

LAST SATURDAY TO SHOP AT THE HECHT CO., WASHINGTON, THIS SUMMER!

The Hecht Co., Silver Spring, Open Today, 12:30 Until 9:30 P.M. Washington Store Hours: 9:30 A.M. to 6 P.M.

**if ...you couldn't find your size!
...you couldn't find the style you wanted!
...you got to The Hecht Co. too late...**

HERE IS GOOD NEWS!

Another Shipment Just Arrived!

**SALE! 1,000 MEN'S
PALM BEACH SUITS**



Regularly 27.⁵⁰

19.⁷⁵

ANOTHER SHIPMENT OF BRAND NEW . . . this season's Palm Beach Suits on sale today at just 19.75. No odds and ends . . . but a complete selection of sizes, colors, patterns and styles. This is the first time since 1941 that America's Favorite Summer Suit . . . Palm Beach, has been offered to the public for less than the Nationally Advertised Price. And every man knows Palm Beach . . . the suit that is 22% cooler . . . the suit with the new luxury fabric featuring new crush resistance for greater neatness . . . finer colors for smarter styles . . . lighter weight for more comfort . . . extra smoothness for extra wearing pleasure. Now, these famous suits are available at The Hecht Co. at the big money savings price of just 19.75. So, if you didn't get your Palm Beach in our last Sale . . . hurry down today . . . we've got extra salespeople . . . extra check writers . . . extra fitters to give you speedy, courteous service.

Men's Clothing, Second Floor, Washington; Street Floor, Silver Spring

**Sale! ENTIRE STOCK OF
Palm Beach Slacks**

Regularly 8.75 **6.⁹⁵**

Regular 27.50 Palm Beach White **19.75**
Regular 23.50 Formal Jackets **18.50**
Regular 10.50 Formal Trousers **8.50**
Regular 24.95 Students Palm Beach Suits . . . **17.95**
Men's Clothing, Second Floor, Washington; Street Floor, Silver Spring

THE HECHT CO.
WASHINGTON AND SILVER SPRING



Cool... Cool... Cool...