

In accordance with the government's request to conserve gasoline and services of men in the delivery of merchandise this store will not send goods C. O. D. from now to Christmas

Bowman's

Look on Opposite Page For Additional Store News

BELL 1901-2356 UNITED

HARRISBURG, MONDAY, DECEMBER 17, 1917.

FOUNDED 1871

Tremendous selling will result from this summons to attend the year's most timely distribution of reliable merchandise---



Christmas, 1917

—Out of the terrible toil and turmoil of this world conflict we all hope, is going to come a better knowledge of the true values of life.

—Who shall say that Santa Claus should be taken out of the lives of little children? Or that saving is always unselfish? Or that the spirit of charity, unselfishness and consideration for others is not strengthened by Christmas giving?

—Every patriotic American man and woman must work, must save and must give unselfishly and unstintingly of himself and of his possessions to our Government before we can win this war. But we must also make life worth living for those around us.

—To stop giving means to stop spending, to stop spending means to stop business, and to stop business means to impoverish many a manufacturer, merchant, lawyer, doctor, butcher, baker and wage earner.

—Let us not confuse cutting out waste and extravagance with cutting out business—the goose that lays the golden egg of prosperity for all of us.

—Let us eliminate foolish, useless Christmas gifts, but not sensible giving, lest we mistakenly cut out one of those things which makes life worth while.

—The sensible quality of usefulness, the valuable quality of reliability and the moderate prices are all associated in the merchandise gathered here—all waiting for their pleased recipients.

We must ask you to be patient if you are not served as promptly as usual or if your purchases are not delivered immediately for the store will be a busy place during this Pre-Christmas Reduction sale.

Best plan is to carry as many parcels as convenient and come early in the day to do your shopping.

Morning Shopping is the Most Satisfactory



Christmas Jewelry at Lowered Prices

The opportunity to save on gift things that are always appreciated.

Lavallieres—15-inch gold filled chain; pendants in assorted stone settings. Sale Price **\$1.00**

12-K gold top bar pins. Sale Price **45¢**

Solid gold top hat pins. Sale Price, pair **23¢**

12-K gold top friendship pins—1 or 2 in white satin box. Sale Price **45¢**

Sterling silver top hat pins. Sale Price **23¢**

Rosary beads, in assorted colored stones. Sale Price, **45¢**

Gold plated cuff buttons. Sale Price **23¢**

Colored enameled friendship pins, 1 and 2 in a box. Sale Price **23¢**

Sterling silver chain and perfume ball. Sale Price, **\$1.00**

BOWMAN'S—Second Floor.

Crepe de Chine Chemise in Christmas Boxes

Envelope chemise of flesh crepe de chine, trimmed in band effect with Val. lace—ribbon shoulder straps. Sale Price **\$1.98**

BOWMAN'S—Second Floor

Sale of Brassieres at 59¢

Brassieres in special heavy cotton, hook front model, trimmed at-top with deep pointed, handsome lace. Sizes 36 to 48. Sale Price **59¢**

BOWMAN'S—Second Floor

House Dresses at Reduced Prices

House dresses in cadet blue, fast color chambray—made with adjustable waist-line and hem—finished with white pique collar and cuffs—pockets trimmed with same. Sizes 34 to 44. Sale Price **\$1.95**

BOWMAN'S—Second Floor

Shoes For Men

Men's black Good-year welted Army shoes—an ideal work shoe at the price of what the uppers alone would cost—sizes 6 to 11. Sale Price, pair, **\$2.25**

BOWMAN'S—Main Floor.

Boys' Sweaters in the Reduction Sale

Boys' coat sweaters, with shawl collar—colors navy, brown and maroon. Reduction Sale Price, **\$1.89**

BOWMAN'S—Main Floor

White Goods Reduced

English longcloth, good quality—10 yards to a piece. Sale Price, piece **\$1.25**

White nainsook, 36 inches wide—neatly boxed in 10-yard lengths. Sale Price, box **\$2.00**

White mercerized voile, 40 inches wide—tape selvedge, very fine quality. Sale Price, yard **15¢**

BOWMAN'S—Second Floor.

You'll Open Your Eyes When You See These Wonderful Millinery Bargains



Entire stock of trimmed hats reduced—making bargains unmatched.

There's style and goodness in every offering—suffice to say—it's to be the greatest millinery sale we have ever held.

An absolute clearance of our complete stock of highest grade hats—not one reserved—all to go at one price, namely **\$5.00**

Included are the finest and newest hats—all the late arrivals going—hats of moleskin, seal and other furs—also gold and net combinations and the finest hatters' plush—various styles of panne velvet, gold brocade, gold lace and new satin hats—positively the greatest values we have ever offered in millinery of high caste, best quality, superior style.

Panne Velvet Trimmed Hats at \$3.00

Included in the lot are smart, small shapes of panne velvet and panne velvet brocade—the very latest and newest shapes are represented.

Velour Sport Hats, \$1.25

About 50 hats in various shapes and colors—fine lustrous velours that sold early in the season for three and four times this price.

100 Trimmed Hats, \$1.00

A variety of trimmed hats in several smart styles—good materials—blacks and colors.

Untrimmed Hats Reduced to \$1.00

Every untrimmed hat in our stock, including all fine high-grade hats, regardless of former prices will be sold at **\$1.00** each

Exceptional Values in Paradise Sprays

Large bunches of beautiful long strands in natural color only. Very special values at **\$3.49, \$4.95 and \$7.95**

BOWMAN'S—Third Floor.

Pre-Christmas Stock Reducing Sale

Every Department in the Whole Store Represented

The importance of this event may be gauged by these representatives of the greatest price attractions we believe has ever been offered by any store at the beginning of the heaviest selling period of the entire year.

The mark-down offerings come at the most logical time to save

Just when the demand is greatest for merchandise of every sort and for every purpose.

On this page and on the opposite page are quoted specimens of hundreds of under-price offerings from which you may pick their equal in desirability, reliability and price reduction.

The Entire Store Awaits Your Coming

Women's Tailored Suits of Extra Excellence



This Reduction Sale brings all highest class model suits down to the lowest price-point.

A choice of a beautiful stock---nothing reserved---many at half price---choice, \$35

These suits are typical of Bowman Store Quality, taken from our regular stock and reduced.

These suits represent the smartest fashions—many have been in the store but days.

The best fabrics are represented—

Kitten'sear cloth Broadcloth Bolivia Velour Velvet

—Colorings are brown, green, taupe, beetroot, navy and black.

—Trimmings of velvet, seal, opossum and fancy embroidered effects.

—Indeed, just about every sort of a suit one might expect to find here that is distinctive. Early selection is advised.

Just an Even 100 Women's Tailored Suits

Going out in a **\$15.00** hurry at, each,

As good an offering as could well be made and value-tempting enough to bring out a throng of buyers tomorrow morning.

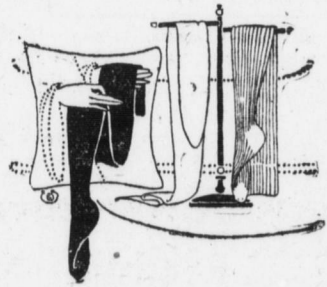
Fashionable suits of pompom, broadcloth, velour, serge and poplin, in colors taupe, beetroot, plum, green, navy and black.

Plenty of sizes ranging from misses, to the extra large size for stout women.

BOWMAN'S—Third Floor.

Women's Silk Stockings

To give you an idea how we are sacrificing thousands of pairs of silk stockings, note the following prices.



Christmas gift buyers will reap a harvest in point of saving

It's an Unprecedented Opportunity

1500 pairs thread silk stockings with double soles, high spliced heels and wide garter tops, in black, white and colors. Sale Price, pair **\$1.00**

900 pairs thread silk stockings, double soles, high spliced heels, wide garter tops—black, white and colors. Sale Price, pair **\$1.15**

1200 pairs thread silk stockings—black, white and colors—double soles, high spliced heels, wide garter tops. Sale Price, pair **\$1.29**

700 pairs thread silk boots, double soles, wide garter tops—black, white and colors. Sale Price, pair **69¢**

BOWMAN'S—Main Floor.

Give Her a Nice Warm Coat For Christmas



And now is the time to buy one—during this unusual reduction sale.

Our Entire Women's and Misses' Coat Stock to Be Sold at Deep

Cut Prices

Both men and women will gather here tomorrow to buy—the men will be interested in Christmas gifts—the women will buy for their personal needs, comfort and profit.

A Stupendous Assortment of Handsome Stylish Coats at Any Price You Wish to Pay

Note the price range of the new lowered figures—**\$7.50, \$9.50, \$12.50, \$15.00, \$19.50, \$25.00, \$35.00**

Coats of kersey, velour, broadcloth, silvertone, pom pom, fancy mixtures, etc.

—Plain and fur trimmed styles—fancy novelty models, with wide and narrow belts—in fact there is a choice of everything that's good and new in catdom.

BOWMAN'S—Third Floor.