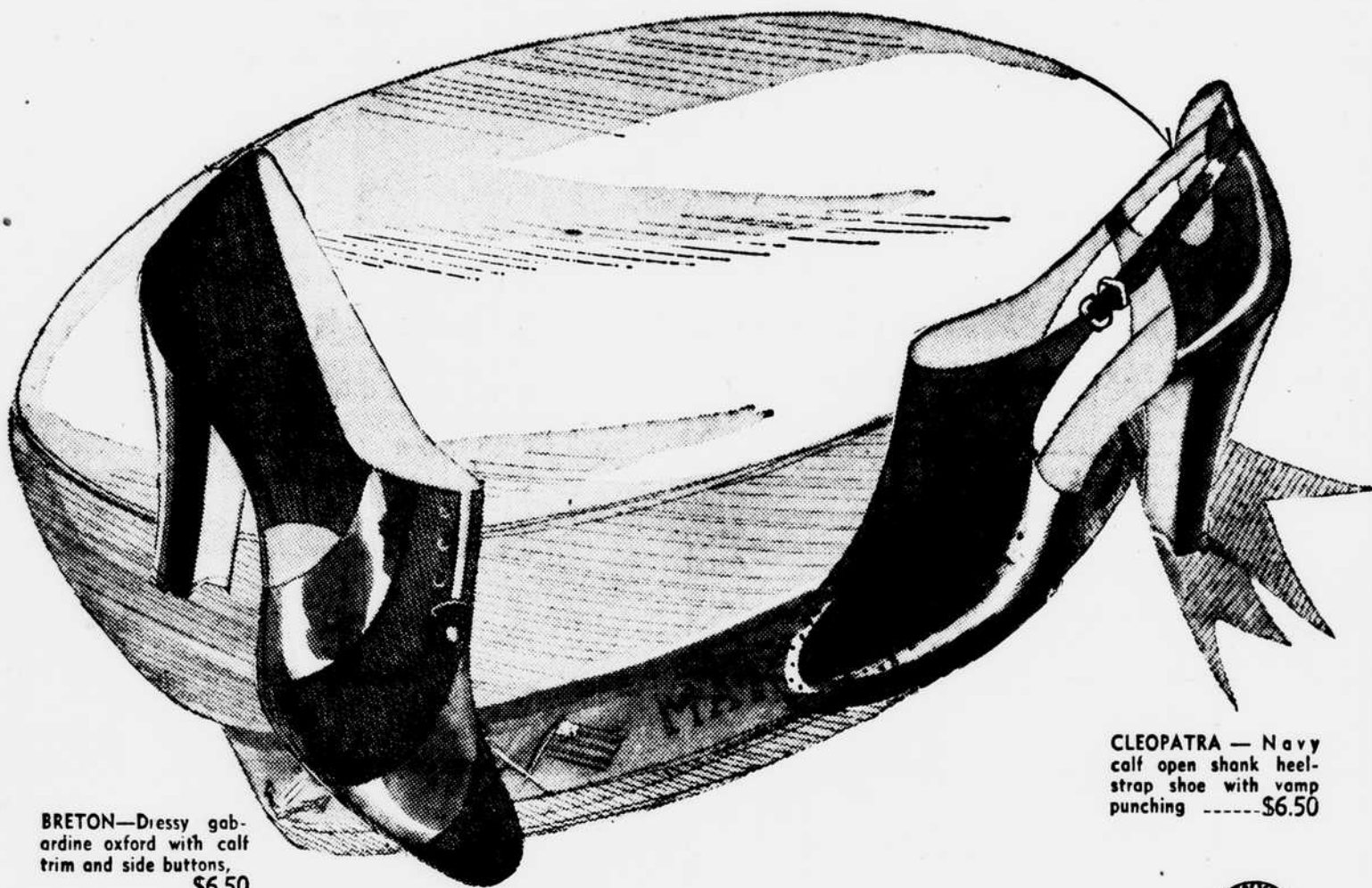


The Hecht Co. Brings a Great Sale of Lingerie for You Who Love Luxury!



BRETON—Dressy gabardine oxford with calf trim and side buttons. \$6.50

CLEOPATRA—Navy calf open shank heel-strap shoe with vamp punching. \$6.50



CHATEAU—High front step pump with side gores and pin-point perforation. \$6.50



LIDO—Open throat tie in navy gabardine with patent leather trim. \$6.50



PETITE—Dressy T-strap in navy calf with perforations through the vamp. \$6.50

HERE COMES THE NAVY!

IN RED CROSS SHOES for the Easter Parade

\$6.50

Strike up the band—it's spring—and that means it's the season for navy! You'll find navy at its best in the new Red Cross spring shoes—in gabardine, kid, calf or bucko! Style for every daytime occasion—from walking to tea-time. Every one reflects the colorful new fashion picture that flatters your feet and makes the perfect complement to your glamorous Easter costume.

(Main Floor—Women's Shoes—The Hecht Co.)

We Invite You to Open a **Charge-Plate Account** and take advantage of the Exclusive Hecht Co. Charge-Plate Service or You May Use Our Monthly **BUDGET PLAN** Payments extended over a number of months (plus a small carrying charge).

FOR TALL GIRLS—Philmy Lengthies!
FOR SMALL GIRLS—Philmy Teens!
FOR ALL GIRLS—Philmy Regulars!

Van Raalte Philmies SILK HOSIERY

Here's the secret that tells you why Philmies fit to skin-like perfection—they're proportioned not only in length, but all over! And in the new radiant tones, your legs look lovelier—they're grand with navy! Clear, sheer silk hosiery in these sizes—Teens, 8 to 9½; Regulars, 9½ to 10½, and Lengthies, 10½ to 11.

(Main Floor, Hosiery Department)

1.00
3 Pairs, \$2.90

THE HECHT CO.
F STREET AT 7th NATIONAL 5300

...GOWNS and SLIPS in "Radcliffe Swing" Silk Satin

REGULAR \$3
SLIPS

\$2

Lace-trimmed silk satin gown in tearose, dusty pink, blue or white. Sizes 34 to 40. \$3

Vee-top slip with lace at the vee-neck and bottom. Tearose or white. Sizes 32 to 44. \$2

- Slips With Glorious Cocktail Bottoms!
- Slips With Narrow Lace Around the Bottom!
- Slips Meticulously Tailored to Fit Beautifully!

One of America's foremost designers creates this luxurious lingerie for you! The Hecht Co. brings it to you at dramatic savings of one-third the regular price for this tremendous event! It's a once-in-a-blue-moon occasion when you can find such utterly beautiful slips made of silk satin for just \$2—an opportunity that you won't want to miss. We even include the expensive four-gore style in this group. Tearose and white, in sizes 32 to 44.

Meticulously tailored 4-gore slip in silk satin. Tearose or white. Sizes 32 to 44. \$2

Round neck silk satin gown with lace trim. Tea, dusty pink, blue or white. Sizes 34 to 40. \$3

RADCLIFFE

Regular \$4 Silk Satin

GOWNS \$3

- The Newest Fashion—Square Necklines!
- Trim and Youthful—Round Necklines!
- Everyone's Favorite—Vee Necklines!

Gowns lovely enough for a trousseau—and we've cut the regular price 25% to bring you worthwhile savings for this huge lingerie event! Couturier-designed styles, either tailored or trimmed with lavish details of laces. Beautifully full cut and long, in tearose, dusty pink, blue or white. Sizes 34 to 40.

(Main Floor, Lingerie Department—The Hecht Co.)



Tailored silk satin gown with front bow. Tea, dusty pink, blue or white. Sizes 34 to 40. \$3

You May Quote Me

says Mrs. Van Sniff, "that it's all caviar parking your car at The Hecht Co. It makes shopping a positive pleasure!" And we're very happy to say that's the way so many folks feel about our



PARKING BUILDING

Right at the rear of the store, on the corner of 6th and E Streets! Our rates are nominal . . . 10c for the first hour . . . 5c for each additional half hour or fraction thereafter!