

# THE HECHT CO.

ANNUAL DRESS SALE \$15

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# 1000

*new silhouette*

# DRESSES

# \$15

"Sunday Night" Frock  
\$15

*After Chanel's fish net. Four shirred bands lead to a well placed bow in the back. Waterfall skirt.*

THRILLING . . . SENSATIONAL . . . TIMELY. All three of them in this annual sale. Thrilling because of the fashion value of the frocks, sensational because of the very low price, timely because it's the height of the season when new frocks are needed for street, luncheons, teas and evening wear.

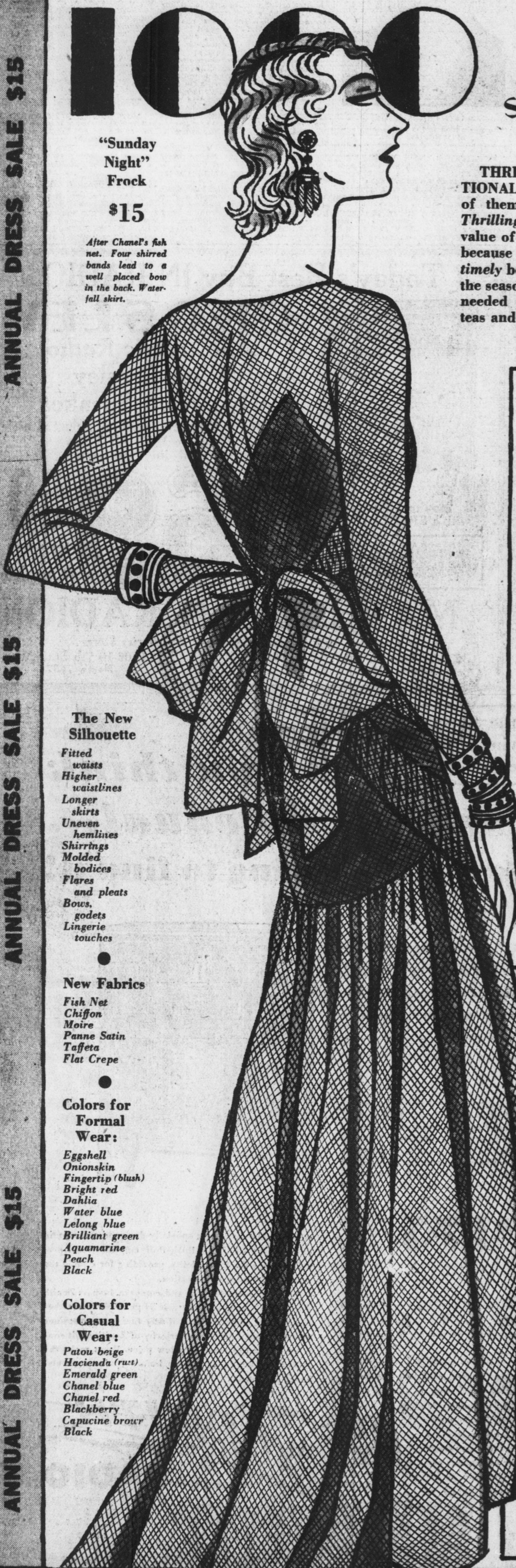
THE NEW SILHOUETTE . . . achieved by workmanship only seen in finest frocks. Replicas of famous Parisian models . . . in colors sponsored by Paris. A correct style and fit for every one . . . for the slim debutante . . . the smart matron and those who require extra or half sizes.

*(Moderate Price Dress Shop, The Hecht Co.)*

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### The New Silhouette

- Fitted waists
- Higher waistlines
- Longer skirts
- Uneven hemlines
- Shirtings
- Molded bodices
- Flares and pleats
- Bows, godets
- Lingerie touches

### New Fabrics

- Fish Net
- Chiffon
- Moire
- Panne Satin
- Taffeta
- Flat Crepe

### Colors for Formal Wear:

- Eggshell
- Onionskin
- Fingertip (blush)
- Bright red
- Dahlia
- Water blue
- Lelong blue
- Brilliant green
- Aquamarine
- Peach
- Black

### Colors for Casual Wear:

- Patou beige
- Hacienda (rust)
- Emerald green
- Chanel blue
- Chanel red
- Blackberry
- Capucine brown
- Black



Patou Replica \$15

*In line and color, the latter being his dahlia. Chiffon, for informal wear; the skirt especially graceful with applied godets.*

"Vionnet" Seams \$15

*Wind their diagonal way over this evening gown of glowing eggshell satin. The high placed belt ends in a soft bow.*

"Formal" Gown \$15

*Lustrous flat crepe, a mellow eggshell tone. New silhouette with circular skirt . . . more fullness on one side caught with novel bow effect.*

Black Fish Net \$15

*Wears two snowy gardenias and a belt buckle of straw. The waterfall skirt billows below the heavy satin slip. Detachable sleeves.*

"Blackberry" Out of Season \$15

*But a very smart shade. Flat crepe, the circular flounces form a quaint, peplum in the back. Three ivory gardenias finish the neck.*



The 'Kerchief Dress' \$15

*Green linen handkerchiefs, hemmed by hand, make the smart collar, cuffs and bow on this green flat crepe. Cluster shirtings place the waist.*

Gauntlet Cuffs and Tie \$15

*With Medieval charm, of toast-colored batiste and lace. On heavy black flat crepe. A godet adds width to circular skirt.*

Mid-Season Reductions in  
**Cloth Coats**  
**\$69.75**

Interesting Fur Treatments of  
Badger, Lapin, Wolf and Caracul

The most important and most worn item in woman's wardrobe. These are exclusive models taken from our regular stock. Meticulously tailored of smooth broadcloth. Beautifully lined, warmly interlined, the former being guaranteed for two years' wear. Modes favored by fashion for this season . . . straightline coats . . . flared coats . . . princess lines. Black and new colors. For misses, women and larger women.

*(Third Floor, The Hecht Co.)*

COATS \$69.75

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