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Bowman's

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HARRISBURG, WEDNESDAY, APRIL 4, 1917.

FOUNDED 1871

Easter Showing of New Spring Fashions

Now we come to the gateway of the Garden of Spring — April and Easter; and the gate swings inward at this store, bidding those who would, enter into a new fashion realm. Flowers of fashion touching every section of the store blossom forth in the fullness of their beauty—

Millinery, Suits, Coats, Dresses, Skirts, Blouses, Silken Undergarments, Hosiery, Corsets, Gloves, Children's Apparel, Muslin Undergarments, Neckwear, Leather Goods, Jewelry, Toilet Requisites, Etc., Etc.

When a Catastrophe Menaces--- the World Turns to the Red Cross

Because the wearers of the Red Cross are universally recognized as agents of mercy---the world in time of fire, flood, famine, pestilence and war---turns to the little white flag with the red symbol for help and hope.

The peace of our beloved land is threatened---war with its accompanying horrors stares at us. The physical welfare of armies after battle is wrapped up in the work of the Red Cross.

It now most earnestly urges every man and woman in this community to lend support---that the glorious work may go on.

The employes of Bowman's have joined together to offer help to the local Red Cross branch---let everybody turn to this noble humanitarian work and at least give it a moral support.

Bowman's



A Special Pre-Easter Display of the Newest Spring Shoes and Stockings

Shoes and Stockings---could there be a more logical combination for display and sale these pre-Easter days?

In this exhibit are gathered the newest styles and best qualities.

Popular Boots and Pumps---we might say a great deal about the quality and styles of our footwear. We might tell how well they are made, but we believe the most important feature of our service is to provide you with the proper lasts and fit your feet to the utmost degree---for in this way only will you receive shoe satisfaction, no matter what price you pay or what styles or shoes you buy.

Women's Boots of Suede, Kidskin, Calfskin and Buckskin --- shoes that make a woman proud of her feet---

"Miss Springtime" \$14.00 "The Bowman Twin Six," \$12.00
"Superba" \$12.00 "The Empire" Boot \$10.00
"The Traymore" \$7.50 "The Avenue" \$9.00

Women's Patent Colt, Gun Metal and Vici Kid Boots, \$3, \$3.50, \$4, \$5 and \$6.

SPATS---A new arrival with invisible straps and buckles. Pearl gray, fawn and snuff, \$3.00.

PUMPS---\$3.50 and up to \$7.50. BOWMAN'S---Main Floor

Easter Hosiery

The newest styles are in striped and plaid patterns. Among the new things are black, white and colors in lace and dropstitch effects, and black with white clocking and white with black clocking.

Thread silk stockings; double soles, high spliced heels; wide garter tops; black, white and colors. Pair, \$1.25.

Fancy silk stockings; new spring styles, in plain and fancies. Pair, \$1.50 and \$2.00.

Thread silk stockings; double soles; wide garter tops; black and white. Pair, \$1.00.

Silk lisle stockings; thread silk boots; double soles. Pair, 69¢.

BOWMAN'S---Main Floor



The Vogue For Pink Lingerie Is Greater Than Ever

Crepe de chine Washable Satin Silk Jersey Batiste
Milady will be charmed with the dainty display of gowns, envelope chemise, pajamas, camisoles, combinations and bloomers.

Wonderfully artistic creations with the most fascinating trimmings of fine laces, little flower buds and novelty adornment.

Tomorrow We Feature---
Billie Burke pajamas of pink batiste, with gathered neck, sleeves and leg run with satin ribbon to form empire line. Price, \$1.50

Envelope chemise of fine flesh batiste, with lace and satin top, trimmed with fine lace at top and bottom. Price, \$1.25

Empire combinations of fine batiste in flesh ---waist and bloomers run with elastic--- a dainty new model. Price, \$1.25

Bloomers of fine French crepe in flesh; full width and length. Price, \$1.00
BOWMAN'S---Third Floor.



"A union of lakes, a union of lands,
A union that naught can sever;
A union of hearts, a union of hands---
The American Union forever."

Show Your Patriotism--- Fling Old Glory to the Breeze



Points to Be Remembered
in Displaying the Stars
and Stripes

The Stars and Stripes should not be hoisted before sunrise, nor allowed to remain up after sunset.

When flown at half-mast as a sign of mourning, it should be hoisted to full staff at the conclusion of the funeral.

On Memorial Day, May 30th, the flag should fly at half-mast until noon, and at full mast from noon until sunset.

In flying the flag at half-mast, it should be hoisted first to full mast, then lowered to position, the distance of the width of the flag from the top of the staff. Preliminary to lowering from half-staff, it should be hoisted again to the top.

The flag should never be allowed to touch the ground. When two flags are displayed the Stars and Stripes should be placed at the right.

When the National Flag is passing in parade and review, the spectator should, if walking, halt; if sitting, stand, and stand at attention, uncovered.

Your New Easter Suit Our Suit Show Inspires

It is an unsurpassed exhibition of latest styles---outranking the average store's effort in those ways that count---

Distinctive models
The high quality
Numbers of styles
Price moderation

All of which help to account for the great volume of business we are enjoying by "My Lady of Style" for her 1917 Easter suit.



Suits of all materials---in every new Spring shade---for all figures,

\$16.50 \$19.50 \$25 \$35 to \$45

The Sale of Dresses

A Magnificent Collection of Quality

Afternoon and Street Dresses

representing a special purchase from one of the reputable manufacturers at a price concession liberal enough to warrant us to advise you not to tarry.

These dresses are made of Georgette crepe, crepe de chine, taffeta, messaline, nets and combination taffeta and Georgette crepe. Trimmings include colored embroidery fancy stitching, buttons, beading and lace.

Price range---

\$9.50 \$15 \$19.50 \$25 \$35

Also our own stock of Dresses at reduced prices.
BOWMAN'S---Third Floor.

Easter Handkerchiefs

A gorgeous show of the handkerchiefs so much in fashion now---

Your Choice at 25¢

---Pretty crepe de chine handkerchiefs in wondrous colors and designs.

---The new sport handkerchiefs in unique and weird patterns---all colors.

---White and colored handkerchiefs with striped and flowered borders.

---Solid colored handkerchiefs with conventional designs.
BOWMAN'S---Main Floor.

Only Three Days More---

And then Easter. Only three shopping days! We shall be rushed---particularly afternoon. And so our advice and request is---shop in the morning if you possibly can. That will aid us in our plans for always better service --- and it will equally benefit you.



Baby Carriages--Go-Carts--Sulkies



With the advent of bright, sunny, Spring days you will want to keep baby out of doors as much as possible, and whether baby goes for a ride, or takes a nap on the porch, you'll need a carriage.

The new models are unique this year---many are finished in a novel manner. This is the most comprehensive exhibit we have yet made and it comprises---

Strollers --- Pullmans --- Sulkies --- Carts --- Collapsibles --- Carriages.

Finished in ivory, white, gray, brown, natural and turquoise blue.

---All reed carriages, \$16.50 to \$39.75
---Reed strollers, \$6.50 to \$22.50
---Sulkies \$3.75 to \$8.75
BOWMAN'S---Fifth Floor.

AUTO OWNERS!

Buy your tires now while prices are down to the figures we are herewith quoting.

Ford sizes of well-known makes of non-skid tires---guaranteed 3,500 and 5,000 miles.

Size 30x3 at, \$9.98
Size 30x3 1/2 at, \$12.98

These 5,000-mile guaranteed tires---

Size 33x4, Q. D., at, \$19.81

Size 34x4, Q. D., at, \$20.16

Size 35x4 1/2, Q. D., at, \$28.09

Size 36x4 1/2, Q. D., at, \$28.43

Size 34x4, Q. D., plain, at, \$19.25

These 3,500-mile guaranteed tires---

Size 28x3, Q. D., plain, at, \$7.59

Size 32x3 1/2, Q. D., plain, at, \$11.96

Size 33x4, Q. D., plain, at, \$17.47

Size 34x4, Q. D., plain, at, \$17.78

Size 33x4, Q. D., non-skid, at, \$18.31

Size 34x4, Q. D., non-skid, at, \$19.62

Size 35x4, S. S., non-skid, at, \$18.41

Size 35x4 1/2, Q. D., non-skid, at, \$25.94
BOWMAN'S---Fourth Floor.

The Easter Neckwear

Neckwear of all kinds, here in a bewildering profusion and at a wide range of interesting prices.

Choose from authentic modes---neckwear to marvel at --- in styles confined to Bowman's --- the delicate Georgette crepe, organdy, crepe de chine and combinations, 50¢ to \$4.00

New crepe de chine collars; square collars, round and novelty shapes, also a combination of crepe de chine and Georgette crepe tailored effects and hemstitching; also trimmed with filet lace, at 50¢ to \$3.95

Beautiful Georgette crepe collars; round sailor double tier, cape and fancy shapes, in plain tailored effects, or richly hand embroidered, or effectively trimmed with the poular filet lace; in white and dainty pastel shades, ..\$1.00 to \$4.00

Smart new pique collars to wear with coat, suit or dress; very newest shapes in plain tailored effects; also sets of collar and cuffs to match, 50¢ and \$1.00

Net guimpes, net models, with new high collars, 25¢ and 50¢

The new middy ties; we show many colors in crepe de chine with handsome printed designs, 50¢

BOWMAN'S---Main Floor



We present for your selection at economy figures a lot of

Auction Oriental Rugs

We were extremely fortunate in securing these rugs from the recent auction sale held in New York City--- a personal representative of Bowman & Co. being on the ground and making his selection.

There are only one of a kind, odd but beautiful effects which will fascinate you by the marvelous colorings and also by the lowness of prices.

Sizes from mat to room dimensions.

Kinds represented---
Mossoul --- Iran --- Saruk --- Afghan --- Mahal Guenji, Etc.
BOWMAN'S---Fourth Floor.



Easter Eggs and Confectionery

We are selling Walker's famous product--- noted for its purity and all-round goodness.

Easter eggs decorated---an expert decorator here to complete your order immediately.
BOWMAN'S---Main Floor, Adjoining Elevator.

