

AIR COOLED MEN'S SHOP—SECOND FLOOR

ANNUAL SALE SHELDON

all year 'round
SUITS
\$25

• FEATURING:

- The Coming Season's Smart Fabrics.
- Authentically Correct Models.
- Expert Tailoring and Needle-craft.
- New Comfort Construction Features.
- And Plenty of Suits in Sizes for Every Man Regardless of Build!



THIS Sheldon Suit is an all-year-round suit. We can scarcely do justice in this short paragraph to the vast and all-embracing selection . . . but we assure you that every imaginable model and fabric idea is included. Details usually found in higher priced suits are a definite part of the Sheldon group. They include "hug-fast" patented collars, Talon fastened trousers, Eze-Swing jackets and many other style and comfort ideas. As to value, we proudly state, "Look anywhere . . . make any comparison . . . any test . . . you be judge . . . Sheldon will fulfill every demand you make or your money refunded!" The doors open at 9:15 a.m. Wednesday. It will be a pleasurable satisfaction for you to attend the sale in our air-cooled Men's Shop.

IT'S SENSIBLE TO BUY IN AUGUST

You get the pick of the advance showing of the season's most popular suits.

You can take advantage of very low prices attained by giving mills and tailors business enough to carry them over slack months.

You can have plenty of salesmen to assist you competently, in a shop whose temperature and atmosphere is coolly perfect.

You can buy now, and if you like pay for it later under the plan listed below.

Meet
Mr. Sheldon!
 Can You
 Identify Him?

Do So and Get a Free Sheldon Suit!

Mr. Sheldon will be in the street in front of our air-cooled men's shop between 10 and 10:20 a.m. Wednesday. The first person touching him on the shoulder and saying, "You're wearing the Hecht Company's famous \$25 Sheldon suit," will get a suit free!

Free: Consolation prizes of tickets to "Cimarron" at Keith's for those who miss the first opportunity.

This is the last day Mr. Sheldon will appear in Washington.

4 Convenient Ways to Pay:

1. Lay-by plan. 10% deposit and balance in moderate payments.
2. Liberal credit plan. 10% deposit, balance in convenient monthly payments plus very small carrying charge.
3. Charge bill rendered October 1st.
4. Or pay cash if you like, and we'll retain your suit until you want it.

THE HECHT CO.
Air Cooled
MEN'S SHOP
Second Floor