

Sally's

Corner Court & Liberty

**YOUR NEW
SHAGMOOR
COAT FOR FALL
IS HERE!**

Only Sally's in Salem Has
Shagmoor Coats

*Your
simply
perfect...
perfectly
simple*



makes the most of you and your budget \$49.95

The coat that goes everywhere, over everything... beautiful in its very simplicity. Pairs off smartly with campus or career clothes; travels well at home or abroad. Fashioned with an eye to quality and tailoring in soft-as-down, 100% wools that emphasize the wonder of this maintained low price. Style No. 942.

Only Sally's in Salem Has
Shagmoor Coats

*Your
"over-all"
favorite*



marvelous investment at \$49.95

Shagmoor — a hardy perennial that blooms all the year 'round... in any weather; town or country. Cut along simple classic lines, it rests its distinction on fine detail-oring... on the beauty and lasting quality of its soft-as-down, 100% woolen (Shagmoor's own). Amazing isn't it, to find the price still pared down so low! Style No. 962.

*Wardrobe
Treasure*



tops everything! \$49.95

As every smart women knows, there's nothing more flattering, more versatile than a well-handled casual... in a word, Shagmoor! Styled with simplicity and timelessness that are both beautiful and practical, it's the one wonderful coat that looks smart all around the clock, in and out of town. In Shagmoor's exclusive 100% woolen; feather-light yet snug. Style No. 908.