

Gimbel Brothers

Store Opens at 8:30

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Store Closes at 5:30

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Saturday, March 17, 1917

At Last, the Paris Costumes Have Arrived and *La Promenade des Toilettes* Begins at Gimbels Monday

FASHIONS that set off the American woman—the American figure—better than any Paris has ever sent over before. For this year—the first in her over four hundred years of Fashion-setting for the world—this spring Paris has themed America as she has always heretofore themed chiefly—Paris.

So that the gowns, wraps, suits that will pass in review Monday are not only fashions that Paris liked, adapted—re-built—for the totally different American figure; the totally different social life of America, but they are styles that represent Paris' ideal of the American woman—to whom Paris feels very near and dear in this hour of France's deep distress.



No One "Period" Actually Dominates, Yet a Fine Flavor of 1870 Fashions Permeates Everything

Of 1870 and of the Empress Eugenie in the last brilliant year of her meteoric reign. Of Eugenie who had sailed in triumph through the Suez Canal on the day it was opened to the world. Eugenie who brought back to Paris—to Fashion—the glorious colors of Egypt; and the famous "silhouette" which latest Paris recognizes—not as the "barrel," but "the mummy."

Today's Fashions Are for Young Girl and for Matron; Fashions for the Ideal Slim Figure and the Ideal Full Figure; Fashions for Every Widely Diversified Social Need—and Even Children's Fashions Are "Reviewed"

There are original models of rare charm and gracious beauty from—*Jenny*—notice especially the sleeve that ends in a typical old-time tulle mitt—like those our grandmothers wore—like those *Eugenie* affected.

Doucet—note the use of jet embroidery (the jet *Eugenie* revived) on an essentially modern, straight-line gown of diaphanous saffron chiffon.

Martial et Armand—one of their "creations" being a summer evening wrap of the Spanish lace *Eugenie* wore as her birthright, with the delicate Chantilly she loved as well.

Premet—especially the geranium gown—heavy with embroidery.

Drecolt—who features the draped or (mummy) skirt.

Doeuillet—Egyptian in color line—even to the wonderful "dome-tassels."

Agnes—straight-line transparent hangings over shapely lines.

In the Exposition of Easter Fashions Are Besides Many Exquisite Examples of Paris-in-America Fashions

Costumes made in America, but reproducing many more Paris originals and at but a fraction of the originals' cost.

Replicas of—

<i>Cheruit</i>	<i>Doeuillet</i>	<i>Premet</i>	<i>Brandt</i>	<i>Lanvin</i>
<i>Jenny</i>	<i>Paquin</i>	<i>Agnes</i>	<i>Bullox</i>	<i>Worth</i>

And still other styles inspired by—or adapted from—the Fashion-world's greatest masterpieces.

Dresses Are in Lovelier Modes Than Ever

Whether stately, demure or daring—whether for debutante or older woman, or youthful matron or young girl.

And lines that are somehow straight, yet at the same time somehow hint at the mummy lines, are favored. For the American woman has learned how straight lines set off youthful charm and how they re-capture youthful charm; how slim and stout alike are helped to greater graciousness.

There are—

Evening gowns, dinner, dance and "Tuxedo" dresses. Sports dresses and tailored dresses. Summer prettiness and fluff. Trousseau frocks. A wedding dress and bridesmaids' dresses—like a May morning!

Suits Have More Than Fulfilled Their Expectations for Spring

Leaping into Fashion's favor at a single bound. Whether the suits inspired by *Bullox* or *Premet* of dressy, exquisitely feminine lines to the *Lanvin* sports suit—*Lanvin* known to the world of fashion as the "apostle of youth."

And the Sports Suit is an entirely new theme this year from last year's—for the American woman has discovered its charm—its varied possibilities—its individuality.

The Extended Peggy Flare and the Straight Lines Are Both Good in Suits

Exquisite materials. Wonderful colors. Subtlety of line.

And there never were such pockets—such collars—such skirts—such sleeves—such belts and sashes—such overlays and inlays—such buttons and braids and girdles—such everything!

"Coats" May Mean the Smartest of Sports Styles; the Most Dignified Wrap or Any Exquisite Degree In-between

And "coats" may mean sober black or undoubted "neutral," or the gayest, loveliest colors ever made!

Sports Clothes, Too—Correct Togs for Riding and Tennis and Golf and Anything Country-Wise and "All Out Doors"

From plain, practical tweeds and linens to really startling styles.

But the New Furs for Spring Are Shown, Too

Shoulder things mostly—their excuse, their beauty, though even summer has treacherous draughts. And diaphanous Georgettes and chiffons furnish another delightful excuse.

Millinery, Too—Sports, Dress, Dance and Tailored Millinery and Every Dainty Accessory From the New Veils to the New Shoes

Paris—and Paris-in-America—Fashions Demonstrated Twice Daily on Living Models—11 to 12:30, 2:30 to 4. Music. No Cards

—Seventh floor Auditorium.

GIMBEL BROTHERS : Market : Chestnut Eighth and Ninth