The American's Motto
"We Build"

1773 1913

Baltimore American.

LIBERTY ENLIGHTENS THE WORLD

PART 1
SECTION 2
PAGES 1-14

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JOEL GUTMAN & CO.

And Now For Your Confirmation Dress

50c White VOILE, 28c

FORTY inches wide; spotlessly white Voile, woven with a hard twisted thread, giving it a nice crisp finish, pure white and sheer weight.

75c Embroidered BATISTE, 47c

A beautiful lustrous-finish Batiste in white ground with embroidered pink, blue-black, Nile and helio figures in neat styles of blind and openwork designs.

20c Wonderland Cloth, 16c

To be had of Joel Gutman & Co. only. A medium-weight fabric for Boys' and Girls' wear, also for Ladies' Outing Dresses hardly to be distinguished from the 'quarter' kind. Absolutely fast colors. Light and dark grounds, pretty stripe and small plaid patterns.

60c White Ramie Linen, 47c
45 Inches wide, pure linen.

75c White Ramie Linen, 57c
45 inches wide, heavy weight.

85c White Ratine, 66c
Three styles, yard wide—one in medium, one heavy weight with nub weave, and one in pique effect stripe.

Special Prices on Longcloth & Nainsooks

These prices hold good for a few days only. Forewarned is forearmed. All 12-yard lengths. Soft, domestic finish.

LONGCLOTH			NAINSOOK		
Inches wide.	Quality.	Price for 12 yards.	Inches wide.	Quality.	Price for 12 yards.
36	$1.25	95c	40	$1.65	$1.39
36	$1.59	$1.29	36	$1.75	$1.49
36	$2.00	$1.49	42	$3.00	$2.49
36	$2.25	$1.69	42	$3.50	$3.19

—Main Floor.

New Crepe de Chine SHIRTS, $4.25

OPEN front; double collar; reversed cuffs; splendidly made; white or black; all sizes for women and misses. —Second Floor.

Spring DRESS TRIMMINGS
In The Latest Ideas

BALKAN and Bulgarian effects in gorgeous variety; 50c to $3.50

Special: 300 Pieces White Ball Fringe; values 40c to 65c, at 19c to 29c.

—Main Floor.

Smart Women's Easter BOOTS and LOW SHOES

IN addition to the modish lasts of our new Spring Footwear we desire to emphasize our SHOE SERVICE. More than any shoe shop in Baltimore Joel Gutman & Co. have popularized the idea of "INDIVIDUAL" service. We cater to individuality; we respect your individual footwear whims, prejudices, ideas of style and COMFORT.

The Illustration

shows a thumb-nail sketch of one of the new "COLONIAL PUMPS." It will be an instant favorite with discriminating women. Black or White Suede, Black Russia and Patent Colt..... **$5**

Other styles $3.50 and $4.00.

Pumps and Oxfords, $3.50
For Women, Sterling Colt, gunmetal, imported tan Russia, white Mubuck and Sea Island duck. Others at $4.

Women's White Boots, $5
Fine white Suede Calf, receding forepart, high arch, Cuban heel. Graceful, attractive, perfect fitting. Other styles, $3.50 & $4.

—Annex.

$2 BEDFORD CORDS, $1.50

FORTY-SIX inches wide. The new spaced cord; distinctive from even cord by smaller cord alternating. New colors, also black.

—Main Floor.

New Spring PETTICOATS, $5.00
IN SOFT MESSALINE AND SILK JERSEY

ALL the lovely new Spring shades and changeable effects, and also black and the dark street colors—so that any gown or suit can readily be matched. All have fitted tops—some of Jersey. Gussets of Jersey, and glove fasteners—"Klosfits," so there is no fullness anywhere, as demanded by the fashion of the day. —Second Floor.

New Designs in Art
NEEDLEWORK

OUR beautiful new line of embroidered pieces has just arrived, and it will pay you to visit our Art Department.

Handsome Centres
Embroidered in orchids; the stamped piece sells for only 59c.

A Beautiful Design of Louis XIV. Style
Done in 14th Century embroidery; stamped pieces. 59c.

Tan Library Table Scarfs
With handsome crochet squares and fringe. Price of scarf with directions to work, $1.00.
Pillow Tops to match, 50c

Stamped Robespierre Collars
For French knot embroidery. 25c. —Third Floor.

New Fold RUCHING

ALL the new shades, including the popular Balkan colors. Yard, 25c.

Crepe Epaulette Collars
Side ruffle attached, some have colored satin collars. Special, each, $1.00.

Net and Voile Epaulette Collars, 50c
Side frills, many styles.

—Entrance.

Women's Dainty Irish
HANDKERCHIEFS

A LARGE variety of Women's hand-embroidered corners, Armenian edges, lace edge, scalloped, also Balkan and colored embroidered handkerchiefs.
Choice of any style, 25c each.
Women's Madeira embroidered corners.
Many styles to select from, 50c each. —Main Floor.

Boys' Confirmation SUITS, $5

Others $6.50, $7.50 and $8.50.

NATTY new Norfolk and double-breasted coat styles of all wool blue serge, and of course fast colored. Coats and bloomers are cut fashionably full and roomy, and coats have serge or alpaca linings and center vents, bottom faced. Bloomer trousers full lined. Some have two pairs pants. Sizes 8 to 18.

$3.50 Russian and Sailor Blouse Wash Suits, $1.95
This season's new wash fabrics and colors. Sizes 2½ to 10 years.

$6.50 Boys' New Spring Reefers, $5.00
All-Wool Fancy Cheviots and Blue Serges. Sizes 2½ to 12 years.

—Annex.

A LACE SALE Extraordinaire!

Involving the Distribution, Tomorrow, of ONE HUNDRED THOUSAND YARDS of

Absolutely New and Fashionable LACES

At ⅓ to ½ Regular Prices!

MONTHS and months of planning have crystalized into tomorrow's Extraordinary Lace Event. Most of these money-savings are due to buying abroad, direct, by the thousands of yards. Others to taking the overlots of importers at a fraction of their normal values. BUT despite the low prices we especially emphasize that: *Every inch of every yard, of every piece, is of Joel Gutman quality; utterly NEW in design and the ultimate murmer in STYLE!*

Exquisite VENICE LACES

Ideal for trimming Voile, Ratine and Linen Frocks. They come direct from St. Gall.

$3 to $4.50 values at..... **$1.97** | $5 to $6 values at..... **$2.29** | $6.50 to $7.50 values at..... **$2.49**

The Venice Laces are in astonishing likeness to the finest handmade laces.

St. Gall VENISE & IMITATION BEBE IRISH Bands & Edges

50c to 75c values at..... **29c** | 75c to $1 values at..... **39c** | $1.50 values at..... **79c** | $2 values at..... **97c**

And exquisitely fine $3 to $3.50 qualities at $1.49

Hand Made CLUNY LACES
BANDS AND EDGES,

65c to 85c values.... **49c** | 35c to 75c values, at 39c, 29c and **25c**

$2 values at $1.29

Shadow, Chantilly & Linen Cluny EDGES & INSERTINGS.

Values from 60c down to 25c, at 29c down to..... **12½c**

White, Cream and Black, 4 to 7 inches wide.

NOTE.—At the French Coutouriers' openings last week in New York the gowns showed a lavish use of laces.

Among the laces in this sale pre-eminently fashionable for fine costumes are the real handmade Filets, Point Rosaline, Cluny and North of Ireland Bebe Irish.

Among the lesser priced laces—imitation and machine Venise, Irish Point, Bebe Irish, Silk and Thread Shadow, Point Applique, Chantilly, Cluny and Torchon Flouncings, Allovers, Bands, Galoons, Edges and Motifs.

Shadow Lace ALLOVERS
White and Cream, 50c to 65c values at..... **39c**

Shadow Lace FLOUNCINGS
18 to 25 inches wide. Including the new "Craquelle" mesh... **49c**

Shadow Lace FLOUNCINGS
White, Cream, Black, 25 to 45 in. wide. Values $2 to $3.50, at..... **$1.49**

MOTIFS: *Hand Made Cluny, Filet, Bebe Irish Lace and Imitation Venise Lace Motifs (So Ideal for Lingerie Blouses, etc.)* Values 30c to $1.50, at 12½c to 79c. —Main Floor.

75c Women's VESTS, 50c

LOW neck; sleeveless; lisle thread, with hand-crochetted yokes. 25c. Women's Vests, 19c. —Annex.

$1.50 Women's Silk HOSE $1.00

EXTRA large size; black and white; lisle thread tops and soles. —Annex.

The Choicest of Easter Fashions In Women's & Misses'

New Spring OUTERWEAR

SPRING Suits and Dresses, Tailored Suits, Three-piece Costumes, depicting all the new style-ideas and in all the fashionable weaves, will be beautifully displayed in the Costume Salons tomorrow.

Smart Cloth Suits
JUST RECEIVED.

At $33 One very pretty Tailored style is made of fine Bedford Cord.

Coat is 2-button effect, notch collar; strap and button trimmed in back; peau de cygne linings to match; skirt trimmed to match coat. Colors—Black, Navy, Brown and White. All sizes for Women and Misses.

New Cloth Dresses, $15
WOMEN'S AND MISSES'

Wholly new styles. Here are four styles, just received—of Serge and Bedford Cord, open front; braid or silk trimmed. Silk collars of assorted colors. Black, Blue, Brown and Tan. All sizes for Women and Misses.

One Particularly Pretty Model

Is a Dress of Bedford Cord; open front silk collar, tie and buttonholes; leather belt; trimmed with gunmetal buttons. Colors are Black, Navy, Grey and Brown. Also in all Black for mourning wear. Sizes 14 to 20 years for misses; 34 to 44 bust measure for women.

Tailored Cloth Suits
JUST ARRIVED

At $30 A very stylish model of the new striped Eponge.

Coat is a 3-button model, with inlaid silk collar; wide reveres trimmed with buttons and loops; back trimmed with buttons; peau de cygne lining to match; fancy crystal buttons. Skirt opens at side, is draped, and gathered at waist in back. Black, Navy, Copenhagen and Brown. All sizes for Women and Misses.

New Cloth Skirts at $5
Also at $7.50, $8.00 and $9.00
UNPACKED YESTERDAY

The materials are Bedford Cord, Serge, Stripes and Poplins; open side, front or back; some gathered; some have straps and buckles at back; trimmed with pleats, tucks or buttons. The colorings are Black, Navy, Brown, Grey and stripes. All lengths, sizes and waistbands.

Jaunty New Coats---Wholly New Styles

Conspicuous among those received yesterday are the new CHIFFONS, SHEPHERD CHECKS, EPONGES and the beautiful IMPORTED COATINGS. The colorings are things of delight; every new one on view tomorrow; moderately priced. —Second Floor.

READY! The New
GLOVES For Easter
—Entrance.

EASTER NOVELTIES
By the Hundreds. —Archway.

A Most Important and Timely Sale of Fine CREPE SILKS

The Unprecedented Demand For These Loveliest Of The Silk Fabrics, Coupled With The Textile Strike, Makes Tomorrow's Values Absolutely Incomparable.

UNLESS all signs fail, the above conditions bid fair to result in a Crepe Silk famine right where the demand already far exceeds the visible mill supply. Act accordingly tomorrow.

$1.65 Crepe de Chine, $1.25
40 Inches wide (new assortment of colors), beautiful, crispy, twisting weave; soft, rich glimmer; all the wanted, up-to-date colors, also white and black.

$1.25 Satin Messaline, $1.00
36 Inches wide; fine close face, made for wear. Excellent assortment of new Spring colorings. Also ivory and black.

85c Black Satin Foulards, 55c
23 inches wide; waterspot proof; Cheney Bros.' Foulard; fine soft finish; perfect jet black; actually worth 85c.

$2.50 Broche Crepe Meteor, $1.85
36 inches wide; soft, crepy weave; rich, lustrous finish; elegant floral designs; beautiful Spring tints for street and evening wear. Also Ivory and Black.

$2.00 Crepe Meteor, $1.69
40 Inches wide. Complete assortment of new Spring colors and evening tints, also white and black. Beautiful crepy weave, *our standard grade.*

$2.00 Charmeuse Messaline, $1.39
40 Inches wide; very light weight, durable, soft-finished; especially adapted for street wear. All new and the wanted tints, ivory and black.

$2.50 Satin Crepe Charmeuse, $1.75
40 Inches wide; 18 choice evening, reception and street colors, also ivory and black.

$1.00 Oriental Pongee, 39c
25 inches wide; all pure silk; rich satin finish; tufted irregular effects; interwoven similar to ratine; for full dresses. Extra special.

BLACK CREPE SILK Specials

$1.65 Black Crepe de Chine, $1.25
40 Inches wide, rich crow black, fine crepy weave, very special.

$2.00 Black Crepe de Chine, $1.69
40 Inches wide; firm, strong, durable; crepy fabrics; fine luminous face; a superior grade for full gowns.

$6.00 Black Satin de Laine, $2.75
54 Inches wide; rich, soft, non-ruffable fabric; yarn dye; "per excellence" for stylish coat suits. Note the width, 1½ yards!

$2.50 Black Crepe Crinkle, $1.69
40 Inches. A very heavy crinkle fabric; bright, lustrous face.

$2.50 Black Crepe Meteor, $2.00
40 Inches. Fine satiny face, with rich crepe back; reversible. Light weight; very durable.

$3.75 Black Crepe Charmeuse, $2.65
48 Inches wide; firm, closely-woven face; soft and mellow; will not rub or fray; beautiful jet black; exceptional width. —Main Floor.

New PARASOLS *For Spring*

IN these, more than any other accessory to women's wear, is felt the influence of Japan, Turkey and Bulgaria to dominate style motives. Of course France has sent us her ideas, which are modified and adapted to the tastes of the American woman. But the real new notes in parasol styles are struck this year by Bulgarian and Turkish color effects and Japanese flat and round shapes. —Annex.

$1.89 House Dresses, $1.50

PRETTY new models of Lawn and Percale in stripes and checks, trimmed with a piping of contrasting colors and buttons, in a V or round neck, with short or long sleeves. Sizes 36 to 46.

$2.95 House Dresses, $1.95

—Second Floor.

JOEL GUTMAN & CO. N. EUTAW STREET

JOEL GUTMAN & CO.

SAMPLE SALE OF NEW
Lingerie WAISTS de Luxe
Made to Sell up to $12, at $3.45

ONLY ONE OF A KIND.

THESE Patrician Waists are so exquisitely fine and beautiful that as samples they were the means of selling the maker's capacity for the entire season!—and had to be called in off the road.

THE MATERIALS are the best that are purchasable for money. The lovely hand-embroidered and lace trimmings were designed to appeal to women of distinction and discrimination. Sizes 36, 38 and 40—**but only 1 of each,** so there is no danger of your waist being duplicated. As there are but 60, we advise your acting quickly tomorrow. —Second Floor.

Such Dainty NEGLIGEES!

NEGLIGEE-ELEGANCE that every woman loves shown tomorrow in new models. Prices upward from $5.00. —Second Floor.

The Spring Millinery Opening Display

Will Be On Every Woman's "Calling-List" Tomorrow

THIS prophecy is based on the enthusiasm apparent in the Little Gray Salon every day. One of the delightful features of the exhibit is the way Fashion has taken care of ALL types of femininity—and ALL tastes, however extreme or modest they may be.

SPRING HATS FROM $5 to $25

Are in such variety and diversity of styles as to elude description. Every fashionable Hemp, Straw or Braid is here. Novelty fabrics abound. The new Small Hats are numerous in every favored mode. Trimmings are of every lovely variety, from tiny nosegays of buds to the very heights of Fashion Feather Fancies. —Second Floor.

Exquisite New EMBROIDERIES

$1.00 Voile Flouncings, Yard, 59c

THIS new shipment of 45-inch Voile Flouncing in pretty new scalloped effects; a large assortment of patterns for summer dresses.

We have a large assortment of **the new Balkan Flouncings** in Voile and Crepe—the newest and most attractive summer materials. From $1.49 to $3.50 per yard. —Annex.

Tomorrow Begins Our Annual March

Sale of TOILET ARTICLES!

NOTHING in the way of advertising comment need be added to the remarkable catalog of special values that follow, *except to emphasize the fact that these Toilet Requisites come from the most celebrated laboratories of two hemispheres, each bearing its world-famed trade mark!*

TOILET SOAP SECTION

10c. PEARS' UNSCENTED SOAP, 8c

15c. PEARS' SCENTED SOAP, 13c.

COLGATE'S SOAPS.
Elder Flower, Palm-Rico and Turkish Bath. 5c cake, 50c dozen.

10c ELPHARNASO CASTILE SOAP, 7c.

59c. GENUINE CONTI CASTILE SOAP BAR, 49c.

4711 and ARMOUR BRAND TOILET SOAPS.
Violet, Heliotrope, Lilac and Carnation. 25c value. Box, 19c.

GER. COS. BUTTERMILK SOAP, 5c.

15c. AMOLIN POWDER, BOX, 12c.

CUTICURA SOAP, *Special,* 16c.

COPCO AND SWEETHEART SOAP, 4c.

JOEL GUTMAN & CO.'S PURE GLYCERINE SOAP.
Swiss Violet and Rose. Per cake, 7c.

LARGE CONTI CASTILE SOAP, 5c.

FACE & TALCUM POWDER SECTION

15c. MENNEN'S TALCUM VIOLET AND BORATED, 10c.

15c. BABCOCK'S CORYLOPSIS TALCUM, 10c.

JAVA RICE FACE POWDER, BOX, 25c.

HANSON JENKS' VIOLET BRUT TALCUM POWDER, 25c.

25c. TALCALETTE & RIVERIS TALCUM POWDER, 20c.

25c. TOILET BOTTLES with Printed Labels, 19c.

25c. MUM, an Excellent Deodorant, 17c.

50c. DAGGETT & RAMSDELL'S COLD CREAM, per Jar, 39c.

35c. DAGGETT & RAMSDELL'S COLD CREAM, per Jar, 29c.

25c. DAGGETT & RAMSDELL'S COLD CREAM, per Tube, 19c.

10c. DAGGETT & RAMSDELL'S COLD CREAM, per Tube, 7c.

SANITOL PREPARATIONS, 12½c.
Including Tooth Powder, Mouth Wash, Tooth Paste and Soap.

LUSTRITE HAND VELVET, 10c.
For all skin irritations.

KOLYNOS TOOTH PASTE, 20c.

PERFUME SECTION

67c. oz. PIVERS EXTRACT, 55c. dozen.

Azurae, Floramye and Esperis, COLGATE TOILET WATERS,
Assorted odors. 25c, 38c, 50c and 74c bottle.

HUDNUT'S VIOLET TOILET WATERS, 75c. and $1.40.

TOILET REQUISITE SECTION

67c. LARGE SIZE LAMBERT'S LISTERINE, 55c.

17c. SIZE LAMBERT'S LISTERINE, 14c

25c. BROWNE'S CURLINE, 21c.

75c. WESTPHAL'S AUXILIATOR HAIR TONIC, 45c.

45c. WESTPHAL'S AUXILIATOR HAIR TONIC, 25c.

RIKER'S COLD CREAM, 25c.
With a liberal sample of Mary Garden Extract.

25c. AUBREY SISTERS' BEAUTIFIER, 19c.

19c EUTHYMOL TOOTH PASTE, 12½c

15c. LYONS' TOOTH POMDER, 12c.

25c. "HUSH," A DEODORANT, 17c.

25c. LUSTRITE NAIL ENAMEL, 19c.
Large size.

10c. LUSTRITE NAIL ENAMEL, 8c.
Small size.

HOUSEHOLD REQUISITE SECTION

9c. HOUSEHOLD AMMONIA, 6c.

BINDSELL'S CLEANING FLUID, 15c. and 25c.

75c. OAKLAND'S DIOXOGEN, 65c.

38c. OAKLAND'S DIOXOGEN, 33c.

17c. OAKLAND'S DIOXOGEN, 15c.

12c. TWENTY-MULE-TEAM BORAX, Per Pound, 8c.

50c. LADIES' RUBBER GLOVES, Sizes from 7½ to 10, Pair, 29c.

Manufacturer's Sample Line of Hair and Tooth Brushes, Also Hand Scrubs

25c. TOOTH BRUSHES, 12½c.

15c. and 18c. TOOTH BRUSHES, 10c.

75c. and 85c. HAIR BRUSHES, 50c.

$1 and $1.25 HAIR BRUSHES, 75c.

15c. HAND SCRUBS, 10c.

25c. HAND SCRUBS, 17c.

Pyralin Goods, 10% off.
Brushes, Mirrors, Puff Boxes, Salve Boxes, Talcum Powder Boxes, Tooth Powder Boxes, Hair Receivers, Frames, Manicure Pieces.

—Main Floor.

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