

Bowman's

HARRISBURG, FRIDAY, OCTOBER 27, 1916.

SATURDAY HOURS: 9 A. M. TO 9 P. M.

FOUNDED 187.

Not All of the Advertising of a Store

is done in print. Every transaction between buyer and seller is of itself an advertisement.

It either builds up reputation or tears it down.

We believe that the very best advertising we can do is represented in fair, willing, prompt and courteous service to all who come here to buy.

Bowman's strive to please you.



A Shoe Sale of Extreme Importance!!

To-morrow — an event in shoe retailing worthy of more than passing notice.

Shoes for the practical — the thrifty. Conservative boots on Bowman comfort lasts at reduced prices.

In the face of sky-rocket leather quotations this opportunity to economize is most timely.

The leathers are of fine glazed kidskin, gun metal calf and lustrous patent colt skin, with welted and turned soles of oak leather. Tops of dull mat kid, bright kid or with tailored toppings of fine black Imperial cloth. Broad, medium and round toes, plain or tipped. Sizes 2 to 9. Widths AA to EE enabling you to secure a perfect and comfortable fitting shoe easy the first time worn.

The reduced prices are:

\$2.49, \$2.98, \$3.49

New arrivals in high cut novelty boots in brown, and black, gray and white, and combinations for the women who want the latest modes in ultra-fashionable footwear.

\$5.00, \$6.00 \$7.50, and upward

BOWMAN'S—Main Floor, Rear

The Finer Trimmed Hats Are Reduced

Why hesitate longer to get a new Fall hat when such attractive ones can be secured at so small a price.

Trimmed Hats Reduced to \$3.75

There are a hundred or more to select from, that sold at much higher prices—now cut to this low figure to effect a quick disposal.

You can choose from either black or colors—hats of Lyons' velvet, plain silk velvet and antique velvet (Paon) trimmings of narrow ribbon, gold and silver and fur ornaments.

And Now—A Reduction in Price On Velour Hats

We offer these fine "Mattewan" velours—the finest produced in this country—really superior to the imported velour hats, at the very special price **\$3.95**

There are sport and tailored models, in the beautiful rich dark colorings—a splendid variety of shapes and styles, and most of them banded ready for service.

BOWMAN'S—Third Floor.



Ready To-morrow—Some Advance Fashions in

Quality Kid Gloves

These beautiful novelty gloves represent the pinnacle of perfection of the glove makers' art.

Long and short lengths, in every size and in the season's favorite colors together with black, white—and—black and white combinations.

See the new long Kid Gloves in black and white combination with the novel lace tops.

See the new Gauntlet Short Gloves.

See the new Van Dyke Gloves with fancy cuffs.

A wealth of newness and novel ideal in gloveedom—all here for your inspection and selection.

BOWMAN'S—Main Floor



We feature for to-morrow

Beautiful Silks and Velvets

Exhibit and sale of the last word in fashionable silks and velvets.

Here are quaint and unusual weaves, rare colorings and color combinations.

An assortment diversified enough to meet the exacting taste of the most discriminating women.

Hints of what's to be seen:

36-inch Novelty Stripe Taffeta — combination of stripes in Russian, African, and navy. Yard, **\$1.39.**

36-inch Novelty Stripe Taffetas, combination of stripes in evening shades, of mais, pink and silver. Yard, **\$2.00.**

36-inch Belding Nanchette, satin finish, navy only. Yard, **\$2.50.**

BOWMAN'S—Main Floor.

36-inch Satin Francais, beautiful soft satin finish, black only. Yard, **\$2.50.**

36-inch Faille Matinee — evening shades. Yard, **\$2.50.**

36-inch Black Dress Taffeta, Yd., **\$1.25, \$1.50, \$1.75 and \$1.98.**

40-inch Black Dress Taffeta. Yard, **\$1.75.**

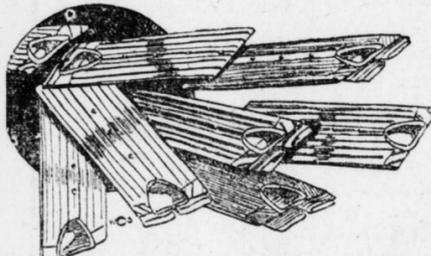
54-inch Velour de Soie Velvet, Yard, **\$7.50.**

35-inch Velour de Soie Velvet, satin finish, Russian, battleship, Hague blue, midnight and black. Yard, **\$3.00.**

45-inch Velour Coating, yard, **\$5.50.**

50-inch Silk Plush, black only. Yard, **\$7.50.**

Gentlemen! Right Now You Can Save Some Money On Good Shirts



Men's Shirts, in percales, striped, good colors, all sizes, laundered and French cuffs, at **49c.**

Take Your Choice of 500 New Ties

Is that making the task too difficult?

Better said—take any one or two of the 500 new ties.

All real new and beautiful — just the kind men like to wear and at prices within reach of every man.

Prices: 50c to \$1.00

A splendid display of Arrow Collars, in our Men's Furnishing Department.

BOWMAN'S—Main Floor.

Attractive Coats For Children and Juniors

Little girls' coats, 2 to 6 years. Junior coats to 14 years.

The garments exploited are specifically designed for these ages. They are pretty and becoming—and—good values.

In evidence, we mention—

Coats of corduroy, velvet, plush, velour, high waist lines, yoke effects with flare bottom—pleated and belted styles with small capes—fur and velvet trimmings.

Prices begin at **\$3.50** and run in easy stages to **\$20.00.**



Betsy Brown Play Dresses

Inexpensive are these little play dresses. They're well made and will give satisfactory service.

Small checked and plaid gingham in pink and white, blue and white, pink and blue chambray—with and without yokes, pleated skirts, white collar and cuffs—a lot for the money, **59c and 75c.**

BOWMAN'S—Second Floor.

Special Jewelry Offerings

German Silver Gate Top Mesh Bags, special Saturday at .. **\$1.00**

Vanity Cases, new designs, below regular price, **75c**

Ivory Hair Receivers, Puff Boxes, Files, Button Hooks, Shoe

Horns, special Saturday, **37c**

Ivory Shoe Horns, Files, Button Hooks, **19c**

Sterling Silver Hat Pins, latest styles, top set with jet and onyx.

Saturday only, **25c**

Lingerie Clasps, sterling silver, extra heavy, pair **25c**

Pertume Pendants the latest in jewelry, fine gold filled, complete.

Saturday, **\$2.75**

Latest creations in black and white beads, **50c**

Turquoise beads. Saturday special at **50c**

BOWMAN'S—Main Floor.

Flannelette Apparel

Colder weather is coming gradually—you'll have need for the warmer garments and we have seen to it that your every need will be readily supplied at the fairest prices.

The offerings enumerated below represent garments of good quality, well fashioned and made to give the utmost service.

Women's Flannelette Gowns—double yokes back and front; with and without collar; pink, blue and white stripes. Prices **50c and 59c**

Women's Flannelette Gowns—double yokes; collar finished with

braid or without collar, finished with hemstitching or lace; blue, pink, gray and white stripes. Prices, **75c, 85c and \$1.00.**

Women's Flannelette Petticoats—hemmed and scalloped at bottom; pink, blue, gray and dark gray, and white stripes. Prices, **25c to 75c.**

Extra Size Flannelette Gowns—full and roomy; with collar or without; double yokes back and front; assorted stripes and plain white. Prices, **75c to \$1.25.**

BOWMAN'S—Third Floor

Get the Athena Underwear

and be positive that you have the best that can be had.

Note the special features that give Athena Underwear its comfort, qualities and daintiness—sloping shoulders and sleeves, shoulder stay, curved cut armhole, patent fitted seat, non-strain gusset.

Athena is tailored to fit—not stretched to the shape of the figure. Union Suits, medium and heavy weight bleached cotton; high neck, long sleeves; Dutch neck, short sleeves; low neck, no sleeves. Regular size, **\$1.00**; extra sizes, **\$1.25.**

Women's white wool and cotton mixed Union Suits, high neck, long sleeves; Dutch neck, short sleeves; low neck, no sleeves. Regular sizes, **\$2.00**; extra sizes, **\$2.25.**

Women's white silk and wool Union Suits, regular sizes, **\$3.50**; extra sizes, **\$3.75.**

Women's bleached Vests and Pants, medium and heavy weight cotton; regular sizes, **50c**; extra sizes, **65c.**

Women's white wool Vests and Pants, medium and heavy weight; regular sizes, **\$1.00**; extra sizes, **\$1.25.**

Women's white silk and wool Vests and Pants, medium weight, regular sizes, **\$1.50**; extra sizes, **\$1.75.**

HOSIERY

Your first impression, of course, will be the beauty—a closer inspection will reveal much more than beauty to recommend them.

You will find ample heel and toe protection—tops made secure against the wear and tear of the garter.

In the Munich Hosiery, we have an entirely new idea in Silk Hosiery—a garter attachment on the welt; filling a long felt need; which will not drop stitches, which so frequently occurs from fastening garters to the plain welt of the hose.

The Munich

Double soles, high spliced heels; in black and white. Silk lisle, pr., **50c**; thread silk, pr., **\$1.00 and \$1.50.**

Women's thread silk hose, double soles, high spliced heels, silk garter tops; plain white; pr., **98c.**

Women's thread silk hose, double soles, high spliced heels, wide garter tops; black, white and all the wanted shades; pr., **\$1.25 and \$1.50.**

BOWMAN'S—Main Floor

Fashionable Corsets At About Half Price

To-morrow we shall place on sale

pink and white lace front corsets at a very special price **\$1.50**

The models are all desirable in style and spotlessly fresh.

A popular brand in sizes from 19 to 30.

They are well boned, neatly trimmed with embroidery—the body of an excellent quality of coutil. A remarkable offering and one that will command immediate attention.

BOWMAN'S—Third Floor



Neckwear and Veiling

Such beauties, and so serviceable—here a new collar, there a new set, one surely cannot help admiring every one.

Collars and sets are quite necessary to "set off" that new suit or dress.

Broadcloth and serge collar and cuff sets, round and square collars; excellent quality, **50c to \$3.50.**

New mesh veils, **25c to \$1.00** yard.

A new ready-to-wear veil, at **50c.**

New Fur Trimming

Black, brown and white coney, 1 to 8 inches wide, **50c to \$3.95** yd.

Ermine, 1 to 6 inches wide, **59c to \$3.00** yd.

Near Seal, 2 to 4 inches wide, **\$1.50 to \$2.50** yd.

Skunk opossum, **\$1.50 to \$4.25** yard.

Moleskin, 2 and 3 inches wide, **\$1.50 and \$2.95** yd.

Chinchilla, **\$1.39 and \$4.95** yd.

BOWMAN'S—Main Floor



Blankets--- We Have Them

just the kind you need and that will afford you warmth and comfort when the cold winds blow and cold days are with us.

Blankets — plain and plaid; exceptionally good values, at **\$5 to \$19.50.**

Auto Lap Robes — some rubber lined — others interlined with rubber — at the price to suit your purse. Prices, **\$2.75 to \$27.50.**

BOWMAN'S—Second Floor

The Trunk and Bag Department

is now equipped with the largest assortment of trunks, bags and suitcases shown hereabouts. Our prices are especially attractive.

Handbags, **\$1.85 to \$25.00.**

Suitcases, **\$1.25 to \$13.50.**

Trunks, **\$5.75 to \$12.50.**

Steamers, **\$5.50 to \$11.50.**

Wardrobes, **\$15 to \$72.25.**

BOWMAN'S—Second Floor

Straight Ahead for a Touchdown

Boys! Don't fail to visit our Sporting Goods Department.

This department has been enlarged and is now in shape to equip gymnasiums, also a full line of footballs and athletic goods. Second floor — front.

Charming Blouses

The design, coloring and the fashioning in each little detail of construction and decoration of a blouse must be planned by a real artist if it is all it should be.

Ours are that sort. Bowman blouses are distinguished by unusual features; distinctive bits of trimming, odd but pleasing combinations of coloring.

Almost as interesting is the fact that of any particular model very few specimens are purchased. One likes her blouse to be an exclusive creation whenever possible and we favor the feminine liking.

Especially attention is called to a remarkably broad and attractive assortment of lace waists at

\$3.50, \$3.95, \$5.95, \$6.50

Choose from all cream—and—

—taupe lace over flesh.

—black lace over flesh.

—black lace over white.

—black lace over black.

A Comprehensive Collection of the Popular Georgette Crepe Blouses

These are mostly in white, flesh, mais and bisque, and the materials as well as the needlework are such as to insure satisfaction — at sight and in service—

\$5.00, \$5.95, \$6.50, \$7.95

Beautiful Blouses in Burgundy, plum, brown, green, flesh and white — embroidered and beaded — rich, plain effects and wonderfully elaborate styles, **\$8.95 to \$25.**

BOWMAN'S—Third Floor.

"Wear-Ever" Demonstration Closes To-morrow

The demonstration will end but the aluminum will wear-ever.

And that is the story in a nutshell, as told by a cooking expert.

If you have not taken advantage of the opportunity to secure a 4-qt. Windsor kettle, at **98c**; heavy aluminum fry pan at **69c**; 6-qt. aluminum steamer at **98c**; and 2-qt. stew pan at **45c**—we urge you to do so to-morrow.

Saturday's Demonstration will consist in making an appetizing pot-roast without water and without burning in the "Wear-Ever" aluminum wear. This will be the last demonstration. Don't fail to take advantage of it.

A New Supply of Bulbs

Crocus, separate colors; doz. 50
Narcissus, mixed colors; doz. 10c
Paper White Narcissus; doz. 20c
BOWMAN'S—Basement.