

Those "Sally Girls" Go... BACK-TO-SCHOOL

With that Smart
"Sally Girl Look" in New Campus
Styles from Sally's Collegiate Shop!



Those Sally Girls go Back-to-School . . . Left to right: Joan Seamster wears an oil-skin rain slicker (8.98) and hat to match (1.69). Teddy Schlesinger prefers a suede jacket (25.95) and an all wool flannel skirt (14.98). Marge Barge wears an imported Bernhard Altmann cashmere sweater (15.98) and a black gabardine Lilli Ann skirt (16.98). Jackie Jones models the new Graff Peter Pan blouse (2.98). P. S. No charge for monogram.

Those Sally Girls Go Back-to-School



Here's Joan in her imported Bernhard Altmann Intersia Sweater (24.95), wearing a Lilli all wool gabardine skirt (16.98). Jackie Jones in her favorite Graff Peter Pan blouse (2.98 . . . remember, no charge for monograms), and a beige flannel skirt (7.98).

Bernhard Altmann

100% FINE WOOL AND CASHMERE
SWEATERS
DIRECT FROM VIENNA, AUSTRIA

That Sally Girl Look is yours . . . in a beautiful imported Bernhard Altmann Sweater. You've never felt more scrumptious yarn . . . nor seen more delicate, exquisite styling than the sweater Joan Seamster models for you here!

Prices range from 7.98 to 24.95

50¢ DEPOSIT WILL
RESERVE YOUR
SELECTION



Come in for a Free Coke!
In Our Downstairs Collegiate Shop



* "Coke" is
a registered
trademark

Those Sally Girls Go Back-to-School



Joan is lovely in her new Ballerina formal designed by Emma Domb (29.95) and Jackie Jones' darling full length gown will be the hit of the ball . . . also designed by Emma Domb. (Note the interesting back). Sally's have other formals from 16.95 up.

GRAFF
BLOUSES

Fresh, young and appealing . . . that's the interpretation Graff of California gives versatile shirt shown by Marge Barge. Tailored to perfection in styles that mean "Shirt Utopia". Try them . . . buy them . . . and that "Sally Girl Look" is yours!

Long and short sleeve styles in a large array of popular colors . . . from 2.98.

50¢ DEPOSIT WILL
RESERVE YOUR
SELECTION

FREE MONOGRAM

Your initials on each blouse at no extra charge. Lay several away today!



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Were Taken by
Artz
Photography
325 COURT ST.

Sally's
corner of liberty and court st.

*Shop in Air-Con-
ditioned Comfort!

3 WAYS TO CHARGE
• Lay Away
• 90-Day Budget Plan
• 30-Day Charge

Those Sally Girls Go Back-to-School



Teddy Schlesinger in an all wool suit by Lou Schneider (39.95) and Jackie Jones wearing a Junior Deb all wool suit (49.95). Sally's has one of the largest selections of suits and coats in Salem . . . and what's more, they're all new! . . . nothing left from last season.

Those Sally Girls Go Back-to-School



Enjoying a free Coke * in Sally's Collegiate Shop, Teddy Schlesinger models Alex Coleman's all wool jersey dress with permanent pleats (24.95). Marge Barge (seated) wears an all wool jersey Trudy Hall original (17.95) while Cynthia Orth discovers the intricate cuffs of Lou Schneider's remarkable coat (59.95).