

CALL 1991-ANY PHONE. FOUNDED 1871. **Bowman's** HARRISBURG'S POPULAR DEPARTMENT STORE

STORE HOURS: Daily, 8 a. m. to 5:30 Saturday, 9 to 9

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Tomorrow Morning Begins Bowman's January White Sale

The point we wish to emphasize most is the QUALITY of the goods presented in this, our first large and important sale of 1914. It is our aim to give each year better goods, if possible, instead of adhering to the time-worn method of trying to quote lower prices. There is a limit to the possibility of price-lowness—a limit easily reached by sacrificing quality. This store purposes to give Better Quality for as low prices as possible. Hence we are prepared to say this is a well-timed important sale—our January White Sale—wherein good goods are presented at attractive savings. Come and share. Come here to look over the values, if you don't buy—for we want you to become better acquainted with our Store and stocks.



A Comprehensive Assortment of Muslin Undergarments---Comprising Our Own Stock, at Reduced Prices, and Some Specially Purchased Lots On Which You May Enjoy Substantial Savings

A Limited Quantity of Fine Muslin Wear From the "Best Undergarment Co.," Retiring From Business, at Exceptional Prices

69c and 75c Nightgowns
JANUARY SALE 50c

Nightgowns of fine nainsook, round neck with embroidered yoke finished with insertion and edge of torchon lace. Others with embroidered edge, beading and ribbon, chemise models.

59c Muslin Nightgowns
JANUARY SALE 39c

Nightgowns of soft finish muslin. Yoke of tucking and embroidery insertion. Neck, yoke and sleeves finished with hemstitched ruffle. An unusual lot of gowns at a low price.

\$1.50 & \$1.98 Princess Slips
JANUARY SALE 89c

Fine Nainsook round neck, with combination of lace and embroidered insertions, beading and ribbon. Some with lace medallions. Armholes trimmed to match. Skirts with lace or embroidered ruffles, others tucked with lace edge.

95c Princess Slips
JANUARY SALE 69c

Princess slips of Nainsook. Round neck with blind embroidered ruffe set in with hemstitching and ribbon beading, armhole and lace to match. An exceptional value. A limited lot to offer at this price.

Lot of \$1.25 to \$1.69 Fine Nainsook Nightgowns at 89c

Round, square or v-neck, long, kimono or elbow sleeve, trimmed with insertion and edge imitation baby Irish beading and ribbon, empire model with embroideries, medallion, insertion and fine torchon lace insertions and edge and satin ribbon. V-neck, long sleeve, empire yoke with four insertions of embroidery and fine tucking, wide insertion beading and satin ribbon. All full length and full width garments.

White Skirts

50c and 59c White Skirts 45c

White skirts of fine cambric, tucked, with ruffle or either open or blind embroideries.

69c White Skirts 50c

White skirts of fine cambric, with ruffle or embroidery.

79c to 98c White Skirts 69c

White skirts of cambric with ruffle of embroidery and insertion, with or without underlay.

\$1.25 to \$1.50 White Skirts 98c

White skirts of cambric with ruffle of either open or blind embroidery. Some with insertions and ribbon beading, others with lace underlay.

\$1.00 White Skirts 89c

White skirts of cambric, flounce of lawn, with hand machine embroidery and scalloped edge in dainty designs, set in with embroidery beading.

Drawers

19c Drawers, 15c

Drawers of cambric with hemstitched ruffle. Bleached and unbleached.

25c Drawers, 19c

Drawers of cambric or muslin, tucked or plain ruffe edged with ruffe of open work embroidery, Torchon lace or blind embroidery edge, open or closed.

50c and 75c Drawers, 39c

Drawers of fine nainsook, circular or straight model with insertion of lace and embroidery. Others with ruffe or embroidery.

89c to 1.50 Drawers at 69c, 75c, 98c,

Drawers of nainsook, daintily trimmed with fine lace or embroidery, beading and ribbon.

Nightgowns

50c Nightgowns, 39c

Nightgowns made of nainsook. Round neck, chemise or Empire models. Edged with torchon lace, embroidered yoke, beading and ribbon.

Nightgowns at 44c

Nightgowns of nainsook, V round or square neck, trimmed with embroidery beading and ribbon, neck and sleeves edged with Val. or torchon lace.

Nightgowns, 49c, 50c, 59c

Nightgowns of fine cambric, high or V neck, yoke of hemstitched tucks or plain tucks with either two or four insertions of embroidery; neck and sleeves finished with hemstitched ruffe, regular and extra sizes.

\$1.00 Nightgowns, 69c

Nightgowns of fine nainsook, round or square neck; chemise model, edged with fine embroidery, beading and ribbon; others with embroidery yoke and edge, two rows of ribbon beading; square neck with colored embroidered dotted band on neck and sleeves. A few with lace edge.

\$1.00 to \$1.98 Nightgowns at 79c to 98c

Better grades effectively trimmed with fine laces and embroidery beading and ribbon, tucking and hemstitching.

\$1.25 to \$1.98 Nightgowns 98c

Nightgowns of fine nainsook or cambric, effectively trimmed with fine laces or embroidery beading and ribbon; tucking chemise or high neck models, long or short sleeves, regular or extra sizes.

75c to \$1.50 Chemise, 50c to 98c

Chemise regular or skirt-length models, effectively trimmed with embroidery or lace trimmed, plain or skirt-trimmed models.

Combinations

50c to \$3.50 Combinations at 39c to \$1.25

Corset cover and drawers combined in a broken assortment of sizes, but all sizes among this lot. Effectively trimmed with dainty laces or embroidery beading and ribbon, slightly soiled from display.

\$1.25 to \$1.50 Combinations at 98c to \$1.25

Corset cover and drawer combinations daintily trimmed with insertions and edge of lace and embroidery; beading and ribbon. Trimmed drawers to match, embroidery beading and ribbon at waist line.

Corset Covers

39c to 98c Corset Covers at 25c, 29c, 39c, 50c

Corset covers of fine nainsook in a variety of pretty styles. Trimmed with either lace or embroidery insertions and edges, beading and ribbon; some with medallions.

25c Corset Covers 15c

Corset covers of nainsook. Round neck with embroidery edging and trimmed armhole and ribbon.

25c and 29c Corset Covers at 19c

Corset covers of nainsook, round neck, effectively trimmed with embroidery or lace, beading and ribbon. A large variety.

Thousands of Yards of the Newest Embroideries at White Sale Prices, Tomorrow

15c Flouncings
5c yd.
18 inches wide. About 200 yards.

19c and 25c Embroideries
12 1/2
Corset cover embroideries, about 100 yards.

5c and 10c Insertions
2c
Cambric and swiss insertions, one to 2 inches wide; 300 yards.

\$1.00 to \$1.25 Embroidery Flouncings
49c
27 inches wide, 200 yards. Small pattern. Big variety.

1000 Yards of Longcloth Edges
10c
Very newest 1914 spring patterns. Just arrived. Blind and eyelet patterns.

500 Yards of Embroidery Galloons
10c
Just arrived; newest 1914 patterns. Twenty-five designs.

Notions in the White Sale

TO EVERY PURCHASER OF A CARD OF YEISER HOOKS AND EYES WE GIVE TWO DOZEN FREE.

- 25c corset shields, 10c
- 22c, 25c and 30c Washable on and off shields, the pair, 19c
- 20c 12 yards Blas seam tape; all widths, 10c
- the bolt, 10c
- Basting cotton, the spool, 1c
- 10c Black mercerized skirt braid, the 5c bolt, 10c
- 25c 6-yard bolts embroidery edges, the 19c bolt, 10c
- 4-yard bolts of white tape, the bolt, 1c
- 5c snap fasteners, white and black; all sizes, 2 dozen for, 5c
- All widths of black and white elastic, the yard, 5c
- 5c Pearl buttons, the dozen, 2c
- 5c asbestos iron-holders, 2 for, 10c
- 25c white drilling skirt yokes, 10c
- 35c 36 yards white novelty braid, the bolt, 5c
- 10c Beauty Pins, the pair, 5c
- Main Floor—Bowman's.

Our White Sale of Waists

75 Dozen Pretty Waists at 89c Regularly Up to \$1.50

Fresh new crisp charming spring waists. A most attractive assortment at an equally attractive low price. Voiles, crepes and lingerie.

20 Dozen New Waists at \$1.69 Regularly \$2.50 to \$3.50

Handsome new waists in a half dozen charming new styles. Net, lace and lingerie. On Sale on the Second Floor—Bowman's.

Sheets in the White Sale: Save 10 to 30%

This Special Lot Offered at the Attractive Price Always Sold for 75c

Six sheets limited to a customer. These sheets are made especially for us. Bleached and laundered ready for use. 3-inch hem at head and top before hemmed at foot. Every good housekeeper will want six of these sheets. Each

Sheets

- 63x90 Mohawk 75c, White Sale, 50c
- 72x90 Meadowhawk 50c, White Sale, 33c
- 81x90 Clover 75c, White Sale, 40c
- 81x90 Utica \$1.00, White Sale, 75c
- 90x90 Pequot \$1.10, White Sale, 90c
- 90x90 Utica \$1.25, White Sale, 95c
- 90x108 Wausatta \$1.25, White Sale, 95c

Bolsters

- 40x72 Snowflake 25c, White Sale, 20c
- 42x72 Mohawk 37 1/2c, White Sale, 30c
- 42x72 Peppercall 40c, White Sale, 29c
- 45x72 Utica 45c, White Sale, 33c
- 45x72 Pequot tubing, yard, 15c

This is the best quality made and sold by us regularly at 25c a yard. Don't compare this in your mind with the tubing sold at any other store. This is very heavy water bulk and a two years' guarantee for wear with each yard. White Sale, 15c yard, save 7c.

Pillow Cases

- 40x36 Snowflake 12 1/2c, White Sale, 7 1/2c
- 42x36 Snowflake 15c, White Sale, 10c
- 45x36 linen finish 16c, White Sale, 11c
- 45x36 1/2c linen finish 18c, White Sale, 12 1/2c
- 50x36 Mohawk 20c, White Sale, 16c
- 50x38 1/2c Mohawk 22c, White Sale, 16c
- 54x36 Utica 24c, White Sale, 18c
- 54x38 1/2c Pequot 25c, White Sale, 22c

On Sale on the Main Floor, Rear, BOWMAN'S.

All 89c Linen Sheeting (90 Inch), Yard 62 1/2c

This is one of the big leading items of the White Sale and we think it will be all disposed of the first day—the value is remarkable.

3500 Yards 30c White Flaxon, Yd. 17c

A very fine quality for dresses, waists, etc. Supposed to be slightly imperfect—a tiny hole 54 inches apart caused in the loom work. Too small to find.

800 Yds. 25c Fancy White Linaire Cloth 15c

This is less than regular wholesale price. Specially purchased for the white sale. Washes and wears like linen. Twenty different patterns.

- 6 1/2c White Lawn, 4 1/2c
- About 1,000 yards, cut from full perfect pieces, 28 inches wide.
- 25c Fancy Lawns, 12 1/2c
- About 300 yards, full perfect pieces. A mill clean-up, 27 inches wide.

1914 Spring Embroidered White Goods Shown For First Time Tomorrow

This is the finest and most comprehensive showing of fancy white materials we've ever shown. Embroidered Piques at \$1.25 a yard. And embroidered voiles at \$1.25 a yard. And embroidered crepes at \$1.50 a yard. St. Gall Swisses at 75c a yard.

40 Dozen 25c Turkish Towels, Each 12 1/2c

Size 44x23 inches. Bleached and hemmed. Extra heavy quality. On Sale on the Main Floor, Rear—Bowman's.

Two and Three Pair Lots of Lace Curtains Reduced a Third in the White Sale

Some of our best and prettiest Lace and Novelty Net Curtains offered at a saving of one-third. Included are many exclusive patterns—two and three pairs to a lot. Former prices were \$2.25, \$2.50, \$2.85, \$3.00 and \$4.50. Just deduct one-third for sale prices.

ONE LOT OF \$1.25 LACE CURTAINS—3 yards long, good patterns, reduced to the White Sale Price of, pair **89c**

38c AND 45c CURTAIN LACE— for sash or long curtains, 45 and 49 inches wide; White Sale Price, yard **27c**

30c AND 18c CURTAIN LACE— with finished edge, suitable for all kinds of curtains; White Sale, 22c and **14c**

On Sale on the 4th floor, Bowman's.

January Silk Sale Opens Tomorrow

1914's MOST FASHIONABLE WEAVES IN GREAT ASSORTMENT AT VERY ATTRACTIVE PRICES TO START THE NEW YEAR

\$2.00 Silk Crepe Meteor, yd. \$1.69

Crepe Meteor is one of the most fashionable silk materials of the spring season. It has been in favor for some time and the demand for it is growing greater. This is an exceptional quality and the fact that we are selling it at a liberal reduction in the January Silk Sale should interest every woman who is looking for her silk dress. This is 40 inches wide; in navy, black, wistaria, Nell rose, helio, taupe and Copenhagen.

85c All Silk Foulards, yd., 37 1/2c

These Foulards are of all silk in navy, black and tan. They will be very popular for Spring wear. 23 inches wide.

Pure Silk Striped Wash Silks, yd., 25c

These silks are in great demand; and they are brought down to a price that makes them quite inexpensive—almost as inexpensive as good cottons. These are 19 inches wide in new striped patterns.

All Silk Pongee, yd., \$1.18

All silk pongee, 32 inches wide. Set figures in Copenhagen.

Wash Habutai, yd., 58c

All silk wash Habutai. All shades on white ground. 36 inches wide.

Wash Habutai, yd., 78c

Heavy striped wash Habutai, 36 inches wide. Stripes, all shades, on white ground.

Figured Crepe De Chine, yd., 58c

Bulgarian figured crepe de chine in taupe, Copenhagen and sage. 28 inches wide.

Brocaded Silk, yd., \$1.48

In taupe, navy, black, wistaria, Copenhagen; 40 inches wide.

Satin Foulards, yd., 95c

Satin foulards, 40 inches wide. Set figures in navy, brown, Copenhagen, wistaria and black. Regular \$1.25 quality.

Silk Crepe, yd., \$1.50

Canton Silk Crepe, 40 inches wide. Beautiful shades of taupe, navy, black, wistaria and mahogany. Regular \$1.75 quality.

Satin Foulards, yd., 44c

Colored set figures in navy, brown, black, Copenhagen and wistaria; 19 inches wide.

Satin Messaline, yd. 59c

In Nile, reseda, light blue, gray and tan. 36 inches wide. Regular 85c quality.

Satin Charmeuse, yd. \$1.00

Satin Charmeuse, 40 inches wide, short lengths. All good shades. Regular \$1.59 and \$2.00 quality. BOWMAN & COMPANY.

