

Bowman's

DELL 1901-2356 UNITED

HARRISBURG, FRIDAY, MARCH 16, 1917.

FOUNDED 1871

The Bowman Store's Business Is Moving Along at a Healthy Pace

The nineteenth century methods are not here—this is a twentieth century establishment.

Bright, new, fresh merchandise added each day and shown at the opening hour.

All the new things as fast as they appear on fashion's horizon are shown first at this house of progress.

Bowman's

Center of Fashion, Reliability and Low Prices

The Whole Store Is Filled With

Charming New Spring Styles

Stepping into Bowman's to-morrow will be walking into the sunshine of a spring day. We have the golden hours of April, May and June within—all scattered about the store.

Spring gloves in the hues of the new fabrics—rich colorings in the hosiery—dainty and fascinating neckwear—the new petticoats and silk lingerie—it all whispers to you in the smart fashions of outer apparel and blossoms in the new millinery.



ORIENTAL RUGS

Cleaned and Scoured

The native experts who do this work use an Oriental process, restoring the original colors to their former brilliancy and beauty.

ORIENTAL RUG-REPAIR

Entrusted only to skilled native weavers.

BOWMAN'S—Fourth Floor.

The Smartest Footwear



Bowman footwear is in accord with the best style dictates. The boot that is out of harmony with the suit or gown may spoil an otherwise perfect costume.

Let us introduce to

you new spring footwear of unusual simplicity and correctness.

And remember that during the present conditions of the shoe market the best shoes obtainable is a genuine economy.

Women's Gun Metal and Patent Colt Button and Laced Shoes—regular heights—welted soles—

\$3.50, \$4.00 and \$5.00

Women's Glazed Kid and Calfskin Laced Shoes—high cut—welts and turns—\$5.00, \$6.00, \$7.50.

Women's white, black, Havana and gray extra high cut laced boots—\$8.00, \$9.00 and \$10.00.

Women's Calfskin English Laced Boots with low heels—welted soles—Black, \$4.50, Brown, \$5.50

The "Bowman Twin Six"—ivory and silver gray kidskin high cut laced military boots, with light welt welted soles—\$12.00.

"Miss Springtime"—a boot that represents everything that is most to be desired in footwear—\$12.50 and \$14.00.

—Main Floor

Some Fashionable Silks Are Going Out Cheap Tomorrow

300 yards all told in lengths 4 to 22 yards—odd pieces left over from the March Silk Sale.

Quite a wide variety of fancy taffetas in stripes and plaids—also Paisley and novelty silks—35 and 36-inch widths.

The silks in question are all high quality and in colorings and patterns which will be prominent for spring wardrobes.

The Sale Price For This Lot of Silks—Choice, \$1.15 yd.

BOWMAN'S—Main Floor.

Beautiful Silk Lingerie

An Ever-increasing Demand For These Dainty Garments

They are real artistic creations, in flesh or white silk and satin, exquisitely trimmed with lace and ribbon.

For Saturday We Offer---

Camisoles of fine crepe de chine, washable silk and satin, trimmed with lace, ribbon and insertion—some with ribbon shoulder strap—also corset cover style—white or flesh—50¢.

Envelope Chemise— with wide lace and insertion band at top—beautiful new shoulder strap model—\$2.98, \$3.25 and \$3.50.

Knickers— wash satin and crepe de chine, in flesh and white, \$2.69 and \$3.98.

BOWMAN'S—Third Floor.



EXTRA SPECIAL

Fine White Dresses, 12, 13, 14, 15, 16-year sizes, way below regular price, \$2.98

Made of white net, with double skirts, prettily trimmed in lace, insertion and ribbon—low neck and short sleeve styles—some have large lace collars. Fine lawn and organdie dresses, lace and ribbon trimmed are included.

—Second Floor



The American Woman's STYLE IDEALS

are admirably reflected in the display of Gowns Coats Suits

Dresses Street Frocks Skirts Waists

At Bowman's—Style Headquarters

Tailored Suits of Individual Charm

Such styles, materials and tailoring at— \$19.50 \$25.00 \$35.00 \$45.00

There is practically every desirable material—tricotine, serges, mixtures, tweeds, burilla, poplin, gabardine

Suits that have all those telling little touches that are the distinguishing marks of quality garments—niceties of finish, substantial linings, whether plain or fancy. These suits may be had in

taupe, rookie, tan mixtures, gold, grays, navy, Copenhagen, black, etc

Smart Spring Coats

Every coat is an authentic spring style, portraying silhouettes that are new and that promise wide popularity. There's variety enough for all and in a popular range. \$12.50 \$15.00 \$25.00 \$35.00

Refreshingly New and Delightful are these

New Spring Dresses

Attractive styles at attractive prices— \$12.50 \$15.00 \$25.00 \$35.00

Dresses of silk, serge, Jersey in every good and stylish color— plain and fancy effects— exquisite trimmings of embroidery— unique arrangements of buttons for trimmings— dainty stitchings here and there—all add to the charm of these dainty frocks.

—Also sport dresses of pongee, khaki kool and silk Jersey.

BOWMAN'S—Third Floor

Newest Neckwear

Delightfully Chic Styles



We doubt if you have ever seen prettier collars; for the designers have fairly outdone themselves in preparing this very important accessory for spring.

There are literally scores of different shapes, and styles, and kinds.

Round collars, square collars.

Collars with revers.

Among them are the collars of filet lace; collars of crepe or combined with Georgette and nets—and then, there are exquisitely dainty new collars of Georgette crepe in round and square shapes—picot edged— refined styles for particular dressers, \$1.00 to \$3.75.

New colored neckwear—collars—and sets, \$1.00 to \$2.95.

Koolon Cloth collars—and cuff sets—hand embroidered, and filet lace trimmed, \$1.00 to \$2.75.

BOWMAN'S—Main Floor

The March Housefurnishing Sale

These extra added specials for Saturday—

The Richmond Cedar Tub—painted inside and outside—large size, with drop handles and electric welded wire hoops. Sale, 95¢

Steam Cooker—made of tin—three-vessel compartment—for use on coal range or gas hot plate or gas range. Sale Price, 49¢

Fireproof Brown and White Casserole—extra nickel plated brass receptacle—8-inch size. Sale Price \$1.23

Kleen-O Medicated Dust Mop—cleans all finished woodwork, floors and walls. Sale Price 43¢

Viko Aluminum Rice Boiler—inset 2½ qts. capacity. Sale Price \$1.23

BOWMAN'S—Basement.

We Render Customers a Valuable Corset Service

Insuring the correct silhouette



The new spring suits and dresses must be fitted over a new model corset to give satisfaction.

The first step to correct style is the correct corset correctly fitted.

Our corsetier will fit your corset and will preserve the daintiness and grace-giving lines.

Featuring the Treco Corset in a negligee model—the ideal corset for young figures, for athletics and most desirable for larger figures for negligee and housewear. Price, \$1.00 and \$1.50.

BRASSIERES

We are specializing strongly on brassieres and bust supporters. A variety of models to suit every figure—and which will give the best foundation to the wearing of the blouse. 50¢ to \$6.00.



Bowman Millinery Supremacy

Hats That Are Different—“Exclusive”

Ready with what we believe to be the largest selection of trimmed millinery to be seen in Harrisburg.

Stunning chic hats, every one a model of authentic spring style.

Direct from the modiste creators' hands come these new models, each one different than the other—and each one original in its interpretation of new fashions.

A charming collection of tastefully trimmed hats with silk and Georgette facing, \$3.98 and \$4.98

Smart tailored hats, expressing clever ideas of shape and adornment, at \$5.95, \$6.50, \$7.50

Largest assortment of banded sport hats, in unusual straws and shapes \$1.98 to \$13.50

There's everything here in Millinery—see the

- High smart turbans.
- Picturesque large hats.
- Mushrooms with high crowns.
- Smart rolled brim sailors.

Each hat with the distinctive individuality for which they are noted.

BOWMAN'S—Third Floor.

SPECIAL OFFERS IN SWITCHES

For to-morrow we have greatly reduced the price on a special lot of fine quality switches—naturally wavy hair, mounted on three separate stems. All shades, except gray.

20-inch wavy switches \$1.75

22-inch wavy switches \$2.25

24-inch wavy switches \$3.25

BOWMAN'S—Third Floor.



Free Potted Shamrocks

Given to the first purchasers to-morrow.

If past distribution is a criterion to be guided by, the lot will be given out in the course of a few hours.

Men's Shirts and Neckwear

Featuring mercerized madras shirts to-morrow—handsome stripes and colorings—cut full size, finely finished—shaped to set properly on the body—neck just right to fit the collar on comfortably—French cuffs. Special value

\$1.00

New Neckwear for men in the snappy fanciful designs—high colorings in crazy patterns now so fashionable—wide ends—splendidly made.... 50¢

BOWMAN'S—Main Floor.



Specializing On Good Styles of Children's Apparel

Conveniently grouped on the second floor are the children's dresses and the like. And we specialize in stylish little garments giving the same care and attention to them as we do for grown-ups.

Here are beautiful hand embroidered dresses for girls 6 to 14 years old, made of fine pique in high waist and yoke models, with cunning pockets—collar, belt and pockets prettily embroidered in white and colors—pearl buttons, \$4.50 to \$6.95

Children's Spring Coats—plain and checked velours, in brown, green, rose, apple green; serges in blue and tan—high waist line with flare skirts. Large collars, fancily stitched, or hand embroidered on white pique—sizes 2 to 6 and 6 to 14 years. Prices \$4.98 to \$16.50

Children's Dresses, in yoke and empire styles—chambray and poplin in pink, blue and tan—hand smocked and cross-stitched; sizes 2 to 6 years. Prices \$1.00 to \$3.98

BOWMAN'S—Second Floor.

Exceedingly Pretty Waists

Fact of the matter is—we are showing the handsomest waists in Harrisburg.

—Here are assembled waists of Bowman individually—Fashion's latest ideas from Paris and New York—clever adaptations and reproductions.

—Introducing the new Japanese theme—and the quaint embroidered crepe combinations.

—It's an education to see the wonderful workmanship of these waists.

BOWMAN'S—Third Floor

