

Bowman's

BELL 1901-3356 UNITED

HARRISBURG, FRIDAY, JULY 20, 1917.

FOUNDED 1871

Economy---

—Its True and False Meanings

—It isn't difficult to understand true and false economy when once you think about it.

—True economy is to buy what you need, when and as you need it, for as small a price as possible without a loss in quality.

—False economy means the buying of unnecessary things just because they are "cheap"; or the other extreme, a too close expenditure which tends to sacrifice quality.

—Bear this store in mind when figuring on expenditure, as it offers only the worthy sorts of merchandise—the kind that will give you every satisfaction in

Style, Quality and Service



Women Rest Your Keen Bargain Eyes on This Footwear News

Tomorrow is the day it will certainly pay you to look ahead at your future shoes needs—it will cause you to take advantage of such values as we offer here.

Future days will not see shoes like these priced like the following that's sure.

Be Glad of This Opportunity For Saving

5 great lots of stylish shoes underpriced—see them tomorrow and at your earliest spare moment

LOT 1—
Women's finest quality white suede pumps, white buck oxfords, white buck colonial white kid oxfords, gray suede pumps, and white, gray and ivory kidskin high-topped boots. Pair,

\$4.95

LOT 2—
Women's very high grade champagne kid pumps, ivory kidskin pumps, gray kidskin pumps, mouse brown kid pumps, patent coltskin pumps, and gun metal calf pumps. Pair,

\$3.25

LOT 3—
Women's French heel turns in white kidskin pumps, gray kidskin pumps, champagne kid pumps, black kidskin pumps, patent coltskin pumps—fine sample pumps and two tone kid pumps. Pair,

\$2.45

LOT 4—
Women's smart glove-fitting blue kidskin pumps, gray kidskin pumps, black kidskin pumps, gun metal calf pumps, and white sea island duck high and low shoes. Pair,

\$1.95

LOT 5—
Women's pumps and oxfords of white duck, patent colt and gun metal calf with welt or turned soles and women's white canvas lace shoes with rubber soles. Pair,

\$1.35

BOWMAN'S—Main Floor.

July Sale of Wash Skirts



Continued Saturday offering the season's newest models in plain, gathered or shirred waist line styles, with or without pockets—belted or without, whichever fancy prefers.

Materials are the most popular of the season—

Poplin, Corduroy, Gabardine, Pique, Pongee, Gingham.

Prices: 50c, 75c, \$1.00, \$1.75, \$2.50, \$3.98.

BOWMAN'S—Third Floor

A Very Exceptional Glove Offering

Women's milanese and tricot silk gloves—heavy quality—2-clasp, double finger tips, self and contrasting stitching—mostly white—a few sizes in black.

Sale price, pair, 29c.
BOWMAN'S—Main Floor.

Dan-Dee Hampers

These hampers are made of steel, a very attractive and sanitary basket for wash rooms, bath rooms, offices or homes. A handy receptacle for soiled linen, paper towels, etc. Come in assorted sizes, finish white or pearl gray.

Prices, \$3.25, \$3.50 and \$3.75.
BOWMAN'S—Basement.

Women's Summer Dresses at Clearance Prices



This is one of the big selling features for tomorrow. With practically all of summer ahead of you—vacations, outing, etc., such an offering should be doubly attractive.

The regular prices of these dresses should sell them rapidly—with such reductions as are now in force they should be cleared out in a day.

The assortment comprises the most beautiful dresses of

Taffeta Georgette Crepe Foulards Net
Crepe de Chine Voile

Styles are many and varied and there is a choice of the best colors and color combinations, including flesh, white, gray, lavender, navy, black and figured effects.

All New Summer Fashions Priced **\$16.50**
For a Quick Clearaway, Choice,

BOWMAN'S—Third Floor.

35 Women's Tailored Suits



—On sale Saturday at half and less than half original prices.

Just right for vacation wear now and early fall use.

Stylish up-to-date models in good sizes—navy and black included in the colorings.

*We Need the Room—
You Need the Suits—
At These Prices*

\$5.00 and \$10.00

BOWMAN'S—Third Floor.

Boys' Summer Apparel

Play Suits Blouses Washable Pants



Assortments are varied and prices are indeed moderate for the quality and workmanship of the garments we offer for boys—

Let them be comfortable and clad in just the things they like to give full vent to their holiday enthusiasm.

Boys' overalls—Khaki, bloomer style with buckle at knee—sizes 6 to 15 years, 85c to \$1.50.

Boys' blouses—made of blue chambray, with attached collar—sizes 6 to 16 years, 50c.

Play suits—Soldier, Boy Scout, Indian Chief—Girls' middie suit, Camp, Cow Girl and Indian Squaw—Baseball and Police outfits.

Boys' wash pants—made of natural and gray linen, beach cloth, and Khaki—Prices, \$1.00 to \$2.95.
BOWMAN'S—Second Floor.

Women's Summer Neckwear



A riot of dainty neck-fixings for mid-summer wear. Included are the fashionable

Georgette crepe collars, 50c to \$2.95

Georgette crepe sets, \$1.00 to \$3.50

A hundred and more new fashioned conceits in which pretty laces and hemstitching join in enhancing their beauty.

Also showing the new effects in organdy collars—new square collars with tucks and hemstitched edge, 50c.

Silk middie ties in black, red and navy, extra sizes, 50c and \$1.00
BOWMAN'S—Main Floor.

Lawn Croquet Sets

*Croquet—a Gentle, Easy,
Helpful Pastime*

Getting exercise in the open without too much strenuous activity.

Our showing of croquet sets is complete—and each set contains a book of instruction and rules. Sets are packed in dove-tailed wooden boxes with hinged covers.

Four-ball set, varnished, at \$1.25.

Six-ball set, mallets oiled, balls and stakes varnished, at \$1.50.

Eight-ball set, handles, balls and mallet painted and striped heavy galvanized arches, two large stakes, at \$2.50.

Four-ball professional set, at \$2.00.
Eight-ball professional set, at \$3.00 and \$5.00.
BOWMAN'S—Basement.

Men's Furnishings

Saturday offerings in men's furnishings comprise just the needed things that men want now.

A Saving on Every Item Enumerated Below

Silk Shirts
A remarkable offering of men's silk shirts—handsome neat patterns—beautiful quality—\$3.95.

Neckwear
Wide open-end four-in-hand neckwear in a wealth of colorings and designs—best value in Harrisburg for 50c.

Dress Shirts
Superior values for the price in men's dress shirts—every desirable fabric represented—\$1.00, \$1.50, \$2.00.

Dress shirts of percale, in coat style with soft and starched cuffs—79c.

Underwear
Union suits, in nainsook, athletic style, 69c.

Musing union suits, at \$1.25 and \$1.50.

B. V. D. union suits, at \$1.00.

Balbriggan underwear—short sleeves, double-seated drawers—pearl buttons—59c.
BOWMAN'S—Main Floor



Muslin Underwear

In Two Specially Priced Lots

Corset covers and envelope chemise—made of the better qualities of materials, carefully finished and beautifully trimmed.

Corset Covers at 35c

Trimmed all around with lace or embroidery, or combinations of lace and embroidery—some with lace inserts—several splendid styles to select from.

Envelope Chemise at 85c

Made of fine lingerie cloth, trimmed with fine val. lace with embroidery and lace inserts—exceptional values.
BOWMAN'S—Third Floor.

Store Opens---

Saturday at 9 A. M.
Closes at 9 P. M.

Other days during July and August the hours are 8.30 a. m. to 5 p. m.; excepting Thursdays when the store will close at 12 noon for the summer half holidays.

Bathing Suits



Most Every Woman Wants One Now

We have been told that our showing is the most complete to be found hereabouts; whether or no we are proud of the lines exhibited in our garment section, which comprise

Bathing Suits
Swimming Tights
Caps
Shoes

The California knitted Jersey suit of wool is the acknowledged leader and the variety of styles, colors and color combinations shown are interesting. There is a feeling of security and comfort about them and at the same time they have the charm of being feminine and modest.

Some are slip models without tights—many come with trunks attached—buttoned over the shoulder, laced at front or buttoned the whole way down like a coat—

\$3.98, \$5.00, \$6.95, \$8.50 to \$16.50

Suits of mohair, surf cloth, poplin or taffeta in various styles—navy and black with black and white or lighter shades of trimming. Prices, \$2.98, \$3.98, \$5.98 to \$12.50.

Caps in many styles and colors to match the suit or hosiery, 15c to \$1.25.

Shoes of black, navy, green, red and white in solid colors, or stripes. Low and high models in all sizes, pair, 50c and up.
BOWMAN'S—Third Floor.



Special Saturday Millinery Event!

Sport Hats at \$1.00

A "clearaway treat" of fifty sport hats in a variety of straws in the fashionable bright colorings—adorned with narrow ribbon and ornaments.

More Black and White Net Hats, \$3.50

Made of a beautiful fine mesh net, some with black or white silk velvet crowns, others with satin draping and finished with a bow of black grosgrain-ribbon. A splendid variety of styles and shapes to choose from.

Toyo Panamas, \$1.69

The unbreakable Toyo panama—several styles some with bands, others plain—no better hat could be found for the summer's outings.
BOWMAN'S—Third Floor.

Save on Vacation Apparel

The opportunity lies here—Saturday. Every section of the store is radiant with things to wear away!

Style Quality Value

The combination of real saving we offer. Wonderful values in

Suits, Coats, Dresses,
Sweaters, Waists, Skirts

—Everything to outfit the stylish woman and miss for seashore, mountain, country, or home.
BOWMAN'S—Third Floor.



Saturday Corset Sale

We offer to-morrow a quantity of splendid coutil corsets in sizes 18 to 29 at59c

They are good stylish models—medium bust and medium length—on sale at special bargain table 1st floor.

Bust Supporters

Showing a most complete stock of bust supporters, bandeau brassieres, hook front, plain style with narrow edge—others elaborately trimmed with silk and lace—
25c to \$4.50
BOWMAN'S—Third Floor.