Rowmanes DECEMBER 18,1917
The Red Cross Drive Is On, have you given your Dollar? It is Vitally Necessary That We All Get Behind This Movement-As Important as to Enlist in Any Branch of War Preparations

This Store Will Be Closed Christmas Eve, Monday, December 24th

 \(\substack{interend<br>preferibly}\)

 inf in the crexings.

Many Styles of Silk Petticoats


Specials From the Housefurnishing Section


## An Extraordinary Selling Event Great Pre-Christmas ReductionSale

The exigencies of the season prompts us to inaugurate the most unusual trade movement we believe ever heralded by a mercantile house at this particular time.

It's a once-in-a-lifetime surpassing bargain event that will deluge the community with mighty underselling.

This extraordinary sale is brought about by reason of our desire to lessen quantity of stocks on hand.
-In preparation for the winter months we bought and contracted long ago for huge stocks of merchandise in order to procure the lowest prices-and by this heavy buying for advance needs we naturally stocked up in excess of our present requirements.
-And now-instead of waiting for after the holidays to turn a great portion of this surplus stock into cash, we take the reductions and give you the opportunity to save on every requirement-merchandise for personal use-for the home-and for the great buying of Christmas gifts.
-Grasp this opportunity; you can't afford to neglect the saving chances. Prices will greet you that you never dreamed would be offered until the very end of the Winter months

## 

Two Pounds of Butter For Little More Than The




## Italian Silk Garments

 Camisoles Chemise Bloomers Sets -Truly exquisite creations - intimạte apparel sure to winthe favor of all who see them.
-Put up in Christmas boxes and are especially desirable for gift-giving
Husband to wife, One woman to another
$\qquad$


Here are some very excellent Housekeeping Dry Goods Needs Blankets Comforts Pillow Cases Sheets


## Auto Robes and Rugs

 A large and varied selec-tion of plush and Scoch plaid
auto robes and auto robes and ruys- prices
are reduced to $\$ 4.50$ up to \$20.00. Good, heavy qual

## (2vin)

Kimonas in Charming Variety

Pretty as well as practical -lovely conventional and floral patterns-materials of silk, plain and figured crepe,
albatross and outing flanncl. albatross and
Sale Prices,
$\$ 1.00, \$ 1.98, \$ 2.98$,
$\$ 3.98, \$ 5.00$ to $\$ 25.00$

Toys and Dolls A Wonder Toyland

Featuring some extra special offerings in toys tomorrow


- Will amuse both young and old-all the settings of a
ular stage, with a complete play $\$ 2.50, \$ \mathbf{5 . 0 0}$ and $\$ 12$ Extra plays, \$1.25 each.



## -You'll be surprised at the character of the values we offering during this sale in fine dinnerware.

 -Not alone are prices lowered, but you have a choice fromas fine a display of French, English and Japanese dinner sets

Following Are Some Specimen Values --
 100-piece American porcelain dinner set, new Belmont dec-
oration, each piece gilt edged. Sale Price. ........ $\$ 18.00$
100-piece English


 Other sets up to $\$ 110.00$.

## (a) <br> Fancy China at 98c

Arranged on a large table for your convenience an as-
sortment of fancy decorated China, consisting of salad bowls, comb and brush
trays, cake plates, bon bon trays, cake plates, bon bon
dishes, spoon trays and many other beautiful pieces.
Choice........... .988.
BowMAN'S-Basement.

