Hecht's Reliable Stores | 517-519-521 South Broadway | Hecht's Reliable Stores

# Spring Opening—and Souvenirs!

# No Money to Pay Down

All ready for you, folks! Come and see styles at their best. Come see what our buyers have assembled from the world's great style centers, embracing everything that will be correct. Whether you're ready to buy or not, we want you to come. It will be time well spent.

## Pay 50c Weekly

**Women's and Misses' $22.50 Tailored Suits $15**

New spring tailored suits, in the short jaunty cutaway or square front styles; straight line back, high waistline effects, trimmed with buttons; some with fancy silk trimmings on collars and cuffs; others in new braided effects; the colors are black, navy, copenhagen, tan and gray.

**Pay $1 Weekly**

Women's & Misses' Handsome $35.00 & $40.00 Spring Suits,

**$23.75**

We offer you the choice of 30 new spring models; materials include bedford cords, diagonals, Eponge, men's wear serge and novelty weaves; styles embrace the favorite spring models in plain tailored and prettily trimmed effects, all coats lined throughout with fine quality peau de cygne to match or in contrasting colors; in navy, copenhagen, leather, brown, gray, tan, black, white and smart black-and-white effects; all sizes.

## Cut Out This Coupon

**Good for a Handsome Souvenir**

Bring this coupon to our store any time Monday, March 10th, up to 9 P. M., and we will exchange it for one of our Beautiful Opening Souvenirs, a handsome Glass Dish, exactly like the illustration.

HECHT'S RELIABLE STORES
517-519-521 S. Broadway

## His Spring Outfit--How About These?

**Boys' $5.00 Suits..... $2.95**
With two pairs Knicker Pants..
PAY 50c WEEKLY.
Norfolk and Double-Breasted styles, in Blue Serge; Brown, Gray and Mixtures; with each suit, two pairs of full cut, roomy Knicker Pants; sizes 7 to 17 years.

**Boys' $3.50 Suits..... $1.95**
PAY 50c WEEKLY.
Norfolk and Double-Breasted styles; in Tan, Gray, Blue, Brown and Stripes; Norfolk Coats, pleated and with yokes; sizes 7 to 16 years.

**Boys' $7.50 Suits..... $4.95**
With two pairs Knicker Pants..
PAY 50c WEEKLY.
Norfolk and Double-Breasted styles; Blue Worsteds, Brown, Gray and Fancies; Norfolk Coats, yoke back and front, knife or box pleats; up-to-the-minute styles; and with each suit, two pairs of full cut Knicker Pants; sizes 7 to 18 years.

PAY 50c WEEKLY.
**Boys' Confirmation Suits, Special..... $5.00**
All Wool Dark Blue Serge; Norfolk and Double-Breasted styles; coats full length Serge or Venetian linings; pants peg top, press side seams, extra lined; sizes 7 to 18 years.

**Boys' 50c Knickerbocker Pants... 19c**
Blue Cheviot, Brown Stripe and Mixtures; extra double stitched seams and waist bands; sizes 5 to 14 years.....

**Boys' 25c Percale Blouses..... 14c**
Tan, Gray, Black and Blue-and-White Stripe Collars and Cuffs attached; sizes 4 to 15 years.

**Try This Piano 30 Days FREE!**

In these enlightened days it isn't necessary to argue the advantages of owning a piano. The need is only to decide WHAT MAKE of piano to get and from whom to buy it to best advantage. Your good judgment will decide in our favor when you listen to the sweet mellow tone of the Wagner, and when you consider you don't have to pay a penny down and get 30 days' free trial.

**No Money Down--$1 Weekly**

*We charge no interest. There are no extras of any kind whatsoever—no red tape, no "strings" of any sort to this offer.*

**The Famous Wagner $275 PIANO $198**

This piano compares favorably in tone, quality and touch with very much higher priced pianos. The tone is soft and sweet and the action responsive to a high degree. The Wagner is not an experiment. There are scores of Baltimore homes that are proud of their Wagner.

Each piano is guaranteed for ten years, and is kept in tune free for one year. With each of these pianos we give a mahogany stool, silk plush or damask scarf or a rubber cover.

## $20 New Spring Dresses . . . . $12.50

The very newest spring models in splendid quality charmeuse and messaline silks, fine serges and pretty novelty weaves; the colors include navy, Copenhagen, tan, leather, brown and black, in street dresses, and white, light blue, pink and maize in dainty party dresses. All sizes.

## $20 Spring Suits, $12.50

### No Money Down

Here at the very beginning of the spring season we are showing a complete line of Men's and Young Men's High-grade Worsted and Cheviot Suits, in blues, grays, tans, browns, mixtures, stripes and plain effects; newest models of 2 and 3 button single-breasted coats with cuff bottoms, if desired: handsomely tailored and trimmed throughout—and the best part is that there is Nothing to Pay Down and 50c a Week until paid for.

### 50c Weekly

Go ahead—**compare!** The more you search the better you'll realize that there isn't a proposition like it anywhere. Every other concern demands some instant payment. Here there's nothing to pay down—and we'll accept payments of 50c weekly until the amount of $12.50 is paid.

**Women's $4 Messaline Silk Petticoats $1.59**

An opening special, and on sale Monday only. On Monday we are offering you a $4 silk petticoat for the ridiculously low price of $1.59 of rich satin finish messaline, with deep fancy pleated flounce; new close-fitting model; in black, navy, changeable greens emerald, American Beauty, tan and white.

**Women's 59c Muslin Gowns. 29c**

Three styles—high, V or round neck—of splendid quality muslin; embroidery trimmed yoke; neck and sleeves finished with cambric ruffle. No 'phone or mail orders.

**Women's 75c Black Satine Waists... 29c**

Good quality, well made Black Satine Waists; open front style, box pleated; also black with small pin dots; sizes 34 to 44.

**Women's $1.75 Percale House Dresses..... 95c**

Another extraordinary opening special; best quality Percale House and Street Dresses, of light or dark colored striped Percale; plain colors and black-and-white check; neatly trimmed and splendidly made; all sizes.

## The New Millinery Is Ready

**Women's and Misses' Trimmed Hats $5.00**

A splendid showing in Women's and Misses' Trimmed Hats, including chips, milans, hemp and velvet two-tone and fancy satin straw braids; in all the newest models, stylishly trimmed with novelty feathers, such as the new "question mark," fancy and many others; flowers of all descriptions, fancy ribbons and velvets, made into very beautiful effects.

**A Gorgeous Display of Pattern Hats $20 to $35**

We are showing a truly handsome collection of hand-made models in fancy straw braids, pleated malines, etc.; also hemp braids, two-tone effects in chips and many beautiful panama models; gorgeously trimmed in two-tone ostrich plumes, willow plumes in black, white and the latest fashionable colorings, with dainty touches of flowers and rosebud sprays.

## $6.00 Silk, Chiffon and Crepe de Chine Blouses, $3.95

Over 300 of the very newest spring models in brocaded silks, plain charmeuse, crepe de chine and crepe meteor; new lay-down Robespierre collar, low or high neck, trimmed with laces or contrasting shades of self material; in white, black, navy, brown, Copenhagen, gray and tan.

## $5.00 Dress Skirts, $3.95

Splendid quality all-wool serges in the new spring styles; a variety of pretty models, well tailored; in black, navy and brown, also fancy mixtures; in regular and extra sizes.

## Try This Victor-Victrola 10 days FREE!

*In your own home*

We'll loan you six records, too. All this without any obligation to buy, right in your own home, where you can enjoy the delight of this grand talking machine—and convince yourself you've been missing something by not owning one. After the 10 days' free trial, if you decide to keep it, you can take advantage of this liberal offer.

**No Money Down**

**VICTOR-VICTROLA IV $15**

This is the very model being advertised so extensively by the Victor people. It's a grand instrument.

**25c Weekly**

**You Take No Risk**

**Victor Turkey-Trot, Tango and One-Step Dancing RECORDS**
Two-in-one Records—a different song on each side; 10-in. size..... 75c

## Get a Watch! No Money to Pay Down. 25c WEEKLY!

We have them in all sizes—for ladies, men and boys—in both open-face and hunting-case styles; some plain polished and others beautifully engraved.

**$25 Gold Watches**

**Elgin or Waltham Movements . . . . $15**

*Remember! 25c Weekly Will Do*

## Girls' Beautiful $6.75 Confirmation Dresses $4.95

There's choice of 12 handsome styles; soft White Voiles, heavily embroidered; dainty White Lawns, beautifully trimmed in embroidery, lace & ribbon; all-over embroidery and embroidered Nets, in the very newest models; sizes from 8 to 15 years.

A comprehensive showing of GIRLS' WHITE DRESSES from $1.75 to $9.50.

## Women's & Misses' $12.50 Silk Raincoats $7.75

New mannish cut, rich Silk Raincoats, in tan, olive and navy blue; very dressy and guaranteed absolutely rainproof; all sizes for women and misses.

# Hecht's Reliable Stores

Open Monday Night Till 9
Open Saturday Night Till 10

517-519-521 SOUTH BROADWAY

50 FEET FROM BROADWAY MARKET

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