

W.H. Wasson & Co. BASEMENT

ENTRANCE



GIRLS' Sport
or
Fur-Trimmed

Coats
\$5.95

- Tweeds!
- Fleeces!
- Diagonals!

Every coat a new winter style! A grand selection, flattering to every girl! Many coats rayon lined and interlined for extra warmth! Some plaid backs in the lot! Some with matching muffs! It is "Thrifty to Buy Now" in this early season sale!

Sizes 7 to 14

New Fall School Fabrics

Dirndls
FOR GIRLS 7 to 14

Two for
\$1

59c

What little miss won't be proud to go to school all dressed up in big sister's fashions such as these darling dirndls! Neat printed, tubbable cottons, in peasantry patterns!

"GLAMOUR
FASHIONS"

In New Fall
Dresses
\$6.95

"Every inch the lady" is the season's fashion motto carried out in these smart frocks! Cut slim and straight, but high-lighted by jewel trims and ornaments! In smart Rayon Weaves... Black, Teal Blue, Wine and Green. Sizes for Juniors 11 to 17, Misses 12 to 20 and Women 38 to 48.

Extra!

Stunning FORMALS

... Styled in new Rayon Weaves and splashed in new fall colors! **\$6.95**
Sizes 12 to 20.

The FAMOUS
BON TON
Foundations

Lastex Back
Boned Back

\$2.50
Each

Rayon stripe body and light material top... lightly boned, strap or built-up shoulder styles. A corset for every figure and complete satisfaction guaranteed. Sizes 34 to 44!



REGULAR \$29.95 to \$35
FITTED and BOX SWAGGER

Fur Trimmed

Coats **\$22**

A BRAND NEW PURCHASE!

Furs lavished on Sleeves, Collars, Tuxedos, Plastrons, Jackets and Shoulders! Rich looking boucles in new fall colors of Wine, Rust, Beige, Green, Brown, Black and Teal Blue! Coats lined with fine quality rayon satin! Many with lambs wool interlinings! Juniors', Misses', Women's and Stouts' sizes! EXTRA! Included are many samples worth much more!

A Small Deposit Will Hold Your Coat 'Til Wanted!

WASSON'S ANNUAL
SALE SENSATION!

4000 Pairs of
WOMEN'S NEW FALL

Shoes **\$2**

52 Styles From a Large Maker!

Materials: SUEDE KID,
SUEDE CALF, HUNTING CALF,
CALFSKIN and KID LEATHER

You'll be utterly amazed at the variety of Styles and the Values! Street Shoes... Dress Shoes... Suit Shoes... Evening Shoes... Sport Shoes... and Arch Type Shoes! The styles include Pumps! Straps! Ties! Stepins! Slipons! and Oxfords... Many styles are beautifully trimmed with Alligator Calf... New Punchings... Braiding and Tape Trims... New Lacings... Soft Toes and Built-up Leather Heels! Colors of Claret Wine! Cinnamon Brown! Dark Brown! Porto Plum! Tan Calf! Blue! and Black! Complete Size Range and Widths AA to B—Some Styles in C!



SALE!
Regular \$2.98 PRINCESS

Zipper Robes

\$2

Made of Glorious Rayon Crepe Prints!

Wearing one of these robes is like bringing a basket of fresh field flowers into your parlor... and it's as grand a pick-me-up for your spirits! We can't begin to describe the rich, glowing beauty of the background colors, the gay pattern of blossoms, the luxurious feel of the fabric... YOU MUST SEE THEM YOURSELF! We've never offered this kind of quality at such a low price! Navy, Royal, Wine, Powder Blue. Sizes 14 to 20.



WASSON'S
"Sports Folio"
For You!

★ The Season's Rage

Plaid & Flannel
Jackets

\$2.98

From the "Sports Folio" "must" accessory!... The Plaid Jacket!... It comes in single breasted with plain or action backs and 2 pockets!... Colors Navy, Black, Green or Brown! Sizes 12 to 18.

★ Complete Your Outfit

Skirts or
Sweaters

\$1.98
Each

SKIRTS... plain flannels or plaid wools... Styled in Dirndls, Suspenders or Tailored models. Newest fall shades! Sizes 24 to 32.

SWEATERS... our "Sports Folio" feature hand-knit fashions, button fronts or all-wool zephyrs! Matching or contrasting in new fall shades! Sizes 34 to 40.



SALE
SUEDE VELOUR
FUR FELT
WOOL FELT

Hats

\$1.55

200 Made to Sell
for **\$3.95**

350 Made to Sell
for **\$2.95**

650 Made to Sell
for **\$2.00**



Included Are 100 Gorgeous
Sample Hats! Choose from
such shapes as Shakos! Brettons! Profiles! Small
Hats! Off-the-Face! and
Bonnets! Matrons and
Casual Hats also! Intriguing
with features in Veils!
Quills! Feathers! Ostrich
Plumes! and Rayon Velvet!
Colors top the fall ensemble
with Wine, Brown, Black,
Green, Rust and Teal Blue!
Headsizes from 22 to 24!



1000 Pairs 59c, 69c
RINGLESS! Full-Fashioned
Silk Hosiery

49c
Pr.

3-Thd. Genuine Crepe!
4-Thd. Stretch Top!

A fall Sale that affords you the opportunity to stock up on quality hose for daytime or dress wear! All full-fashioned RINGLESS Silk Hose with Picot Tops, Garter-Run Stop, French Heel and Cradle Foot in 3-thread crepes and 4-thread chiffons with S-T-R-E-T-C-H Tops! In the new fall shades! Size 8 1/2 to 10 1/2.

WASSON'S BASEMENT STORE Does Not Sell Seconds, Substandards, Nor Imperfects in Any Department!