

See Other Advertisement on Opposite Page.

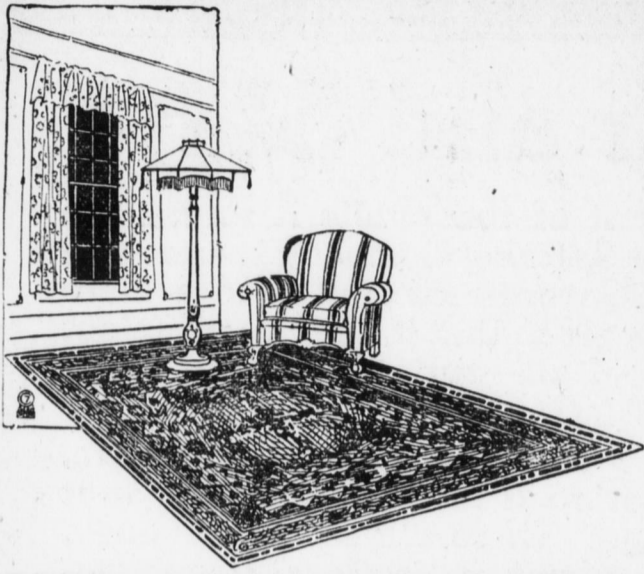
# Bowman's

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HELL 1901-2356 UNITED

HARRISBURG, MONDAY, JANUARY 14, 1918.

FOUNDED 1871



## Annual January Sale of Rugs, Carpets, Linoleum, Oil Cloth

This event opens tomorrow morning with merchandising advantages that no one in need of floor coverings of any sort can afford to overlook.

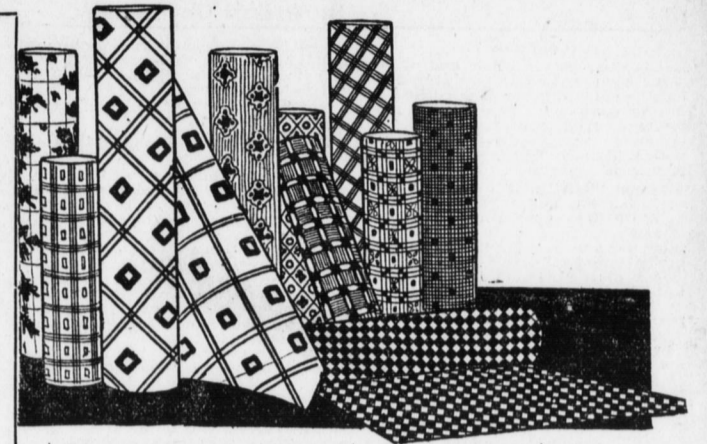
**---The opportunity for saving is remarkable!**  
**---The reductions from prevailing prices--- extraordinary.**

In placing orders a year ago for this event we decided to do something unusual---something that would cause a profound sensation. To this end we ordered many thousand dollars' worth of the handsomest rugs and other floor coverings at prices which today enable us to quote figures that will create a keen demand and establish a precedent for rug selling.

*This sale will not only appeal to your immediate needs---but will also strongly appeal to your foresightedness and sense of economy in anticipating future requirements---savings of one-quarter and over on rugs, carpets, etc., of advanced design and unimpeachable qualities.*

This is a chance for home lovers such as will not come again in a hurry, and which is not likely to be matched for many years again.

Nobody with a floor covering requirement ought to waste this chance to save.



Most thorough preparation has been made for this great sale. It is quite impossible to make this announcement forceful enough to cause you to fully realize the helpfulness of this event---

- The variety is abundant.
- Every sort of rug is here.
- Almost any price to meet every demand.
- Every rug priced 'way below regular.

The visible success of this January floor covering event is a tribute to the extraordinary values it offers. The low prices will establish a new selling record.

Those whose knowledge of rugs, carpets, linoleums, etc., fits them to be good judges are invited to inspect and profit by this superb display and sale.

### Tapestry Rugs

Of great beauty. They are very durable, and are in all respects a good low priced rug.

**Wool Faced**      **Seamless**

**Floral, allover and conventional patterns**

- Size 6x9 ft., Sale Prices, \$8.50, \$10.50 and \$12.00
- Size 7.6x9 ft., Sale Prices, \$11.00, \$12.50 and \$16.00
- Size 8.3x10.6 ft., Sale Prices, \$12.50, \$16.50 and \$18.50
- Size 9x12 ft., Sale Prices, \$13.50, \$17.50 and \$19.50

### Velvet Rugs

These from the best makers---seamed and seamless---floral, allover and medallion designs. They are exquisitely rich and effective.

**These handsome rugs will go fast at the prices---better attend the sale early**

**and get a good choice**

- Size 6x9 ft., Sale Price, ..... \$12.50
- Size 7.6x9 ft., Sale Price, ..... \$16.50
- Size 8.3x10.6 ft., Sale Prices, \$16.50, \$18.50 and \$27.50
- Size 9x12 ft., Sale Prices, \$18.50, \$21.00 and \$30.00

### Wool Wilton Rugs

Rich luxurious Wilton rugs, including the following makes --- Whittall, Teprac, Sloanes and others.

**The particular attention of lovers of handsome floor covering is called to the unusual beauty of the patterns and colorings of these rugs**

- They are strikingly beautiful, and the great values are apparent at a moment's notice.
- Size 4.6x6 ft., Sale Price ..... \$13.50
  - Size 4.6x7.6 ft., Sale Price ..... \$16.50
  - Size 6x9 ft., Sale Price ..... \$25.00
  - Size 8.3x10.6 ft., Sale Price ..... \$40.00
  - Size 9x12 ft., Sale Price \$42.50 and \$47.50
  - Size 9x15 ft., Sale Price ..... \$65.00
  - Size 10.6x12 ft., Sale Price ..... \$65.00
  - Size 11.3x12 ft., Sale Price ..... \$65.00
  - Size 11.3x15 ft., Sale Price ..... \$80.00

### Rubber Stair Treads

- Made of corrugated rubber 1/8-inch thick, or in fancy patterns.
- Size 6x18 inches, Sale Price ..... 10¢
  - Size 7x18 inches, Sale Price ..... 12 1/2¢
  - Size 9x18 inches, Sale Price ..... 15¢
  - Fancy moulded patterns with rubber nosings---size 9x18 inches, Sale Price ..... 18¢

### Body Brussels Rugs

A superb collection of these elegant rugs at prices far below their real value.

A choice from Sloanes and Whittall makes in allover, chintz, medallion and conventional patterns.

The color schemes of blue, tan, green, rose and brown evidence the taste of the artist, while the ingenuity of the clever artisan is also well portrayed.

**A particularly desirable point about these rugs is that you can find sizes to fit any size space desired**

- Size 27x54 inches, Sale Prices, \$3.00 and \$3.50
- Size 36x63 inches, Sale Price ..... \$6.00
- Size 4.6x7.6 ft., Sale Prices, \$10.00 and \$12.50
- Size 6x9 ft., Sale Prices, \$17.50 and \$19.50
- Size 8.3x10.6 ft., Sale Prices, \$27.50 and \$32.50
- Size 9x12 ft., Sale Prices, \$29.50 and \$35.00
- Size 9x15 ft., Sale Prices, \$40.00 and \$47.50
- Size 10.6x13.6 ft., Sale Price ..... \$52.50
- Size 11.3x12 ft., Sale Prices, \$40.00 and \$47.50
- Size 11.3x13.6 ft., Sale Prices, \$47.50 and \$52.50
- Size 11.3x15 ft., Sale Prices, \$52.50 and \$60.00
- Size 2.3x9 ft., Sale Price ..... \$7.50
- Size 2.3x12 ft., Sale Price ..... \$10.00
- Size 2.3x15 ft., Sale Price ..... \$12.50

### Grass Rugs

These rugs are truly unique in pattern and coloring.

**Green and brown patterns with Walls of Troy and fancy borders**

They wear well, look well and are highly desirable for many rooms of the home.

- Size 27x54 inches, Sale Price ..... 75¢
- Size 36x72 inches, Sale Price ..... \$1.15
- Size 54x90 inches, Sale Price ..... \$2.50
- Size 6x9 ft., Sale Price ..... \$3.98
- Size 8x10 ft., Sale Price ..... \$5.98
- Size 9x12 ft., Sale Price ..... \$7.50

### Colonial Rag Rugs

These rugs with the atmosphere of days of John Alden and Priscilla are not only quaint and beautiful but most artistically unique.

**Pretty hit and miss patterns with blue, pink and green borders**

- Size 27x54 inches, Sale Prices, 59¢ and 69¢
- Size 27x54 inches, Sale Prices, 89¢ and 98¢
- Size 36x72 inches, Sale Prices, \$1.19 and \$1.69
- Size 6x9 ft., Sale Price ..... \$5.00
- Size 7.6x 10 ft., Sale Price ..... \$7.50
- Size 9x12 ft., Sale Price ..... \$10.00

### Linoleums

New process linoleums in tile, mosaic and parquetry patterns---two yards wide. Sale Price, sq. yd. .... 35¢

- Extra heavy felt base linoleums---fully guaranteed by makers. Sale Price, sq. yd. .... 45¢
- Inlaid linoleums---colors through to the back---in blue, green, brown or red. Sale Price, sq. yd. .... 89¢ 98¢, \$1.15 and \$1.50

### Axminster Rugs

Come and see to what degree of perfection the American manufacturer has brought the art of rug making.

See the new colorings in allover, medallion, floral and conventional patterns.

**Beautiful, luxurious, wonderful**

Your opportunity of obtaining these rich Axminster rugs at a minimum of cost.

- Size 4.6x6 ft., Sale Prices, \$7.50 and \$10.00
- Size 6x9 ft., Sale Prices, \$12.50, \$16.50 and \$17.50
- Size 7.6x9 ft., Sale Prices, \$17.50 and \$19.50
- Size 8.3x10.6 ft., Sale Prices, \$19.50, \$22.50, \$25.00 and \$27.50
- Size 9x12 ft., Sale Prices, \$20.00, \$22.50, \$27.50, \$30.00 and \$32.50.
- Size 11.3x12 ft., Sale Prices, \$42.50 and \$50.00
- Size 11.3x15 ft., Sale Prices, \$42.50 and \$50.00

### Small Axminster Rugs

The sale opens with a stupendous assortment---and while the room size rugs take the lead---yet the showing of small sizes is remarkably comprehensive in variety.

- Size 27x54 inches, Sale Prices, \$1.69, \$2.29 and \$2.69
- Size 36x63 inches, Sale Price ..... \$2.98
- Size 36x72 inches, Sale Prices, \$4.00, \$4.75 and \$5.00
- Size 2.3x9 ft., Sale Price ..... \$6.00
- Size 2.3x12 ft., Sale Price ..... \$8.00
- Size 2.3x15 ft., Sale Price ..... \$10.00
- Size 3x10.6 ft., Sale Price ..... \$8.75
- Size 3x12 ft., Sale Price ..... \$10.00
- Size 3x15 ft., Sale Price ..... \$12.50

### Carpets

Tapestry brussels carpets in floral and small figured patterns. Sale Price, yard, 89¢ and \$1.19

Ingrain carpets --- half wool --- good patterns and a full yard wide. Sale Price, yard ..... 65¢

Rag carpet---good patterns and heavy quality---36 inches wide. Sale Price, yard, 49¢, 69¢ and 89¢

### Chenille Bath Rugs

In pink, blue, green and tan with white and colored borders.

- Size 18x36 inches, Sale Price ..... 89¢
- Size 24x48 inches, Sale Price ..... \$1.33
- Size 30x60 inches, Sale Price ..... \$1.98
- Size 36x72 inches, Sale Price ..... \$2.25