

Bon Marche
Phone 332

Send in Your Mail Orders

They will receive prompt attention and will be accurately filled. Our mail order list extends over Western North Carolina. Have we your name?

Bon Marche
Phone 338

"Gordon Hosiery" in Summer Weights

Our stock of sheer, light weight hose for warm weather wear is now at its best.

The Gordon Hose are not guaranteed to wear six months or anything like that, but they are good serviceable stockings that are pretty. The name of "Gordon" is a byword in the homes of the better dressers.

They come in cotton, lisle thread, silk lisle and silk hose. This gives you an assortment of weights and kinds to choose from that makes shopping here a pleasure.

When you come in and ask for a size in the hose you like most, you can depend on getting it. We keep a large duplicate stock which makes this possible.

"Gordon" Cotton Hose are priced at 15c to 25c pair.

"Gordon" Lisle Thread Hose sell for 25c and 50c pair.

"Gordon" Silk Lisle Hose are priced at 35c and 50c pair.

"Gordon" Silk Hosiery, in embroidered and plain, sells for \$1.25 to \$3.50 pair.

Centemeri Kid Gloves Are Good

They look well and wear better. In fact they are the standard of excellence in kid gloves. Ask those who wear them.

Tan, grey, brown, black and white. Centemeri kid gloves are priced at \$1.50, \$1.90 and \$2.00 pair.

Kayser's silk gloves in all colors are priced at 50c up.

The Annex Is Displaying Delightful Spring Garments

The showing here is the broadest in the history of our Ready-to-Wear Department. We have a line we are proud to show—every garment new—every style authentic. It has been our object to improve as we grow. The Annex is slightly with its handsome show windows and beautiful interior.

Bon Marche's Coat Suits are well known for their individuality of style. There is something a little different in the tailoring of our garments. It's not easy to define, but it's very noticeable even to the casual observer.

They are priced at \$17.50 to \$35.00, in white, gray, tan, brown, blue and black.

A full line of Summer Dresses in lawn, gingham, cotton voile, cotton Marquisette, cotton foulard, silk foulard, pongee, messaline, silk Marquisette over foulard and linen are here.

A more comprehensive showing would be hard to find. Prices range from \$2.50 to \$35.00.



Special on Poplins and Mercerized Rajahs

Prices are to be cut to the quick on these materials during this week. There will be but one lot at one price. But in this lot are goods that range in price up to 50c yard.

We have the following colors: tan, red, pink, lavender, light blue, navy and black. All solids. A number of pieces of tan Rajah with different colored figures.

They are 27 inches wide. The prices range from 25c, 35c to 50c yard.

On the front sales tables all this week at 15c yard.

New Neckwear Daily

Our assortment of Dainty Neckwear is ever changing. No sooner does one shipment arrive than another is necessary, so popular has become our showing. There is no doubt that this never ceasing changing is the potent factor in bringing the Neckwear trade there. Women desire variety, that's what they get here.

Jabots, Tabs and Dutch Collars at 25c to \$3.50.



A Complete Assortment of Val Laces

Many people are purchasing their lingerie dresses for summer wear. Val Laces are to be used a great deal in these dresses this season. Come in and look through our Lace Book. Prices range from 5c to 50c yard.



Dutch Neck "King" Waists at Annex

They are made of pure Irish Linen. Strictly Tailored which makes them very desirable for outing wear. We now have all sizes and have re-ordered so as to keep this stock up. Price is \$3.00.

REPUBLICANS WILL NOT NAME A TICKET

Executive Committee at Meeting Late Saturday Decides not to Oppose Democrats.

The republicans of Asheville have definitely decided that they will not put out a municipal ticket this year to oppose the democratic nominees. This announcement was made by Chairman T. J. Harkins of the republican city executive committee, following a meeting of the committee in Mr. Harkins' law offices late Saturday afternoon. While some of the republicans were in favor of putting out a ticket the view that there was no chance of electing any portion of the ticket and that defeat would not help the republican cause. Republicans and democrats alike, however, are interested in the school bond question wherein the people are to vote on issuing \$50,000 in bonds, and also on the proposed "curfew" law. The people will vote on these two propositions May 2.

Good results always follow the use of Foley-Kidney Pills. They give prompt relief in all cases of kidney and bladder disorders. Try them. Sold by all druggists.

EXPLANATIONS FAIL TO EXPLAIN SAYS KORBLEY

Are Working Girls to Be Excluded from Naval Academy Dances? He Asks.

Washington, April 24.—An apology from Captain John M. Bowyer, superintendent of the United States naval academy, to Miss Mary M. Beers and her father, Professor Beers of Yale, has been ordered by the secretary of the navy for a slighting remark about Miss Beers made by some one at the academy as a result of her attendance at a reception at a recent hop there. Miss Beers was governess in the family of Lieut. Tarrant and her escort was later informed by the secretary that he should not have invited the young lady because of her position.

In explaining the incident in a letter to Representative Korbley of Indianapolis, who called the matter to his attention, Secretary Meyer says: "It grew out of a misunderstanding of the status of the young lady." The secretary expressed the regret of the department and advised the congressman of the instructions for a letter of apology. This, however, does not satisfy Mr. Korbley, according to a statement he issued Saturday night.

"I asked for the facts," Mr. Korbley declared, "and the secretary of the navy has not given the facts. I shall repeat my request for the facts."

Flynn-Kaufman Fight Second Week in May



"Al" Kaufmann, the California heavyweight, has been matched at Kansas City to fight ten rounds there the second week in May.

I also regret the facility shown to Miss Beers and the inevitable embarrassment she has suffered, but expressions of regret do not explain. The newspapers have reported that a midshipman was reprimanded for inviting a working girl to a dancing party. Now comes the secretary of the navy and the superintendent of the school saying that the incident grew out of a misunderstanding of the status of the young lady. Is it to be inferred from this that girls who take employment from necessity are to be excluded from the naval academy dances?

Representative Korbley refuses to accept an apology from Naval academy authorities as sufficient amends for the alleged snubbing of Miss Beers.

He addressed a letter to Secretary of the Navy Myers demanding full particulars of the incident and desiring that if they are so forthcoming he propose to urge a congressional investigation of the matter.

Gazette-News Advertising Pays.

A Striking Display

Of Handsome New Wearables for Ladies, Misses and Children

A splendid assortment of Suits. See them. Their beauty is unmistakable. So are the values. We like to show them—you'll like to see them. We have them in Pongee, Rajah, Taffeta, Serges and Linens—prices \$15.00 to \$37.50.

DRESSES

You are sure to be favorably impressed by the beauty and becomingness of our new styles of Ladies' and Misses' Dresses, made of Pongee, Rajah, Messaline, Foulard, Crepe, Grenadine, Marquisette, Challies, Net, Voile, Lawn, Batiste, French Gingham, etc., in black and white and all imaginable colors.

PRICES FROM \$3.49 to \$52.50

Coats, Skirts and Waists—Charming New Styles at Popular Prices. Girls' parents are invited to see the beautiful Summer Dresses which we are offering at

50c, 75c, 98c, \$1.48, \$1.98 and up to \$7.50

Corsets That Satisfy

describes very rightly the American Lady and Gossard Corsets which we sell. Our assortment is large enough to allow satisfactory selection of a style just right for your form. Prices 50c to \$18.00.

UNDERWEAR FOR LADIES

that is just right. Right in quality, right in fit, and right in price. If we can make you feel that it is simply impossible to surpass our values, we are driving home the truth, and drawing to our store, the trade we deserve, because of our clean, farsighted merchandising methods.

Come and view our line of Pretty Bags, Neckwear, Veils and Veiling, Hair Goods, Hosiery, Umbrellas, Gloves, Petticoats, Kimonos, Handkerchiefs, etc., etc.

THE PEERLESS-FASHION STORES CO.
51 PATTON AVENUE

ALL CARS TRANSFER TO

Sumner, Sons & Co.

Our Spot Cash System insures against overcharge

Special for this Week

- \$15.00 new Pongee Dresses.....\$10.00
- \$18.00 Messaline Dresses.....\$11.98
- \$7.50 Lingerie Dresses, embroidered.....\$5.00
- \$7.00 Chiffon Panama Skirts, new style.....\$5.00

White Linens, Crash Suitings, Art Linens, lower than ever before. See our 36 inch Pure Linens at 25c and 35c. These linens sell at 50c in other places.

Buy your long Silk Gloves in our Special Sale this week.