

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

Your Presence Is Cordially Requested at the **Informal Opening of the New Spring Fashions** Thursday, Friday and Saturday---March 12th, 13th and 14th

1914 **Spring Millinery Opening**



THE chief attainment in this collection of the New Spring Millinery is the Style-Distinction. Although the variety is quite boundless each Hat is endowed with the earmark that immediately sets it apart from the usual. Bowman hats are distinguished for their versatile designing, their altogether different-from-the-regular style and they quickly appeal to the fashionable dresser.

Opening Days **Thursday, Friday and Saturday**

A New **Millinery Era**

The 1914 Spring Opening marks the commencement of a new trend of Millinery business with the Bowman Store.

Our clientele—old friends and new—will receive with interest the news of this very striking departure from the customary Millinery Department.

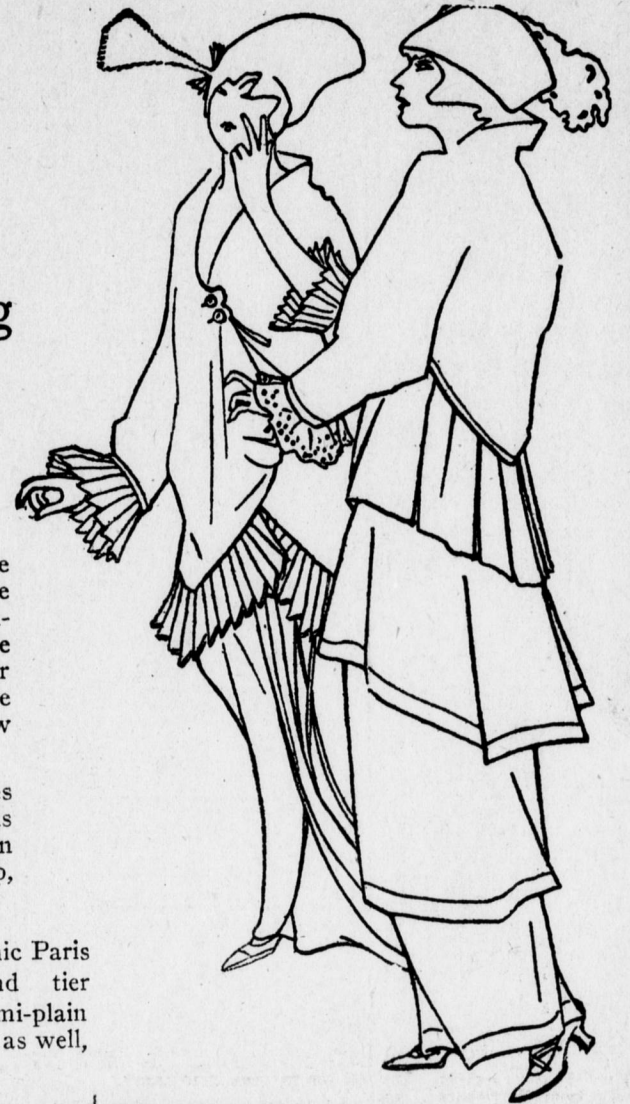
True, there will be throughout the entire season a most comprehensive collection of moderate priced hats—but there will also be the most distinctive models to be seen in Harrisburg—a feature which will be of unusual assistance to every woman in the selecting of a hat entirely unlike any outside this store.

This department is newly appointed in most modern fashion and will give our customers greater comfort and ease. BOWMAN'S—Second Floor.



1914 **Opening For**

The New Spring **Suits, Dresses and Coats**



AN inspection tour of the Garment Sections the next three days will be an interesting pleasure for those who want to select their Spring Garments from the complete showing of the new modes.

The collection embraces strikingly distinctive models from our leading houses, known for superior workmanship, quality and style.

The Suits--- embody the chic Paris style coats and tier skirts. Of course there are the semi-plain and conservative fashionable models as well, \$15 to \$50.

The Dresses--- cannot be called anything but eccentric. Truly charming and most admirably designed for the clinging soft silks of the day. Gay colors are predominant, \$15 to \$35.

The Coats--- while swagger in effect are graceful and distinctively designed. In fact the coat styles are a departure that will gain instant favor, \$10 to \$35. Second Floor—BOWMAN'S.

The Changes in Hair Fashions For Spring Are Noteworthy



It is quite necessary for every woman who wants to have her coiffure in the very latest style to conform with the new Spring Millinery to be well informed on hair fashions. Thus is given our Hair Goods Department the opportunity to point out to its clientele the various features of the fashionable coiffure and the proper hair goods to attain the correct head dress.

With our complete lines for the Spring 1914 we are splendidly prepared to meet all demands in all very moderate prices. We are showing the faddish colored hair to match the gowns for those who want something eccentric.

- Finest quality switches up to \$25.00
Some very big leaders in lower priced hair goods are:
18-inch naturally wavy switches, at 89c
20-inch naturally wavy switches, at \$1.59
22-inch naturally wavy switches, at \$2.19
24-inch naturally wavy switches, at \$2.99
Wavy Transformations, at \$1.49
BOWMAN'S Hair Goods Department—Second Floor.

New Gloves For the New Garments

Right in line with the opening displays of the Millinery and Garments are the New Gloves. No attire is complete without the correct gloves. Among the leading spring styles for early wear are:

- Fownes' Kid Gloves, 2-clasp overseam, black and white, Paris point stitched backs, the pair \$1.50
Fownes' Pearl Pique Sewn Gloves 1-clasp, tango shade, 3 rows of black or white stitching, the pair \$1.75
Pique Sewn Gloves, 1-clasp, black or white, self or contrasting stitching, the pair \$1.25
French Lamb Gloves—2-clasp, overseam, black, white, tan and gray, the pair, \$1.00.
Washable Gloves, white doeskin, Kayser's 2-clasp washable Chamoisette Gloves, the pair \$1.00 and \$1.25
Kayser's long Chamoisette Gloves at 50c and \$1.00. Extra fine values. BOWMAN'S Main Floor.

Presenting the New Silk Hosiery For Women

A representative line. The very styles that will be very much in fashion with the charming gowns and dresses. "Kayser's," "Onyx" and Our Own brands—all reliable and very fine values.

- "ONYX" THREAD SILK HOSIERY—wide garter tops; double soles; high spliced heels, black and colors; \$1.00 and \$1.50 a pair.
"Kayser's" But-I Not Thread Silk Hosiery, black and colors. The new Button Hole prevents the "runs." \$1.50 and \$1.75 a pair.
THREAD SILK BOOT HOSIERY—black and all the leading shades, 50c.
ITALIAN SILK HOSIERY—colored silk clocks white also, at \$2.00 a pair.
ITALIAN SILK HOSIERY—In black and all the leading shades, \$1.50.

Be Sure to See The New Ribbons

—for ribbons are in greater vogue than for years. Used for all purposes and on all occasions. Complete new Spring lines ready—largest we've presented.

- 6-inch Plaid Ribbons—the very latest effects—they are going to be very popular this summer—we show an unusual variety of them, per yard 25c
The new Roman Stripe Ribbons, 4 to 9 inches wide, for trimmings and millinery, yard, 50c to \$1.50
Satin Taffeta and Moire Ribbons in the Tango shades, 6 ins. wide, yd., 39c, 50c and 69c
New Taffeta Ribbons in all the leading shades—the largest and best assortment we have ever shown—6 inches wide, yard 25c

CORSAGES

We have just received for the Opening a special collection of Roses and Violets of ribbon with foliage, 50c to \$1 On the Main Floor—BOWMAN'S.

Not a Bit Too Soon to Buy Silks For the Easter Gown

And There is More Than One Advantage in Selecting During the March Silk Sale

- (1)—Assortments embrace all the new weaves in all the latest colors.
(2)—Now is the time to start your Easter dressmaking to be ready on time.
(3)—Prices now are a good deal in your favor owing to the preparations for the sale months in advance of it.

- \$1.50 SATIN CHARMEUSE, YARD, 95c
\$2.00 PRINTED SATIN SERPENTINE, \$1.39
\$1.25 CHIFFON TAFFETA, YARD, 98c
\$2.00 CANTON CREPE SILKS, \$1.69

Navy, brown, wistaria, Copenhagen Great value and most popular of crepe silks. \$2.00 CREPON IMPREME, YARD, \$1.49

- \$1.25 Fancy Checked Taffeta, 98c
85c Shower-proof Foulards, 71c
\$1.25 Changeable and Striped Taffetas, 95c
85c yard-wide silk Poplin, 69c
\$2.00 yard-wide Brown Chiffon Taffeta, \$1.59
\$2.00 Crepe Meteor, 40 inches wide, \$1.69
\$1.75 Silk Crepes, 40 inches wide, \$1.39
\$1.25 White Brocade Habutai, 39c yard-wide Lustrous Silk Pongee, 25c
59c printed Crepe de Chine, 44c
50c "1-2-3" Silk, 20 fine shades, 39c
\$1.50 Striped Silk Serge, yard, 98c

On the Main Floor—BOWMAN'S.

New Spring Garments For Wee Ones

Just as much care and attention given to outfitting children as grown folks.

Infants' and Children's White Dresses

Batiste, Lawn, Nainsook, and Pique—choice little garments finished and trimmed in the very newest and most appropriate juvenile styles. Scores of styles to select from—suitable for boys' and girls'. Sizes from infancy to 6 years of age. Moderate prices.

Infants' Long White Cloaks

Also capes and white and colored spring coats, in sizes 2 to 6 years. All new and specially low priced.

Children's Colored Wash Dresses

Newest Spring models, best materials for long service, newest colorings. Ages 2 to 15 years, prices 50c to \$5.00.

Rompers

No garment gives better service to a small child than a romper. This season the Infants' Wear Department is equipped with the largest and most comprehensive assortment of rompers the store has ever shown. Any clever little style you could think of, for boys and girls. Too many styles to describe in this small space, but there are sizes for 6 months to 6 years. Prices are 25c to 75c. On the Second Floor—BOWMAN'S.

Spring Styles For Men 1914

Harrisburg Men Are Good Dressers and Demand the New Styles as Early as New York and Philadelphia

We, therefore, take pleasure in announcing the Informal Opening of the complete lines of Men's and Youths' New Spring Suits—of which there is a complete size range in each style.

Stripes are very much in vogue, and we show an almost endless line of "stripes" in blues, grays, mauve, browns and the faddish green.

Style, workmanship, materials are par excellence. Prices are moderate.

\$9.90, \$12.50, \$15 up to \$25

BOWMAN'S Third Floor.

