Solomon Lipinsky is first listed in the Asheville census in 1880, twenty-four years old and living with his wife and brother-in-law in a boarding house on Woodfin Street. Early on, he worked as a clerk at S. Whitlock & Company on South Main near Eagle Street. By 1887 he owned his own store at 46 South Main Street (now Biltmore Avenue). In 1890, he and his half-sister had a store together, Lipinsky & Ellick, at 30 South Main. They called it Bon Marché.

Bon Marché was an Asheville landmark for 90 years.

Its success followed the growth of Asheville. In 1889 Asheville was a small mountain town with dirt streets, home to 10,000 people. By 1925 the population had nearly tripled. The streets were paved and lined with stores. Bon Marché, one of the state's largest department stores at that time, was considered by many to be one of its finest. Family owned and operated, three generations of Lipinskys ran Bon Marché.

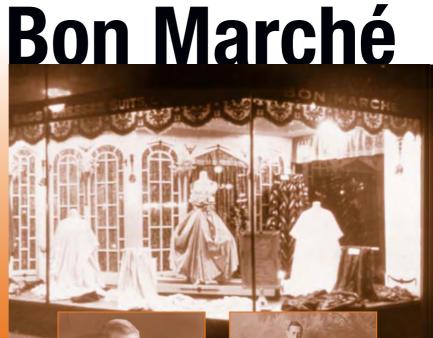
Thomas Wolfe wrote to Louis Lipinsky in preparation for the 50th anniversary of Bon Marché in 1939:

March 3, 1938 Dear Louis:

...I am certainly interested in your project, because alboago I did not know your father except by sight, I have known all you hoys all my life, and Bon Marché is such a lamdmark in Atheville life that if I ever baard anything had happened to it I think I should feel almost as if Beaucather Mountain had heen violently removed from the load lamdscape by some force of nature. I how that us long as I can remember, at any rate, it has alwass stood with the women folk at home for the beat in merchandise and fashion.

...it may interest and amuse you to know that when I first save Paris, as a kild of twenty-four, I could not quite get used to the fact that they had a Bon Marche, as well; I kept wondering what the bell they were doing with <u>cur</u> name.

....Sincerely yours, Tom Wolfe



SOLOMON LIPINSKY

brought to Asheville the new ideas used in big city department stores, the modern way to shop in the Gilded Age of the late 1800s.

A leader in Asheville's early civic life, Lipinsky was a charte member of Temple Beth Ha-Tephila, a leader of the Royal Arcanum and many other fraternal orders and a highly regarded citizen.

Ban Marché moved to a much larger building constructed by E.W. Grove in 1923 for his friend Solomon Lipinsky It was built to Lipinsky's specifications using the best fireproof construction materials of the

tion materials of the time. Ivey's departme store moved into this

building in 1937 and it

now houses the Hay wood Park Hotel.

LOUIS AND Clara Lipinsky

Louis Lipinsky, Sr., Solomon's youngest son, (1888–1966) married Clara Nathan of Charlotte, NC, in 1919. He worked in Bon Marché Nor 28 years, managing the Charlotte store and them the Ashwille store. His father's legacy of cike participation continued in the younger Lipinsky who worked trieses to build a better campus for Ashwile-Bitmore College. He led an effort to persuade the University of North Cardina to make Ashwile-Bitmore a part of the UNC system, which it did in 1969.

Lipinsky Auditorium at UNC-A is named in his honor.

Go West With Success



The beginnings of Bon Marché's reign as wester North Carolina's longest-twed premier shopping reportun came with the store's move to the old Berkeley Hotel building on Patton Avenue, the oursent site of the Kress Building. The new store leatured deborate displays in its windows, abarly marked prices on each item, merchandles parateled by department and Archeviel's first

public elevator, a novelty and attraction for many



1911–1923 NORTHWEST CORNER OF PATTON AND LEXINGTON AVENUES

The merchants had a saying, "Go west with success." That is exactly what Bon Marché did after a series of locations on South Main Street, now Biltmore Avenue.



CORNER OF HAYWOOD STREET AND BATTERY PARK AVENUE

In 1911, it moved to Patton Avenue. From there it moved further west to Haywood Street where it remained, in two different locations, for 55 years.

This is the store mail people remember all bon March II. Was at this location for 4.2 years. During that time, the store sponsored daily radio troadcatals, troaget in ternous designers and make-up designers and make-up designers and make-up datas and was en official sates arget for Grid Social and Boy Social utrials and Boy Social utria



The Duarnes was said to the Automatic Service Company of Attanta in 1968. This location closed July, 1978, when mails and ship shopping territers beame popular and downtown began a period of decline. This building is currently occupied by Earth Guild.