

Bon Marche



Long Reversible Coats for Juniors, Misses and Ladies of the English Piccadilly Make

The season is opening up in full force for long coats. This Winter promises to be the strongest Long Coat season that has ever existed. The reversible long coats are no doubt responsible for a part at least of this great popularity. But what could be more servicable in winter than a handsome utility coat, that can be worn in any kind of weather and is still stylish.

The light colored polo coats, the dark reversible eiderdown coats, the plain tailored broad cloth coats are all here for you to see and purchase if you desire them. And to see them is to desire them.

In the Junior sizes the English Piccadilly coats are also very desirable. Though plainer than the Misses they are somewhat on the same order, having large sailor collars and wide revers.

For children the English Piccadilly reefer is our best number. They come in little grey and black checks, tan, navy and cardinal.

Ladies and Misses English Piccadilly coats sell for \$15.00 to \$35.00.

Junior Coats are priced at \$7.50, \$10.00 to \$20.00.

English Piccadilly coats for Children are priced at \$3.50 to \$7.50.

English Piccadilly Tailored Suits for Ladies, Misses and Juniors Are Superior to All Others

Prompt Delivery of all Tailored Suits

The name "English Piccadilly" is known to all Buyers of high grade tailored suits in Asheville. They have permanently established themselves in this city on MERIT.

There is nothing loud or gaudy about our suits. These garments have their individuality tailored into them. They are made right from the cutting, clear through to the finishing. That's why they wear so well.

Since our removal into the new store the Suit Department has more than doubled its sales. The enormous Suit Cabinet is one of the sights of the City and the equal of any in the South. The whole department is equipped so as to give you prompt and efficient service.

In the growth of this department we feel that "English Piccadilly" suits have played an important part. In the beginning they were sold just as the other suits were sold, without special reference to a Trade Mark and with only the label to distinguish them from the others. But the next year people came in and insisted on buying nothing but the same make as they bought the year before, in some cases they even brought back the label to show the make of suit they wanted.

The Best way to know how good an English Piccadilly suit is to buy one and find out for yourself. The next best way is to ask the Woman who wears one.

Our showing of Fall and Winter Suits is very broad, constant replenishing has kept our stock fresh and up-to-date. When you are looking for a suit, visit the Bon Marche, in the heart of the city. We will make it worth your while.

English Piccadilly Suits for Juniors are sold at \$17.50 up.

English Piccadilly Suits for Ladies and Misses are priced at \$20 to \$50 suit. Color range includes brown, gray, lavender, blue, navy, tan, green and black.



Have Your Fall Suit Fitted Here

Wear Piccadilly Coats

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