

JUST A STEP DOWN FROM OUR FAMOUS FASHION FLOOR . . . THE THIRD

THE HECHT CO.'S
Mezzanine
OF FAVORED FASHIONS

- Jeanne Barrie
- Ardmoor
- Jean Harper
- Donnybrook
- Alcraft
- York Modes
- Leslie Fay Dresses
- Irene Dare Dresses
- Pat Hartley Dresses
- Pam Brief Dresses
- Calbette Dresses
- Murray White Dresses



Leslie Fay Says . . .

“Isn’t It Wonderful to

Act Your Size—5’ 5 or Less!”

Just because you’re five feet five or less, you don’t have to wear clothes that are too young and too naive for you. Leslie Fay has taken care of the situation beautifully . . . remembered the average American Miss and designed figure-perfect, fashion-perfect dresses. His T-size dresses have practically eliminated the necessity for alterations, for waistline, hemline, shoulders are accurately proportioned. And though they look like far costlier dresses, they are surprisingly budget-priced.

Photographed:

Cross Your Heart by Leslie Fay—Becoming, befitting for figures like yours. Concordia-Gallia rayon crepe sheer in summer black or navy. Sizes 10 to 20 8.30

Sketched, left to right:

Check The Heat by Leslie Fay—Cool antidote to a Washington summer, the checked rayon seersucker coat dress with jet-black buttons, patent belt. Green, blue, brown, red, check-mated with white. Sizes 10 to 20 8.30

Neckline Know-How by Leslie Fay—Pretty way to focus on faces. A scroll print rayon crepe by Yale. White, pink, gold, aqua with black scrolls, grey with white. Sizes 10 to 20 8.30

Piquant Peplum Print by Leslie Fay—Fine looking print, small and neat in black against pink, aqua or gold rayon crepe or gold print on grey. Sizes 10 to 18 8.30

Mezzanine of Favored Fashions, Third Floor, The Hecht Co.



THE HECHT CO. GOLDEN  ANNIVERSARY YEAR

Half a Century of Service to the Nation's Capital . . . 1896—1946