

Bon Marche

Mail Orders Promptly Filled

Write for Our Monthly Bulletin

Bon Marche

Announcing the Informal Opening of The New Bon Marche Tomorrow---Monday Morning at 9 O'clock

This store will open its doors tomorrow morning to welcome the Wilmington people into its varied assortment of seasonable merchandise. For more than four weeks merchandise has been coming into this store until now we are able to announce complete assortments in the various lines. Europe as well as America has contributed her share to this wonderful array. Charming laces and brilliant metal trimmings of France and Switzerland vie with the sturdier products of American manufacturers.

While our fixtures have not arrived and we must make-shifts in order to display the merchandise, the delightful variety and splendid quality of the Bon Marche goods displayed for the first time in Wilmington will be inspiration enough to bring many Wilmingtonians down town for the informal display, and we extend to you a cordial invitation to be among those present.

Introducing "Vogue" Millinery



The Wonderful success of the Vogue Hats in Asheville has led us to introduce them to the women of Wilmington. To wear a Vogue hat lends an air of distinction and refinement that is immediately recognized by well dressed women. You have only to view them to be infatuated with their smart and fashionable modes.

Ribbons and Laces Featured Here

In ribbons we have gone into the better qualities and have brought to this city a collection that will be generally appreciated. In the better grades you will find that the colors are clearer, lustre higher and the wearing qualities so far superior to the ordinary grade that after you have become accustomed to the Bon Marche line you will accept no other grade.

There are four grades of ribbon in all widths from the medium grades to the very finest.

Laces and Trimmings Will be Found in Ample Assortments

We have some especially attractive metallic and pearl trimmings that will assist the new evening gown wonderfully. Some of these are displayed in our informal opening windows and we will be glad to have you come in and see the others.

Tailored Suits and Coats for Fashionable Women

We specialize in Read-to-Wear Garments. Our apparel has been selected with the utmost care by competent buyers, one of whom is Mr. Allie Price, formerly of Wilmington, but now Manager of the ready-to-wear department of the Asheville Bon Marche.

We claim distinction of style, sturdiness of quality and superior workmanship in our garments as well as a variety that embraces practically all of the favored models for Autumn.

Autumn Dresses for Ladies and Misses

Our dress line embraces models for every occasion. The assortment is characteristic of the Bon Marche. Thoroughness in selecting and style superiority is apparent in every particular.

Colors include the wanted shades of purples, prune, plum, Burgundy, African brown, Russian green, navy blue, and black. All materials now in vogue are numbered in the collection. From the dainty satin chapeuse or crepe metier evening gown to the street costume of men's wear serge trimmed in fur for street wear.



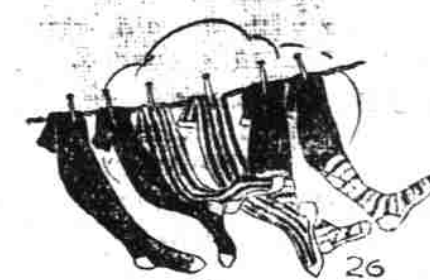
Silken and Woolen Dress Fabrics

One of the most interesting features that the shopper has to keep in view in buying from our piece goods departments is that every yard of this merchandise is absolutely new and goes on sale Monday for the first time. You take no chances in style or quality when you purchase from this attractive variety.

The slogan of this concern "Dry Goods of Quality," was originated by the sterling quality of the silk and woolen sections. It will be our pleasure to have you inspect the line and compare our values with anything in the city.

Handsome Silk Hosiery Offerings

To see these hose, is to create the desire to own a pair. They are of splendid quality and the many attractive designs in the fancies leaves nothing to be desired. We will feature silk hosiery in black, white and colors, solids and fancies in the better grades. Clox, Richelieu rib, and striped and checked effects are leading novelties.



One of the important factors that will prove popular with our hosiery patrons is that we keep our stock complete as to size and color and our sales-people through a study of the hosiery problems will give valuable information regarding the wearing, washing and correct size you should purchase.

Neckwear, Gloves and Hand Bags Form a Delightful Department

In purchasing the season's outfit some women lay too much stress upon the larger things and neglect the smaller dress accessories. It is as important to wear attractive neckwear, gloves or carry a becoming hand bag as it is to be correctly gowned.

We are showing new Centemeri gloves in the popular contrasting stitching.

Neckwear is being displayed in generous varieties of organdie, crepe de chine, georgette and broadcloth.

You have probably never viewed such a display of neckwear in Wilmington before, for not only is it broad but it contains values that are extraordinary to a degree.

Dainty Hand Bags of real leather, velvet and crochet silk are shown in a profusion that permits satisfactory choosing, no matter how critical or particular about articles of this order.

Windows Changed Every Other Day

Bon Marche

Quality Counts In The Long Run

WILSON JUMPS ON WARPATH AFTER REPUBLICAN SCALP

(Continued From Page One.)
interests. The end of such a party was foredoomed.
"You remember that four years ago there was a great bonny of spirited Republicans who said: 'This thing is becoming a fraud and a sham.' We have been taking care of some people but we have not been taking care of the great body of people; and thereupon the great Progressive party sprang up. Great because it had the real red blood of human sympathy in its veins and was ready to work for mankind and forget the interests of a narrow party.
"I want to pay my tribute of respect to the purposes and intentions of the men who formed that group in our politics.
"But the interesting thing is that, inasmuch as they did not get the opportunity, we took advantage of our opportunity to do these things that they wanted to do, and I want you young fellows to understand the reason for that. There are standpatters in the Democratic party, men who are trying to hold back and serve what they believe to be conservatism, though it is really reaction; but the interesting thing about the Democratic party is that those men are in a small minority in its ranks, whereas in the party of the opposition they are in a majority and are in control.
"This country is progressive and if you youngsters are going to be in

the running, you will throw in your fortunes with the party of which the Progressives have the control.
"I am a Progressive. I do not spell it with a capital P, but I think my pace is just as fast as those who do. Look over the ranks of the supporters of the Republican party, did you ever see a more motley company in your life? If they moved in any direction they would have to move in many directions. Back of that party are those who want to inject into our politics the politics of Europe, but not all who have that purpose in mind are on the same side.
"Am I not right in saying we must draw the conclusion that if the Republican party is put into power at the next election our foreign policy will be radically changed? I cannot draw any other inference. All our present foreign policy is wrong, they say, and if it is wrong and they are men of conscience, they must change it; and if they are going to change it, in what are they going to change it? There is only one choice as against peace, and that is war.
"The certain prospect of the success of the Republican party is that we shall be drawn in one form or other into the embroilments of the European war and that to the south of us the forces of the United States will be used to produce in Mexico the kind of law and order which some American investors in Mexico consider most to their advantage."

SCHOOL SHOES Built for Service at Peterson & Rulfs. (adv't.)

PLEASED FAIR CROWD. Billy Clifford and His Artists Kept the Crowd Tittering.

Billy Clifford and the artists he has gathered about him pleased a fair audience at the Academy of Music last night. The comedy introduced by Mr. Clifford and Nick Glynn did not cause convulsions, but it kept the crowd tittering practically the entire evening. Much of the humor was dry and caused more smiles than laughter.
The Three Weston Sisters were very pleasing in their musical act, and Glynn's portrayal of "a minstrel man" was very good, indeed. Miss Collins as "Lucy" was pleasing, also.
The street car scene, during the second or last act, almost sent the crowd into convulsions. The lady orchestra furnished excellent music and this helped to keep things moving in a lively manner. Clifford and his artists deserved better patronage.

Attracting Much Attention.
A "Mourning Window" is attracting more than passing attention at the store of J. W. H. Fuchs. Displaying the fall styles in mourning materials embracing both dresses, veils and hats, this show window presents quite an innovation in window decorations of this kind. Around the bottom of the display window is a border of black crepe paper circling a center of white crepe which is set off by a presentation of the different materials which this well-known store handles. The entire window is artistically handled throughout and is the work of the millinery department of the Fuchs store.

DOES NOT RECOMMEND ANY MAKE OF TRACTOR

Washington, D. C., Sept. 30.—There have come to the attention of the United States Department of Agriculture items appearing in the press which are so framed as to give readers the impression that the Department in its publications has praised or recommended a farm tractor of a particular make.
As the Department has not done this and, in fact, systematically refrains from recommending any particular make of tractor or other machine, the public is warned to regard as false any statement asserting or implying such recommendation by the Department.

SENATOR CLARKE IS CRITICALLY ILL

Little Rock, Ark., Sept. 30.—Senator Jas. P. Clarke, is critically ill tonight and his family are very apprehensive. Apoplexy and indigestion are his ailments.
Grave fears are entertained for his recovery. The Senator is 62 years of age.

RUNAWAY BOY WAS TAKEN FROM TRAIN

Lumberton, N. C., Sept. 30.—Local officers were advised today that a son of Maxcey Smith, of Lakeview, S. C., had run away from his home and he was taken off the Raleigh and Charleston train here this afternoon. He will be sent back home tomorrow.

Miss Mary Collins, "the Prettiest Woman Under Canv as," to be Seen with the John Robinson Shows, in Wilmington Next Month.

