{aligned}
& \text { This is the second of the series of policy advertise- }
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$$

ments, telling of the various features of the new
store.
Service is the keynote of every successful business. It is our desire to be of service to the Women bought with this idea in view. Our sales people will be trained so that they may render better service.

Afew things that will make shopping and calling the Bon Marche a pleasure are mentioned to giv you a hint as to what we mean by service. However,
our full equipment will not be installed until the Formal Opening.
2nformal Opening
Anmounced Soon
An up-to-date Rest Room for ladies and children
on the balcony, with reading table, correspondence on the balcony, with read
desk and public telephone
A free parcel check counter on the Main floor
A telephone switchboard that will connect with very Department, from insi and -1 phones
69atch Shis Space
A Departmentized Store with ten distinct Depart ments, giving specialized help in each section and in roducing the Transfer system now prevalent in al first class Department stores.

A quick-service wrapping and Cashier station on ach floor, besides the instal

And many other conveniences for our patrons that are not listed here, but will be mentioned later.


## Our Fall Out Fiting

 If you will accept this invita-
tion and favdr us with a call
"Just for a Look," we will show Quote yon Prices that will at be Profitable for you to make
J.M. Solky \& Co.

May We Show You?






## Bon Marche



