

**THE HECHT CO.**

Washington & Silver Spring

"MEETS EVERY exacting specification," says the Merchandise Manager. "One of the best suit values I've handled."



"1950 SHELDON fabric and pattern choice is largest in my 31 years at The Hecht Co.," our Clothing Buyer reports.



"EXCELLENT TAILORING," the Head Fitter tells us. "Sheldons come in such a wide size range we fit all figures."

"SHELDON IS TOPS," claims our Sales Manager. "It's a favorite with Washington men for dress, business, or leisure wear."



**T**AKE THE WORD OF THE EXPERTS . . .

MEN WHO KNOW THE IMPORTANCE OF  
FINE FABRICS AND FLATTERING FIT!

# SHELDON WORSTED

**SUITS** BRING YOU MORE  
DOLLAR-FOR-DOLLAR VALUE THAN  
WE'VE SEEN IN MANY A YEAR!

# 49.75



**THE  
HECHT  
CO.**

Washington &  
Silver Spring

**"Shop-by-Television"**

with

RUTH CRANE and JACKSON WEAVER

Brand new ideas . . . wonderful values for every member of your family!

TONIGHT and EVERY TUES. NIGHT

7:30 to 8 P.M.

WMAL-TV Channel 7

The expert is a hard man to please . . . yet our buyers and tailors are glowing all over with praises of the new 1950 Sheldon worsted suits for fall! There's more honest-to-goodness, dollar-for-dollar value in this year's Sheldon than ever, says our experience-wise merchandise man! Every stitch is tailored to meet exacting specifications for long service, for crisp, fresh appearance, for comfortable wear. What a beautiful job of expert craftsmanship, says the alteration department. Look at the style choice, say our buyers. Two or three-button single breasted, regular or long roll front double-breasted models. Your pick of sharkskins, checks, plaids, herringbones, windowpanes and solids in an extraordinary size range. Sure, they're just what Washington men want, say the salesmen! A good suit at a popular price. You'll see what the experts mean the minute you try on a Sheldon Worsteds today . . . exclusive at The Hecht Co.!

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