

# THE HECHT CO.

F STREET AT 7th

NATIONAL 5100

1.99

1.99

1.99

## TRIO OF FAVORITES IN All-American Casuals

- The Buckle Beret
- The up-or-down Brim
- The Roller Brim

1.99

Pert... saucy... youthful... flattering! Casual felts that young... and even older Americans... consider indispensable in casual wardrobes! Beret with back strap... grand for traveling... it packs easily! The up-or-down brim and the Breton model are trimmed with grosgrain ribbon! Wide color range... including WHITE, black, navy, high shades and luscious pastels.

(Millinery Department, Third Floor)

## MOTHER'S DAY SPECIAL! 5x7-in. PORTRAITS

3 for 3.95

ONE IN A FINE METAL FRAME

The gift that only you can give "the dearest Mother in the world!" It's easy to "take a good picture" when it's done the Polyfoto way, 48 different poses. No appointment necessary.

(Polyfoto Studio, Main Floor.)



## NEW LOW PRICES ON FORMERLY \$1 VAN RAALE "PHILMIES"

You who love the sheer loveliness of Van Raalte's 3-thread "Philmy" hose will welcome this opportunity to save 11c on every pair or 40c on three pairs! Three properly proportioned lengths for perfect fit.

89¢

3 PRS., 2.60

OTHER VAN RAALE HOSE PROPORTIONATELY PRICED:

"Myth" (3-thread) and "Sheer" (2-thread); formerly 1.15. Now (3 Prs., 2.90). Pr. 1.00

"Frivol" (2-thread) and "Gay" (3-thread); formerly 1.25. Now (3 Prs., 3.35). Pr. 1.15

(Hosiery Department, Main Floor)



## SEE LIFE TODAY!

... PAGES 21 and 22

Give you an exciting glimpse behind the scenes in the making of Nationally Famous

# RED CROSS SHOES

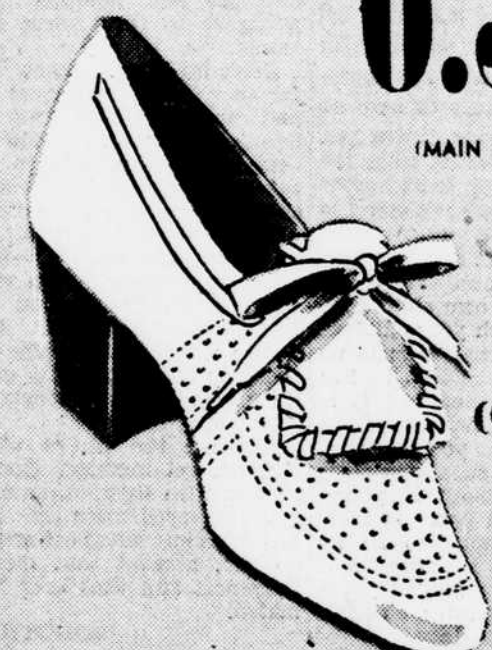
With the same camera that accompanied him to two continents on special assignments for LIFE Magazine, Wallace Kirkland, famed photographer, visited the Red Cross Shoe plant recently and recorded the dramatic story behind the making of Red Cross Shoes... a cross section of which is shown in April 29th LIFE! He recorded many of the 560 operations required in the making of certain styles of Red Cross Shoes... from the designing of the shoes to the final inspection! Come in to see the finished products! They're here now... in their frosty whiteness... or white with tan or navy trimmings.

EXCLUSIVE WITH THE HECHT CO.

6.50

(MAIN FLOOR)

- (1) "Exerciser No. 2" . . . White bucko with brown or navy trim . . . 6.50
- (2) "Romance" . . . New straw color mesh with tan calf . . . 6.50
- (3) "Cupid" . . . All white suede, open toe pump . . . 6.50
- (4) "Miss Executive" . . . Brown and white Red Cross ghillie . . . 6.50
- (5) "Rosette" . . . All white kid oxford with stitching . . . 6.50
- (6) "Shawl" . . . All white bucko cobbie with perforations . . . 6.50



(6)

DON'T WASTE TIME LOOKING FOR PARKING SPACE! DRIVE INTO OUR PARKING BUILDING RIGHT AT THE REAR OF THE STORE!