

The Hecht Co. . . . first in Washington to introduce

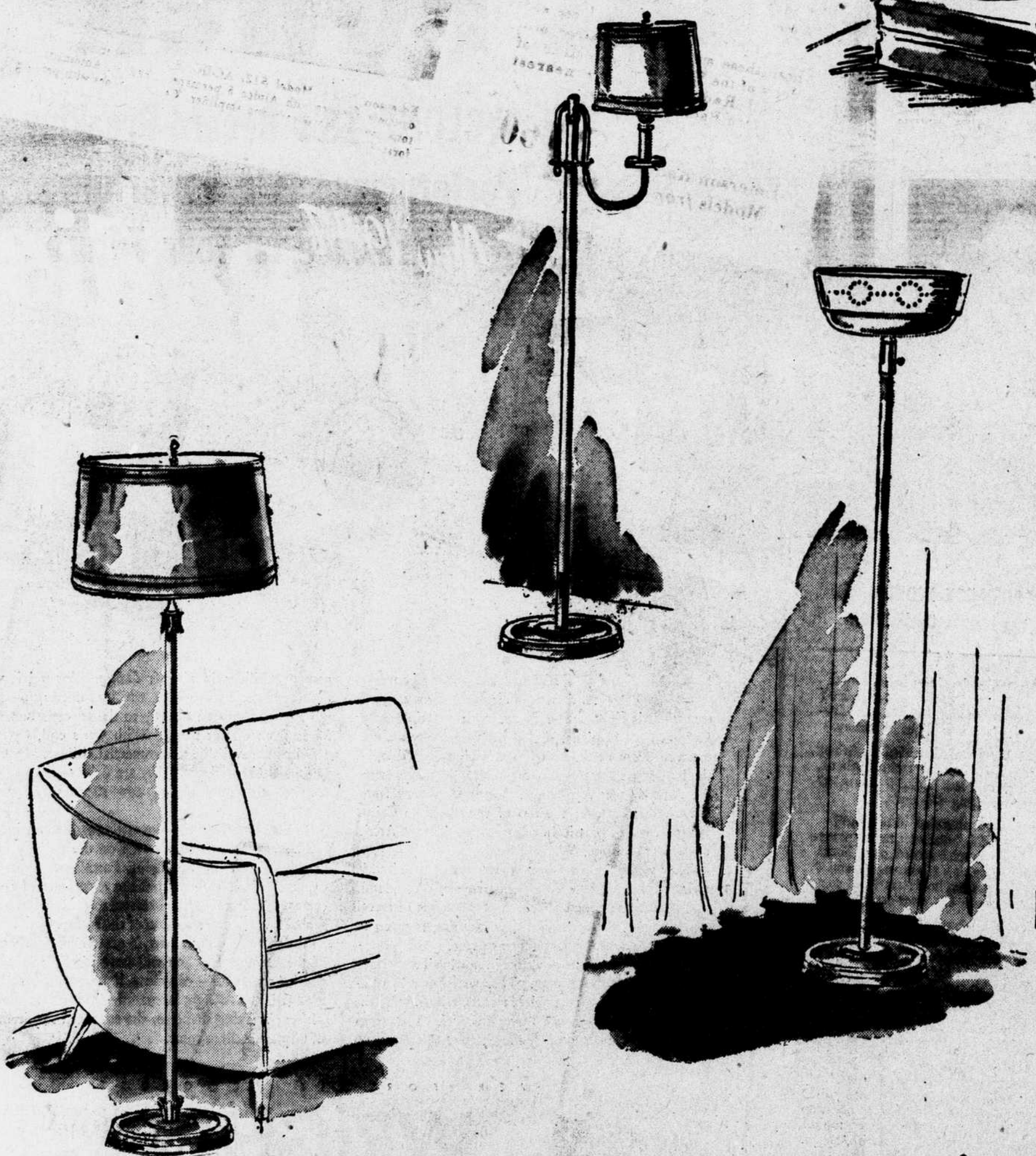
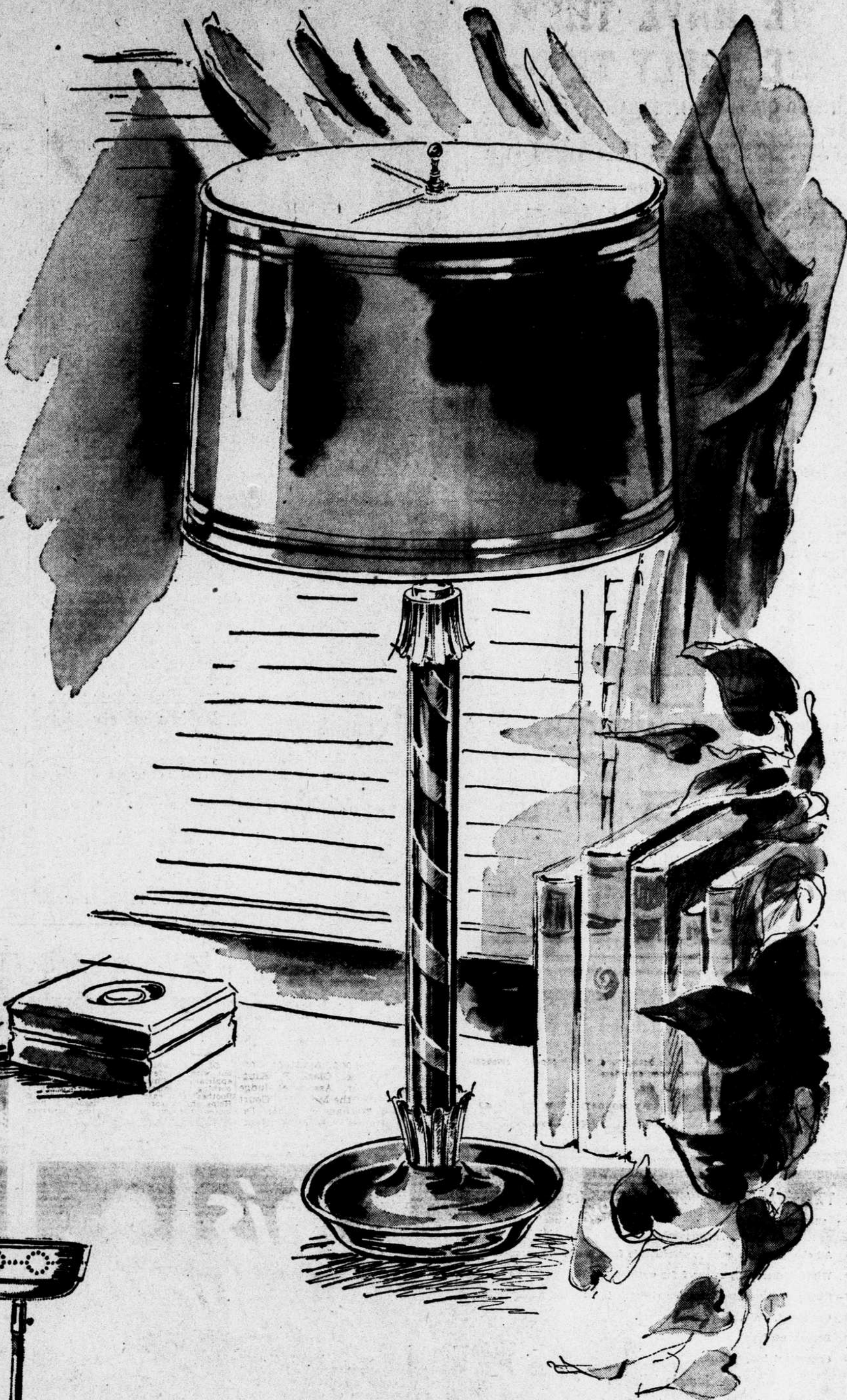
# LIGHTOLIER "GOLD CROWN" LAMPS

an exciting, colorful new series co-ordinated for your home

Rich vibrant red . . . deep leaf green . . . soft grey . . . creamy ivory. Oh, such colors . . . to blend with every room . . . every period. Colors applied in Bakelac, a baked plastic finish that will never, never chip, tarnish or peel. And lavished on stunning all-metal lamps . . . table and floor styles designed expressly to add warmth and graciousness to your home.

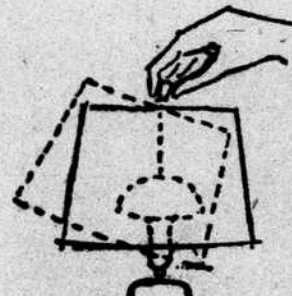
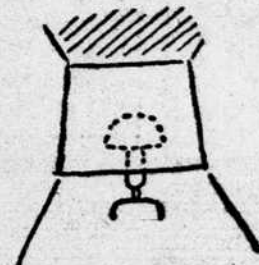
Table Lamp	27.50	Bridge Lamp	29.95
Reflector Lamp	29.95	Floor Lamp	29.95

Lamp Dept., Fifth Floor, The Hecht Co.



**The Shades:** Sleek all-metal that are so good-looking, so durable. And best of all, a cinch to clean!

**The Glaremaster:** Scientifically designed reflector gives the right kind of light in the right place. A 3-way switch regulates the intensity of the light.



**The Levelizer:** A patented device (with rounded surfaces instead of the usual flat surfaces on the shade and its support) allows the shade to automatically level itself.

THE HECHT CO. GOLDEN



ANNIVERSARY YEAR

Half a Century of Service to the Nation's Capital . . . 1896-1946