

# Wasson & Co BASEMENT

SHOP ALL DAY SATURDAY — Store Hours 9:30 A. M. to 5:30 P. M.

## Shop and Save in Wasson's SPECTACULAR Fall Selling Event! September Pageant of VALUES!

Sample Sale  
Fabric  
**GLOVES**  
Regularly \$1



**69c**

Plain or stitched  
back cuffs...  
hand sewn...  
button wrist  
styles included.  
Every new fall  
shade. Sizes 6 to  
8. Easily washed  
and long wear-  
ing.

New Fall

**SKIRTS . . . . .**  
**SWEATERS . . . . .**  
**BLOUSES . . . . .**

**\$1.85**



• SWEATERS  
Sizes 34 to 40  
• BLOUSES  
Sizes 32 to 40  
• SKIRTS  
Sizes 26 to 32

Girls' School  
**DRESSES**



**79c**  
2 for \$1.50

All fast colors  
and guaran-  
teed washable.  
Dozens of new  
styles in per-  
cales and chal-  
lis. Sizes 7-16.

Girls' Fall  
**COATS**



**\$6.95**  
Ea.

Smart styles  
and sturdy  
fabrics...  
some have hats  
and some have  
muffs to match.  
All are  
fully lined and  
warmly inter-  
lined. Sizes  
7-14.

"Romantic"  
**Satin  
SLIPS**  
4-Gore and  
Bias Style  
**\$1.44**



• Adjustable  
Shoulder  
straps.  
• Rip-proof  
Seams.  
• Sizes 32  
to 44.  
• White,  
Tealrose,  
Black,  
Navy,  
Royal,  
Wine,  
Green and  
Brown.



Beauty and Style  
Dominate This Great  
Value-Giving Sale of

### CLOTH COATS

Fur-Trimmed Dress Coats

**\$24**

These are the season's outstanding fashions, priced far below their regular value... a real September feature! New 1937-1938 fitted silhouettes. Cloths of all wool and worsted with mohair nubs... linings are silk and the coats are warmly interlined. The furs are Caracul, Fox Paws, Manchurian Wolf (dog), Lapins (dyed rabbit), Marmink, Kidskin, French Beaver (dyed rabbit). A choice group of fine coats very much underpriced for this special event. Take advantage of this special and select your coat in this September sale.

Women's and Misses' Sport COATS

A smart selection of the best values for fall in plain and shaggy fleeces. Sizes 12-20, 38-46.

**\$14.00**

Fashion Successes in  
New Fall \$7.95  
Women's, Misses', Half-Sizes

### FALL Dresses

Specially Priced at

**\$6.60**

Lovely creations for every occasion. Materials used are alpaca, romaine, gamza, shadow plaids, rasha, wool rappela, faille, transparent velvets and highlander wools. Styles feature one-piece, two-piece and bolero; colors are the latest in fall shades. The 1900 influence with the new shirring, the new laced-in effects add a touch of allure, aided with practical, ultra smart and clever use of zippers and more zippers. Sizes 12 to 20, 38 to 44, 46 to 50 and 18½ to 24½.

Daytime and Afternoon DRESSES

New fall effects, new trim effects, and new materials.

**\$3.65**



New Fall  
**HANDBAGS**

Black — Blue  
Brown — Wine  
Green

**\$1.00**

Bags of suede  
leather  
trimmed with  
fabricoid, also  
fabricoid bags.  
Fouch, under-  
arm and top  
handle styles  
... all fitted,  
many with zip-  
pers.



Universal and  
Rengo

**CORSETS**

Regularly \$2,  
\$2.50 and \$3.50

Sale Priced

**\$1.49**

A manufacturer's  
closeout! Includ-  
ed are all-in-one  
step-ins and side  
hooked or back  
laced corsets of  
rayon brocade  
well boned for  
support.



SENSATIONAL!

Purchase and Sale  
Women's First Quality  
FULL-FASHIONED

**Silk Hosiery**  
**49c**

Every pair perfect, no flaws, no rings, every pair beautifully clear... garter run stop, french heel, cradle foot, all reinforced. Sizes 8½ to 10½.

Women's Silk Stockings **35c**  
Women's chiffon and service weight,  
first quality, silk stockings—special! 3 for \$1

It's WASSON'S  
for SELECTED VALUES in

### Felt HATS

**\$1.85**

Headsizes 21-23 Inches



A large assortment of fine felt hats, in swaggy brims... off-the-face styles... profile models... toques... tams... classic brims... jockey styles... rollers... and turbans with clever trims of feathers, veils and belting. Styles that will give your spirits a "lift." Be first with these flattering fall models!

SALE!

REGULARLY \$5.95,  
\$7.95 and \$8.95 Values  
ALL-WOOL FLANNEL

**Lounge Robes**  
**\$4.99**

A phenomenal sale including many sample robes, in a combination of the most wanted colors, ankle length, double breasted, high neck lines, V-neck, lapels, sash belts. Sizes, small, medium, large.

Women's Lounge Robes  
Special!—100 only in this **\$2.69**  
warm robe feature!



MADE EXPRESSLY FOR  
**Coronet**  
Charm  
Quality  
H.P. WASSON & CO.

Leaders in Fit, Style, Quality!

### Coronet SHOES

• Suedes • Dress Shoes **\$3.50** PAIR  
• Gabardines • Arch Shoes  
• Kid Leathers • Suit Shoes

We ask you to compare these shoes with other shoes that sell at \$1.00 more because we are convinced that these are the finest shoes for this price in the city. Forty-three styles featuring the newest style trends in suede, suede with satin, suede with patent, suede with kid, other leathers and fabrics. Shoes for dress sports... spectator wear... and arch shoes... in vintage wine, spruce green, red cedar, blue, black and brown. The best fitting shoes in America at this price... widths from AAAAA to A

2500 PAIRS WOMEN'S NEW FALL SHOES

A tremendous buy from the world's largest shoe manufacturer showing 66 new fall styles!

**\$2.50** PAIR

WASSON'S Saves  
You Money in This Sept. Sale

### Fur Coats

**\$89**

- Persian Caraculs (Plates)
- Broadtail (Processed Lamb)
- Natural Muskrat
- Black Pony

Other furs of Chekiang caracul, silver muskrat and black caracul (plates). Fashion has decreed a brand new style for the winter of 1937-38, and furs have taken on a new and glorious atmosphere. There are boxy models and straight lines, interesting collar and sleeve treatments... all beautifully lined. You can never appreciate the beauty of these furs, nor the ease with which you can own a fur coat until you have shopped in our new basement fur department.

An Amazing Value in Women's FUR COATS

Silvertone Beaverette, Sealines, French Seals, Beaverettes. Lustrous skins in this season's popular swaggers and fitted.



Buy On  
Our Easy  
Pay Plan

A Small Deposit Will  
Hold Your Coat 'Til  
Wanted.

**\$45**

72x84 Inch  
Double Plaid  
**BLANKETS**  
**\$3.29** Pair

Double blankets, sateen bound,  
72x84 size. Made of selected  
wool and cotton. Plaids of rose,  
blue, gold, green, orchid and  
cedar.



81x99, 72x108 Inches  
Seal of Quality  
**SHEETS**  
**89c**

- 4-Year Guarantee
- Wasson's "Seal of Quality"
- Positively No Dressing
- All Seamless

2½ Yds. x 72 Inches  
**Damask  
Drapes**  
CUT SIZE  
**\$3.99** Values  
**\$3.49**

Rich in appear-  
ance and with  
buckram tops—  
pinch pleated and  
complete with  
hooks and tie-  
backs. In red, rust,  
green, gold, blue,  
or mulberry. In  
really astonishing  
designs.

Fully Lined!

WASSON'S does not sell seconds, substandards, or any inferior qualities