FRIDAY EVENING,

HARRISBURG TELEGRAPH



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#### 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 fash-ion's horizon are shown first at this house of progress.

**Sources** Center of Jashion, 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



Women's Gun Metal and Patent Colt Button and Laced Shoesregular 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, Hayana and gray extra high cut laced boots -\$8.00, \$9.00 and \$10.00.

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 sim-

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

economy. 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 -Main Floor

Some Fashionable Silks Are Going Out Cheap Tomorrow



The American Woman's STYLE IDEALS

are admirably reflected in the display of Suits Gowns Coats Street Frocks Dresses 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 materialtricotine, 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 \$15.00 \$12.50 \$25.00 \$35.00 range.

### **Refreshingly New and Delightful are these**

New Spring Dresses Attractive styles at attractive prices-

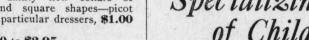
\$12.50 \$15.00 \$25.00 \$35.00 Dresses of silk, serge, Jersey in every good and stylish color — plain and fancy effects — exquisite trimmings of embroidery - unique arrangements of buttons for trimmings - dainty stitchings here and there-all add to the charm of these dainty frocks.

-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 pre-paring this very important accessory for spring. There are literally scores of different shapes, and yles, and kinds. Round collars, square collars. Collars with revers.

Among them are the collars of filet lace; collars of repe 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.** 





FOUNDED 1871

#### 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.

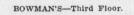
Direct from the modiste creators' hands come these new models, each one different than the other-and each one original in its interpretation of new fashions.

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

Largest assortment of banded sport hats, in unusual straws 

#### 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.





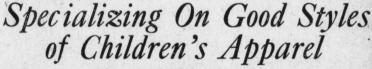
## Men's Shirts and Neckwear

Featuring mercerized madras shirts tomorrow-handsome stripes and coloringscut 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 fashionablewide ends-splendidly made ..... 50¢ BOWMAN'S Main Floor





MARCH 16, 1917.

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 **\$1.15** yd. Lot of Silks---Choice, . **\$1.15** yd.

# 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, wash-able silk and satin, trimmed with lace, ribbon and insertion — some with ribbon shoulder strap—also corset cover style — white or flesh— $50\phi$ .

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 Jine 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



Our corsetierre will fit your corset and will preserve the daintiness and grace-giving 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** 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. **30**¢ to **\$6.00**.

#### Conveniently grouped on the second floor are the BOWMAN'S-Main Floor 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 pocketscollar, 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.

## Exceedingly Pretty Waists

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

of Bowman individualiy-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\_THIR Floor