

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

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

*Just Look at All These Sales
You'll Find on the Street Floor*

at THE HECHT CO.

Washington and Silver Spring



SUMMER HANDBAGS

Our first time this season at this low price! Real leather bags in white and white with tan, white plastics, beadettes in white and multicolor, novelty straw bags! It's hard to imagine these lovely handbags for just 2.40 . . . but here they are—in shoulder strap, pouch, envelope and other types.

2.40
tax included

Handbags, Street Floor, The Hecht Co., Washington and Silver Spring



SEAMLESS NYLONS

They're not only seam free, but sheer 15-denier, 51-gauge . . . and so clear they look just like a rich, even suntan. Offered at this low price in time to stock up for vacation or holiday . . . free you from worry about twisted seams. Amber-gleam or Naive beige. Sizes 8 1/2 to 10 1/2.

79¢

Hosiery, Street Floor, The Hecht Co., Washington and Silver Spring



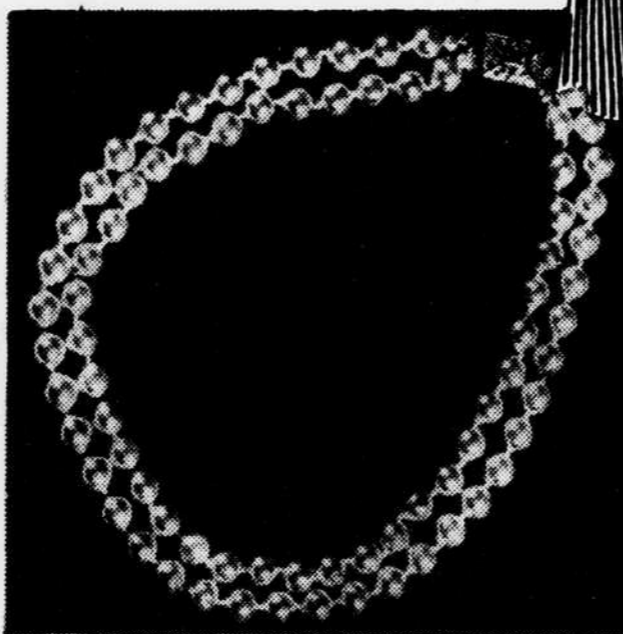
Crisp Pique HATS

Three Young Styles! And Only

1.95

Pair these with your summer cottons—and look cool for every occasion! Choose an off-the-face roller with rayon taffeta bow trim; a bow-trimmed calot; or the ever popular little golf hat with adjustable headsize. In popular white for every costume.

Hat Bar, Street Floor, The Hecht Co., Washington and Silver Spring



Simulated PEARLS

Multiple Strand, Rope Styles!

1.69
tax included

Cool flatterers for your every summer costume! All with alabaster base, and with filigree or sparkling rhinestone clasps. Yours at a specially low price . . . and each and every one specially lovely. Also bracelets.

Costume Jewelry, Street Floor, The Hecht Co., Washington and Silver Spring



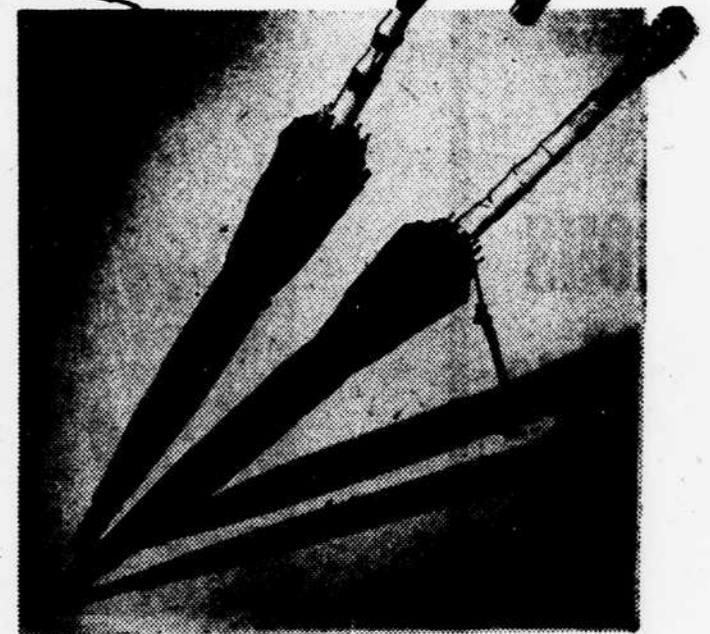
SUNGLASSES

Priced Way Down!

1.49

Here's the protection you need from summer sun—and sale-priced! Aviator type, with metal frame and lenses ground to government specifications. Also famous American Optical sunglasses with polaroid lenses included, too.

Cosmetics, Street Floor, The Hecht Co., Washington and Silver Spring



UMBRELLAS

Long Handles! Low Prices!

2.99

Paris-inspired umbrellas at a down-to-earth price! Only a special purchase brings you these beautiful acetate rayon umbrellas at 2.99! Plaids, stripes, polka dots, solid colors . . . with crook or straight wood handles, all long, some carved, some plain. 10" or 16" rib.

Umbrellas, Street Floor, The Hecht Co., Washington and Silver Spring

THE HECHT CO.



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

WASHINGTON AND SILVER SPRING