

The Hecht Co., Silver Spring, Open Monday, 12:30 to 9:30 P.M.; Washington Store Hours, 9:30 A.M. to 6 P.M.

**THE
HECHT
Co.**

WASHINGTON &
SILVER SPRING

SALE! First Time in 11 Years!

Seamprufe

Figure Proportioned

SLIPS

ONE WEEK ONLY, JUNE 19 TO 24

Usually 2.99

SCALLOPED & TAILORED
PROPORTIONED SLIPS

2.39

Eleven years is a long time between sales! But that's how long it's been since we could bring you Seamprufe PROPORTIONED slips at this price! These slips fit as if custom-made! Waistline, hips, and bodice fit PERFECTLY! And proportioned slips are bound to be just the right length! Even the skirts are specially cut so they won't twist or ride up! Tailored style with delicate scalloped trim, white, pink, black or navy Bur-Mil* multifilament rayon crepe, sizes 32 to 44 short, average, or tall. Better stock up, because for one week only they'll be sale-priced at just 2.39!

Usually 3.99

LACE-TRIMMED
PROPORTIONED SLIPS

3.39

One week only! Famous Seamprufe PROPORTIONED slips with lavish lace trims at the lowest price in 11 years! Beautiful Alencon-type lace with applique-trim at the bodice! More wide lace at the hem! Plus famous Seamprufe non-twist skirts, Bur-Mil* multifilament rayon crepe. AND very special custom-like fit because you choose yours by height AND size! White, pink, black, navy in the group. Sizes 32 to 44 short, average, tall, complete with lavish lace trim. Just 3.39 for the first time in eleven years.

*Reg. U. S. Pat. Off.

Lingerie, Third Floor, Washington; Second Floor, Silver Spring

SEVEN SIZES FOR EACH HEIGHT GROUP



Over 57"
Tall 32 to 44



5'5" to 5'7"
Average 32 to 44



Under 5'5"
Short 32 to 44

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