

Bowman's

LL 1901-2356 UNITED

HARRISBURG, FRIDAY, SEPTEMBER 28, 1917.

FOUNDED 1871

Years Ago

- Women wore hoop skirts and great bustles.
- Operations were rare.
- Nobody swatted the fly.
- Nobody had seen a silo.
- Nobody had appendicitis.
- Nobody wore white shoes.
- Nobody sprayed orchards.
- Cream was 5c a pint.
- Most young men had "livery bills."
- Cantaloupes were muskmelons.
- You never heard of a "Tin Lizzie."
- Doctors wanted to see your tongue.
- Milk shake was a favorite drink.
- Nobody cared for the price of gasoline.
- Farmers came to town for their mail.
- The hired girl drew one-fifty a week.
- The butcher "threw in" a chunk of liver.
- Folks said pneumatic tires were a joke.
- Nobody "listened in" on a telephone.
- There was no Sanic Fourths nor electric meters.
- Strawstacks were burned instead of baled.
- Publishing a country newspaper was not a business.
- Jules Verne was the only convert to the submarine.
- You stuck tubes in your ears to hear a phonograph, and it cost a dime.
- Advertisers did not tell the truth — and — some still stretch their imagination. In this store's publicity the truth is adhered to.
- In the old days the shopper had to have a good bit of Yankee shrewdness, had to know whether things were good or clever shams.
- We believe that the store of to-day has no business selling poor goods, no matter whether the buyer has discerning judgment or not.
- The Bowman Store has carried this principle to the extreme—and we know that our care is appreciated.
- We know that people everywhere in this section has learned that buying here is safe; that they can depend on whatever comes from the Bowman Store; that the Bowman-quality-standard means something.

Dresses With Ultra Style



Our splendid Fall group of serges, satins, georgettes, charmeuse, crepe de chine, peau de cygne and varied combinations of materials is very pleasing to women who desire "something different" — who want not only style — but insist upon gowns with distinction, cleverness, smartness!

There are hundreds of just such models — full of style, tone, dash—dresses for street and dresses for afternoon wear. Straight models with belts — semi-fitted with jacket effect and sash, pleated skirt—featuring also the long overskirt.

A showing exceptionally good with these decidedly popular dresses brought out in all the wanted colors, in all sizes.

Beetroot	Brown	Pekin Blue	Plum
Navy	Black	Etc.	Etc.

Prices \$12.50, \$15.00, \$19.50, \$25.00, \$29.50 — Other dresses at higher prices of course
BOWMAN'S—Third Floor.

Introducing Some Very Good Offerings in Jersey Silk Underwear



This underwear contains points of excellence foreign to other sorts — one is the fitting qualities and another the free manner in which silk jersey gives in the movement of the body.

The lines featured below are representative of the best quality — the finest texture, and all marked at very moderate prices —

- Silk vests in hemstitched, tailored and bodice top styles—lain and embroidered. Prices, \$1.98, \$2.59, \$2.75 and \$3.25.
 - Bloomers in flesh and white, plain knee or trimmed with lace and ribbon. Prices, \$2.98, \$3.25, \$3.98 to \$5.75.
 - Envelope chemise in pretty styles — lace and fancy tops or the plain hemstitched tops — pretty bodice models with ribbon straps — in flesh, white and the new peach color. Prices, \$2.98, \$3.75, \$4.25, \$4.95, \$5.50 to \$6.75.
- BOWMAN'S—Second Floor.

A Special Saturday Sale of High Quality 40-inch Crepe de Chine

Offering a quantity of superior quality crepe de chine — rich lustrous finish, full range of the newest street and evening shades—no less than 40 distinct-color tones — plenty of white and black as well as the very delicate colors for evening wear and lingerie. Yard, \$1.39
BOWMAN'S—Main Floor.

The Emergence of Fall's Favored Fashions Is Rapidly Progressing Throughout the Entire Store

Some idea of the wonderful scope of the movements of our buying organization during the past year in the leading producing centers of the world can be gathered from the quantities of merchandise now being opened.

In every section of the Store the reception of these "New Things For Autumn" has resulted in a complete transformation.



Women's and Misses' Fall Suits of Rare Style



—Beautiful suits that portray the modes that have been attracting so much attention in fashion centers everywhere.

—Every sort is here—the simple in line and trimming and those of more elaborate effect.

—Buttons, braid and fur are used freely and are applied in a manner that gives touches of distinction that are unique.

—Coats are longer and help toward giving the long, youthful sweep to the figure which is so much desired.

—Every stylish fabric is here, and the modish colorings are fully represented.

Prices, \$25.00, \$29.50, \$35.00, \$45.00.
BOWMAN'S—Third Floor

NATURALLY Wavy Switches In a Sale Tomorrow at \$5.00



You simply can't appreciate this rare bargain until you see yourself the wonderful quality of the hair and the excellence of the workmanship. Each switch is mounted on three separate stems. Twenty-five ins. long. Third Fl.

Dresses For Girls

Gingham dresses with hand smocking and cross stitching in pink, rose, blue, green and brown chambray. Sizes 6 to 14 years.

\$1.00 to \$4.95

Bloomer dresses made of pink and blue chambray and small checked ginghams in assorted colors—short waist—with pocket. Sizes 2 to 6 years. Price\$1.00
BOWMAN'S—Second Floor.

A Corset Built For Style and Comfort—Specially Priced

Here is a good corset—front-laced—

"La Boma"

that embodies all the newness of the style and comes as near to perfection in fitting the human form as is possible.

Low bust model, long hips, made of coutil with elastic hip gores, ventilated back. Price\$1.25
BOWMAN'S—Second Floor.

THE WOMEN'S SECTION SHOWS MANY MODELS OF NEW FALL COATS



Belted	Loose	Semi-Fitting
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There is a "snap" — a newness to all of them. Large patch pockets, large collars that button high up—there's much to tell—of —Full flaring coats—Military coats.

Mannish Trench coats—Novelty coats.

They are here! You will want first selection, you will want to be first to wear the new

Pom Pom Coats	Burella Coats	Kersey Coats
Bolivia Coats	Serge Coats	Broadcloth Coats
Wool Velour Coats	Cheviot Coats	Tweed Coats

Pleated backs, pipings, gores, vents, drapes and all the bewitching embellishments that make them so fascinating.

Prices, \$11.50, \$15.00, \$19.50, \$25.00, \$29.50 and up
BOWMAN'S—Third Floor.

A Millinery Beauty Show!

—A surpassing exhibit of matchless creations that are new—shown for the first time to-morrow.

—A period of the world's art in headwear is exemplified in the many phases of fashions that are to dominate for the coming season.

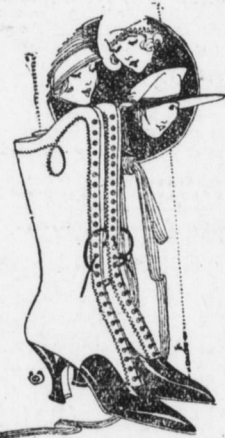
—Variety supreme in smart small hats — beautiful large shapes and every hat with evidence of that "something different" and "something exclusive."

—And too — we have the graceful velours and genuine Hatter's plush sailors in charming variety — crisp, new autumn styles, designed particularly for the discriminating dresser.

Especially Prepared For Saturday Selling

Exhibit and sale of fashionable trimmed hats in a wealth of models and colorings—the best value we believe we have ever offered at the commencement of a season.

A select choice at \$3.50.
BOWMAN'S—Third Floor.



When You Think "Good Shoes," Think Bowman's

When you buy Bowman store shoes—their stylish attributes are fixed — not fleeting, even after months of wear.

"High quality" is built in the shoes we ask you to buy—the materials of which they are made are the best to be found.

And—from our carefully chosen stock milady's foot will be daintily shod this season—and at surprisingly moderate prices, too, considering the condition of the leather market.

Here's a Hint of the New Footwear—At Popular Prices

Women's mahogany calf lace boots with straight or with wing tips and low, medium or French heels—beautiful, durable, perfect-fitting boots. Pair\$7.00 and \$7.50

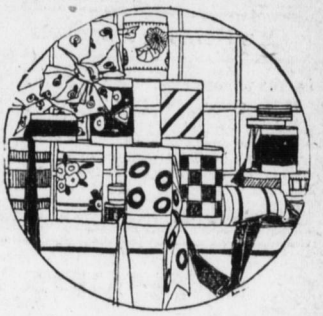
Women's black gun metal calfskin laced boots with the new military heels. Pair, \$4.00, \$5.00, \$6.00 and \$7.50

Women's smart dressy boots in black kidskin, cloth topped —new models of grace and beauty. Pair\$6.00
BOWMAN'S—Main Floor.

Ribbons for Every Purpose

Our, newly enlarged ribbon department is just fairly teeming with most every beautiful creation under the sun.

Ribbons for trimming hats, trimming dresses, making hair bows, sashes, fancy garters, decorating underwear, boudoir caps, novelty slippers, sewing bags, etc. etc.



The variety is indeed great and you may accept this as a cordial invitation to come and view our comprehensive display

Scotch plaids, Roman stripe and changeable moires, 35c to 50c yd.

Brocaded velours, 6 and 7 inches wide—light and dark effects, \$1.45 yd.
BOWMAN'S—Main Floor.

Fine Stylish Gloves In Wide Assortment

No fall glove season was ever so important. With warring conditions upsetting the glove industry yet by reason of much advanced labor and planning and searching—never before, we believe, has such an extensive display of superior quality gloves been assembled in this city.

All the best brands are represented— those which have special merits that must commend them to discriminating women.



They are made from skins carefully selected — made in the best possible manner by skilled labor fashioned by the best French artists in glove making.

A famous brand — the "P. Centemeri & Cie" kid gloves in the following styles—

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|----------|---------|------------|---------|----------|
| Van Dyke | Seville | West Point | Inserre | Fielders |
| Alberta | Florine | Van Meter | and | Lotus |
- White with self embroidered and crochet backs — black and champagne backs.
- Black with self, white and brown backs.
 - Champagne with self and black backs.
 - Mode with self and contrasting backs.
 - Pearl gray, black, brown, etc.
- Many other brands and styles in fashionable kid gloves.

\$1.95 to \$4.50 a pair

Washable Gloves Will Be Very Popular

Here they are aplenty in washable kid and cape gloves in white, champagne, gray, tan and brown, in one-clasp and gauntlet—

\$1.75 to \$2.50

Leatherette and chamoisette gloves in white, gray, tans and black—

\$1.00 and \$1.50
Silk gloves in all colors—50¢ to \$1.75.
BOWMAN'S—Main Floor.

Exquisite Wool Dress Fabrics For Fall and Winter

The showing here is larger and more interesting and varied in beautiful colorings and weaves than ever before.

The dominant color note tendency is towards sober shades, but notably rich and harmonious.

With added facilities for the display and selection of dress fabrics—and with a larger stock, chosen by an authority on this class of merchandise, we take a delight in directing your attention to the following lines, which are only specimens put briefly of what's to be seen:

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|--|-----------------------------|------------------|
| Broadcloths | Kitten's Ear Cloth | Gabardine |
| Collingsdale Cords | French Serges | Poirot Twills |
| Silk Mixed Burella | Scotch Mixtures | Epingle de Chine |
| Illuminated Jersey Cloth | Pennsylvania Military Cloth | |
| Zibelines | Plushes | Silver Fox |
| | | Fur Cloth |
| Velour Finish Plaids, Stripes and Blocks | | |
- BOWMAN'S—Main Floor.

What Is New In Women's Fall Neckwear?

The numbers of beautiful pieces we have here will answer this question to your full satisfaction.

They represent only those that are now highly popular and that will be much desired by women of fashion throughout the season.

There's a delightful exhibit of the many new designs and we show them in great assortments — especially featuring satin collars and collar and cuff sets in the new roll Tuxedo, square back and pointed front effects.

Prices— 50¢ to \$3.75

Georgette collars and collar and cuff sets—hemstitched and lace trimmed50¢ to \$3.50
BOWMAN'S—Main Floor.

