

Bowman's

Call 1991
Any Phone

Bowman's

To-morrow
9 A. M. to 9 P. M.

Bowman's

Founded
1871

Bowman's

There's An Every Day Freshness in This Store of Modern Storekeeping

—New Millinery, foretelling the beauty which Spring has in store.

—A stock of charming blouses, as fresh and crisp as the morning air.

—Gloves in a fresh purchase of this-moment styles.

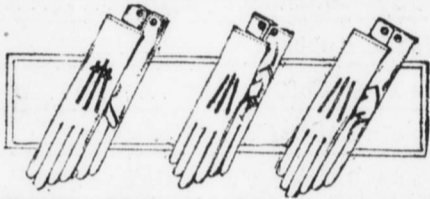
—A new shade—in silks that are new.

—Isn't it refreshing to read store news that tells of the new things in merchandise, amid pages and pages of high pressure bargains, bargains and ever bargains.

Extracts above point to only a portion of new merchandise that we tell you about this afternoon.

"Saving you money" is not a lost art in this store of clean stocks by any means. New merchandise, you'll often find is marked exceptionally low here, and those actual savings are the kind more readily appreciated.

Even on this page there's an underflowing current of economy, visible in every section.



720 Fine Imported French Kid Gloves For Women

Newest of styles and shades

In a Timely Offering: \$1.15

3 pair for \$3.25

A fortunate visit to the American agency of the manufacturer, has resulted in this kindly offer of high standard French Kid Gloves.

Grades that regularly sell for \$1.50, \$2.00 and \$2.50.

A make that is very popular with good dressers. (Name omitted by request) made in Grenoble, France.

All are stylish two-clasp gloves; in assorted shades that are particularly wanted just now and will be later on. And there are blacks and whites.

Paris Point stitching, heavy self color embroidered, contrasting embroidered and numerous other stylish effects will be found.

The size range is complete, but there's a possibility that not every size comes in every shade. A number in eighth sizes. See window.

Demonstrating MIRO-DENA Toilet Requisites

The MIRO-DENA TOILET PREPARATIONS are claimed to be the most scientific in the world — every article is the result of careful study — is made from the very choicest and best ingredients, and is prepared especially to perform its own particular mission — to do what is claimed for it.

The MIRO-DENA PERFUMES, Toilet Waters and Sachet Powders are beautiful flower products, distinctive, refined and very lasting.

A trial is convincing proof of their superior qualities and exceptional merits.

BOWMAN'S—Main Floor

The Season of Shoe Economy Is at Hand

Smart, new, dependable shoes for women, at a saving.

Women's Dress Boots for present and early Spring wear; handsome styles in various leathers, including bronze kid. Regular \$5.00 values. Pair, \$3.85.

Women's Shoes—fine patent colt, gun metal calf and kidskin button dress and street boots; smart styles and perfection of fit. Regularly \$3.50 and \$4 grades. Pair, \$2.85.

Women's Black Kid Gypsy Boots and cloth top button and lace boots; dressy styles for Spring wear; excellent \$3.00 to \$4.00 values. Pair, \$1.85.

BOWMAN'S—Main Floor

DOVE GREY

New In the World of Color.

Shown here in genuine Pussy Willow Taffeta

A soft grey, closely resembling the pearl, and already receiving a goodly share of popularity.

In this same fine taffeta, are shades of Bolling, black, maize, navy, pink and white.

To-morrow only the price will be \$1.98 yard

Spring Weaves

Selos striped Waist and Shirting Silks, 32 inches, yard, 98c.

Crepe de Chines, in street and evening shades, 40 inches, yard, \$1.19.

Novelty stripe Taffetas, in navy, Bolling, green and French blue; 36 inches; yard, 98c.

Club Checks and Overplaid Taffetas in navy, green and Copenhagen; 36 inches; yard, \$1.00.

Novelty taffetas, satin stripes, two-toned stripes, overlaid, changeable taffetas, for shirtwaist suits; plain shades; self-colored stripes; yard, \$1.50.

Satin stripe, military striped taffetas, in Midnight, navy, black, Nile, maize and white; 36 inches; yard, \$1.50 to \$2.25.

Sundown soft finish taffeta in street and evening shades; 40 inches; yard, \$1.75.

Crepe taffeta, black and ivory; 40 inches; yard, \$1.98.

BOWMAN'S—Main Floor

It's a Pleasure To Select Newest Style Blouses From a Stock That Is Always Fresh

IT'S a pleasure you are assured of, also when the policy of the house is to never allow odd, mused and jumbled lots to accumulate, and prohibit the buying of new blouses.

The motive in such a policy is to constantly bring new styles before an appreciative public throughout the year.

In the comparatively short era that the Bowman Department of Blouses has risen to supremacy, the fact that the entire schedule of selling prices is based on the lowest scale has been so fixed in the feminine mind that every day brings new faces to tell us that they also have come to this realization.



Offering As An Example Crepe De Chine Blouses at \$2.00

An unusual quality at this price—a simple, effective style with corded seams and small cluster buttons. Shown in rose peach, maize, light blue, Nile and white.

Also at the price is a fine Habutai silk, featuring French buttonholes and large pearl buttons. Novelty tab collar. Same range of shades.

Crepe de Chine Blouses in a profusion of style models and heavy qualities, are priced at \$3.00, \$3.50 and \$5.00.

Lace and Net Blouses—score of models at \$3.00, \$3.50, \$4.00 and \$5.00.

The Opening of a New Millinery Season

Featuring the Brighter Materials and Colorings in Hats For Immediate Wear.

Like a snowstorm in summer this exposition of New Millinery in the midst of winter features creations that are far from wintry. One might think Spring had sent her glories.

But these models were designed for immediate wear. And have you noticed their appearance on the street?

A chic little hat may be had for \$4.95—numerous are those priced around \$6 and \$7, and the fine, exclusive models are to be had also.

BOWMAN'S—Third Floor.



Marred in Handling: Beds Are Less In Price

Mahogany Poster Beds, \$18.95—formerly \$32; three only.

Brass Bed, \$21.95—formerly \$29.90; 3-inch post; massive construction.

Cabinet Sewing Machines, \$17.75—formerly \$35; used for demonstrating purposes.

BOWMAN'S—Fifth Floor

Boys' Norfolk Suits

Are Special at

\$4.00

All-wool homespuns, cassimeres and chevots; some with two pairs knickers. Sizes 6 to 18. They were formerly priced at \$5 and \$6.

Fine Chinchilla Overcoats may be had for the boys, 6 to 10 for \$4.65, instead of \$5.95 (reduced).

BOWMAN'S—Second Floor

Little Paragraphs of Interest

Plain Silk Nets in all the popular shades; excellent quality; 40 inches wide; yard \$1.00.

Hairbow Ribbons—excellent quality; plain, plaids and fancy; yard, 25c.

Leopard Sets, scarf and cap; set, \$1.98.

Maline, black, white, pink, light blue and maize; yard, 25c.

Ostrich Ruffs, \$1.59—special. Remnants of lace flouncing all-overs, etc., at less than one-half former prices.

BOWMAN'S—Main Floor

A Dressy Man Recently Said:

"Every time I come here your Shirts are better looking." A great deal was said in those few words.

Patterns are the smartest to be had.

Particular attention is paid to quality of material and excellence of workmanship.

Fashion and fit must be right.

New shirts in the fine cluster stripes are here at

—\$1.00 and \$1.50.

BOWMAN'S—Main Floor

First Baby Born In the New Year

Congratulations to Mr. and Mrs. Alfred A. Gross, of Highspire.

Quality In Hosiery

A Bowman Feature That All Women Approve

You may be sure that in buying these standard grades, no risk is taken in getting inferior qualities. When the style is right, the quality must also be dependable.

Kayser's Italian Silk Hose, plain black and colors, \$1.50 pair. Extra sizes, \$1.75 pair.

Thread Silk Hose, in plain black and colors; double soles; high spliced heels; wide garter tops; pair, \$1.00.

Thread Silk Hose, lisle garter tops; black and colors; pair, 50c.

Silk Lisle Hose, double soles; high spliced heels; wide garter tops; white or black; pair, 35c, or 3 pairs for \$1.00.

BOWMAN'S—Main Floor

Novelty Bags

Vanity Bags, made of silk in various colors; fitted with mirror and sanitary velour puff; 50c, \$1.00 and \$1.50.

\$1.00 Manicure Sets, including scissors, file, buffer, orange stick, emery and nail polish; boxed, 69c.

BOWMAN'S—Main Floor

\$12.75 Will Appeal To A Large Number of Men Who May Need a Suit or Overcoat

It's a price with an appeal because of the smallness as a price for suits and overcoats.

The appeal is all the greater when you come to know that \$12.75 is far below the former marking, on suits and overcoats of Standard Bowman Grade.

—Suits are worsteds, cassimeres, unfinished worsteds and mixtures; two and three-button models; sizes 33 to 44.

—Single and double-breasted form-fitting models; conservative models; box backs; one piece backs. Sizes 33 to 44.



Lowered to \$7.95

SUITS of wool cassimeres and homespuns in the new English models as well as conservative cut garments; well tailored and trimmed. Plenty of grays, tans, browns and mixtures. Sizes 32 to 42.

Lowered to \$9.75

SUITS AND OVERCOATS of all-wool materials; worsteds, chevots, unfinished worsteds, cassimeres, kerseys, meltons and shaggy Scotch mixtures. Overcoats are single and double breasted, with form-fitting, conservative or full box backs.

Lowered to \$14.75

HAND TAILORED SUITS AND OVERCOATS. A host of models and fabrics for the young man of 32 chest measure to the man measuring 46 chest.

BOWMAN'S—Second Floor.

Here's a Pleasing Romance Entitled "Suit Reductions," With the Villain Left Out

The characters in this interesting story are represented by our up-to-date suit models; and everyone of such high character that no villain could be found. There are no season old and out-of-style suits in our entire stock.

A General Sale of Women's and Misses' Suits Starts To-morrow With Prices Way Down

A reasonable disposal of a large—very large number of suits, in order that the stock may be lowered. Fresh and stylish the models are; in the most popular materials—broadcloths, serges, poplins, gabardines velours and others. A complete size range may be had and in the plain tailored models they run up to 53. Quoted below are present and former prices.

\$7.95 **\$10.00** **\$15.00** **\$18.50** **\$25**

Up to \$16.50 Up to \$22.50 Up to \$25.00 Up to \$29.50 Up to \$45.00

Not all, of course, are reduced as greatly as these comparisons show—neither do they represent the extremity in reductions in certain instances.

Lowered Prices Have Been Placed on All Our Stylish Skirts

You'll find in the assortment a most varied collection of styles and fabrics that have won popularity.

Silks and woolen fabrics and a number of novelties. Note the savings.

At \$1.00—formerly \$2.98.

At \$1.98—formerly \$3.98.

At \$3.98—formerly \$5.98.

At \$5.98—up to \$10.00.

At \$7.50—up to \$12.50.

BOWMAN'S—Third Floor.

A Small Lot of Pretty Silk Woolen Dresses Are Now

\$5, \$7.50 and \$10

These smart little serges for dress and general wear. Pretty silks, in charmeuse taffeta and other weaves

Present prices represent unusual reductions.

BOWMAN'S—Third Floor.

White Corduroy And Chinchilla Sport Coats

Reduced to \$5, from \$12.50

Reduced to \$12.50, from \$25

This is really a clearing out of a small number, which accounts for the severe reductions. They have been in stock as long as we allow, and now they must go.

BOWMAN'S—Third Floor.



Women Will Want to Remember That Just Now There Is a Sale in Progress of Coats That Are Strictly Stylish—Our Own and Some Bought "Special"—Selling at \$7.50, \$9.50, \$12.50, \$15, \$18.50 and \$25.