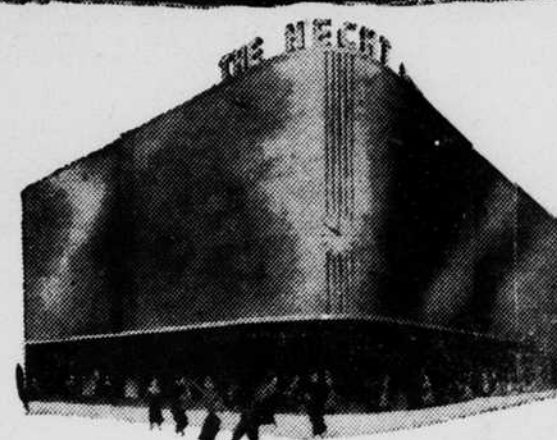


SHOP THURSDAY 12:30 to 9 P.M. at THE HECHT CO. WASHINGTON



THE HECHT CO. SILVER SPRING

Open Thursday
10 A.M. to 6 P.M.
Friday, 12:30 to 9:30 P.M.



The Hecht Co. Parkington, Arlington

Open Thursday
10 A.M. to 6 P.M.
Friday, 12:30 to 9:30 P.M.

THE HECHT CO. MAKES GIFT SHOPPING MORE FUN WITH 14 SPECIAL SERVICES!

Hecht Co. Gift Certificates

No worries about sizes or colors. Available in any amount to fit your budget. Street Floor, all three stores.

Men's Hat Gift Certificates

Let him pick his own Mallory, Lee, Resistol or Hechtonian in the size and shade he prefers. Street Floor, all three stores.

Martha Jean Gift Wrapping

Artistic wrapping makes any gift look like a "million." Priced from 25c up. Special booths at all stores.

Visit Santa Claus

Christmas isn't Christmas till the kids have seen Santa. It's free! 3rd Floor, Washington, 4th Floor, Silver Spring, Auditorium in Virginia.

Take a Picture With Santa

A thrill the youngsters will remember the rest of their lives. All 3 stores. \$1 first print, 3 for \$2.

3 Fabulous Toylands

Space has been added at all Hecht Co. stores to make this the biggest, most exciting toy display we've ever had.

B. & O. Model Train Exhibit

This \$50,000 exhibit taking up almost our entire Parkington, Arlington Auditorium for kids from 6 to 60.

Christmas Windows

Alice in Wonderland relives her adventures in the windows of our Washington and Virginia stores. It's Lionel Trains at Silver Spring.

Budget & Shopping Accounts

Enjoy shopping with the added convenience of the various Hecht Co. Accounts designed to fit your needs. Apply Credit Office at any store.

Time Out For a Snack

Dinners to donuts served in our ultra-modern Virginia Room. Delightful snack bars also at Washington and Silver Spring.

Parking Facilities

Our Parking Building—Washington. Lots adjacent to Silver Spring and our great parking building in Virginia.

Self Service

Help Yourself Desks and open displays speed you through your shopping even on the busiest days.

Phone Orders, NA. 5100

Too busy to get to the store? We're as close as your phone—all orders handled promptly.

INSIDE More Pages of Gift Suggestions from The Hecht Co.

Page 2. Candies to Diamonds

Page 3. Famous-Make Lingerie

Page 4. Arrow Shirts for Men

Page 5. Swank Jewelry for Men

Page 6. Novel Ideas from the Gift Shop

Page 7. Useful Houseware Gifts

Page 8. Gifts for Baby

