

# FETCH

SPRING/SUMMER 2015

## *The Bridal Edition*

Top 5  
Honeymoon  
Destinations

Floral &  
Table  
Arrangements

Spring  
to  
Summer  
Work  
Essentials

Bridesmaids  
Dresses  
You'll WANT  
to Keep!





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When marriage is happy with a new Mommy, possible! Whether he cries . . . it is a gift, as welcome as spring itself. In this moment girl packages, they're a happy thought for Swedish, anniversary, weddings, graduations . . . just SAT special gift-wrappers. But that's new.

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NEW 1950 *Motorola* Portables



**"WELL, YES"** This one belongs at the top of the "best best" list. Because, while it carries a few prizes, all the moments of it just probably are. Lots of pretty, wonderful ones—all in a family, beautiful ones of beauty and wit please. **12/4**  
**100%** I really enjoyed the show and the actors. **12/4**  
 New York



**"PICKWICKS" 22.99** A handsome young girl says, "My Momma! This man is to wear off more and more than me!" It's only a little bigger than your hand, but we'll give you how it plays! Available in both sizes. The lightest weight and most is designed as a natural-looking. **AD-100** (see Standard) (see above)

[illegible]



## *Editor's Note...*

I decided to make the focus of this issue be weddings and all that they entail because, like it or not, May is the official start of “wedding season”, and it usually lasts until September. I personally have only been to one wedding in the past 4 years, but this is not something I am upset about.

I enjoy weddings and all the uncomfortable family moments that they inevitably involve. However, it can get expensive to go to wedding after wedding, especially if you're lucky (?) enough to be part of the bridal party. Add to the purchase of a dress, shoes, make-up services, travel, lodging, and gifts, weddings can turn into a headache that no amount of gin and tonics can soothe.

All that being said, I do enjoy watching two people I care about express their love for one another. It's a miracle that people still find someone they willingly want to wake up next to everyday. I can celebrate that.

I can totally get down to “Getting Jiggy Wit It” to that. Plus, Bridal Fashion Week recently ended and I like pretty dresses.

*Mildred Lee*







# TOP *Honeymoon Destinations*

Is there anything better than planning a honeymoon? Seriously, I've never been married, so I don't know. Truth be told, I don't even have a boyfriend, let alone a fiancé, so I truly am in the dark here. BUT! It would seem that planning the most expensive trip you'll ever take (probs) would be fun. If anything, it should be interesting. You and your beloved, hunched over your overheated MacBook Pro, straining to see the grainy pictures people have posted to Trip Advisor. Is that a seashell? Maybe it's a speck of dust? Who knows! Oh, the thrill of it!

In order to quell your anxious hearts and minds of "Just where do I start?!?!?" panic, I have put forth this heady list of 5 awesomely spectacular honeymoon destinations. This is by no means an exhaustive list. I have never even been to any of these places, but does that matter?

Probs not.



## 1. Alaska



Imagine, waking up and feeling the frostbite on your skin.  
*Ahhhhh*, memories.

Start your days hiking for berries and avoiding the local wildlife.

Spend the afternoons in your luxury hotel's hot tub and dine on fresh salmon, locally farmed!

Spend the nights gazing into the northern lights. Dare you to blink.



## 2. Greece



A friend of mine once went to Greece. That's the extent of my knowledge of this historic country. That and all the things I have forgotten from high school and gen ed college courses.

Oh look! Ruins! The Sea! Olive trees!

For reals though, it looks amazeballs. You should definitely go here for your honeymoon. Make his annoying parents pay for it and promise you'll name the first grandchild after some relative. Don't worry, you can totally cross your fingers behind your back. We all know Uncle Winston is racist as fuck.







### 3. Aruba



Okay, full disclosure, I totally wanted to go to Aruba on my honeymoon, like a billion years ago, when I was engaged to the absolute worst person for me, ever.

Looks fantastic though, and you should totally go.

### 4. English Countryside



You wake up and you can't believe your good fortune. Not only did you manage to pull off a fanstically chic, romantic, and under-budget wedding to your dreamy lover, but that dreamy lover, now husband, is Tom Hiddleston. And he's taken you to the English countryside. And he's naked beside you.

The world is your fucking oyster. Go shuck.





## 5. Milan



Are you looking at the same images I am? Do I *really* need to give you a reason to pick this place as your honeymoon destination? Seriously? Ugh, fine.

Fashion!

Italian leather!

Pasta!

Wine!

Other various Italian foods...



"Thrilling to look at... Thrilling to drive!"



Chrome wheel trim rings and white sidewall tires optional at extra cost.

What a thrill to see this long, low, graceful Mercury in *your* driveway! More thrilling still to settle down in luxury in spacious front or rear seat. See . . . then drive . . . and be convinced that this new 1950 Mercury Convertible is the smartest car on the road.

The new 1950 Mercury is "better than ever" . . . in every way. It's better in *styling*—in *comfort*—in

*economy*—in *performance*. Whatever way you consider it, the new 1950 Mercury is better in all around *value*.

And remember, everything has been *road-proven* by thousands of satisfied owners. See your Mercury dealer today and see why it's "better than ever" to make *your* next car Mercury.

"Better than ever!"  
The **1950 Mercury!**



6-Passenger  
Mercury Convertible

**MERCURY**  
**LINCOLN**  
**Meteor**  
MERCURY-LINCOLN-METEOR DIVISION  
FORD MOTOR COMPANY OF CANADA, LIMITED

8-Passenger Station Wagon



Bridal Fashions for Every Bride....

# It's Raining Gowns!

The following pages are filled with gorgeous gowns that are sure to tantalize and romanticize weddings for you in a way that no other ladymag has ever done before. Gird your loins, and prepare your bank accounts.

And, also your poor, unsuspecting boyfriend.

## Carolina Herrera





Amsale



Houghton



Vera Wang



Jenny Peckham





Lela Rose



Oscar de La Renta





Temperly London



Monique Lhuiller



Reem Acra



Alberta Ferretti





## Let's Hear it for the (Flower) Girls

Is there anything more precious than little girls dressed up in miniature wedding dresses? Look at them, barely out of their baby clothes and already marching down the aisle. If you're going to invest in one of these designer frocks, I suggest you also invest in a smock to cover it once the reception starts. Oh, do you also have one of those designer baby girls who know not to smear red velvet cake all over their dress in lieu of a napkin?

Well then, carry on.



*Oscar de la Renta flower girl gowns, because why not? You're already in debt.*



Bridal Fashions for Every Bride....

# Jumping for Joy in Jumpsuits

I've always felt that if I ever got married, I would do so in a dress that I found on the sale rack at J. Crew. I am very much in favor of simple lines and small price tags. J. Crew's wedding and parties collections have always been classically understated in a very refined manner.

It's as if simple, white, bone china were made into a clothing line. It's so classic, that it was classic before anyone even realized.

The latest collection features more jumpsuits for that spunky bride who doesn't mind getting completely undressed every time she has to go to the bathroom. For reals, every time. You have to pee. You have to take everything off.

That being said, I do enjoy the wide variety of formal wedding attire that is flooding the market nowadays. It used to be, everyone was expected to wear some hideous taffeta ball gown with beading all over the bodice, that weighed 50 lbs.

Thank God, the times they are a changin'.





# Sunbeam

DOUBLE AUTOMATIC

## IRONMASTER

REG. U. S. PAT. OFF.

You've got it  
**UNDER YOUR THUMB!**

Easy to see...  
Easy to set!

RAYON  
SILK  
WOOL  
COTTON  
LINEN



**HOT** in 30 seconds



**SAFE, Steady Low Heat**  
that will not scorch your  
finest lingerie.



**QUICK, Steady High Heat**  
for heavy, damp linens.

UNTIL YOU'VE USED Sunbeam Ironmaster, you've no idea how much faster and easier ironing can be. No waiting for it to heat up—it's ready to go in a split minute, always delivers the *correct*, steady heat for whatever fabric you're ironing. That's why you finish quicker, feeling fresher with a Sunbeam.

**SUNBEAM HAS** the *Thumb-tip Heat Control Dial* up in the handle, where it is always cool and convenient. Easy-to-see. Easy-to-set. A finger-touch sets it for the correct, safe heat you want.

**SUNBEAM HAS** the *Quick, Steady Heat* made possible by Double-Automatic Heat Control, an exclusive Sunbeam invention. Heats faster—never overheats. Reaches safe Low Heat for rayons in 30 seconds, High Heat for heavy, damp linens in 2½ minutes.

**HEATS QUICKER,  
STAYS HOTTER,  
IRONS FASTER**

# Bridesmaid Dresses

## You'll Want to Keep!

So, you've been invited to participate in your dear friend from grad school's wedding. You're thrilled and flattered and just a little excited to get away for the weekend and maybe have a wedding hookup. Things are great! Right?

Just as you've agreed aloud to be a part of friend's public declaration of love, dread sinks into your gut as she says those freakishly, terror inducing words...bridesmaid dress.



You stutter; you stumble and fumble your way through the end of the conversation to where she says she's emailing you a link to the dresses she has picked out. Sweat is glistening on your forehead as you make your way over to the make-shift desk your dining room table doubles as. You flip open your laptop and click into your Outlook.

Oh, what a pleasant surprise! The link goes to The Reformation. You breathe a sigh of relief and scroll through the dress options she has selected. You should have never doubted your smart, sassy, and stylish grad school friend.

All is good in the world and you get to wear this dress over and over again.





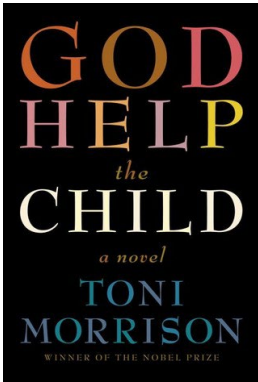
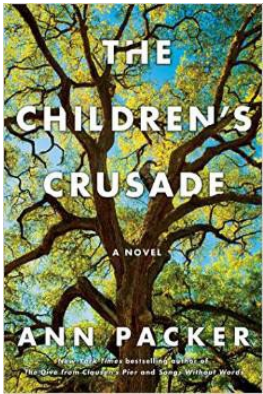
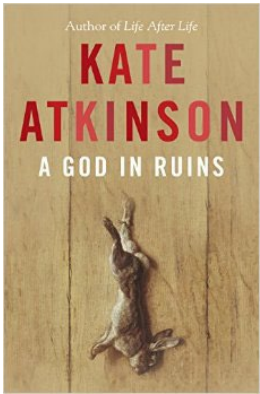




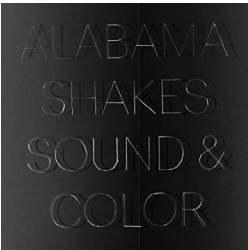


# What we're...

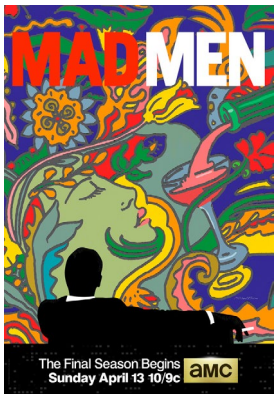
## Reading



## Listening to



## Watching



## Going to see



dressed for

**fun**

those same good Nalley's

**RED SEAL**

**POTATO CHIPS**

in this bright, colorful **NEW** package!

Look for **Nalley's GOLDEN FLAKE**

MADE BY THE MAKERS OF **Nalley's** FINE FOODS

**POTATO CHIPS** at your grocers in southern Colorado and northern New Mexico, they're dressed in the same bright, new package!

The Denver Post • May 6, 1962

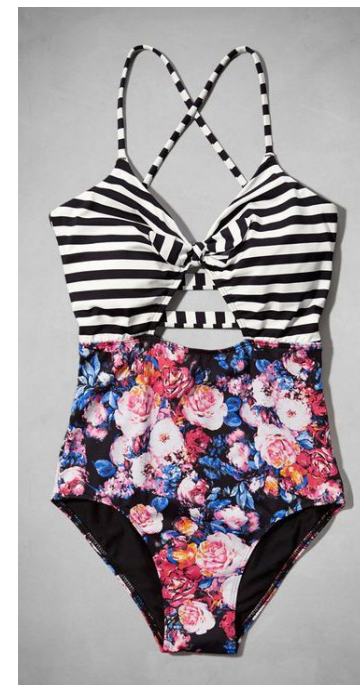
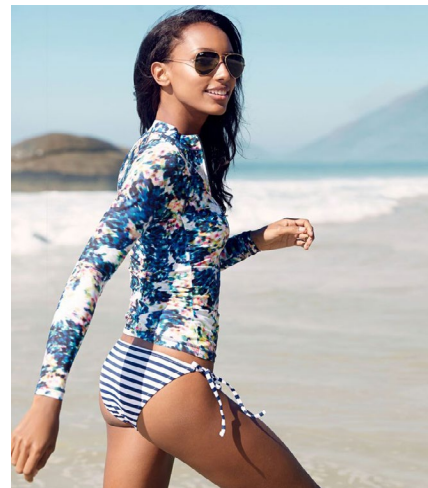
© 1962

31



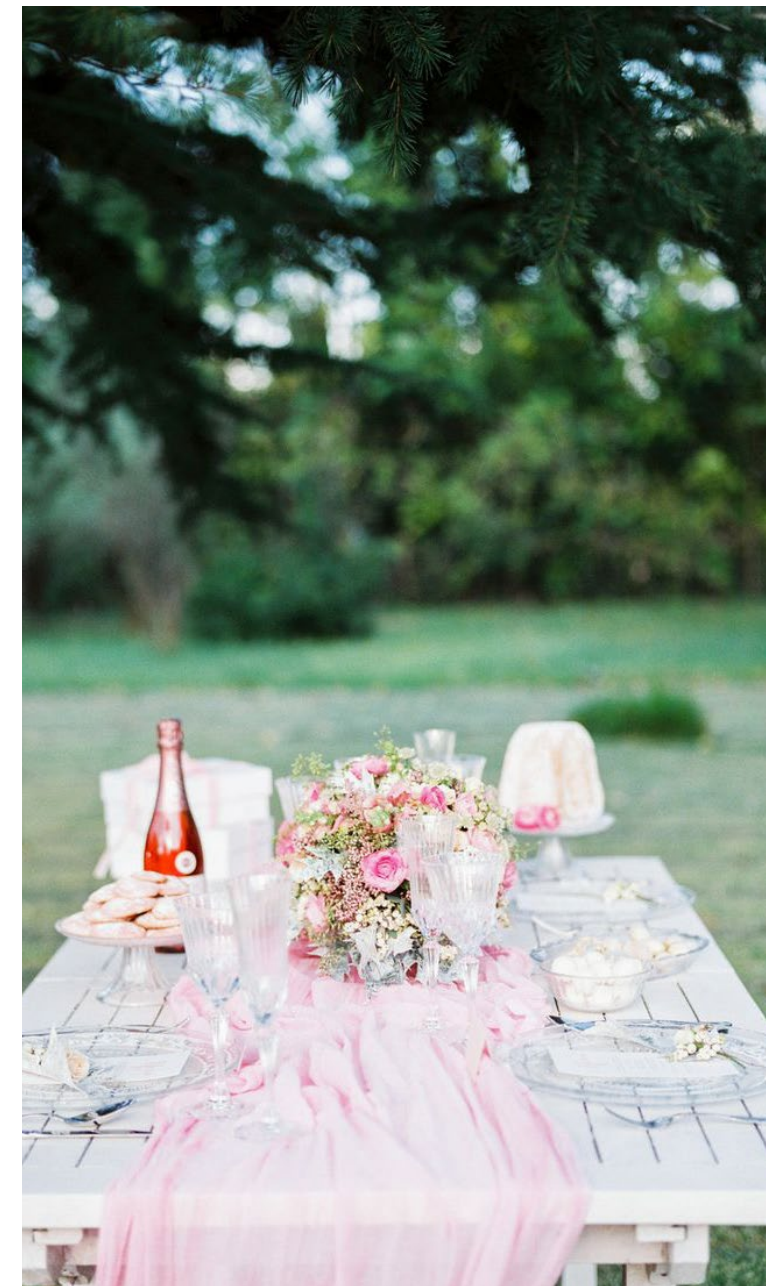
# Spring Prints

## Floral & Stripes





# Floral & Table







# SPRING TO SUMMER WORK ESSENTIALS

## 1. Tote



## 2. Trench





### 3. Slim Cropped Pant



### 4. Printed Blouse



### 5. Nude Heel





# The Reformation



Bridal Collection

**HERSHEY'S**  
**BAKING CHOCOLATE**  
and **COCOA**

GREATEST COCOA SALES ON EARTH

NO CUTTING - NO SHAVING -  
*Just melt*

1 oz. pieces individually wrapped

Made in world's largest chocolate factory  
at **HERSHEY, PENNA.**

A vintage advertisement for Hershey's Baking Chocolate and Cocoa. The top half features the brand name in large, bold, 3D letters. Below the title, two young boys are shown: one is cutting a large chocolate cake with a knife, and the other is eating a piece of chocolate. The cake is on a blue plate. In the foreground, there is a box of Hershey's Cocoa and a box of Hershey's Baking Chocolate. The bottom half of the ad contains promotional text and a small image of a Hershey's chocolate bar.



# Succulents







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