



# THE HECHT CO. *modern* BASEMENT

THRIFT CENTER FOR MEN, WOMEN, CHILDREN AND THE HOME . . . F STREET AT 7TH NATIONAL 5100

NO INTRODUCTION NEEDED TO WOMEN AND MISSES  
ACCUSTOMED TO WEARING HIGH-STYLE DAYTIME FROCKS!

## HAPPY HOME FROCKS

*Featuring styling that will make you feel sure that you're perfectly dressed . . . every hour of the day . . . colors that will make you glow . . . prints that will make you feel as fresh as a flower . . . a special price that says you can well afford to buy several!*

- New trends in necklines!
- New collar treatments!
- Beautiful feminine sleeves!
- Cut true to measurement!
- Every detail is fashion-right!
- Imagine 15 beautiful colors!
- Imagine 10 matchless styles!
- Imagine 10 colorfast prints!
- The new wedgewood designs
- Sizes for every woman . . . 12 to 20 . . . 38 to 44 . . . 46 to 52!



**Greet Spring in a Fashion Right HAPPY HOME COTTON FROCK . . . the dress that combines all the advantages of a wash frock yet looks and wears like an expensive higher priced dress!**

Here's the cotton dress picture for spring 1939! The newest styles . . . the gayest patterns . . . the smartest colors and the finest materials we could obtain! These Happy Home Frocks combine styling direct from Hollywood and the unusually fine workmanship of one of the country's outstanding manufacturer's of cotton dresses. They're more than just a wash dress; they're high styled daytime frocks with all the advantages of wash dresses and the smartness, fit and styling of higher priced dresses. They're new, they're refreshing, they're gay! And when you buy yours you have the assurance of buying not just another wash dress but of making an investment in serviceability and good looks.

(The Hecht Co., Modern Basement, Cotton Dress Department.)

STYLE 3077  
Wine, purple and blue. Sizes 14 to 20.

STYLE 3083  
Navy, dusty rose and blue. Sizes 38 to 52.

STYLE 3078  
Navy, wine and black. Sizes 16 to 44.

STYLE 3081  
Black, navy and brown. Sizes 38 to 52.

STYLE 3075  
Copen, wine and black. Sizes 14 to 20.

STYLE 3082  
Dusty rose, bright open and lavender. Sizes 38 to 52.

STYLE 3080  
Black, wine and navy. Sizes 38 to 52.

STYLE 3079  
Plum, wine and navy. Sizes 16 to 44.

STYLE 3076  
Blue, rust and violet. Sizes 14 to 20.

STYLE 3072  
Wedgewood blue, wedgewood rose, wedgewood teal. Sizes 12 to 20.

**PHONE DISTRICT 9400 OR  
MAIL THIS ORDER BLANK!**

The Hecht Co. Modern Basement  
7th St. at F N.W., Washington, D. C.  
Gentlemen: Please send me **HAPPY HOME FROCKS** at 99¢ each. Please allow a week for delivery.

Style	Quan.	Size*	1st Color Choice	2nd Color Choice

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

☐ Cash ☐ C. O. D. ☐ Charge