

# THIS CITY IS A GOOD ONE TO COME TO

Our Fair guests will find it so and that's what makes it a good one to stay in. We folks who stay are glad to see you folks who come; we tell you so, not because we're afraid you won't feel welcome, but just because we feel that way. It's a good city, and we in this splendid establishment, have a sort of satisfying feeling that, by fair dealing and handling none but the best products of America's markets, in a way have helped to make a good one--a progressive one.



It's the clothes that make the men, it's the men that make a city, it's Israel that furnishes the two best brands of clothes in the world--the Hart Schaffner & Marx and Michaels Stern & Co. kind. Special values \$20, \$22.50, \$25, \$28, \$30

### Extra Special Values in Suits from 20.00 to 30.00

At any price you choose we guarantee the highest value possible for the money. But we would like to have you see, particularly, the values we offer from \$20.00 to \$30.00. We're making this a special feature, the prices are not too high for most well dressed men, not too low to cause doubt as to quality, and we know and guarantee that from \$20.00 to \$30.00 we're offering the finest suits ever produced at the price.

### Extra Values in Suits from \$5 to \$15

We appreciate the fact that there are lots of men who want to deal with a store like this, but only wish to spend from \$5.00 to \$15.00 for a suit or overcoat. We have a wonderful line at those prices and we are certain you will pay more elsewhere for such clothes.

### Fine Furnishings! Extra Specials in Men's Sweater Coats

Extra heavy Sweater Coat, regular 1.00 value ..... .75  
Heavy Wool Sweater Coats, regular 1.50 values, at ..... 1.25  
Highest grade wool Sweater Coats at ..... 1.50, 2.00, 2.50 and 3.00

### Men's Two-Piece Winter Underwear and Union Suits.

Heavy Underwear, Shirts or Drawers, special, per garment... .25  
Fine derby ribbed or heavy fleeced Underwear, Shirts or Drawers, 65c grades, per garment..... .65  
Extra one-stk finished, flesh colored, derby ribbed or heavy natural grey wool mixed Underwear, 1.00 grades at..... .75  
Very special spring needle Jersey ribbed cotton or natural grey derby ribbed mixed wool Underwear, 1.25 grades... 1.00  
Genuine Lamb's Wool Underwear in grey, fancy stripes or white, extra special at..... 1.50 and 1.75



Just as we are known as the leading clothiers, so are we known as the leading shoers' for men, women, little men and little women.

### Autumn Bedding

Something decidedly beautiful in blankets and comforts. See us before buying.

Cotton blankets, 10-11 and 12x4, in white, grey or tan, at **65c, 90c, 1.19, 1.35 and 1.98**

Wool blankets 10-11 and 12x4, in white, brown, grey, or plaid, from **2.50 to 7.50**

All Calicos 5c per yd.



### Childrens and Misses Coats

Extra Fair week specials worth double what we ask for and they are not job lots either.

1.50, 2.00, 2.50, 3.00 up to 5.00

### Men's Shoes "THE FLORSHEIM KIND"

The word "Florsheim" on the sole of a shoe is a guarantee of value, like a First National Bank signature on a \$5.00 bill. If your shoes don't fit, you lack comfort--you might as well wear wooden ones. In the Florsheim shoe we give you ease, comfort, flexibility, style, snap, wear, durability--Most styles **5.00 and 6.00**

A great many times you get a shoe for less than 5.00 or 6.00 that wears and looks good--well we can supply you here too--Try the Watson shoes, all solid leather, all styles, Vici, Gun Metal, Patent Leather, Box Call, Kangaroo that will not scuff **1.50 to 5.00**



### The Ascot

GENERAL PATENT COLT BUCHER

There's EXCLUSIVENESS--  
There's STYLE--  
There's COMFORT--  
There's LONG SERVICE--  
IN THE

Florsheim Shoe

MOST STYLES, \$5 AND \$6



### "Sil-Kid" Shoes

The Ladies "Sil-Kid" shoes are too well known to mention here about their superior styles and wearing qualities. If you have never tried "Sil-Kid" shoes, you have never had the ease, the style, the wear a good shoe should possess. Every imaginable style in every imaginable leather, made in every imaginable way, in every imaginable size, from

**1.50 to 4.00**

Just received a full line of ladies and gents gaiters in all the new shades. The new and proper thing for good dressers,

**50c to 1.00**

### Ladies Coats and Suits

Owing to a strike in New York, part of our ladies coats and suits were delayed but we have reasonable assurance that by Monday morning or the latest by Tuesday morning, we will be able to show you a beautiful line of coats and suits. To all of our customers who have waited so kindly and patiently we will give an extra 10 per cent discount on the prices that will be low--very low

**5.00 to 20.00**

### Outing Flannels

Outing Flannels for Fair week at **5c, 6 1/2c, 7 1/2c, 8 1/2c, 9c, 10c and 12 1/2c.**

Special agents for Solomon and Edward Strauss mens hand tailored clothing, made to your measure



Henderson Fashion Hip Girdle

### Childrens Caps

Childrens Bear skin caps, 50c values, **29c**  
75c values, at **50c**

Special agents for the American Ladies Tailoring Co. for ladies suits and coats, made to your measure.



### Extra Specials in Ladies and Gents Neckwear

Ladies linen coliers **2 for 25c**  
Ladies Jabots, the 50c kind, **special 25c**  
Gents 50c neckwear **25c**

We are trying to make Fair week a memorable one in the history of Tucumcari and have made special prices in every department.

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5c TUCUMCARI NEWS  
Merchandise Coupon No. 30  
Good for 5c on Cash Purchase of \$1  
Name.....  
Address.....  
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# ISRAEL'S

The Big Red Stone Store on the Corner