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HELL 1901-2356 UNITED

HARRISBURG, FRIDAY, APRIL 6, 1917.

FOUNDED 1871

### Exclusive Apparel For Easter

## Suits, Dresses, Coats, Blouses

### INDIVIDUALITY

The ardent enthusiasm of purchasers who have viewed our display is a splendid reward for the great effort we have made in selection of models—styles that represent in their interpretation the season's really smart vogue and especially created for the diverse demands of social and business life.

### Your Easter Suit



#### Should Come From Bowman's

If you believe in choosing from a collection that would do full justice to a metropolitan store; if you realize the importance of buying your suit in an establishment that has always stood for quality; if you want styles that result in the closest touch with Fashion centers—then we reiterate that your suit should come from here.

#### PRICES---

You never pay more for a Bowman suit than you will have returned in absolute suit satisfaction.

Plenty at moderate figures—

**\$16.50, \$19.50, \$25.00, \$29.50**

Poplins Gabardines Serges Jerseys  
Tyrol Wool Etc.

Suits for dress, business and sport.

All the leading spring colorings—all the little knick-knacks of fashion that are exclusive and that add so much distinction to the models we show.

### Your Easter Coat

#### Should Come From Bowman's

We are taking unusual pride in our coat exhibit this season. Visitors exclaim as they view the beautiful exposition of coat fashions—"I've never before seen such gorgeous coats so temptingly priced."

All the favored materials are here—you see them in Fifth Avenue's most exclusive shops where they're featuring—just as we are—those of

- Belted and belt effects.
- Coats with pronounced waist line.
- Coats that hang loose and full.
- Coats of every fashionable color and in models confined exclusively to Bowman's.

Prices are moderate—

**\$8.95, \$12.50, \$19.50, \$25, \$29.50 up**

### Your Easter Dress



#### Should Come From Bowman's

Dresses that form a gorgeous spring-summer time wonderland of style, numbers and varied assortment.

In justice to one's self the selection should be made here where the variety is largest. Then one gets the correct idea of all the cleverest models before deciding.

Extra! Right now we are featuring a makers' surplus lot of dresses—several hundred at particularly advantageous prices.

**\$9.50, \$12.50, \$15.00, \$19.50, \$25.00**

They are of Georgette crepe, crepe de chine, taffeta silk, messaline silk, nets and combinations of Georgette crepe and taffetas, in the newest colorings. Fancy stitching, buttons, beading, lace and colored embroidery are the chief trimmings.

### Your Easter Blouse

#### Should Come From Bowman's

And we have more than a thousand reasons assembled here in our Blouse department why your new Easter blouse should come from here.

We suppose there isn't a more generous, up-to-the-minute, charming display of lovely blouses in Harrisburg than that which greets you in our big third floor Blouse section.

Georgette Blouses Sport Silks Tub Silks Combinations  
Crepe de Chine Blouses Lingerie Blouses Novelty Silks Blouses Exclusive

A moderate scale of prices which, in every case, works to your advantage—**\$1.00 to \$22.50.**



BOWMAN'S—Third Floor

# Bowman's



## One More Day--- Then Easter

The magical time when the wand of springtime causes to blossom forth all the new apparel and accessories appropriate to the season.

Easter preparations were made for selling right up to the last minute; our organization has bent all its energies to providing a "biggest-yet" showing and with all the great quantities of merchandise shown here, a personal interest of every buyer has been manifested.

To follow the policy of this store, it is imperative that our people consider all the good qualities and all virtues of merchandise as it is valuable to our patrons.

Merchandise is never stocked without proof of its benefits to our patrons. For this reason you have a constantly fresh and splendid assortment of new merchandise ready for you.

Tomorrow will be the season's busiest day—we are ready with the right merchandise—and—good service.

**Bowman's**

## Men's Easter Shirts

"Best-for-the-price" is amply demonstrated at Bowman's these pre-Easter days.

We are selling shirts that were contracted for many months ago—before the big advances struck the markets and we are therefore able to present the very best shirt values possible to name—

Fine Negligee Shirts in assortments that comprise about every style and color imaginable. Shirts for the men of gentlemanly taste—soft and stiff cuffs at the following price range—

**89¢ \$1.00 \$1.50 \$2.00 \$2.50 up**

Featuring the "Yorke" shirts at the old prices—**\$1.50 up.**

BOWMAN'S—Main Floor.



## Every Little Girl and Boy

Should Be Fitted Out in Our Spacious Children's and Juvenile Section On the Second Floor



Mothers will find an exceptional collection of wearables—the kind that pleases the children.

It's a pleasure just to see all the novel features embodied in

Girls' Dresses Girls' Coats Girls' Hats  
Little Boys' Washable Suits and Hats

All different, but all made with fidelity to a single standard of excellence.

Girls' White Dresses—voile, pique, poplin, organdie, lace and ribbon trimmed—also tailored dresses, hand embroidered—6 to 14-year sizes. Price range, **\$2.65 to \$12.95.**

Hats, of milan, hemp, and fancy straws—tailored and trimmed styles—**\$1.25 to \$6.95.**

Boys' Wash Suits—white poplin and pique, hand embroidered and regulation styles, with large blue collar, white braid trimmed—Middy and Norfolk styles trimmed in plain colors, with emblem on arm. 2 to 8-year sizes. Prices, **\$1.25 to \$5.95.**

Boys' Colored Wash Suits—poplin, galatea, chambray, in pink, blue, gold, green and assorted stripes—some with dainty touches of hand embroidery—2 to 8-year sizes—**\$1.25 to \$4.95.**

Boys' Hats—blue serge, black and white checks, wash hats in pique, poplin and soisette—**50¢ to \$1.50.**



BOWMAN'S—Second Floor.



## Hats For Easter

New designs now shown for the first time—evolved by creative experts—a generous collection of real stunning effects.

Millinery art will receive its highest interpretation in these charming models for Easter wear—tributes to the rare skill of the master designers; altogether in color and grace of style, the most admirable headwear that ever came with the spring.

New small round shape Chinese sailor with hackle feather edge—striking a new note for millinery.

Also featuring a cut-out hat—the latest French novelty—navy blue with white showing through the cut-outs.

Desirable sand color shapes with trimmings of navy blue.

—First to show these new combinations in Harrisburg.

BOWMAN'S—Third Floor.

## Easter Gifts

Your thoughts of loved ones and friends may best be expressed by giving something which will be a constant reminder and a source of pleasure to them.

Our Jewelry Section abounds in choice gift articles both useful and ornamental—and—we present for your consideration

*Quality at Moderate Prices*

*Beautiful Sheffield Silverware*

Knives and forks, spoons, bread trays, vases, sandwich plates, tea sets, compots, baking dishes, vegetable dishes, pitchers and many other articles.

*PERSONAL JEWELRY*

Wrist watches, pins, necklaces, rosary beads, girdles, novelty rings, ear rings, oriental jewelry, etc.

BOWMAN'S—Main Floor.



## SWITCHES

These fine wavy hair switches on sale to-morrow at the following prices—

20-inch wavy hair switches, ..... **\$1.75**  
22-inch wavy hair switches, ..... **\$2.25**  
24-inch wavy hair switches, ..... **\$3.25**

BOWMAN'S—Third Floor.

## Easter Neckwear Here

### Is a Colorful Show

A veritable garden of the newest in Easter neckwear for Milady.

Here you'll find the daintiest, and the most correct, at prices which leave no room for doubt as to our value-giving eagerness.

Square, round and novelty shaped collars in crepe de chene and combinations of crepe de chene and Georgette crepe—tailored effects and hemstitching—**50¢ to \$3.95.**

Georgette crepe collars in round, sailor, double tier, cape and fancy shapes—plain tailored effects hand embroidered, or trimmed with filet lace—**\$1.00 to \$4.00**

Pique collars that can be worn with the coat, suit or dress—newest shapes in tailored effects—also collar and cuff sets—**50¢ and \$1.00.**

BOWMAN'S—Main Floor.



## Your Easter Footwear



The shoes that Fashion says you must wear are here in large variety and prettier than ever.

High and low cut shoes to fit and please every woman, regardless of what her shoe needs may be.

High quality Proper lasts Prices right  
"Miss Springtime" ..... **\$14.00**  
"Superba" ..... **\$12.00**  
"The Traymore" ..... **\$7.50**  
"The Bowman Twin Six" ..... **\$12.00**  
"The Empire" Boot ..... **\$10.00**  
"The Avenue" ..... **\$9.00**

BOWMAN'S—Main Floor.

## Easter Hosiery

Nothing in the way of apparel is more satisfactory to a woman than shapely, nice fitting hosiery of silk—and—you'll find here just the kinds of hosiery you will want to wear with your new raiment.

Plain and fancies in qualities and brands that are best

The following hint of what's to be seen at our Hosiery section—

Women's thread silk stockings, in black, white and a range of all the new spring colorings, double soles, high spliced heels, wide garter tops—**\$1.25.**

Fancy silk stockings, including the new drop stitch, the new cord knit, the new stripes, checks and plaids, beautiful effects in black and white—**\$1.50 and \$2.00.**

Black and white thread silk stockings, with double soles and wide garter tops—**\$1.00.**

Thread silk boot stockings, in black and colors—**69¢.**

BOWMAN'S—Main Floor.

