

# H.P. Wasson & Co. BASEMENT

WASSON'S DOES NOT SELL SECONDS, SUBSTANDARDS, NOR IMPERFECT QUALITIES IN ANY DEPARTMENT!

## A Store of Lower Prices .. Shop Here!

*Alma Mater  
Here We Come!*

**'Football'  
Wool  
Dresses**

**\$6.90**

The MUST dress for all wardrobes, a Wool for this season. Neatly tailored and semi-tailored models in blue, aqua, natural green, beige, wine, lug-gage, peacock, rasp-berly, grey, black and multicolors. Sizes 11-17, 12-20.



*The "Manhattan"*

**NU-PERSIAN  
COATS**

**\$25**

Made of black Super-Kurl fabric, this coat comes in princess model with flare skirt, high roll collar, wide leather belt and a separate muff. Sizes 12-20.



**SALE!**

*A Fortunate Off-Price Purchase Brings You This Saving!*

**Regular \$29.75  
FUR-TRIMMED  
COATS  
\$22**

- Manchurian Wolf
- Pieced Caracul
- French Beavers
- Persian Heads
- 3-Skin Fitch
- Marmink
- Fox Paw
- Wolf
- Skunk
- Vicuna

Glamorously furred with light or dark skins in long or short hair. . . . Styled in the new silhouette, made of nubby boucle fabrics in black, brown, green, rust, wine or grey. Every coat is fully lined and interlined with cham-o-line down to the waist, affording extra warmth. Misses' and women's sizes.

WASSON'S New Basement Store.



*Low Prices, Quality Pelts,  
Unexcelled Workmanship,  
Make "Best Buys" of These*

**FUR  
COATS  
\$96**

- Caracul
- Chekiang Caracul
- Pony
- Muskrat
- Black Caracul (Plates)
- Persian Caracul (Plates)

All the new 1937-38 styles in these smart, fine fur coats. They all have the feel and look of expensive furs, so select your coat now for the cold weather ahead! Use Wasson's Convenient Layaway Plan.



*Sealine! Lapin!  
and Beaverette!  
(All Dyed Rabbit)*

**FUR COATS**

Sealines, Beaverettes and Lapins (all dyed rabbit), in princess and swagger models with clever collar treatments and fancy linings. Sizes 12 to 20.

**\$58**

*A Scoop!*

**Genuine  
SUEDE  
Velour  
HATS**

**\$2**

- BLACK
- BROWN
- GREEN
- WINE

Luxurious quality, lustrous and soft . . . high crowns, toques and twisted turbans . . . veils and novel trims. Headsizes of 22 and 23 inches.



**Barrel Sweaters  
AND  
Casual Shirts**

**\$1 Each**

Sweaters: All wool, sleeveless and in the new high shades.

Shirts: Casual, tailored styles in white or gay colors to contrast or match the sweaters. Sizes 32 to 38.



**"FINERY" Ringless, Full-Fashioned  
SILK STOCKINGS**

**69c**

A special sale of two styles of this fine new hose. No. 292, a 4-thread all silk chiffon; with picot top, garter run stop, French heel and cradle foot. Also No. 73, a 7-thread, lisle top, service weight with lisle foot and plated heel. Sizes 8½ to 10½.

**3-Thread Silk Stockings**

**44c**

Spiral knit to shape the leg with perfect fitting foot, ankle and leg and designed for women who are hard on their hosiery. In 4 new fall shades. Sizes 8½ to 10½.



**October "Best Buys"**

**New "Petal Soft"  
SUEDE SHOES**

*In 43 New Versions of the  
Mode for the Fall Season!*

**\$3.50**

**and \$3.95**

**Note These Features!**

1. Built-in Steel Arch Support!
2. Metatarsal Arch Cushion!
3. Cushion Heel Pad!
4. Arch Pillow!
5. 2-Width, Combination Last!
6. Selected Leathers!

Made of suede kid leathers, processed to a softness like velvety petals, designed in 43 new versions of every wanted style. Colors of blue, wine, black, green and brown. Sizes 4 to 9.

AAAAA to C  
AAA to A



*Junior Misses'*

**Rayon Crepe  
'Tricot'  
Dresses**

**\$5**

- 8 New Colors
- 15 New Styles
- Smart Trims

Tricot rayon crepe . . . the important new rough crepe, with a fine ribbed effect, is generally found in dresses selling at a much higher price. Designed with the newest trims and in the latest shades they come in sizes 11-17, 12-20.




*Misses' "Velveteen"*

**DRESSES**

**\$3.95**

3 tailored styles in trim little models that will take you safely through the day . . . white pique collars and shoe-button trim down the front. In wine, black, green, grey or brown. Sizes 12 to 20.



*Save Money on Little Girls' All-Wool*

**COATS  
\$10.95**

An adorable muff matches the collar on this all-wool fleece coat designed in a youthful princess style for sizes 7 to 11. Other coats, sizes 10 to 16, at this price in sport and fur-trimmed styles.

**"Brother" and "Sister"  
COAT SETS  
\$5.95**

Tots' 3-piece sets made of soft finish fleeces. Coats in double-breasted models with two-zipper leggings, helmet to match. Sizes 1 to 4.



**Children's \$8.95 Ski Suits**

A smart lined jacket . . . as warm as toast . . . with fully lined ski pants . . . and perky toques. Double breasted button jackets . . . or zipper fronts. For boys, 8 to 16 . . . or girls, 8 to 16 . . .

**\$7.95**

**Girls' Slipover SWEATERS**

Sale of fine quality slipover in new fall patterns, fancy knits and varied styles.

**\$1.98**

**Girls' Fall SPORT SKIRTS**

Smart all-wool flannel skirts, all with pockets.

**\$1.98**

**Girls' Rayon Crepe DRESSES**

Perfect for school or dress wear! Jumper, bolero, princess and swing skirt styles.

**\$2.98**

**Children's Waist Suits, E-Z**

Heavy cream colored cotton. Trunk leg style with short sleeves. Sizes 2 to 12.

**69c**

**Girls' Cotton Undies, E-Z**

Rayon striped cotton. Short sleeved vests and knee length bloomers. Small, medium, large . . . ea.

**39c**



**Extra! 200 Halloween Costumes—All Kinds! Sizes 4 to 16! Many Novelties—\$1.00**