

BUY LIBERTY BONDS NOW

Bowman's

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BELL 1091-2356 UNITED

HARRISBURG, FRIDAY, APRIL 26, 1918.

FOUNDED 1871

True Economy

THERE is not a successful business nor an independent fortune that did not have its beginning with a thrifty person. Somewhere, sometime, someone began to save — to save regularly and with a system. That was the foundation of success.

But there is a vast difference between ECONOMY and STINGINESS. Webster correctly defines economy as "a judicious expenditure of money." True economy therefore, does not mean continually resisting the impulse to BUY—but merely to see that one receives full value for the money one spends.

By selling merchandise of the trustworthiest quality at the fairest prices this store provides the surest means to accomplish true economy. No matter what you buy here or what it costs you, you may be sure that you have received full value for your money.

Sveltline System of Corset Fitting Show Here

Tomorrow



Form-slenderization (now Fashion's autocratic demand) is the attainment that nearly every woman of over figure-development may now achieve, through "Stylish-Stout" Corsets.

Madame Mary G. Jones, the Stylish-Stout Wear expert, will be with us to-morrow to give our patrons advice on the ever-increasing topic, "How to be Stylish Though Stout," show the wonderful "Stylish-Stout" Corsets and demonstrate their value as beauty-builders through figure-improvement.

"Stylish-Stout" Corsets are the best examples of corsetry ever brought to this state that typify their name "Stylish Stout" because of their Sveltline System of designing and will positively transform the over-developed figure into modish "Stylish Stout" appearance, with comfort and supreme ease.

Back and Front Lace Models designed exclusively for every type of large figure will be shown, and she will gladly suggest to those interested, the proper model for their individual type.

You are cordially invited to consult her to-morrow.

BOWMAN'S—Second Floor.

Draperies In New Effects

Elegant assortment of Cretonne in Egyptian designs for draperies and cushions, yard, from 35c to \$1.25

Plain silk and linen sunfast crepe for portiers and side draperies in the popular shades—50 inches wide, yard, \$1.35

Full assortment of figured tapestries for upholstery 50 inches wide, yard \$2.00 to \$3.50

Linen couch covers "washable" with fringe 40 and 50 inches wide, each \$1.39 to \$2.50

Plain and figured Marquisette and scrim from 36 to 50 inches wide in white, ivory and ecru, yard 25c to 59c

BOWMAN'S—Second Floor.

Silks That Are Beautiful Durable And Economical

Silk is the momentous fabric for all dress wear; both for beauty and service. Also considering the lesser advance in price of any other fabrics. And the great satisfaction it brings the wearer—by its durability and chic appearance.

40-inch Brocade Cascade in white, tan, rose, and sapphire blue, for coat or jacket, \$3.50 yard.

50-inch Silvertone Cotelet jersey in old rose, violet, Joan of Arc, red, and shadow lawn green, \$3.50 yard.

36-inch Rockaway Hunt pongee; eight best spring colorings for suits and coats, \$1.95 yard.

36-inch printed Foulards. Ground of navy, black, wistaria, green and Copenhagen with white figures, \$1.59 yard.

36-inch fancy Silks, stripes, plaids and checks, an immense showing of the prettiest and most reasonably-priced silks, \$1.59 yard.

40-inch satin Royalty, various changeable combinations. By the way, this is an improved silk over Baronette, as it is wool mixed and not crushable, \$4.50 yard.

Wash Fabrics

36-inch "Abeco Foulard." These are highly mercerized fabrics, equal in appearance to all silk materials of much higher value. Beautiful designs in old rose, black, Nile green, French blue, Copen, on white grounds, \$1.25 yard.

40-inch embroidered voiles of fine quality, in ground of Belgian blue, old rose, lavender and white with beautiful silk embroidered figures, 95c yard.

38-inch voile. White ground with embroidered polka dots, in two sizes, and the following colors—black, Copen, gold, green, old rose. This is the "big thing" of the season for smart, up-to-date wearing apparel, \$1.50 to \$1.85 yard.

36-inch imported Irish dress linen in all the fashionable shades of the season. This linen is "creaseless" of extra fine weave and colors warranted fast, \$1.25 yard.

32-inch silk and cotton shirting of extra fine quality and a large assortment of colored stripes on white garments, 85c yard.

30-inch imported Japanese crepes in beautiful hand-printed designs and colorings. These crepes are specially suitable for kimonos and are something entirely new, 47c yard.

BOWMAN'S—Main Floor.

Sale of Suits and Dresses

To-morrow Begins the Most Important Sale Event Of the Season in Bowman's Outer Apparel Section



An Immense Assortment of the Smartest Garments From the Best Makers All Selected to Measure Up to the Bowman Standard of Excellence

Suits That Are "Special" Dresses That Mean Savings

The reduction covers practically our entire stock of cloth suits of strictly tailored or semidress lines in pony and eton effects, ripples, belted or plain models that can be worn on any occasion that should demand and you know suits are the vogue to-day.

Many individual touches are added by novelty pockets, over collars of silk, vestees of silk or pique, braid binding or trimming or a row of buttons artistically placed.

The materials comprise serge, poplin, gabardine, Poiret twill, Tricotine, velour, tweeds, checks and pin stripes.

The colors are all the best that are being shown and worn this season.

The range of sizes is complete; from the size to fit the small woman to 50 bust. Extremely desirable at the new prices.

\$19.50, \$25.00, \$35.00, \$45.00

There is just enough variety in the styles we are showing to make the choosing of one's dresses at this sale a most delightful pastime.

Dresses have come in for their share of reductions; several hundred dresses taken from our own stock in high-class patterns of simple tailored or the more elaborate models.

The materials are serge, wool jersey, foulard, taffeta, georgette, and novelty materials in quite a large assortment of models.

A good assortment of sizes can be found for both the large and small woman in colors that are bright or subdued as the occasion may demand. At the new prices you will sure want one or more.

\$12.50, \$16.50, \$25.00, \$35.00

These Prices Represent Extraordinary Values To-day---Considering Market Conditions That Govern All Merchandise During War Times

BOWMAN'S—Third Floor.

Clearaway Sale Of Millinery

Trimmed Hats of Distinctive Style Features

MOST every woman and miss shows extreme care in the selection of a becoming hat, especially. With this thought in mind we have always endeavored to choose from the finest designers in the market and from the most famous makers. At this sale, therefore, you have the opportunity of choosing from the best obtainable at reductions that you will agree are exceptional inducements when you see the original price marks on the tickets.

Even the most popular priced hats are carefully finished in details that show care in construction and trimming.

Variety That Appeals to All Tastes

All finest Pattern Hats in lisere and milan straws, trimmed with wings, flowers and jets—very special at **\$10.00**

Beautiful tailored and dress hats, flower trimmed and some with wings and glazed ostrich—this sale, **\$6.50 and \$7.50**

Another lot of trimmed hats and neatly tailored ones—put up with the care that makes Bowman millinery distinctive—this sale **\$5.00**

Wonderful values in this lot of trimmed hats, with careful consideration to the minutest detail of making and trimming—this sale **\$3.50**



Values Unsurpassed at These Sale Prices

Bandeau Hats with high crown sennit braid—in black, navy and khaki—with colored facings — a splendid value at **\$1.98**

Wenchow body hats, banded with patent leather and faced in Georgette crepe—poke and sailors—black, Copen, navy and red—special this sale **\$1.98**

One assortment of lisere hats in blacks and colors — large and small shapes. These popular-priced hats are big values, specially, priced at **\$1.00**



BOWMAN'S—Third Floor

Laces, Trimmings and Neckwear

Celluloid buckles and slides, each 10c to 25c

Pearl buckles and slides; white and smoke, each, 25c

Venise edges and insertions in match sets; 1 to 3 inches wide; yard, 25c to \$1.50

Filet laces and insertions, yard 10c and 75c

Real Filet edges from the baby edges to 6 inches; yard, 50c to \$6.95

Georgette crepe, every desirable shade for sleeves, collars and gowns; 40 inches wide; extra quality, yard, \$1.85 and \$2.00

The largest assortment of neckwear that we have ever shown; embracing collars, sets, and vests in organdie, satin, Pique, Georgette, white and colored materials.

Collars and sets 50c to \$2.50

Vests 50c to \$5.95

Rufflings in net, organdie, and georgette. One inch to nine inches wide; white and colored, yard .25c to \$1.50

BOWMAN'S—Main Floor.

Attractive Values

In Wavy Gray Switches

Despite the fact that gray hair has greatly increased in price, we are still able to offer

18 and 20-Inch Gray Switches at \$2.45 and \$3.45

Every shade of gray matched to your hair by experts.

Real Hair Nets, 95c per dozen

BOWMAN'S—Third Floor

