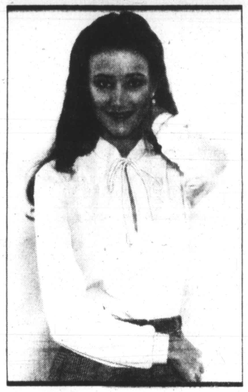
HECHT'S SECURITY OPENS WITH A 3-DAY

Shop Thursday, Friday and Save 20% to 50% on fall's newest

Misses' and women's



Save 20%
Misses' Mardi Modes tops
Sale 14.40 to 19.20
Regularly $18-$24
A special collection of prints and solids in easy care polyester knit. From Mardi Modes for sale in Town and Country Houses.

Save 20%
Misses' Levi Bend-Over pants
Sale $18
Originally * $23
Proportioned fit for a perfect fit. In polyester gabardine. For misses sizes 4-16, petite 8-18, average or overall sportswear.

Save 20%
Misses' velour tops
Sale $20
Regularly $25
Fall's most important new look: navy, neck and shirred crew-neck models in eight colors by Quote Me in Town and Country Blouses.

Save 25%
Villager coordinates
Sale 22.99 to 57.99
Originally $30-$76
Pants, skirts, and blazers in good looking plaids or forest green Corduroy. For misses sizes 8-18 in Town and Country Sportswear.

Save 20%
Misses' Alfred Dunner separates
Sale 12.79 to 28.79
Regularly $16-$36
Related skirts, pants, jackets and shirts, you can mix and match for your own look in Boulevard Separates.

Top Shop plaid shirts, orig. * $15 ..... sale 9.99
Boulevard pull-on pants, solid and ribbed styles. Orig. * $14 and $15 ..... sale 7.99
Boulevard velour dresses, three styles. After sale $35 ..... sale 23.99
Women's Ecco-Too coordinates ..... 25% off
Boulevard coordinates by Act III in Dacron/wool ..... $5 off
Boulevard Puritan dresses ..... 20% off

Accessories and Lingerie

Save 30%
Women's leather boots
Sale 39.99
Regularly $60
Real leather at a price this low? Yes! Choose from two styles: several colors for Fall fashion and warmth. In Women's Shoes.

Save 25% to 40%
Leather clutches
Sale 16.99 to 24.99
Regularly $23-$45
Choose from an incredable variety of styles, all in buttery, soft leather. In colors to accent your fall wardrobe. In Handbags.

Save 25%
10K gold chains, bracelets
Sale 11.25 to 168.75
Regularly $15-$225
Find Italian serpentine chains, bold chains, cobra chains, and many more styles in several lengths. In Fine Fashion Jewelry.

Slinky rayon shawls, orig. * $10 ..... sale 6.99
Famous maker tailored jewelry, a huge assort. metal, orig. * $4-$60 ..... sale $2-$10
Women's slides, orig. * 11.99 ..... sale 8.99
Famous maker Frankly Feminine™ bras and bikini, orig. * 4.50-9.50 ..... sale 2.25-4.75
Misses' print floats, value $20 ..... 10.99
Misses' peignoir ensembles, two pretty styles. Orig. * $35/$45 ..... sale 22.99-29.99
Misses' cut-to-length petticoats, two colors. Orig. * 6.50 ..... sale 4.99

Grand Opening specials in our Fur Salon

Save 20% to 50%
off regular and original prices
Just a few of our designer and luxury furs.

Natural Canadian lynx full-length coat, orig. * $2,000 ..... sale $799.99
Natural coyote full-length coat, orig. * $2,999 ..... sale $359.99
Young sport furs, full skins and pieced. Choose from red fox, Norwegian blue fox, and many more. Orig. * $699-$4,999 ..... sale $499-$3499
Natural sable walking coat, reg. $10,500 ..... sale $5250
Beige-dyed blue fox coat, reg. $6,999 ..... sale $2999
Grey-dyed feathered fox jacket, reg. $4,999 ..... sale $849
Australian opossum full-length coat, reg. $1899 ..... sale $949

Men's clothing

Save $35 to $45
Men's Fall suits
Sale 119.99 to 144.99
After sale $155-$185
Pre-season savings on the latest looks from Botany 500, Johnny Carson, John Alexander and John Weitz. In Men's Clothing.

Save 25%
Long sleeve shirts
Sale 9.99 to 10.99
Regularly 13.50-$15
Our own Clay Poole shirts, in permanently pressed polyester/cotton. Find solids and stripes in 14½-17/32-35. Men's Furnishings.

Your choice
Famous maker luggage
Save 20% to 30%
off regular prices
Samsonite Sonora soft luggage, reg. $42-$100, sale $29-$75. Ranchero totes by Action Bags, reg. 16.50-$30, sale 13.20-25.60. Luggage.

Save 20% to 30%
Men's Fall ties
Sale 5.99
Regularly 7.50-$9
Choose from pure wool plaids woven in Scotland, or always-perfect polyester solids, all in Fall colors. In Men's Furnishings.

Save 20%
Men's Farah separates
Sale 14.99 to 47.99
Regularly $19-$60
Sportcoats, vests, and pants of superbly soft polyester/cotton corduroy. Buy one, two or all three and save. In Men's Clothing.

Save 20%
Levis' for Men*
Sale 15.99
Regularly $20
Soft brushed denim jeans, styled to fit grown-up figures. Choose from a variety of styles, all machine washable. In Men's Sportswear.

John Weitz pajamas, reg. 16.50 ..... sale 12.99
Long velour robes, reg. 35.50 ..... sale 29.99
Velour pullovers, value $25 ..... only 19.99
Famous maker belted slacks, easy care polyester. Reg. $22 ..... sale 16.99
Flannel-look slacks, reg. $25 ..... sale 19.99
Leather coats, reg. $165-$175 ..... sale 129.99
Young men's slacks, reg. $19 ..... sale 12.99
Men's V-neck sweaters of softest Orlon® acrylic. Orig. * 16.50 ..... sale 13.99

Kids' fashions

Save 20%
Girls' sweaters
Sale 5.60 to 12.80
Originally * $7-$16
Exclusively ours. Taffy Hassage sweaters in a huge selection of colors. Pullovers and cardigans in 4-6X, 7-14 in Children.

Entire stock
Infants' warm wear
Save 20%
off regular prices
You'll find blanket sleepers, pram suits, jackets and fleece sleepers in solids and prints. S-M-L-XL in Infants.

Entire stock
Children's sleepwear
Save 20%
off original prices
Our entire collection of boys' pajamas, sizes 4-7 and girls' gowns, pajamas, and blanket sleepers, sizes 4-14 in Children.

Save 25%
Billy the Kid® boys' slacks
Sale 8.99
Value $14
Boys' slacks by Billy the Kid. Sizes 8-16, regular and slim.

Boys' corduroy slacks, in many Fall colors. 4-7. Orig. * $11-12.50 ..... sale 8.49-9.99
Boys' nylon jackets, cotton flannel lining. 8-20. Reg. $18 ..... sale 9.99
Boys' knit shirts, long sleeve. 8-20. Orig. * 9.50-$10 ..... sale 6.99
Tots' corduroy pants, orig. * 9.50 ..... sale 7.49
Infants' coordinated linens ..... 20% off

HECHT'S
Now at Security Square Mall

SQUARE MALL STORE SPECTACULAR SALE

Saturday 9 a.m. till 9 p.m.
fashions for you, your family, your home

Furniture

Save $71
Teknika 19" color TV
Sale $298
Originally * 369.95
19" diagonal measure in-line black matrix picture tube. With automatic fine tuning so you adjust the set less. In Televisions.

Save $30 to $100
Eclipse Posturgard I bedding
Sale 49.95
Twin, each piece; after sale 79.95
Full, each, after sale 109.95; 79.95. Queen set, after sale 289.95; 219.95. King set, after sale 399.95; 299.95. In Bedding.

Save 50%
Installed saxony carpet
Sale $9
Square yard installed, after sale $18
Half price for one of our most beautiful nylon saxony plush carpets. Plus you get installation over foam cushioning. In Carpets.

Save 50%
Brass table lamp
Sale 34.88
Regularly $70
Traditionally styled, with brass finish, and a softly-pleated drum shade in beige. 32" tall. 3-way lighting system. In Lamps.

RCA 25" diagonal measure color console, with electronic tuning, more. Orig. * 679.95 ..... sale $578
Pioneer 30-watt audio ensemble; complete with cabinet. Separately $830 ..... sale $528
Traditional style swivel rocker, in cotton velvet. After sale $250 ..... sale $168
Sofas, choose blue quilted print or beige cotton velvet. After sale $550-$600 ..... sale $388
Stratoloungers® "Close-Up" recliner, in earth-tone Herculon.® Orig. * 319.95 ..... sale $198
Sofa daybed double sleeper, in chocolate corduroy. Reg. $230 ..... sale 189.99
Oriental design rugs, many styles and sizes. After sale $119-$549 ..... sale $79-$399
Oriental design runner of 100% wool. Orig. * $199 ..... sale $149
Oriental design rug, 100% wool, unusual 4' octagonal. Orig. * $199 ..... sale $149

Have a Hecht's Charge Account!

IF YOU DON'T . . . OPEN ONE. IT MAKES SHOPPING SO EASY . . . PLUS, YOU'LL RECEIVE ADVANCE NOTICE OF OUR SPECIAL SALES. ASK ANY SALES PERSON PERSON FOR AN APPLICATION, OR GO TO OUR CREDIT DEPT.

Housewares

Save 50%
"La Machine" processor
49.99 Final cost
Reg. 99.99; sale 59.99. $10 factory rebate
Grates, chops, minces, slices, and much more includes "blenderizer" attachment. Ask our salesperson about your $10 rebate. The Loft.

Two-tier wire hanging baskets by Hoan. Reg. 7.99 ..... sale 5.99
Corningware trio saucepan sets. Regularly $34-$40 ..... sale $17-$20
Oster kitchen center does almost everything. Orig. * 144.95 ..... sale 99.99
Hamilton Beach 7-speed blender. Reg. 24.95 ..... sale 16.88
Import Associates barware, choose from five shapes/sizes. Reg. 4/10.99 ..... sale 4/5.49

Bed and Bath

Save 30% to 60%
Famous maker percale sheets
Sale 2 for $7
Twin, originally * $9
Full, orig. * $11, 2/$11. Queen, orig. * $15, 2/$20. King, orig. * $19, 2/$25. Similar savings on pillow cases. In Sheets.

Imported print bath towels, hand towels, wash cloths, orig. * $3-12.50 ..... sale 99¢-2.99
Quaker Lace table linens, all sizes, two colors. If perfect $23-$40 ..... 14.99
Decorator comforters, first quality. Value 34.99-84.99 ..... 21.99-29.99
"Irish Beauty" woven bedspreads, cable stitched. If perfect $25-$45 ..... 12.99-22.99
Quilted bedspreads, assorted prints and solids. Orig. * 29.99-59.99 ..... 18.99
"Capri" panels, 60x84". Orig. $42 ..... sale 19.99
Made-to-measure draperies ..... 40% off

* Original prices are subject to intermediate markdowns. Irregularities won't affect wear. All TV screens are measured diagonally, all stereo specifications are taken from measurements made in accordance with Federal Trade Commission Rules. King and Queen size bedding sold only in sets. Sorry, no mail, phone, or C.O.D. orders. Hecht's Associates and their families are not eligible to win prizes. Use your Hecht's charge.

Notions/Cameras

Polaroid One Step, orig. * 39.95 ..... sale 29.99
"Photoking" album ..... special 14.99
Hanging closet ensembles ..... 25% off
Plastic hangers, orig. * 33¢ each ..... sale 2/33¢

Budget Store values

Save 60% to 65%
Boys' Wrangler® jeans
3.97
If perfect $10-$12
Durable Western style jeans, in machine washable 100% cotton. The irregularities won't affect wear. In Budget Boys.

Save 55%
Men's sportcoats
Only 19.97
Value $75
Classically styled, in wide or narrow wale corduroy. From a famous maker. Brown or camel in 38-46 regular and long. In Budget Men's.

Entire stock
Misses', women's, juniors' coats
Save 20%
off regular prices
Find untrimmed, fur-trimmed, and all-weather coats, in standard and petite lengths, plus short and hip-length jackets. Budget Coats.

Special
Women's dressy sandals
Sale 10.90
Regularly 11.99-13.99
Wear to the office now, out on the town come Fall. Choose from medium heel sandal on wider platform or high heel sandal. In Budget Shoes.

Save 20% to 25%
Executive dress shoes
Sale 10.90
Regularly 13.99-14.99
Men's classic styles, from Endicott Johnson. Choose from oxford, moc-toe slip-on, or tasseled slip-on. In Budget Shoes.

Misses' nylon petticoats, value $4 ..... 1.97
Men's short robes, value 11.99 ..... $4
Men's warm-up suits, value 19.99 ..... 9.97
Women's umbrellas, orig. * 5.99 ..... sale 2.99
Misses' shirts, orig. * 9.99 ..... sale 6.97
Misses' stretch pants, orig. * 13.99 ..... sale 10.97
Ladies' slides, orig. * 8.99 ..... sale 6.50

Grand Opening specials in our two new Beauty Salons; two weeks only!

In our regular Beauty Salon, haircut and permanent wave, regularly $40, sale $25. In Headquarters, our new "cut and dry" hair boutique, haircut, blow dry, and conditioner, regularly 18.50, sale 13.50. No appointment is needed.

Excitement for the whole family!

We've lined up two whole weeks of special happenings. Here's just the first three days!

WEDNESAY, AUGUST 15
Sample Killer Bee Honey all day.
Special display of antique sunglasses, all day.
Meet Mother Fudge and receive a Mother Fudge t-shirt with purchase of a 14-oz "truckload" of Fudge, all day.

THURSDAY, AUGUST 16
Meet Rich Dauer of the Baltimore Orioles, 12:30-2:30 p.m.
Watch the chef of Vellegias demonstrate some of his favorite recipes, 12:30-1:30 p.m.
See our Fur Fashion Show, 2:30 p.m.
See Liz Roberts' Fall collection for misses' and petites modeled, 12:30-2:30 p.m.
Learn how to do more with Martex sheets, and register to win a prize, 7:30-8:30 p.m.

FRIDAY, AUGUST 17
Meet Gary Roenicke of the Baltimore Orioles, 12:30-2:30 p.m.
Watch Patrick McDonald of Sarabande prepare a special recipe, 12:30-1:30 p.m.
See our Lifestyle dresses modeled, 1 p.m.
Our own Fred Noveille shows you the "new wave" hairdo, all day.
Learn to do more with Spring Mill sheets, register to win a prize, 7:30-8:30 p.m.
Meet the Garanimals® Kids, characters who helped kids match clothes, 1-2 p.m.
Maidenform® helps you choose the proper undergarments, 11 a.m.-3 p.m.

SATURDAY, AUGUST 18
Meet Rick Dempsey of the Baltimore Orioles, 12:30-2:30 p.m.
Rock and Roll party with the Magic Guitar for children, 11 a.m.-1 p.m.
See the latest junior fashions, modeled, 1:30-2:30 p.m.
Come to the Clubhouse and see misses and men's updated athletic fashions modeled, 1:30 p.m.

WEDNESDAY, AUGUST 29
See the latest women's fashions, 1 p.m.

Security Square Mall is easy to reach:

Just take the Beltway (I-695) to Exit 17 (Security Blvd.). Exit east, and you're there!
From Rte. 26 or Windsor Mill Rd., go south on Rolling Road to Security Blvd. turn left to Security Mall.
From Columbia, take US 29 to MD 40. Head east on MD 40 to I-695 (Beltway). North on 695 to Exit 17, exit east.

HECHT'S
Now at Security Square Mall