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Bowman's

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BELL 1091-2356 UNITED

HARRISBURG, FRIDAY, MARCH 23, 1917.

FOUNDED 1871

15 Days Away Is the Time When Fashion's Law Commands New Apparel

EASTER

And the question asks itself more insistently every day until then—have you made your plans for new garments and dress accessories?

There's something impressive in the grand way in which we have assembled the new things about the store for the 1917 Eastertide—and in connection with this showing of the new—we have lined up a number of interesting and timely specials—or exceptionally good values—in merchandise that is new; that forms a part of our regular Spring stock; things you will unquestionably be interested in, because they are the very last word in novelty and desirability.

A walk through the various sections of this bright shopping mecca will reveal to you a wealth of good things.

The New Neckwear Is Lovely



- The variety is amazing.
- The styles extraordinary.
- Never before such exquisite daintiness in neck dressing.
- There is white in such a diversity of styles as to puzzle one what to choose.
- And, also, the new neckwear in the vivid colorings now the vogue for spring and summer—such as mustard, Copenhagen, peach, gray—shadow lawn, greens, gold (antique). These are particularly beautiful.

Take a peep at the new white Georgette collars with edge and bias folds of shadow lawn, green, gray, yellow, navy and gold.

A most interesting showing at
\$1.00 to \$2.50

Other stylish neckwear at the lower prices—of course.
BOWMAN'S—Main Floor.

Velocipedes and Wagons

The Sherwood Spring Coaster Wagon—a strictly high grade wagon made for great endurance—all steel except body—wheels are roller bearing—three sizes.

Prices, \$5, \$6 and \$7.
Juvenile Velocipedes—the best that experience, skill and complete equipment can build.
Velocipedes with steel tires, \$1.98, \$2.25, \$2.49 and \$3.25.
Velocipedes with rubber tire on wheels and adjustable handle bar, at \$3.25, \$3.98, \$4.48, \$5.75 and upward.
BOWMAN'S—Basement

Spring and Summer Washable Cotton Fabrics, Loveliest Ever!



The Wash Goods section is abloom with the new cotton fabrics—Voile leads in the distinguished assemblage and you may choose from the beautiful weaves in scores of color effects.

Here are voiles in plaids, stripes, floral and Paisley designs, some with satin stripes—36 inches wide—

29c to \$1.00 yd.

New bordered voiles in exquisite colorings, at 50¢.
New embroidered striped voile, at 50¢.
New suitings comprising awning stripes, gabardine, Kaliki Kool and sport novelties, at 30¢ to \$1.00 yard.
Wonderful assortment of madras in every possible sort of stripe and color range—36-inch width, at 30¢ and 39¢.
New plaid tissues in the delicate colorings, at 50¢.
The Wash Goods Section a riot of color—of design—of advanced weaves and combinations. Surely you will not miss seeing this fascinating display.
BOWMAN'S—Main Floor

Rompers For Little Folks

New rompers and creepers have just arrived and their unusual patterns will certainly appeal to mothers.

Rompers, in chambray, gingham, galatea and madras—stripes, checks and plain materials—elastic at knee or beach style—with and without collar—trimmed in white and plain colors. Prices, 50¢ to \$1.50.
BOWMAN'S—Second Floor

Creepers—cunning little garments made of poplin, soisette and crepe, in white, pink, blue and neat stripes in pink, blue and white—dainty touches of handwork, such as smocking, French knots and brian stitching—sizes 1 to 3 years. Prices, 50¢ to \$2.00.

Necklaces and Beads

Truly a magnificent display. Ideas from the Orient—smart but odd effects in jets, jades, pearls and Oriental styles that carry one back to the earlier civilization—to time of Antony and Cleopatra and even back to the early Chinese Dynasty.

These wonderfully attractive bead necklaces at
50c, 69c, 75c, \$1.25 to \$8.50
BOWMAN'S—Main Floor.



New Spring Suits, Coats, Dresses and Skirts Are Blossoming

Out Every Day

- See the barrel effect in coats and skirts.
- Color is the keynote of the new styles; they are simply dazzling.
- Suits with striking collars.
- Coats that look like dresses and may be worn as such.

A wondrous showing now ready.

The New Suits

We believe that the suits for 1917 have a greater charm than ever before. There's something of the freshness of the season in the charming simplicity of the fabric, in the gay beauty of the colorings, and there's something unusually impressive in the way we have assembled these prettiest suits of springtime.

Suits For Sport---

Wool Jersey Burella Tyrol Wool

Checks, stripes and fancy plaids in loose and belted styles—large patch pockets—military effects—full range of the regular and new vivid colorings.

Suits For Dress---

Twills Poplins Gabardines Serges Tricotine
In rookie, clay, tan, green, gold, Copenhagen, navy and black.

Tailored Suits---

Poiret Twills Gabardines Serges Tricotine Fancy Mixtures
In mustard, gray, tan, navy and black.

All these suits are very moderately priced, when you consider their quality, style and their fineness.

\$15 \$19.50 \$25 \$29.50 \$35 \$45

New Spring Top Coats

Like everything else this spring, the new top coats are in the brightest colors, such as gold, the family of greens, rose, clay, rookie, mustard, gray, navy and black.

Permit us to introduce:

The belted coats—the semi-barrel effects—the pinch-back—the Russian styles—in materials, Burella, Bolivia, Jersey, satin serges, poplins, gabardines, fancy checks and plaids, with and without linings.

Price range—**\$12.50 \$15 \$19.50 \$25 \$35**

Separate Skirts

A wonderful showing of spring skirts—beautiful in colorings and styles.

Full loose skirts Pleated skirts
Semi-barrel skirts Sport skirts

Fancy silks, wool jersey, taffeta, Burella, plaids and striped worsteds, novelty mixtures, serges, poplins and Panama cloth.

\$3.98 \$5 \$5.98 \$6.75 \$7.50 to \$25
BOWMAN'S—Third Floor.

STYLISH FOOTWEAR

—The style is always dependable at Bowman's shoe section—and in addition to featuring superiority in style, please remember—we sell only shoes of famous makes.

—There are three very good reasons why it is always best to buy footwear that is backed by the name of a reliable maker.

—In the first place, you may do so with the full assurance that you are getting the very best quality and workmanship; secondly, the style is dependable and may be relied upon absolutely as expressing the current mode, and thirdly, the prices asked by the best known makers of shoes are never in excess of a legitimate price sale based on the market value of materials.

Grace of line, fineness, lightness and extreme flexibility mark the new spring boots. Many models originated by us are introduced, and are destined to step into instant favor. Black, white, ivory, mouse, beaver, brown, light gray, dark gray, silver gray, tan and other colors of finest and proven excellence.

Women's Boots of Suede, Kidskin, Calfskin and Buckskin—shoes that make a woman proud of her feet—

"Miss Springtime" \$14.00 "The Bowman Twin Six," \$12.00
"Superba" \$12.00 "The Empire" Boot \$10.00
"The Traymore" \$7.50 "The Avenue" \$9.00

Women's Patent Colt, Gun Metal and Vici Kid Boots, \$3, \$3.50, \$4, \$5 and \$6.

SPATS—A new arrival with invisible straps and buckles. Pearl gray, fawn and snuff, \$3.00.

Pumps, \$3.50 and up to \$7.50.

BOWMAN'S—Main Floor



Mrs. Good Housekeeper, Are You Sharing in the Economies of the Big

Housefurnishing Sale?

To-morrow a big day of fine values all through our spacious basement.

These extra items in addition to the hundreds already given publicity

Bathroom Fixtures—made of brass, nickel plated—including wall soap dish, tumbler holder, combination holder, 18 and 24-inch towel bars, bath seats, 18-inch glass towel bar, with nickel plated posts, and tub soap holder. Sale Price, choice **49¢**

Japanese Straw Table Mats—six assorted sizes to the set. Sale Price **25¢**

Fancy Shopping Basket—made of willow and braided straw—three sizes. Sale Prices **49¢, 59¢, 69¢**

The Cooks' Indispensable—does so many things—suet shredder, potato chipper, cucumber slicer, nutmeg grater, bread grater, potato sauter, etc. Sale Price **50¢**

Large size galvanized Ash Can, with drop handles; height, 25 inches; diameter, 17 inches. Sale Price **\$1.98**
BOWMAN'S—Basement.

The Coiffure Can Make or Mar

the effect of one's new hat—there is no higher power. Therefore it behooves you to give your coiffure the attention it deserves and buy one of these nice wavy switches to increase its modishness.

Naturally wavy switches, mounted on three short stems, for to-morrow only, **\$1.95**

For To-morrow Only—Real Hair Nets—cap or fringe—5¢. Wear them as veils. BOWMAN'S—Third Floor



Our New Jewelry Section

is prepared to meet every demand for popular jewelry that is service-giving.

All the newest novelties are here and priced very moderate for the quality offered.

Dorin Boxes in plain and Sterling silver, and Sterling silver with enameled tops, in one and two-tone colorings, at 69¢, \$1.65, \$2.25 and \$2.75.

Men's Cuff Buttons and Cuff Links in gold plated and solid gold—plain gold set with stones, also one and two-tone enameled effects, at 39¢, 50¢, 69¢, 75¢, \$1 and \$1.25.



Men's Tie Pins in gold filled and solid gold—various shapes and set with all colors of stones, at 50¢, 69¢, 75¢, \$1.25, \$1.50 to \$2.39.
Brooches—bar and fancy pins—handy pins—cuff pins—in all the latest designs, including Oriental effects, plain and set with all colors of stones, at 25¢, 39¢, 50¢, 75¢, \$1.25 to \$4.

Waldemar Chains—neck chains—Lavalieres, at 39¢ to \$5.

Hat Pins in many designs and colors, at 19¢ to 89¢ pair.

Earrings and Ear Drops in the latest styles, including pearls, jets, rhinestones and colored stone effects, at 25¢ to \$2.00.

Milady's Girdle Is Smart and Spangled

Beautiful girdles on sale at the jewelry section. They've evidently come down from Ancient Egypt and China because they constantly suggest the cloistered maidens of far-gone days.

Of metal studded with imitation stones—others adorned with gay colorings of tassels—a wonderful showing and a striking one. Priced, \$1.50 to \$8.50. BOWMAN'S—Main Floor

Tired of the Old Rug?

Then this is a good time to choose a new one, for in this sale of

Axminster and Tapestry Rugs

which is now in progress, you can save handsomely on your requirements.

Wonderfully good copies of Oriental effects—floral and all-over designs—appropriate for any room in the home.

To-morrow Is a Good Day to Look Them Over—and—Make a Selection



AXMINSTER RUGS

4.6x 6 ft., at ... \$7.50 7.6x 9 ft., at ... \$19.50
6x 9 ft., at ... \$12.50 8.3x10.6 ft., at ... \$22.00
6x12 ft., at ... \$12.50 9x12 ft., at ... \$24.50
11.3x12 ft., at ... \$32.50

Small rugs in patterns to match many of the large rugs—

27x54 inches, \$1.69, \$2.49
36x72 inches, \$3.69, \$4.75

TAPESTRY RUGS

7.6x 9 ft., at ... \$12.50 9x12 ft., at ... \$17.50
8.3x10.6 ft., at ... \$15.00 11.3x12 ft., at ... \$24.50

Wool Faced seamless tapestry rugs—

8.3x10.6 ft., at \$13.50
9x12 ft., at \$15.00
11.3x12 ft., at \$21.00

Printed tapestry rugs, seamless, in green, red and brown conventional patterns—

27x54 inches at 89c
6x9 ft., at \$5.98
9x12 ft., at \$10.98

BOWMAN'S—Fourth Floor.