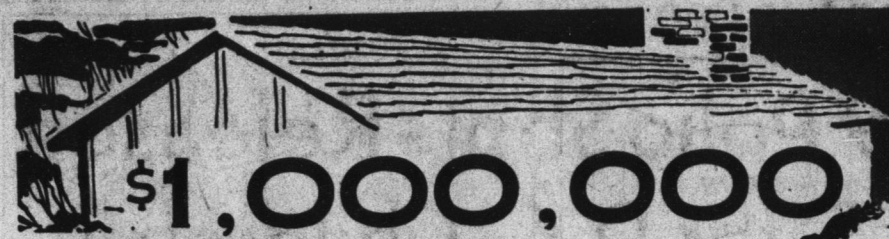


THE HECHT CO.



Sale for Homemakers!

SAVE ON TV, RADIOS, APPLIANCES



Webcor Hi-Fi Phono and 10 LP Records

108.85 Value **79.95**

Dual speakers in mahogany veneer cabinet with 3-speed changer and 10 records from pre-selected group. In blond finish. **89.95**



Frigidaire 1955 9-Cu.-Ft. Refrigerators

List 259.95 **\$177**

All the features you want in a family-size refrigerator—full-width freezer chest, humidor, bottle keeper, door shelves.

34.95 3-Speed Phono and 6 Records

Unbreakable plastic case; plays 7, 10 and 12-inch records. **24.95**

39.95 Philco 3-Way Portable Radios

Plays on AC, DC or battery. Cowhide case, built-in antenna. **24.95**

18.95 Phono on Handsome Base

Adjustable black and brass base with shelf for records below. **10.99**

69.95 Eureka 1955 Canister Vacuums

Rated No. 1 by one of America's leading consumer publications! **49.95**

110.95 Hoover 1955 Upright Vacuums

Powerful action beats as it sweeps as it cleans. De-luxe model. **79.95**

299.95 Whirlpool Automatic Washers

Top-loading with efficient agitator action; 7 thorough rinses. **219.95**

339.95 Westinghouse Laundromat Washers

Washes, rinses, damp-dries at touch of switch; front-loading. **269.95**

Special! Philco 1955 17" Table Model TV

Aluminized picture tube in mahogany finish cabinet. Just 12. **\$133**



GE 1956 Full-Door Lo-Boy 21" Console TV

List 379.95 **249.95**

See TV the natural way, the way you read your newspaper! Full-door mahogany veneer cabinet, 21" picture tube, dual speakers.



Norge 1955 De Luxe 10-Cu.-Ft. Refrigerators

List 299.95 **199.95**

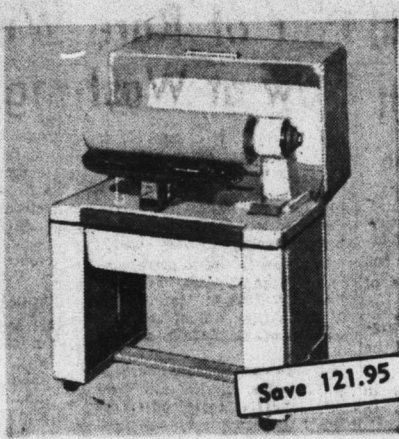
Room for a whole week's shopping without crowding! Full-width freezer chest, twin porcelain crispers, tall bottle space.



Whirlpool Automatic Washers

List 239.95 **\$177**

Only 24 inches wide to take up little space, yet does a full load from wash to damp dry at the flick of a switch. Top loading.



Bendix 1955 Console Ironers

List 279.95 **\$158**

Complete your work-free home laundry with this easy-ironing ironer. Two thermostats, knee and fingertip controls.



Admiral TV 21" Table Model

List 239.95 **189.95**

Mahogany wood cabinet with 21-inch aluminized picture tube and super cascade chassis. Convenient, no-stoop top tuning.



Magic Chef 1955 Gas Ranges

List 219.95 **149.95**

Has peek-through oven door, swing-out broiler, oven heat regulator, top lighting, minute-minder clock.



General Electric 1955 Portable Dishwashers

List 279.95 **179.95**

Does a full service for 8 automatically—just roll it out, attach to faucets, plug it in. Store in the closet; no plumbing needed.



Whirlpool 1956 Wringer Washers

List 199.95 **139.95**

Loaded with features that make wash-days a cinch—automatic timer, touch-automatic de-luxe wringer. Double tub keeps water hot.

SAVE ON RECORDS

Special! 12" Hi-Fi 3.95 Records

Over 150 classical and popular titles. **1.99**

Special! 12" LP Records

Choose from classical and popular selections. **88c**

89c 78-RPM 10" Pop Records

RCA, Decca, Coral, Epic and other famous makes. Preselected group. **5 for \$1**

5th Floor, Washington; 4th Floor, Silver Spring; Street Floor, PARKington



Philco 1955 De Luxe Electric Ranges

List 449.95 **319.95**

Practically cooks by itself! Roastmaster tells you temperature of roast outside of oven; jiffy griddle; electric timer.



Philco 21" Console TVs

List 329.95 **269.95**

Powerful Philco chassis brings in clear reception even in fringe areas. Aluminized picture tube, fingertip tuning, mahogany color wood cabinet.



Lewyt 1955 Big Wheel Canister Vacuums

List 99.95 **59.95**

Roll-easy cleaning at its most efficient—follows you around the house. Includes all attachments, disposable dust bags and papoose.



Whirlpool 1955 Electric Dryers

List 269.95 **\$177**

Imperial model—even has ultra-violet lamp that sanitizes clothes during the drying cycle. Heat selector, top lint trap. Gas dryer, was 339.95—**229.95**

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No Down Payment on Appliances. Small First Payment on TV and Radios!

Genuine Manufacturer's Parts Warranty!

Appliances—5th Floor, Washington; 4th Floor, Silver Spring and PARKington



Admiral 21" TV, Radio-Phono Combination

List 509.95 **349.95**

Brilliant TV, powerful radio and 3-speed record player in mahogany veneer cabinet with half doors. Complete family entertainment!



Philco 1955 TV 24" Console

List 339.95 **239.95**

Giant 24-inch picture tube is aluminized for greater clarity and brilliance. Mahogany-color cabinet with matching base.

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Washington, Silver Spring, PARKington, Arlington