The American's Motto
"We Build"

1773 1913

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LIBERTY ENLIGHTENS THE WORLD

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ESTABLISHED 1773—VOL. CCXIV. BALTIMORE, SUNDAY, MARCH 16, 1913 PAGE 1

JOEL GUTMAN & CO.

ESTABLISHED 1852 — JOEL GUTMAN & Co.

Your New Clothes For Eastertide

25 Styles Women's Easter Suits at $25

AN extremely smart collection of Cloth Suits—new in every detail. The pretty trimmed coats, the new draped skirts are ideas developed from extremely high-priced models. Serge, Poplin, Bedford Cord, Plain and Striped Eponges, Plain and Fancy Worsteds and pretty Mixtures. Every wanted color—Black, White, Navy, Copen and Chinese Blue, Grey, Taupe, Brown, Tan, Copper, etc. Any size from 14 to 20 years for misses to 34 to 36 bust measure for women.

Smart Cloth Dresses, $15

WOMEN'S AND MISSES'

FINE Serge Dresses, open front, trimmed with satin ornaments, bow and crushed belt with sash, round neck, embroidered lingerie collar and cuffs. Colors are black and navy.

Sizes 14 to 20 years for Misses.
34 to 44 bust measure for Women.

Lovely New Blouses

AT $3.75 TO $40

THE season's latest creations of lace and silk. Dainty, becoming, stylish. These three words properly describe these new arrivals.

Crepe de Chine, Net, Chiffon and Lace Blouses, mostly with the new low collar. Plain, satin trimmed and embroidered. The newest colorings, too, besides black and white.

Afternoon and Evening Gowns

$35 to $125

THE newest ideas are represented among these—combinations of lace net and silk; either plain or embroidered or daintily trimmed. The most sought colors, besides black and white. Scores of distinguished models showing the fabrics and trimmings which fashionable Paris decrees.

IMPORTED SILK WRAPS—Chiffon, Brocade, Faille and Moire Silks, $30 to $100
AFTERNOON & EVENING CLOTH WRAPS—Lambskin Cloth, Eponge and other Imported Coatings, $20 to $100
DINNER GOWNS, $50 to $325
SILK AFTERNOON DRESSES, $16.50 to $95
CLOTH STREET DRESSES, $10.75 to $75
NEW CLOTH TOP COATS, $12.50 to $45
—Second Floor.

Eastertide Sale of

Fine SILK HOSIERY

THIS sale offers two opportunities—to buy for personal wear and to buy for Easter gifts:

$1 Women's Black Silk Hose, 79c
Lisle thread tops and soles.

$1.50 Women's Black Silk Hose, $1
Five-inch double tops; double soles.

$1.79 Women's Black Silk Hose, $1.45
One of our leaders; known for its fine wearing quality.

$1.50 Men's Fine Silk Hose, $1
Black, white or colors. The best $1.50 value in town.

AT 50c } BEST SILK HOSE IN EXISTENCE at its price. For both Men and Women.

Shown Tomorrow. New Colored Silk Hose to Match the Easter Costumes, $1. Annex.

Up to $1.75 Dress Fabrics, 98c

THESE comprise the newest Spring Dress Materials, 44 to 52 inches wide; Storm Serges, Shepherd Checks, Novelty Suitings, Imperial Serges, Diagonal Suitings in great variety of new colorings, also black. Especially adapted for Dresses and Coat Suits. Main Floor.

New Easter JEWELRY

Added interest will be given our Jewelry Store Tomorrow in a--

Sale of Sample Slipper Buckles at 79c
Worth up to $3.50

JUST arrived! A manufacturer's sample line of cut steel slipper Buckles in round, square and oval shapes. This is a rare opportunity, as fashion is calling loudly for these little slipper adornments.

New French Jewelry, 25c to $35

We have an exceptionally large assortment of dainty new Jewelry—exact reproductions of more costly pieces. Included are Lavallieres, Long Chains, Sautoirs, Bar Pins, Hair Ornaments, Bracelets, Hat Pins, Cuff Pins, Brooch Pins and Jet Novelties.

New Leather Bags, $1.00 to $12.00

All the newest styles, colors and leathers are here. —Main Floor.

Smart Easter SHOES

A BUSY section of the store tomorrow will be our Women's and Misses' Shoe Shop. Every correct style of Easter Footwear will be in springtime readiness, including

THE NEW TWO-TONED COLONIAL PUMPS AT **$5**

The vamps are of the finest Patent Colt with best grade taupe suede. High arch, covered Cuban heels, hand made. The most attractive low shoe show in many seasons.

Other Easter Shoe Specials

COLONIAL PUMPS, hand made, all leathers and black suede $5.00

PATENT COLT PUMPS, Oxfords, low or Cuban heels, $3.50 and $4.00.

WHITE LOW SHOES, Oxfords and Pumps, Nubuck, Suede and Sea Island Duck, $3.50 and $4.00.

TANS ARE POPULAR. Our imported Russia Pumps and Sailors are exceptionally so. $3.50
—Annex.

Spring Sale of NOTIONS

25c BOX DRESSMAKERS' PINS, 19c
½-lb. box Joel Gutman's Special English Pins; needle points; warranted rustproof; sizes 3, 4, 5.

8c COTTON BELTING, 4c
Black or white; all widths; 1½ to 3 inches.

12½c to 19c ALL SILK GROSGRAIN BELTING, 9c.
1½ to 2¼ inches wide; black or white.

60c and 75c DOUBLE SERGE BELTING, Piece, 50c
⅞ to 1¼ inches wide; black and white; 9 yards to the piece.

10c SEAM BINDING, Piece, 8c
½-inch wide; black and white.

5c SPOOL KING'S COTTON, 4c
500 yards to the spool; white only. Dozen, 40c.

25c SPOOL SILK, 19c
Richardson's; 425 yards to the spool; black or white.

UP TO 25c SHIELDS for 10
Nainsook covered; guaranteed; sizes 3-4. Dozen, $1.00.

5c HOOK AND EYE, 3c
Cynthia, Dorcas or Atlas.

10c WEIGHTED TAPE, 6c
Black or white (Warren's), for the bottom of coats or dresses, with wide margin to sew.

5c COLLAR SUPPORTS, Set, 3c.
Warren's Queen Slipout style; all heights; black or white.

W. W. COLLAR SUPPORTS, Doz., 10c
Black or white; all heights.

5c TOMATO PIN CUSHIONS, 3c
Well made; good size.

5c ENGLISH PINS, 3 for 5c
400 pins to the paper.

5c IRON HOLDERS, 2c
Of asbestos, tape edges.

5c NECKBANDS, 3c
Cushion Bands; all sizes.

5c PIN SHEETS, 3c
60 pins to the sheet; white jet mat solid.

19c ELASTIC SANITARY BELT, 13c
All sizes.

6c to 15c ENGLISH TWILL TAPE, 5c
¼ to 1 inch wide; full 10 yards.

10c COTTON TAPE, Piece, 5c
24 yards to the piece; ½ inch wide.

5c BUNDLE OF HAIR PINS, 3c
100 pins to the bundle, plain or waved; 2 to 4 inch.

3c CARD SAFETY PINS, 3 for 5c
Warrior Brand; sizes 1, 2, 3.

19c HAIR NETS, 12½c
Unicum Automobile Hair Nets; all shades.

10c Pkg. SILK HAIR NETS, 8c
5 Nets to the package, sanitary wrapped.

12½c MERCERIZED CORSET LACES, 7c
Either flat or tubular—8 yds. long.

19c WASH TRIMMING BRAID, Piece, 15c
6-yard pieces; all white or white with colored figures.

25c TRIMMING BRAID, Piece, 19c
6-yard pieces; dainty, sheer designs, with scalloped edges and openwork patterns.

12½c EMBROIDERY EDGING, 5c
1½ inches wide; all white or white with colored edges; insertion to match.

10c to 15c BIAS SEAM TAPE, Piece, 7c
Lawn or cambric; 12 yards to the piece; sizes 1 to 5.

5c BOX WIRE HAIR PINS, 3c
Plain or waved.

10c KLEINERT'S HOSE SUPPORTS, 4c
Made of one-inch white lisle, sewon style.

5c PEARL BUTTONS, 3c
Size 14 to 24 ligne; good quality.

10c BUNDLE SHOE LACES, 5c
Tubular; 5-4 only.

15c SILK SHOE TIE LACES, 10c
All-silk; black or tan.

5-6-7c CLINTON SAFETY PINS, Doz., 4c
Nickel rustproof 00 to 3.

25c SILK CORSET LACE, 10c.
4 yards long.

Spring Linings

$1.00 Lining Satin, 79c
Gilt edge; guaranteed for two seasons' wear; white, black or colors.

50c Venetian, 39c
32 inches wide; black, white, taupe, two shades of grey.

25c Linen Canvas, 19c
Shrunk ready for immediate use.

25c Coat Forms, 19c

30c Marvel Silk, 21c
The "Cloth of perfection;" 36 inches wide; guaranteed for wear and finish.

35c Satine, 29c
Full line of shades, fancy as well as staple, highly mercerized.

79c Coat Forms, 65c
Full length; complete with collar; all sizes.
—Annex.

$3.00 Long White Easter GLOVES, $2.19

Full 16-Button Length.

JUST in time for Easter. These gloves passed the Customs inspectors last Thursday. New, soft, snow-white skins. We are certain they are the equal of most $3.50 gloves found in Baltimore. We shall have no more after this lot (which is very limited) is sold, under $3.00. All sizes from 5¾ to 7½.
—Entrance.

Your Easter CORSET

$1 AND UPWARD

EVERY celebrated make is here. An expert corsetiere, who is interested in the sale of NO PARTICULAR corset, helps you choose, and PERSONALLY FITS you with—

A Corset That Is and Will Be Luxuriously Comfortable.

A Corset That Will Bring Out the Best Possibilities of Your Figure.

Therefore, a corset that will give the UTMOST WEAR. We make no charge for corsetiere service—NO MATTER WHAT PRICE CORSET YOU WISH TO PURCHASE.
—Second Floor.

Choice Easter FLOWERS

IDEAL for Decorations, because they do not wilt or fade. Bunches of Daffodils, Lilies, Peonies, Orchids and many other lovely suggestions for the table and chimney piece.
—Grey Salon.

A Delightfully Varied Selection of

NEW EASTER MILLINERY

TOMORROW another new showing of Hats in the Little Grey Salon—replacing those that have daily trooped out. These hats are ADDED models—not a repetition of styles already sold. There will be practically no limit to the new shapes, new colors and new trimmings.

Hats From $5 to $25

From Hats simple and demure (Parisian simplicity, the simplicity of art) to daring combinations of line, shape and color.

Among the feather and bow Hats every type of woman can be suited in either a stand-up or stand-off arrangement; the former adding height to short women, the latter effective for tall women.

Truly a remarkable choice of Easter Hats, including Bonnets, Toques, Tams and Turbans.
—Second Floor.

Women's New NECKWEAR

EASTER Neckwear Novelties—Epaulette and Imperial Collars; dainty new styles; 50c to $7.50.

Maline Ruff and Short Ostrich Boas, $1.50 to $6.

SHADOW Lace, plain and embroidered net chemisettes; 50c to $2.50.

New Crepe de Chine and Messaline Bows, 50c.
—Entrance.

Easter NOVELTIES

SUCH a pretty and varied multitude of these quaint novelties, favors and fancies that they utterly elude description.

See them by the hundreds in the Archway tomorrow.
—Main Floor.

A Sale of NEW LACES--Much Underprice

"THE LACE STORE" has seldom demonstrated the superiority of its variety of Fashionable Laces and NEVER better demonstrated that the BEST values are obtainable at "The Lace Store" than in tomorrow's splendid sale.

This season will always be known as "The Lace Epoch." Never before has Fashion decreed such a lavish use of Laces on every article of feminine attire. This fact, the timeliness of this sale and the fact that EVERY NEW AND FASHIONABLE LACE is included makes it **the Lace Event of the Season:—**

FLOUNCINGS & ALLOVERS

75c Shadow Lace Allovers, 39c
Also net allovers. New patterns just received.

65c to 85c Lace Flouncings, 49c
Eighteen inches wide, white and cream. Very exceptional values even at regular prices.

$2 to $3.50 Lace Flouncings at $1.49
Silk Shadow, Chantilly and Thread Shadow Lace flouncings; 27 to 45 inches wide.

Up to $2 Black Shadow Allovers, 98c
Ideal for Waists and Yokes.

$1.50 to $2.50 Black Emb. Silk Bands, 98c
Various widths.

LACE BANDS & EDGES

50c to $1 Bands and Edges, 39c and 49c
Linen, Cluny, Venise, Shadow and imitation Filet; 3 to 7 inches wide.

85c to $1.25 Lace Bands and Edges, 59c, 69c and 79c
Venise, imitation Bebe Irish Point, and hand-made Cluny; 4 to 7 inches wide.

$3.50 to $5 St. Gall and Venise Bands and Edges, $1.97
White and cream. Magnificent in both design and needlecraft.

25c to 50c Linen Cluny & Shadow Laces, 12½c to 29c
Cluny Edges and Bands, Shadow Edges and Insertings, 1 to 5 in. wide.

German Val. Edges & Insertings, 39c to 97c
Special values, matched sets, 1 to 1¾ inches wide.

GENUINE BEBE IRISH CROCHET LACES

Up to 50c Real Bebe Irish Insertings and Entredoux, **25c**
$1.25 Real Bebe Irish Rose & Shamrock Edges & Insertings, **75c**
Exquisitely fine.

Up to 85c Real Bebe Irish Rose Pattern Insertings & Edges, **49c**
$2 to $2.50 Real Bebe Irish Laces and Insertings, **$1.29** to $1.49.

Real Bebe Irish & Hand Made Cluny Motifs
75c to $1.00 Values, 39c and 49c | 35c to 50c Values, 19c and 29c | 10c and 12½c Values, 5c
—Main Floor.

A Remarkable Display of Choice SILKS And An Extraordinary Sale

A VERITABLE Exposition of Rare and Choice Silks and Brocades, fresh from the Fashion Centers of the French Capital, will be one of tomorrow's Easter attractions in the Silk Salon.

The most exquisite tints in Brocade Voile and Chiffon effects, delicate, dainty, silken Chiffon Velvet, in floral and scroll designs interwoven with the sheer, translucent voile; beautiful tints for evening and street wear, also for combination purposes, will be specially displayed. In variety and magnificence no such collection of exclusive imported silks has ever been assembled in any one establishment in Baltimore. Prices as high as $10 a yard.

40-inch Crepe de Chine	$1.25 to $3.00
40-inch Crepe Meteor	$1.69 to $3.50
40-inch Satin Charmeuse	$1.35 to $3.00
42-inch Brocade Crepes	$2.00 to $4.50
40-inch Damas Charmeuse	$2.00 to $5.50
40-inch Matelasse	$4.00 to $5.00
40-inch Imprime Crepes	$3.00 to $7.50

THE NEWEST FABRICS FOR DRESSES AND SILK COAT SUITS.

36-inch Sicilienne Poplin	$1.75
36-inch Two-toned Ottoman	$2.00
36-inch Faille Francaise	$2.25
44-inch Cotele de Laine	$2.50
44-inch Moire Renaissance	$4.50

Added Attractions. These Specials in New Spring Silks

2,000 Yds. of $1.00 & $1.25 Foulards at 69c
Printed Satin Foulards at 69c. Jacquard effects on satin grounds; polka dots, graduated spots and small neat designs; all the new Spring colorings, also black and white. Every woman should have a serviceable showerproof garment.

$2.00 & $2.25 Crepe Meteor, $1.69
Forty inches wide. A soft finish, satiny face, crepe back; a reversible fabric; 35 choice colors for street and evening wear, also white and black.

1,000 Yds. of Tub Silks, 69c
Thirty-six inches wide, all silk; a beautiful assortment of dainty new colorings; various widths of stripes, from the narrow hairline to the inch and half spacing; for waists, skirts and dresses; fast colors.

$3.00 Satin Crepe Charmeuse, $2.25
Forty-two inches wide; a beautiful pebble back fabric; rich, mellow and suede-like finish; elegant line of street and evening shadings, also white, ivory and black.
—Main Floor.

Just Received in Time for Your Easter Dress

New 45-in. Embroidered DRESS FLOUNCINGS

At $1.49 and $2.19 a Yard

ONE is a white Batiste ground with 12-inch wide band border formed of Ratine stripes, and has conventional design in Bulgarian colors above and below border. At $1.49 a yard.

Another has a 12-inch plain white Ratine border, with flower and leaf design in Bulgarian colors embroidered on a sheer white voile. At $2.19 a yard.

60c Printed Crepe, 49c
Sheer, gauzy, white ground with dainty "Dolly Varden" patterns in pink, blue, helio and mais

27-in. White Rati, 39c
Light-weight, with "Jouey" printed flowers in Bulgarian colors, for trimmings and collars and cuffs.

35c White Voile, Yard, 19c
A 40-inch evenly woven white Voile, with crisp, double-twisted thread.

25c Poplin, 21c
Dyed and mercerized in the yarn before weaving; 14 different shades and black and white.

40c Persian Lawn, 21c
45-Inch Sheer Imported Persian Lawn. A rare opportunity.

25c Persian Lawn, 16c
32-Inch Sheer Imported Persian Lawn of standard Joel Gutman quality.

75c Homespun Linen, 54c
45-Inch; for coat suits; natural or white.

$1.25 and $1.39 White Novelties, 98c
Choice of the following nine different novelties in sheer white goods. All excellent materials for the Easter dress:

45-inch FINE GAUZY CREPE BEIGE
36-inch SHEER FRENCH CREPE
46-inch MEDIUM WEIGHT CREPE VOILE
40-inch SHADOW PLAID FRENCH CREPE
38-inch SHADOW STRIPE CREPE VOILE
38-inch RATINE CLUSTER BLOCK VOILE
32-inch EMBROIDERED DOT CREPE
38-inch HAIRLINE PLAID CREPE
47-inch OPEN-WEAVE BASKET CLOTH
—Main Floor.

Attractive New

Easter WAISTS

Four Pretty Models at $2.95 and $3.95

VOILE and Batiste. One has open front with a band of hand embroidery and crystal buttons, Robespierre collar, yoke back and front, and is finished at neck with ribbon bow. Another has the entire front and yoke across the shoulder and back embroidered; long sleeve and high neck.

Lingerie Waists, $3.95
Three lovely models of Voile, Batiste and Persian Lawn. One with the Richelieu embroidery, Irish insertion and tucks.

New Lingerie Waists at $1.00, $1.50, $1.95, $2.50 to $15.00
—Second Floor.

Spring Sale of RIBBONS

49c White Satin Ribbon, 35c
7 inches wide; high luster.

39c White Satin Ribbon, 27c
6 inches wide.

32c White Satin, 23c
5½ inches wide.

45c to 65c Bulgarian Ribbons, 39c
The newest as well as the scarcest article on the market.

Velvet Ribbons
Fashions call for Velvet Ribbon in the wide widths. We anticipated this and placed our orders abroad.

19c Hairbow Ribbon, 15c
5-inch moire; all shades; 4-inch checks; 5-inch Dresdens.

65c Silk Velvet Ribbon, 49c
3 inches wide.

80c All-Silk Velvet Ribbon, 65c
4 inches wide.

80c Silk Velvet Ribbon, 69c
4 inches wide. Colored.

65c Brocade Ribbons, 51c
7 inches wide.

7-in. Sash Ribbons, 35c
5-inch Hair Bow to match the above, 25c.
Also in pink or blue.

45c Sash Ribbons, 33c
6½ inches wide, with satin stripe or design.

Satin and Faille Ribbons, 49c
7½ inches wide. Good line.

VERY SPECIAL

$1.00 Changeable All Silk Ribbons, 39c

A REMARKABLE offer of 1,200 yards of full 12-inch ribbon, in 24 shades, including every new color combination shown this season—1½-inch satin edge with taffeta centre. This is the premier ribbon value of the year.
—Annex.

CONFIRMATION FROCKS

For Little Girls, **$3.50, $5.00**

BATISTE, Lawn, Flaxon and Voile; fine Swiss embroidery, handwork, German val, Irish crochet and Cluny laces. The skirts are pleated or gathered; some have embroidered flounces; waists have square or round necks; three-quarter sleeves. Beading at waistline; are run with broad ribbons, caught in rosettes. Sizes, 8 to 14 years.

$1.50 Middy Dresses, $1.00
White linen. Sizes, 6 to 14 years.

$1.79 Middy Dresses, $1.50
Pleated skirt, collar, and cuffs. Sizes, 6 to 14 years.

75c Children's Percale Dresses, 50c
In blue, pink and black and white figures. Sizes, 2 to 6 years.
—Second Floor.

$5 Boys' Norfolk Coats for Girls, $3.98

ALL wool blue serge, made yoke and box pleats. Sizes to 16 years.
—Annex.

BOYS' SUITS For Easter

EVERY boy lucky enough to get one of these suits will have the satisfaction of knowing that few other boys in Baltimore are dressed as well.

Boys' Norfolk Suits, $5
All wool blue serge, fancy mixtures. Guaranteed fast color. Serge and alpaca lined. Some have two pair pants. Sizes, 8 to 18 years. Others at $6.50, $7.50, $8.50 and $10.00.

$3.50 Values Boys' Wash Suits, $1.95
Russian and Sailor Blouse styles; all this season's new wash materials; fancy stripes and Peter Thompson effects. Sizes, 2½ to 10 years.

$6.00 Boys' Guaranteed Rain Coats, $5.00
Tan rubberized fancy back, cemented seams, ventilated armholes. Sizes, 4 to 18 years.
Annex.

JOEL GUTMAN & CO., N. EUTAW ST.

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