

# Bowman's

BELL 1991-2356 UNITED

HARRISBURG, FRIDAY, OCTOBER 5, 1917.

FOUNDED 1871

## Help Save!

—Save food—save labor—save time to win the war.  
—At the request of the Commercial Economy Board of the Council of National Defense it is earnestly requested that everything be conserved.  
—May we also again remind you of the following requests of the Economy Board:

- 1—Carry packages whenever possible.
- 2—Avoid exchanges by being reasonably certain of keeping goods before you purchase.
- 3—Use C. O. D. privilege only when you intend to keep goods and when you are sure someone will be at your home to receive them.
- 4—Shop in the morning and thus distribute business over the day.

Remember—every saving that we make or you help us make must eventually reach you—the consumer.

## Opening Suit Sale of the Fall Season

Hundreds of Suits For Women and Misses Attractively Priced

**\$25.00    \$29.50    \$35.00**



All indications forecast the popularity of suits for wear from now on.

Countless new models have just arrived—styles becoming to most women that all who aspire to be well dressed must have one.

Materials are principally fine quality broadcloth, silvertone, velour, Barella cloth, poplin, serge, novelty weaves. All the season's leading colorings and shades represented.

For women who desire the higher cost suits of the very finest materials and marked individuality the showing at from **\$49.50 to \$195.00** cannot be surpassed.

BOWMAN'S—Third Floor.

## Ready For a Supreme Showing of Women's and Misses' Fall Coats

Probably the largest display—certainly the greatest showing in the city of distinctive fall styles in coats the season has produced.

The collection embraces every new idea—Coats in full assortment to meet the requirements of every woman.

The coats were never so handsome—materials light weight but soft and warm—a price range to meet the demands of every woman's purse—

**\$12.50, \$15.00**  
**\$25.00, \$35.00**

Very exclusive styles in coats embracing models and fabrics that have no rivals at the prices—**\$50.00 to \$175.00.**

BOWMAN'S—Third Floor.

## New Kimonos

Are now being shown in all the late colorings—rose, Pekin blue, pink, etc. Many attractive novelties in plain colored crepe—and handsome figured materials. A wide variety at

**\$1.00 to \$3.98**

BOWMAN'S—Third Floor.

## The Floors of This Bright Store Laden With Fashion's Latest Offerings



*What is correct and dependable in everything to wear and for the home.*

—The store has been made more pleasant in looks. Much time has been spent in working out its most convenient arrangement and the store never looked so charming as it does now—never presented so wonderful a diversity of a season's new styles.

—Here in endless array—apparel and millinery of distinction—dress accessories—home furnishings and fittings of every sort, from the most modest prices—the range including everything up to merchandise of highest exclusive degree.



## New Fall "Electric" Brand House Dresses



These dresses are superior in quality to the average house garments sold to-day. They are especially good fitting and modeled in very attractive styles. A variety of patterns in light, medium and dark colorings of ginghams, percales and chambray. Sizes to fit any woman—36 to 56.

Price range ..... **\$1.25, \$1.50 to \$2.98**

BOWMAN'S—Third Floor.

## HANDKERCHIEFS For Men and Women

Women's handkerchiefs of the finest quality of batiste in many new and beautiful styles—the new rolled hems in dainty colors with corner designs to harmonize, or the neat narrow hemstitched border, with embroidered designs in white—silk handkerchiefs in delicate shades or in white with colored borders.

For men we have white handkerchiefs with wide or narrow hemstitched hems, plain or with initials.

Featuring—Men's initial handkerchiefs, white with white embroidered initials, hemstitched hems at ..... **12½¢ and 25¢**

Women's batiste handkerchiefs with colored embroidered designs, box of 6 ..... **\$1.00**

Women's batiste handkerchiefs, hemstitched and rolled hems, embroidered designs in white or colors, at .... **12½¢**

BOWMAN'S—Main Floor.

## Some Special Values From the White Goods Section

Excellent qualities of nainsook and longcloth in just the right weights for lingerie or children's wear.

The fineness of these weaves cannot be surpassed, and we are featuring specially—

Old Glory longcloth, in 36-inch width—extra fine quality, in lengths of 12 yards, at piece ..... **\$3.00**

Nainsook of an excellent quality for lingerie, at .... **19¢ yd.**

Superior grades of nainsook, at, yard ..... **39¢ and 50¢**

Lingerie crinkle—a material that requires no ironing, making it especially desirable for underwear, at, yard ..... **25¢**

Longcloth, in 10-yard pieces, at piece ..... **\$1.59**

BOWMAN'S—Second Floor.

## An All-the-Year-Round TOY DEPARTMENT

Not only during the holiday seasons do we sell toys, but every month in the year you will find here a full and complete stock of the newest and latest ideas in toys—toys that will delight and fascinate the grown-ups as much as the younger folks.

Teddy Bears made of plush with movable limbs and glass eyes, at ..... **75¢**

Stuffed cloth animals, dogs, horses, cats, etc. .... **10¢**

Toy pianos, 5 keys, sweet tone ..... **25¢**

Small dolls with hat and dress, also voice ..... **19¢**

Character dolls, boys or girls, with dress and hat, 17 inches high, at ..... **98¢**

Torpedo boat, 17 inches long, painted battleship gray, at ..... **75¢**

Submarine, 14 inches long, battleship gray color ..... **25¢**

Wheelbarrow, steel body and legs, painted red ..... **50¢**

Express wagon, steel body and wheels, ..... **75¢**

Ouija boards, mysterious and entertaining—asks and answers questions ..... **98¢**

Architectural blocks, builds either a red brick or granite block structure ..... **49¢**

BOWMAN'S—Basement.

## Beacon Bath Robes For Women



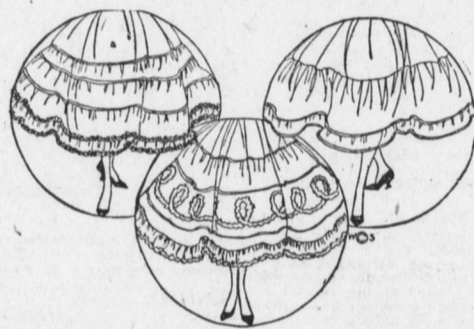
A superior exhibit of these fine garments for the season of 1917-1918. Handsome and artistic patterns and colorings that are exclusive—the most sightly and comfort-giving garments of their kind yet produced.

A wide range for choice.

Priced—

**\$3.98 to \$6.00**

BOWMAN'S—Third Floor.



## Smartest of Fall and Winter Silk Petticoats

Fashion has bestowed unusual attention on the new petticoats this season with the result of much novelty in designs and variety in color and material.

The lines in the new petticoats make a proper foundation for the new silhouette.

Colors—many new shades and changeable effects. Evening petticoats of lustrous satins and silks—exquisite dainty affairs—

Prices—**\$2.98 to \$7.75.**

BOWMAN'S—Third Floor.

## Silks---Dress Goods



Every yard of this great Fall and Winter display is of absolutely dependable quality—goods bought from the leading manufacturers of America—and in spite of the war, there is a liberal showing of the fine imported fabrics.

Not only will the beauty of the goods attract you, but the moderate prices at which they are marked will interest you.

SOME EXAMPLES--

### SILKS

- 35-inch black Paillette de Soie, yard ..... **\$1.29**
- 36-inch Two-tone Glasse Satins, yard ..... **\$2.00**
- 40-inch Satin Charmeuse, yard ..... **\$2.50**
- 40-inch Crepe Meteor, yard ..... **\$2.00 and \$2.50**
- 40-inch Satin Sublime, yard ..... **\$2.75**
- 40-inch Pussy Willow Satin, yard ..... **\$3.50**
- 36-inch plain Brocade and Pompadour cotton back lining satins, yard ..... **\$1.25 and \$1.50**

### DRESS GOODS

- 48-inch French Serge, all colors, yard ..... **\$1.89**
- 54-inch Superior quality French Serges, yard ..... **\$2.50**
- 40-inch Togo Cloth, yard ..... **\$1.50**
- 40-inch Crepe Cloth, yard ..... **\$1.25**
- 54-inch Plaids and Stripes, yard ..... **\$2.50 to \$3.50**
- 50-inch Broadcloth, yard ..... **\$1.75**

BOWMAN'S—Main Floor.

## War Bonds For Small Investors

—The features of the Second Liberty Loan appeal to the small investors—the rate is to be four per cent, the bonds tax free, except when the income is subject to the Federal surtax and excess profits, war profit and inheritance and estate taxes.

—So the small investor has no reason for worrying about the taxation provisions of the loan, which has the advantages of giving a larger yield than the former.

**The fifty-dollar bond should be popular among people of moderate means**

—And now that the interest rate has been increased and the public has had some education in Government financing there is no doubt as to the success of the second offering.

—Patriotism prompts one to subscribe, and thrift also appeals, for the United States Government which needs the three billions to carry on the war is offering its citizens the best interest-bearing security in the world.

**BUY A BOND**

## Splendid Shoes For Women

The newest expressions in footwear for the Fall and Winter seasons show the wonderful genius of the American shoemakers.

A beautiful and entrancing collection of the shoes to be most in demand—and priced moderately considering the high quality and superior style.

The following items speak briefly of this fascinating display:

At **\$5.00**

Kidskin boots, high cut, high heeled or with the new three-quarter heels.

At **\$6.00**

Kidskin and gun metal calfskin—extra high cut military boots—glove fitting.

At **\$7.00**

Dark brown calfskin lace boots, wing tipped, "Pedestrian" heels.

At **\$7.50**

Dark brown and dark gray kidskin high cut laced boots.

BOWMAN'S—Main Floor.

At **\$8.50**

Mahogany kidskin, extra high cut, laced boots with the new medium heels.

At **\$9.00**

Dark brown, mahogany and black calf and kidskin boots—some with gray and fawn buck tops.

At **\$10.00**

Silver gray and stone gray suede laced boots with full French heels. New York made.

At **\$13.50**

The handsomest and best made boot possible. Original models you'll find only here—grays and browns.



## Wavy Hair Switches



**\$1.45**

22 inches long—of extra fine hair. In all shades, except gray. An expert in charge of the hair dressing parlor will see that the match is perfect.

BOWMAN'S—Third Floor.

## In the Men's Furnishing Section

Ready for Fall with a comprehensive assortment of men's dress accessories of every sort.

Latest Fall styles in dress shirts of quality, style and best makes, including the celebrated Manhattan and Yorke brands. Many exclusive patterns, both woven and printed that you will find at no other place.

Dress shirts of plain and mercerized madras—coat style with soft cuffs, **\$1.50**

Dress shirts of percale in choice patterns—coat style with soft cuffs ..... **\$1.00**

Union suits of cotton, ecru color, long sleeves and ankle length ..... **\$1.25**

Union suits, white and peeler color, medium and heavy weight, ..... **\$1.50 and \$2.00**

Outing flannel nightshirts, **69¢, \$1.00 and \$1.39**

Muslin nightshirts, **69¢ and \$1.00**

BOWMAN'S—Main Floor.



Natural wool shirts and drawers, heavy weight, **\$1.25, \$1.75 and \$2.50**

Pajamas of madras and percale, **\$1.25, \$1.50 and \$2.00**

Pajamas of outing flannel ..... **\$1.00, \$1.25, \$1.50 and \$2.00**

Brighton Boston and Paris Garters, **25¢, 35¢ and 50¢**

Cashmere half hose in black and natural ..... **35¢**

Monito half hose, lisle at **25¢**; silk lisle at **39¢**; thread silk at ..... **60¢**

A bit of lace—a bit of silk—and lo!

## A Pretty Neckpiece

Such a little thing—but what a difference it makes in the effectiveness of your gown.

### The New Neck Things For Fall

are unusually charming—so dainty—such graceful shapes—such pleasing materials;—most endless in variety, for they were chosen with exclusiveness in mind—that your neckfixing might be individual and different.

Satin collars and sets, round, square and roll styles, **50¢ to \$3.50**

Georgette crepe collars and sets, hemstitched and lace trimmed ..... **50¢ to \$2.95**

Stocks and jabots of net and Oriental lace, **50¢ to \$2.50**

BOWMAN'S—Main Floor.

