

For Easter . . . YES!

But not JUST for Easter

The Hecht Co.'s Exclusive

Sheldon Gabardine Suits

Go On-And-On!

49.75

This is the suit you'll wear for more months of the year and for more occasions than any other suit in your wardrobe. The gabardine is all wool worsted with a special steep twill weave that's designed to take the punishment of year-round wear. It's a medium year-round weight with a hard finish and a remarkable capacity for holding its shape and retaining its crease—even in hot sticky weather. Because of its rich luster and smooth drape, your Sheldon Gabardine is ideal for both dress and business wear. Especially since we have them in the flattering new single and double breasted lounge models. Choose from teal blue, middle grey, dessert tan, or oak brown. Know that in buying a Sheldon you're buying the suit that Washington men look to for an extraordinary balance of quality and style at a modest price. See it today—wear it for Easter, and months after.

Men's Clothing, Second Floor, Washington; Street Floor, Silver Spring

THE HECHT CO.

WASHINGTON AND SILVER SPRING

E. St. at 7th

Fenton & Ellsworth



For Easter?
Yes!

But you'll wear your 49.75
Sheldon Gabardine to the
office . . . plenty.



For Easter?
Of course!

But your 49.75 Sheldon
Gabardine is a natural
for stepping out the year
round.



For Easter?
Perfect!

But you couldn't ask for
a better traveling com-
panion than your 49.75
Sheldon Gabardine.

The Hecht Co., Silver Spring, Open Friday 12:30 to 9:30 P.M.;
Washington Store Hours, 9:30 A.M. to 6 P.M.