

# SPRING 1957

## FASHION PREVIEW

... Inspired by the trend-setting fashions pictured on the March 1957 cover pages of America's fashion magazines! ... style trends that are reflected in the exciting selections for Spring now being shown in Salem stores!

VOGUE



MADEMOISELLE



CHARM



SEVENTEEN



BRIDES



Soft, romantic blooming with flower-like colors . . . that's the look of Spring 1957 in fashion. It's a season full of excitement, with more fresh new style trends than you've seen in many a day. First of all, fashion is a lady . . . very feminine indeed. This spring she wears a cape, or a cape-influenced fashion. She takes to the gentle flattery of eased sheaths or softened shirtwaists. And she simply loves the new suits, from Dutch Boy to dressmaker, because they're so fashion-wise, and so becoming. She completes her costume with spring-lovely hats and elegant accessories. What a beautiful fashion picture!

