

a new name
and a new look
for an old store



Famous Make

TOPCOATS

Regular 35.75
Topcoats **\$25**
NOW ...

Regular \$39.95 - - \$45
Topcoats NOW **\$30⁰⁰**

Regular \$50
Topcoats NOW **\$35⁰⁰**

Reg. \$55 Topcoats . . . Now \$40.00
Reg. \$59.50 Topcoats - Now \$47.50
Reg. \$85 Topcoats . . . Now \$59.50

Shop Gene's Bargain Tables of Shirts, Pajamas, Underwear, Hats, Odd Pieces of Luggage !!!!

**Big Saving's in Gene's
BOYS' DEPT.**

Be Here Early Thursday Morning
For The Best Buys! SAVE!!

From the same location where K. Sugarman said, "I ain't mad at nobody," (and we ain't either) and where Don Anderson and Gene Favell catered to men's fashions, comes a new look and a new name — GENE'S MEN'S AND BOYS' WEAR — successor to Don's.



Home of Fine Brands Plus *2xN* Green Stamps

"Change of Name"
SALE!

Slacks

Famous Name 100% Wool Flannels and Worsteds - SAVE!!!
Reg. 13.95 to 24.95 - NOW ...

10⁷⁵

Jackets

Famous Names. Now's the time to Save during "Gene's" Big Sale

1/3 off

Sport Coats

Large Group, Many Styles and Shades

1/3 off

Sport Shirts

All price Ranges on one table— one low price.

\$3⁴⁹

WIN \$25.00 IN MERCHANDISE

Enter Gene's Slogan Contest

Put on your thinking cap and work out a slogan for the new Gene's! Just drop your suggestion in the little red box at Gene's. The slogan should be appropriate for a men-store and for use in our advertisements. An impartial judge (Gene) will choose a winner.

Contest Ends Feb. 6th

GENE'S

Men's & Boys' WEAR

2xN
GREEN STAMPS



SUITS

From our regular stocks — Many fabrics and shades — All Famous Brand Names!!!

Reg. 39.95
Suits - NOW **26³⁵**

Reg. 72.50
Suits - NOW **48³⁵**

Reg. \$95
Suits - NOW **63³⁵**

Gene's

MEN'S & BOYS' WEAR

(Successor to DON'S)

6th & Main

Phone TU 4-6526

Gene Favell, Owner