



Bouman's

BELL—1991—UNITED

HARPISBURG MONDAY, DECEMBER 18, 1916.

FOUNDED 1871

The BOWMAN STORE Radiates the Spirit of CHRISTMASTIDE

Your every possible gift need has been given thought and here are needfuls and luxuries, almost without number awaiting your choice.

If the gift is to be "something to wear," it is here---if it is to be "something for the home," it too is here---and every article offered is Bowman quality and fairly priced.



Picture acres of floor-space heavy-laden with merchandise from both hemispheres of the world, and from a silver thimble to a piece of furniture, selected with the Christmas plans of thousands of people in view, you can imagine this great store to-day---and you will know why we believe we are right in terming it the Christmas Store of Harrisburg---bursting with the wonderful splendor and joy of Christmas itself.

## These Busy Shopping Days Need Not Be Over-strenuous

If we but remember that mornings are least crowded periods---that we should never be too busy to smile; making sure addresses are correct, taking small packages along---all will help people on both sides of the counter and go a long way to make this

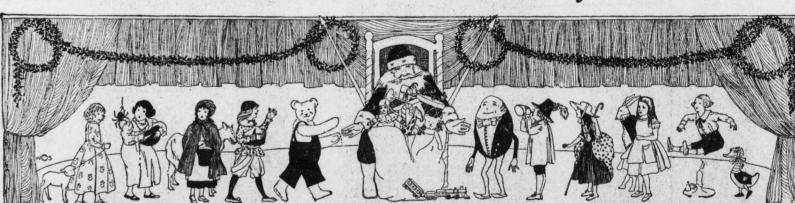
The Merriest Christmas of All

Toyland

Dollyland

Happyland

in the
Basement



"Listen to the Christmas Chimes"—
played from the Church belfry on the front of our store.

Santa Claus Is King at the Bowman Store