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# Bowman's

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BELL 1001-2356 UNITED

HARRISBURG, FRIDAY, APRIL 13, 1917.

FOUNDED 1871

## In the Service of the Nation!

Just as necessary—as important—as honorable—as service on the firing line, on the battleships or in the munition factories. The need is great—you can take no more patriotic step than to

### Join the Red Cross

Enroll now! Signify your intention of doing your share in this very important and essential field of national service.

**Bowman's**

## A Flurry in Turkish Towels

Mill seconds, these—very slight imperfections however. They are high grade, fancy bordered—come in various sizes and weights—divided into several selling groups.

**29c to 89c**

Also—an offering of Turkish towels initialed in blue, 20x40-inch size—29c. Face cloths to match, initialed, 10¢.

BOWMAN'S—Second Floor.

## Bowman's---A Reliable Store

One of the noteworthy points of our store is its solid reliability. People who come here in response to our announcements find the advantages we offer. Our high qualities of merchandise—our splendid assortments—our absolutely fair prices—are facts, not theories. Because of the prevalence of "facts" in our establishment our customers come to us in increasing numbers, and our firm adherence to facts is the best guarantee that could be offered for our merchandise.

**Bowman's**

## The Greatest Kid Glove Sale of the Year Will Commence Here To-morrow Morning

An event of great magnitude—value presented that is phenomenal at this time with all prices of kid gloves still on the upward climb.

*It's a stupendous glove purchase---a trade transaction of note which was accomplished by a representative of Bowman & Co. in New York City the past week.*

A showing in the lot that represents only fashionable kid gloves and at an almost impossible price.

- \$1.45 A Pair**
- For French kid gloves in
    - White with self stitching.
    - White with black stitching.
    - Black with self stitching.
    - Gray, champagne, rose, green and other colors.

Your size is here---every glove absolutely perfect.

This is a noteworthy glove-selling event—and we strongly advise—yes, urge you to be here to-morrow and share in this very unusual distribution of high quality imported gloves at this most favorable price.

Please come in the morning.

BOWMAN'S—Main Floor

## Not Merely New Are These Spring Suits for Women



—They are full of interesting fashion features.

—You'll find no finer tailored suits in the best of the New York shops than the various groups we present for your perusal and selection.

—Stylish new models faithfully reproduced from latest arrivals received from Paris; made of materials that are the vogue; included in the collection are—

Poplins Serges Gabardines Twills Oxford and Pin Stripes

—in colors most in demand; gray, tan, taupe, rookie, Copenhagen, green, gold, rose, navy blue, black, checks and mixtures. —You will find the plain, severely tailored mannish suits with the distinctive braid binding, and the button trimmed styles. —Suits with trimmings of embroidery, buttons and fancy collars of light novelty silks. —Box pleated suits with belted coats that give the sport effect—any number of the smartest models from fashion's hand are here.

Price range---\$19.50, \$25.00, \$29.50, \$35.00

The latest fashion thoughts exemplified in the new sport suits of wool Jersey, Tyrol wool and gunniburl in solid colors of purple, gold, chartreuse, hunter green, rose, Copenhagen, sand, gray and the new heather mixtures. See the large patch pockets on jacket and skirt, a touch of white on collar and cuffs—the gathered or plain back with or without a belt.

Price range---\$25.00, \$29.50, \$35.00

## Originality Distinguishes These Spring Skirts

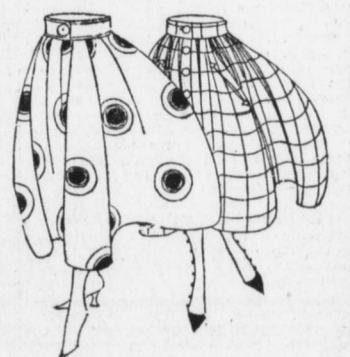
Charming in Line and Color

A wonderfully interesting collection of skirts that are the styles of the moment—fashioned with bulging pockets, gathered and shirred, giving a modified barrel effect—soft hanging folds, ripples or straight lines—

Fancy Stripes and Plaid Taffetas

Also the fashionable navy and black taffeta skirts so popular and plenty of skirts of poplin, serge and fancy mixtures.

Price range---\$3.98, \$5.98, \$7.50, \$10.00



## Spring Coats

They are quite gay in colors. The youthful effects for women who want something "spirited" are very much in demand and there are dignified, elegant models for the more conservative dressers of "quiet" taste.

A coat for any and every occasion in fancy checks, plaids, novelty mixtures, rose, gold, chartreuse, green, tan, Copenhagen, navy blue and black.

Bolivia Gabardine Burella Wool Jersey Poplin Velour

Many are belted some are short-waisted, a great many have pockets—collars of many novel effects.

Price range---\$10, \$12.50, \$19.50, \$25, \$35



Included in our great display of women's apparel are models especially designed to give the woman inclined to stoutness more slender lines.

BOWMAN'S—Third Floor.

## Smart Footwear

For Women and Misses



In the new Spring footwear the high-bred "smart" refers to lines, styles and colorings that could not otherwise be expressed, save perhaps by the French word "chic".

### Even Beautiful Does Not Do Justice

Smart, slender appearing, high topped boots, high arched French and Spanish-heeled in the modish colorings. Handsome pumps and colonials—splendid looking, comfortable—finest leathers and moderately priced. High-cut Military Boots—finest washable kidskin in white, mouse, brown, pearl, gray, ivory and combinations, and black; turns and welts; full French and Spanish heels—newest lasts and patterns.

\$5, \$7.50, \$9, \$10, \$12, \$14

Pumps and Colonials—kidskin, coltskin, buckskin and other fine leathers in black, white, ivory, brown and champagne—perfect fitting, non-slipping and easy the first time worn. All the newest shapes.

\$4, \$5, \$6, \$7.50

Spats or Overgaiters—white, fawn, pearl, gray, brown, biscuit, mustard and snuff colored cloth.

\$1.75, \$2.50 \$3.00

BOWMAN'S—Main Floor



## Spring Developments in Coiffures

One of the important style accessories that every woman needs is a nice wavy switch that will easily lend itself to the newest hair dressings.

Naturally wavy switches on sale to-morrow at **\$1.45**

BOWMAN'S—Third Floor.



## Modes of the Hour in Trimmed Millinery

—Instead of depleted stocks of millinery with which the after-Easter shoppers usually have to content themselves, this store has new arrivals to offer that will afford delightful choosing to every woman who has delayed the purchase of her spring bonnet.

—You will find, we believe, in this wonderful complete display of hats the largest and finest stock in the city.

## The Greatest Variety of Styles In Assured Fashion

—Dainty variants of trimmings and smart ideas of decoration applied in ways strikingly novel.

—Let us introduce the following new ideas in hats — uncommon — exclusive — beautiful.

—Transparent brims — maline edging — lace brims — new black and white hats.

—New Georgette crepe hats, white with navy blue velvet ribbon and silk braid — the most novel and most beautiful of the new hats this season.

New Sailors New Mushrooms New Turbans New Round Shapes

The new trimmings of field flowers and wreaths. All in all millinery of beauty, smartness, high quality hats of the highest character.

BOWMAN'S—Third Floor

## Myriads of Dainty Undermuslins

—Here for your choosing — as attractive in price as they are in design.

—There's much to delight the shopper in the under-muslin section these days. So thoroughly charming are the new envelopes, gowns, combinations, chemise, etc., which fashion's fancy has developed.

Among the new arrivals are—

—New voile and French crepe gowns, in tailored and trimmed models, also some Empire effects, at \$1.25.

—New envelope chemise in novelty batiste, hand embroidered in dainty colors — some Empire effects, run with ribbon, at \$1.25.

—Envelope chemise in fancy marquisette, finished with tailored hem, two pockets and handkerchief ribbon strap. Price, \$2.49.

Gowns, to match, at \$2.98 and \$3.25.

BOWMAN'S—Third Floor.



## New Veils and Veiling

Allow us to show you the very latest fashions in veiling. There are many varieties for general wear, dress wear and sports wear. All are priced with moderation.

Ready-for-service veils embroidered in colors, used as hat trimming—59¢ to \$1.95.

New veiling by the yard in black and colors, at 25¢ to \$1.00.

BOWMAN'S—Main Floor.



## Step Ladders

Just received another shipment of 5-foot step-ladders—the Standard—a good, substantial ladder equipped with pail-shelf. Price,

**69c**

BOWMAN'S—Basement

## Special Saturday Soap Sale

- 10 cakes Ivory soap ..... 40¢
- 10 cakes P. & G. Naptha soap ..... 40¢
- 10c cakes Fels' Naptha soap ..... 40¢
- 2 cans Old Dutch Cleanser ..... 15¢

10 cakes of each kind of soap to a customer. No phone or C. O. D. orders taken.

BOWMAN'S—Basement.

## Charming New Neckwear for Women



Our collection of new neckwear is probably the finest we have ever had in stock, and we want you to see it.

An assortment which will be sure to appeal to women who wish to dress according to fashion's dictates.

Collars and sets in Georgette, crepe de chine, in white and colors — filet lace trimmed—hemstitching, etc., at 50¢ to \$3.95.

BOWMAN'S—Main Floor.

## On Sale Saturday

100 Aluminum Percolators, made of good quality aluminum; glass top, hinged cover; 2-quart capacity. Price,

**\$1.00**

BOWMAN'S—Basement.

