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Bowman's

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BELL 1991-2356 UNITED

HARRISBURG, MONDAY, MAY 28, 1917.

FOUNDED 1871

Store Will Be Closed All Day Wednesday, May 30th, Memorial Day

---A Day of Recollections

And more than ever in this eventful year will those recollections and tales, retold of gallant deeds, inspire a patriotism in those who will bring recollections to future Memorial Days.

Let us stand together—let us pause in our commerce on Wednesday—and for the moment, in reverent silence honor our Nation's heroes.

A Showing of the Newly Arrived Neckwear



With Memorial Day but one day off, many women will be shopping to-morrow for the finishing touches of their holiday garb. In anticipation, the Neckwear section has gathered the very newest of the season's offerings—bewitching creations of the foremost designers.

For the tailored girl we have the lovely new ascots of white pique and handsome new sport silks of odd colorings and patterns—very attractive indeed at \$1.00.

Exquisite collars of Georgette crepe, edged with filet lace, embroidered corners; some hemstitched; 50¢ to \$3.50.

Sheer organdie collars and sets in white and colors; in one particular has points over the shoulders; 12½¢ to 50¢.

Last, but not least, dignified collars of white pique; always stylish, at 25¢ to \$1.00.

BOWMAN'S—Main Floor.

Limited Sale

Buy This High Class Phonograph

Now For \$55

Limited Number
Limited Time

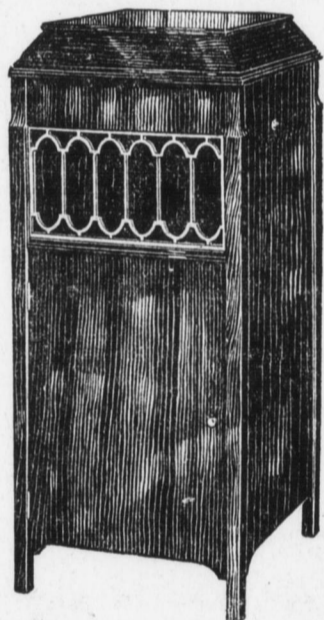
Save \$10

Price advances soon to \$65.

Deliveries at \$55 guaranteed for a brief period only.

Sold on the Club Plan

The Musola Plays All Standard Makes of Records



The Musola

The New Popular Talking Machine

Made and guaranteed by the Aeolian Company.

For many months the problem of producing a talking machine of large cabinet size, and of excellent tonal capacity, yet at a very popular price, had been under consideration by the Vocalion Company.

Of course an instrument of this type to justify the support of the Aeolian name and guarantee had to display real merit—genuine musical worth. A year ago the construction of such an instrument within reasonable price limits seemed hopeless. Nevertheless it is to-day an accomplished task.

The Musola--A New Aeolian Made Talking Machine

An instrument comparing favorably in tone and appearance with many standard makes of talking machines selling for many times its price, still this new Aeolian instrument is offered to the public at only \$55.

All important parts of this remarkable Musola are made in the Aeolian Company's own factories. In the design of every detail and the supervision of every step of construction, the same ma-

ture skill and scientific knowledge have been employed that have created the many other famous Aeolian musical instruments—and of these it is notable that every one is supreme to-day in its field.

The Musola is equipped with an improved sound-box and tone-arm which produce a fine full, sweet tone from any standard make record, whether of the lateral-cut or hill-and-dale type.

The tone amplifier or horn is scientifically correct in material and proportions. It delivers a large tone volume, very true and natural in quality.

The Musola motor is of the Swiss type. It is one of the sturdiest and most reliable talking machine motors ever made. The high quality of this motor is an indication of the several standards to which every important Musola part has been made to measure up.

Handsomely cased in a cabinet of simple and dignified lines and beautifully finished, the Musola is an Aeolian triumph—a wonderfully perfect talking machine. At its price of \$55, it is beyond question the most remarkable value in the musical instrument field to-day.

BOWMAN'S—Fifth Floor

There Will Be Some Occasion for New Attire in Your Celebration of

MEMORIAL DAY



EVERY section of the store is very ready with the best the world's markets produce. This fact, attended by superior service, makes Bowman's a good place to procure every requirement to aid in making the day eminently rich in patriotism, sentiment and pleasure.

Patriotism and Thrift

Both urge you to invest in the bonds of the

Liberty Loan

even though you cannot afford to buy more than one \$50 bond.

Every man and woman in America should help by subscribing

- The bonds are in units of \$50 and up.
- Interest paid at 3½ per cent.
- Free from taxes—except Inheritance.
- Convertible into government bonds paying a higher rate of interest if any are issued during the war.

These bonds are sold without commissions or profits to anyone. The government gets all the money paid for them.

Sport Hats For

Memorial Day Wear



Smart and exclusive sport hats in many delightful conceptions—promise interesting selection to fashion-loving women.

Distinctly new and different featuring every kind of straw—every color and color combination—a model to suit every face and a price range to please every visitor.

\$1.00 to \$10

Nothing but a personal visit will portray the loveliness of these new modes in hats for sports wear.

BOWMAN'S—Third Floor.



Waists For Memorial Day

A big pre-Memorial Day Sale of high quality waists—a chance for everybody to share in some attractive economies.

White, Colored and Fancy Voiles, Organdy, Crepe de Chine, Georgette Crepe, etc.

Hundreds of the better waists; models plain—models with delicate colorings and trimmings of lace and embroidery.

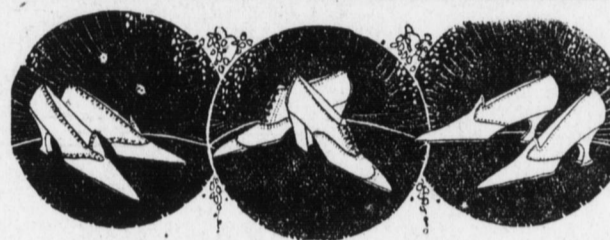
Crepe de chine waists, in all colors—white, flesh, maize and popular pastel shades—\$2.09, \$3.98 up to \$7.50

Georgette crepe waists, in white, flesh and maize—\$3.95, \$4.95 up to \$25.00

Sport Blouses in crepe de chine, pussy willow, Indian silk—large colored collars and ties—\$3.50 to \$7.50

Featuring a large assortment of cotton waists at \$1.00. One style trimmed in Venise lace, embroidered organdie panel—another style, tailored, white cross bar, vestee effect.

BOWMAN'S—Third Floor.



The Season's Greatest Sale of Shoes

Is Now in Progress

A big purchase of over 1,000 pairs of new stylish pumps and colonials, at

\$2.90 a Pair

Seven handsome styles of turn sole, French heeled pumps in colors, white, brown, mouse, gray, cherry and fawn. Sizes 2 to 7—every width—also featuring the long, slender effects.

Let us add that these shoes are offered at about half price.

BOWMAN'S—Main Floor.



Smart Parasols

A charming showing of the newest novelties in parasols representing kinds, shapes and colorings to harmonize with the "Modes of the Moment."

Price range, \$1.25 to \$15.00.

BOWMAN'S—Main Floor.

"We spend Memorial Day in pleasurable pursuits, but first let us raise our flag in the sunlight of a new day".

Bowman's---

Headquarters For Flags

Printed muslin flags, on sticks—
6x9 inches ... 2½¢ | 8x14 inches ... 5¢

Soft cotton flags, on sticks with gilt tops—
8x12 inches ... 10¢ | 16x24 inches ... 20¢
12x18 inches, 12½¢ | 24x36 inches ... 40¢

Large flags in printed cotton, cotton bunting, and wool bunting—

Printed flags, pole and brackets, complete—
2½x4 ft. \$1.50 | 3x5 ft. \$2.00
4x6 ft. \$3.00

Sewed stripes, printed stars—pole, bracket and rope, complete—
3x5 ft. \$2.50 | 4x6 ft. \$3.50
5x8 ft. \$4.50

Cotton Bunting Flags—sewed Stars and Stripes; heavy canvas headings—
3x5 ft. \$5.00 | 8x12 ft. \$20.00
4x6 ft. \$6.50 | 8x15 ft. \$25.00
5x8 ft. \$10.00 | 10x15 ft. \$30.00
6x10 ft. \$13.50 | 12x20 ft. \$40.00

Wool Bunting Flags—sewed Stars and Stripes—
3x5 ft. \$6.50 | 5x8 ft. \$15.00
4x6 ft. \$9.50 | 6x10 ft. \$19.50
8x12 ft. \$30.00

Poles, brackets, and other fixtures in a complete size range.

BOWMAN'S—Fourth Floor.

Slogan---

"Don't waste—buy what you can afford."
—Thus we keep money in use.
—If hoarded is a danger to the country.

Women's Tailored Suits At An Average Half Price

Buy a New Suit
at This Low
Price For

Memorial Day

\$15.00



The Sale will be a hummer—a limited number of these suits are scheduled—remarkable in quality, in style, in low price marking.

It is an accumulated lot of suits that we desire to dispose of at once, and to further this desire we have taken thought of neither profit nor cost; it's a rare opportunity for you to get a wonderful bargain.

Choose from suits of shepherd checks, poplins, gabardines, tricotine serges and novelty materials—also Jersey sport suits.

Colors—Grays, Tans, Rose, Green, Copenhagen, Gold and Some in Black and Navy and Blue

They are beautifully tailored and finished and are exquisitely lined with peau de cygne.

BOWMAN'S—Third Floor.



The Great Out-doors Will Greet Most Everybody on Memorial Day

Many will enjoy the sports—tennis—golf—baseball—canoeing—etc.

In our Sports Department on the fourth floor you will find what you need in sporting goods—

At a Big Price Saving

for we are closing out various lines of this class of merchandise at from 10 to 25 per cent. below regular prices.

Tennis Rackets Golf Sticks Brassies
Puttees Irons Golf Bags Baseballs
Golf Accessories Fishing Tackle Etc.



Are You Going Away For the Holiday?

Perhaps you will require new hand luggage! If so by all means see our assortment of

Suit Cases, Bags and Trunks

in our travelers' section on the fourth floor—adjoining the rug department.

Matting suit cases, with steel frames \$1.19, \$1.39, \$1.69, \$2.50 to \$5.00.

Cane covered suit cases \$2.50 to \$7.50.

Leather suit cases, 24-inch size, \$3.50, \$5.50 to \$20.00.

Leather grips, \$3.00, \$5.00, \$6.50, \$7.50 to \$25.00.

BOWMAN'S—Fourth Floor.