



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



All fast colors  
all guaranteed  
washable.  
Dozens of new  
styles in per-  
cales and chal-  
lins. Sizes 7-16.

Girls' Fall  
COATS

\$6.95  
Ea.

Smart styles  
and sturdy  
fabrics . . .  
some have hats,  
and some have  
muffs . . . man-  
tles . . . 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,  
Tealose,  
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), Lopins (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

### 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

Women's Fall COATS

Sport  
and  
Fur-  
Trim

\$6.95

Smart styles  
and sturdy  
fabrics . . .  
some have hats,  
and some have  
muffs . . . man-  
tles . . . all are  
fully lined and  
warmly inter-  
lined. Sizes  
7-14.

Leaders in Fit, Style, Quality!

### Coronet SHOES

- Suedes
- Gabardines
- Kid Leathers

- Dress Shoes
- Arch Shoes
- Suit Shoes

\$3.50  
PAIR

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 country. 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 AAAA to A

AAA C

### 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

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

Buy On Our Easy Pay Plan  
A Small Deposit Will Hold Your Coat 'Til Wanted.

ENTRANCE

BASMENT

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 plaid, rasha, wool rappels, 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. Sizes 12 to 20, 38 to 50.

\$3.65



### 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  
warm robe feature!

\$2.69



New Fall  
HANDBAGS  
Black — Blue  
Brown — Wine  
Green

\$1.00

Bags of suede  
leather  
trimmed with  
fabricoid, also  
fabricoid bags.  
Pouch, 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! Included  
are all-in-one  
stepins and side  
hooked or back  
laced corsets of  
rayon brocade  
well boned for  
support.



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 top  
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 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



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