


Colgates Perfumeries

## Bon(Marche

## Community Silverware

Looks like silver and wears better Warranted for fifty years by the Manufacturers. Six teaspoons are priced at
$\$ 2.00$.

## Extraordinary Values in Shis Sale of Black Silks....

## Sale Began Joday

These values are without parallel in the history of this store, They are displayed in the big window at the left as you enter and at a glance you can see just how reasonable we are selling these silks. There are some 2500 yards in the assortment. They were purchased in bulk, at 1-4 to
$\mathbf{1 - 3}$ off the regular price.

This is only the first of a series of real Merchandising Events that the Bon Marche has contemplated for the Fall Campaign. We are going to give the Asheville people values unheard of be fore and when you see these silks you'll agree that we've made a good start.

Black Surah, good, heavy quality, 36 inches wide, $\$ 1.25$ grade, for Chiml at 89c yarc
Chiffon taffeta, 36 inches wide, 81.00 grade, for this event, at 69 c yard.
Chiffon taffeta, 36 inches wide, $\$ 1.15$ grade, soft and pliable, for 79e yard.
Ohiffon

## Bon Marche's Jailored Suits <br> Are Better

Our styles are very up-to-date, the major part of our showing laving arrived duriug October. Bon Marche tailored suits have never been so mueh in demand before. fact that we have added the Woitex
to our aiready large showing from high grade manufacturers have convinee the mort exacting.
Our Suits are priced it \$15 to $\$ 85$. made.
io $\$ 4$ for a union snit

Black Messaline, 36 inches wide, never sold for less than $\$ 1$, at this Black 8 Boc yard.
Black Duchess Satin, 36 inches wide, extra good grade, regular
31.25 value, for 89 c yard.
Black Peau de Sole, 36 inches wide, $\$ 1$ grade, at this event, for 79
Black Peau de Soie, 36 inches wide, $\$ 1.25$ grade, for this unusual
occasion, at 890 yard.
Knit Under-

## wear.

These garments have that perfect fit Which lends distinction to the elose filting
gown. Made for women twho are fartin gown. Made for women trho are partich-
lar. They are the standird of punality lar. They are the standard of quality, being
hand finished in the hemes of well workers, rather than run through by the workers, rather than run thirongh by the
hundreds as the ordinary underwear is

## Jrunks and Suit Cases

There is no desire, no wish in the matter of trunks that can not be gratified liere, from our superb assortment. We hive se lected our showing with the same care tha other merchandise in the store have been chosen. The standard of quality is the same-the best obtninable at the vive price,
Trunks sell for $\$ 50.50$ to $\$ 50$. Suit cares

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