## Capital A Journal

## FASHION PR

... 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

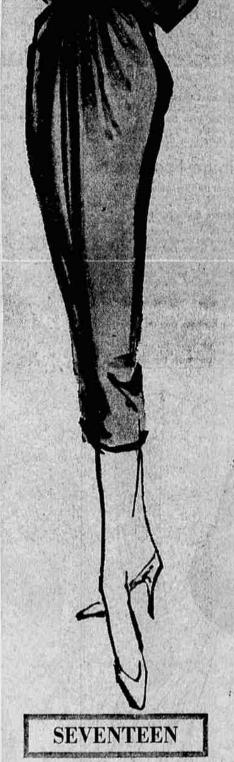
**VOGUE** 

for Spring now being shown in Salem stores!















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 capeinfluenced 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!