

A Glowing New Shade for Your Clothes and Your Hair . . . The Hecht Co. Presents

Brown Brilliance



*Yours in a Sequin-Flashed Dress and a
New Brown Brilliance Roux Coiffure*

"BROWN BRILLIANCE" comes to your dress! Elegant brown rayon crepe with long, fluid lines and a high-drama pointed petal drape, blazing with a brown brilliance of sequin. Sizes 14 to 20.....\$45

Misses' Dress Circle, Third Floor of Fashions

ROUX

OIL SHAMPOO TINT

Crowning touch—Brown Brilliance for your hair! Chat with Miss Althea Sooy, Roux representative, about it—here all this week in our Fifth Floor Beauty Salon for personal consultation. Learn how Roux Oil Shampoo Tint Treatments help to keep your visible strands of hair colorful. And our beauticians observe Roux's "Caution: Use only as directed on the label," of course. Call NAtional 5100, Ext. 347, for an appointment.

THE STORE OF NATIONALLY FAMOUS FASHIONS

The Hecht Co.
F St., 7th St., E. St. NA 5100 Washington 4, D. C.

