

BON MARCHÉ SECTION

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STEPS IN EVOLUTION OF A GREAT CONCERN

Bon Marche Began Business, In 1889, in a Room About 15 x 25 Feet, on South Main Street.

OWNER'S AMBITION WAS "BEST STORE"

Now Occupies the Whole of a Large Building, with a Dozen Departments, Each a Big Store, and Employs Three-score People or More—Fine Organization.

The Bon Marche began business in a room under a hotel, about 15 by 25 feet in size. It now occupies 20,000 square feet of space and employs about 60 people.

S. Lipinsky came to Asheville in 1889. He was employed with his brother-in-law, the late Solomon Whitlock, in a store at the corner of South Main and Eagle streets. Mr. Whitlock died in 1895 and the business was taken over by the late A. Whitlock, Mr. Lipinsky continuing with it.

The Bon Marche was opened four years later, in 1893, under the Swannanoa hotel. It was owned by Mr. Lipinsky and his half sister, Miss Ellick, and the firm was Lipinsky & Ellick. A short time after they began business they removed to a store formerly occupied by Herring & Weaver, shoe dealers, on the site of the J. M. Stoner store of today. After two or three years they removed again, this time to No. 37 South Main, which is now Falk's music house. Miss Ellick died in 1893, and her interest was purchased by Mr. Lipinsky, who has since been sole proprietor of the business. The following year he removed again, this time to No. 19

South Main, where the business was conducted for 17 years. Additional space was taken from time to time, on account of the growing demands, the addition of new lines, and in 1910 it was found necessary to establish the Bon Marche Annex, in the Legal building. This autumn the mammoth store moved to the big building at Patton and Lexington avenues, where it occupies three entire floors and a basement, all especially fitted up for a great department store.

The Owner's Ambition. Such is a brief recital of the history of a great mercantile business, which has seen the birth and death of many concerns in similar lines. Its beginnings were modest; to present-day eyes they would appear scornful, perhaps, and inconsequential. Yet Mr. Lipinsky's ambition, in that early day, was to own the best store in Asheville, if not in the state.

Detailed description of the new store has appeared in the columns of The Gazette-News. There are, as has been stated, about 60 people employed in it. Mr. Lipinsky being ably assisted by his sons and a corps of capable, carefully selected salespeople. There are a dozen big departments,

deal of attention. There are several smaller departments. All this under one roof, convenient to the shopper; and all managed, by complete system and thorough organization, as a unit. A "Good Market."

"Bon Marche" does not exactly translate into English. "Good market" would be the literal translation; but it means more nearly, a good place to trade, a "place of bargains." The Bon Marche is essentially a ladies' store, although men are welcomed and taken care of; and its steady, constant success, through long years, good years and bad, lean years and fat, best demonstrates the fitness of its title. That the new store is regarded by the women of Asheville as a good market, there is abundant testimony. There have been a great many warm expressions of appreciation of the enterprise of Mr.

Lipinsky in creating such a beautiful store, so light, large, comfortable and convenient. These enthusiastic expressions from Asheville ladies, some of whom have compared the Bon Marche with the best markets in the larger centers, favorably to the former, have naturally been most gratifying to the management.

It means a great deal to Asheville, which undertakes to cater to a very discriminating class of visitors, and to continue to attract such people as permanent residents, to have such a store.

They Advertise. It would chime in admirably here to say that the success of the Bon Marche is due to newspaper advertising, but it would not be true. Its success is due to hard work and merchandising ability. Merchandising ability is a term that includes many

things; a man may have a number of them, and yet, lacking one or two, be a signal failure. It is the ability to secure and to hold the confidence of the public, and to have the goods people wish to buy and to be able to offer them at prices that will attract.

And yet as a matter of fact, the Bon Marche does advertise. It uses a vast quantity of printer's ink and white paper; its advertising campaigns last 365 days in every year; a regular, steady pull. At times advertising in comparatively lavish extent, all its advertising is wisely considered. Its copy is carefully prepared according to definite plans. Its displays are distinctive and its subject matter is concise. Advertising is a regular part of the investment, as a matter of course—an investment that is to be made to yield the utmost possible profit. It would, of course, be putting it absurdly to say that the Bon Marche's success could not have been achieved without advertising—under modern conditions, without advertising, there would not be any Bon Marche.

Asheville Proud of It. Asheville people are apt to become very enthusiastic over anything they think worth while, but they are sophisticated, and not given to considering the mediocre. The people generally feel a sort of pride of ownership in the Bon Marche. They feel that it is something they can reasonably boast of; the sort of store that one does not find, in traveling about the country; a place where people who know what is what in styles and materials and values can find things to please and delight them.

Success vs. Failure. "I met Thomas A. Edison at the Carlton in London," said a New Yorker on the Cunard pier. "Edison astonished me with his account of the hard work he has done in his time. Why, the man thinks nothing of working 20 hours a day for weeks on end!"

"After luncheon one day Edison and I walked up the Haymarket. Edison, as usual, talked about hard work. I said, thoughtfully:

"I suppose success always means hard work, doesn't it?"

"Yes," said Edison, "it does." "He nodded toward a poor old 'sandwich man'—a poor, thin, bent old fellow of 70 or so, staggering along in the gutter under three heavy and enormous 'sandwich' boards—and he added:

"'But failure means harder.'" — New York Tribune.

The figures for 1911 show 12,488 horses in Paris, compared with 95,528 in 1901, a decrease of 25 per cent.

DEWEY DID NOT SEE FLEET. Admiral Dewey, the admiral of the navy, will not participate in the coming naval mobilization, as he has decided to continue his policy of keeping in the background in these events. Officers of the fleet heard yesterday that the reason for the admiral's not coming to New York, as given by the Admiral himself, was advanced age and fear of fatigue and exposure. They smiled when they remembered that Admiral Dewey had been explaining his non-appearance at similar navy functions in this manner for the last five years or more.

Somehow this "pet excuse" of Admiral Dewey's gives persons the idea that the admiral takes only a latent interest in naval matters, and that he is feeble in health and not able to get about much. As a matter of fact, fleet officers well know the admiral is very hale and hearty, despite his 73 years; that he goes in his office ahead of most of the younger officers every day, and works like a Trojan during the morning hours when intricate problems in connection with his duty as president of the naval general board demand it. The Admiral takes the keenest interest in everything pertaining to the navy.

The real reason why he does not attend gatherings such as the present one is not because of age or feeble health, but because he outranks Rear Admiral Osterhaus, commander-in-chief of the fleet, and his presence here would affect the program, and might, he fears, prove embarrassing. Every one aboard the fleet realizes that it is a spirit of self-denial that keeps Admiral Dewey away, and not because he does not want to be here, or does not feel able.

Proof Positive. "See here, Mr. Casey," said Pat to the tax assessor, "shore and ye know the goat isn't worth \$3."

"O'f'm sorry," responded Casey, "but that is the law," and, producing a book, he read the following passage:

"All property abutting on Front street should be taxed at the rate of \$2 per foot." — Boston Transcript.

Hopes for Him. Mrs. Murphy: "O' hear yer brother-in-law, Pat Keegan, is pretty bad off." Mrs. Casey: "Sure, he's good for a year yet." Mrs. Murphy: "As long as that?" Mrs. Casey: "Ye, he's had four different doctors and each one av thim give him three months to live." — Puck.



"ASHEVILLE PEOPLE ARE PROUD OF IT."

Mail Orders Promptly Filled
We are going after Mail Order business harder than ever. We are going to get the business, because we will deserve it. Our greater facilities makes this the logical Mail Order Store.

All Grades of Stationery
There has been quite a demand for our stationery since we put it on exhibition last week. This is especially true of the famous Glendale line, which has proven extremely popular with all who have seen the display.
There is not a grade of paper that we can not sell you. The thoroughness with which the other Departments have been fitted out are evident also in this section.
The Glendale line of box paper is priced at 25c to \$2 box.
Fancy box paper sells for 10c to \$2 box.
Pound paper is priced at 50c pound.
School Tablets are priced at 5c to 25c each.
Bridge score books are priced at 10c to 25c.
Tally Cards are priced at 10c and 25c pkg.
Pencil and penholders are priced at 5c and 10c each.

Colgates Perfumes Are Excellent
The Toilet section has been greatly added to of late; tooth brushes (including the Pro-phy-lactic brushes), manicure sets, mirrors, hair brushes, etc., have arrived.
Colgate's Perfumeries are winning their way on Merit. We sell this line very reasonably.
Colgate's Dental Cream is priced at 10c and 20c tube.
Colgate's Cashmere Bouquet Soap is priced at 24c cake.
Toilet Waters sell for 35c to \$1 bottle.
Manicure sets are priced at 10c and 25c set.
Tooth Brushes sell for 20c to 35c each.

Watches for the Youngsters at \$1 to \$2

Bon Marche

The Largest Single Advertisement Ever Published in a Newspaper in the State

It is in order for this Store to give a comprehensive review of the various new lines that we carry, as well as the old. We take this method to familiarize the many interested people.

The Multi-page advertisements have many critics, but this one coming just after the opening of the largest Dry-Goods Store in the State and giving in detail the best of the lines carried should be a favor to the shopping public of Western North Carolina.

On this page you will find the new Departments put in after the Opening of the new Store. The other pages are given over to the best of their particular lines.

Save this advertisement as a reference for future shopping. Shop where you may, Bon Marche's quality is standard and prices lowest at that standard.

Trunks and Suit Cases That Will Stand the Test of Time

Already we are showing the largest and most complete assortments of high grade Trunks and suit cases in the City. And we are steadily watching the market for others. Thoroughness has always been the watchword of this store. Our new departments emphasize this characteristic as is evidenced by the showing they are all making.

You can find trunks here at prices as low as you wish and values as high as you could desire. Trunks are priced at \$5.50 to \$50, with a fine line between \$15 and \$25. Suit Cases sell for \$7.50 to \$25. Hand Bags, for \$5 to \$15.

Delivery Service Shows Marked Improvement

The unexpected deluge of packages to be sent out caught us off our guard the first two weeks, but we have added materially to the force lately and deliveries are now excellent.

Excellent Values in Real Cut Glass

We ask you to compare our prices on similar cut glass. You will find that the Bon Marche sells them for less. They are guaranteed to be real cut.

We advise you to prepare for your Thanksgiving needs ahead of time, while you can buy them at so low a cost.

- Beautiful cut glass bowls are priced at \$1.95 to \$2.65.
- Cut glass oilers are priced at \$1.85.
- Cut glass napies are priced at 90c.
- Cut glass tumblers are priced at \$2.65 for six.
- Cut glass water pitchers are priced at \$2.65.
- Cut glass Bon Bon dishes are priced at \$1.00 to \$1.39.
- Cut glass sugar and creams are priced at \$1.85 set.

Art and Needlework Department

Chief among the beautiful things displayed here are the Royal Society Packages. The ones made up are daintily designed and give an idea of the possibility of this new fad.

Royal Packages are priced at 25c to \$1.00 package.

Royal Society Packages are priced at two skeins for 5c.

Community Silverware is Serviceable

Community Silverware has won a home in the hearts of the people of the United States. It is silver where the wear is most. Six teaspoons are priced at \$2. Other articles priced in same proportion.