



What Shall I Give?



This Great Big Perplexing Question Answered Easily, Fully and Quickly at This Store

Broad Stocks of Desirable Merchandise, Satisfying Prices and Courteous Service are Closely Linked, in This—The Real Christmas Store

The one perplexing question that racks the brain of most every Christmas Gift Giver at this time is "What Shall I Give?" The question seems to get up with you in the morning, and go to bed with you at night. You don't want to slight Uncle or Aunt, you won't slight Father and Mother, and there is dear old Grandmother and Grandfather, you MUST get something for the children and you MUST remember a few friends. How to spread the glad Christmas joy to everyone seems to be your greatest trouble at this time.

Of course if your purse is filled to overflowing the expenditure of a few more dollars doesn't worry you at all—but, there are thousands whose purse strings are limited and who have to figure closely so that no one will be slighted but everyone made glad on the bright Christmas day, through your thoughtful remembrance. It is to these thousands that this store offers the greatest help. Here are gathered superior stocks in all manner of desirable, acceptable gift things. And so sensibly priced are these splendid stocks that you will find it extremely easy to solve the question "What Shall I Give?"

A Careful Reading of the List Below will Convince You that You May Select Something Here for Everyone and Still Have a Snug Little Sum Left Over from the Christmas Gift Allowance



Gifts for Grandmother

Lighten up dear old Grandmother's face with a token such as she alone would appreciate.

- Wool Hose.....35c to 95c pair
- Silk Hose.....50c to \$2.50 pair
- Silk Dresses.....\$12.50 to \$35.00 each
- Kid Gloves.....\$1.75 to \$3.50 pair
- Hand Bags.....\$1.00 to \$10.00 each
- Handkerchiefs.....30c to \$1.50 each
- House Slippers.....85c to \$2.75 pair
- Mufflers.....75c to \$3.50 each
- Coats.....\$20.00 to \$50.00 each
- Dresses.....\$10.00 to \$35.00 each
- Silk Waists.....\$2.95 to \$12.50 each
- Muffs.....\$2.75 to \$40.00 each
- Fur Sets.....\$5.00 to \$100.00 set

Gifts for Mother

Who would think of letting Christmas slip by without a token of Christmas joy for mother? Since no one would, we've made up a list of giftable gifts which will make it easy for you to decide "What to Give."

- Silk Lisle Hose.....35c to 50c pair
- Silk Boot Hose.....50c to \$1.25 pair
- Pure Silk Hose.....50c to \$3.50 pair
- Hand Bags.....\$1.00 to \$15.00 each
- Mesh Bags.....60c to \$12.50 each
- Silk Gloves.....50c to \$3.50 pair
- Kid Gloves.....\$1.75 to \$4.00 pair
- Back Combs.....35c to \$5.00 each
- Silk Waists.....\$2.95 to \$25.00 each
- Silk Dresses.....\$12.50 to \$35.00 each
- Silk Petticoats.....\$2.95 to \$6.50 each
- Bath Robes.....\$5.00 to \$15.00 each
- Mufflers.....50c to \$3.50 each
- Bedroom Slippers 85c to \$2.75 pair
- Furs in separate pieces and sets, from \$2.75 to \$150.00
- Handkerchiefs.....50c to \$1.50 each

Gifts for "My Wife"

This list will surely interest every married man in the whole town. There is a pleasure in giving to one's wife—a real delightful pleasure at Christmas time.

- Kid Gloves.....\$1.75 to \$4.00 pair
- Fur Sets.....\$5.00 to \$150.00 set
- Furs in separate pieces \$2.75 and up
- Hand Bags.....\$1.00 to \$15.00 each
- Mesh Bags.....60c to \$12.50 each
- Silk Hose.....50c to \$3.50 pair
- Silk Gloves.....50c to \$3.50 pair
- Bath Robes.....\$5.00 to \$15.00 each
- Bedroom Slippers 85c to \$2.75 pair
- Silk Dresses.....\$12.50 to \$35.00 each
- Silk Petticoats.....\$2.95 to \$6.50 each
- Mufflers.....50c to \$3.50 each
- Handkerchiefs.....25c to \$1.50 each
- Neckwear.....35c to \$12.00 each

PURE LINEN HANDKERCHIEFS for Women 5c, 10c and up

This store is continually progressing because it continually offers the best values in all lines that are handled in any department. Have you ever noticed what a good linen handkerchief we sell for 5c each? Our 5c linen kerchief is almost the equal of any you can buy elsewhere for 10c. Our 10c linen handkerchief for women is much finer and a trifle larger than any other in the town. If you are not buying handkerchiefs at McCoy's you are not getting the best values in the town. At 15c, 20c, 25c, 30c, 35c, 40c, 50c and up, we show exclusive novelties in plain white hand-embroidered and fancy colored borders. It's a picnic to buy handkerchiefs at McCoy's because of the beautiful patterns at such sensible prices. Nothing makes a finer gift than one or more of our pretty handkerchiefs.

Gifts for Sister and for "Her"

It matters not whether you anticipate giving to your own sister or to another boy's sister, there isn't any question but what you want your gift to be appropriate and in harmony with your feelings toward your girl, you are going to remember. See how many items will be sure to please "HER" in this list.

- Silk Waists.....\$2.95 to \$25.00 each
- Silk Dresses.....\$12.50 to \$35.00 each
- Silk Stockings.....50c to \$3.50 pair
- Fur Sets.....\$5.00 to \$150.00 set
- Muffs.....\$2.75 to \$45.00 each
- Mufflers.....50c to \$3.50 each
- Handkerchiefs.....25c to \$1.50 each
- Silk Hose, 6 pairs in box, \$3.00 box
- Silk Hose, 4 pairs in box, \$3.00 box
- Silk Hose, 3 pairs in box, \$6.00 box
- Silk Hose, 3 pairs in box, \$3.75 box
- Silk Hose, 3 pairs in box, \$4.50 box
- Silk Gloves.....50c to \$3.50 pair
- Kid Gloves.....\$1.75 to \$4.00 pair
- Hand Bags.....\$1.00 to \$15.00 each
- Mesh Bags.....\$1.50 to \$12.00 each
- Fur Coats.....\$75.00 to \$235.00 each
- Coats.....\$15.00 to \$50.00 each
- Dresses.....\$10.00 to \$50.00 each

Gifts for Friends

One of the greatest pleasures of the Yuletide season is the giving of gifts to friends. There is always a certain degree of genuine pleasure in remembering a friend at Christmas time that not only is not possible at other times or which may not be entirely proper. Arrange a list of the friends you want to remember and bring it here—you will find it easy to fill and that it will not be necessary to overstep your purse limits.

- | | |
|-----------------|------------------|
| Gloves | Hosiery |
| Waists | Dresses |
| Furs | Sweaters |
| Bath Robes | Bedroom |
| Silk Petticoats | Slippers |
| Night Gowns | Mittens |
| Mufflers | Hand Mirrors |
| Toilet Waters | Perfumes |
| Lace Collars | Lace Collar Sets |
| Handkerchiefs | Hand Bags |
| Mesh Bags | |



McCoy's Jewelry Store Leland Block

Don't forget to visit the McCoy Jewelry Store in the Leland Hotel because, for Xmas 1912, we show the largest assortment of good jewelry ever brought to Minot. If you want to purchase a ring, watch, pin, bracelet, diamond or anything usually found in a first-class jewelry store you'll find it at our jewelry counter and at a sensible price. We conduct a high class jewelry department and aim to sell only the better class of jewelry. Our assortment of watches and diamonds is more complete to-day than ever before, add it's by far the best stock in Minot.

A word to you about diamonds. There is a vast difference in diamonds, and we want to tell you the kind we sell: Some diamonds have a great amount of fire and brilliancy and some are dead. We sell the lively kind. A diamond may be perfect and be off color or it may be imperfect and fine color. We do not sell off color but otherwise perfect diamonds because an off color diamond is not as valuable as one of fine color and not perfect. We sell fine color diamonds only—some are perfect and some are not. We tell you when you buy all about the diamond you buy. There is a lot to know about diamonds and many tricks in selling them. We resort to no tricks nor do we leave anything unsaid that should be said. No one ever heard of McCoy's selling a poor diamond. We never buy poor ones, so never have any to sell. If you want brown diamonds (worth about \$50.00 a karat) or off color diamonds we can't supply you. Ours are fine color one and all, and all of them are lively. If you want a fine diamond at a sensible price see us. Diamonds advanced fifteen per cent in the last 60 days. Our prices are the same to-day as they were 60 days ago. We just mounted twenty-five diamonds that we bought before the last fifteen per cent increase. They range in price from \$90.00 to \$275.00. We have diamond rings ranging from \$15.00 to \$650 each.

DIAMOND RINGS \$22.50

In our jewelry department we offer six diamond rings at \$22.50 that, for the price, are the best values it's possible to give. The diamonds are fine color, very brilliant and perfectly cut and mounted in the usual solid gold Tiffany mounting. If you want to make her happy buy one of these diamonds to-day.

SPECIAL VALUES

About 25 to 40 per cent below regular selling prices

- House Dresses \$1.49
- Good gingham poplin trimmed, would sell regularly at say \$2.75.
- Wool Mixed Union Suits \$1.35
- Mostly wool but is mixed with cotton. Sold fairly well at \$2.00 and \$2.50 but not fast enough to suit McCoy, so out they go at \$1.35 for 34, 36 and 38s. 40, 42 and 44 we are selling at \$1.50 per suit. Big values.

Flannelette Night Gowns 59c

We believe most stores would ask you 75c for these same gowns but McCoy offers them at 59c each. Others at \$1.00, \$1.25, \$1.50 and up. A lot of new ones just received.

Muffs—Special at \$1.49

We are not going to tell you what these muffs would sell at regularly but, of course, they are fine values, or we would not say special at \$1.49 each. They are black or brown cone just as you prefer, and they are so much better than you would imagine they could be at \$1.49, that you'll say "great" when you see them.

Six Beautiful Water Goblets \$1.00

The prettiest water goblet we have ever offered and at a much lower price than usual for such fine glassware. Talk about a Xmas present. These water goblets would be fine. A set of six for \$1.00, or \$2.00 a dozen.

Long Silk Hose 50c Pair

These hose are not offered to you as being sold at less than regular price. We sell them the year round at 50c a pair but they are especially good for the money. They are light weight and sheer, but are pure silk and we have them in almost every color of the rainbow.

Leather Hand Bags \$1.50

Positively the best hand bag for \$1.50 we ever saw. Good size leather outside and leather-lined with leather coin purse to match, safety catch on bag. Comes in black only with silver or gilt frames. Big heavy frame, should give good service.



Gifts for the Hired Girl

Christmas is an appropriate time to make ALL happy and since the burden of gift-giving is so much lightened by the sensible low prices in force at this store—you will be able to make Christmas one of the brightest of days by remembering everyone around you. Our stocks offer hundreds of suggestions for inexpensive, desirable and practical gifts.

- HAND BAGS 65c to \$3.00 each
- HAND MIRRORS 65c to \$2.50 each
- PERFUMES 25c to 50c ounce
- TOILET WATERS 25c to 75c bottle
- BACK COMBS 35c to \$4.00 each
- GLOVES 50c to \$2.50 pair
- HOSE 25c to \$1.25 pair
- SILK WAISTS \$2.95 to \$7.50 each
- SILK PETTICOATS \$2.95 to \$4.00 each
- MUFFS \$2.75 to \$12.50 each
- FUR SETS \$5.00 to \$25.00 each
- TUB DRESSES 95c to \$4.50 each
- SWEATERS \$1.50 to \$6.00 each
- NIGHT GOWNS 50c to \$2.50 each
- HANDKERCHIEFS 5c to 25c each
- MUFFLERS 50c to \$1.75 each
- SILK HOSE 50c to \$1.25 pair

Everything Half Price Every Day Not at McCoy's

Study it over for yourself. This half price business is not what you think it is. Here is the proposition in a nut shell: All merchants in Minot pay all or nearly all of the following expenses: Rent, Light, Heat, Taxes, Clerks, Insurance, etc. If the first price is a sensible one, how is a merchant going to sell at half price every day in the year and pay taxes, rent, clerk hire, heat, light, insurance, and incidentals? Still there are stores in Ward county that display half price signs the year round, but that is not McCoy's system. This store closes out all seasonal merchandise at cut prices, but we don't mark our goods high enough to be able to start each season with a half price sale. When you see the half price sign at McCoy's it's a real sale, not a joke nor a bait. Our advertising is a paying proposition because we always tell the truth, and we don't need to use all the big words in the dictionary to make the people read our offers. Think it over and you'll see that you are safe—when you buy at McCoy's. We guarantee satisfaction. We refund in cash—not credit slips. If you buy at McCoy's and change your mind you get your change back, and no growling. In other words, we treat you like a regular human being. Maybe you can afford to trade elsewhere, but lots of good folks know they can't—so they buy everything they can at McCoy's new store because the merchandise is always priced right, is of good quality and strictly up-to-date.

February first the painters and decorators start work on the North half of the Masonic Temple. March first we will occupy the entire ground floor, giving us a store room fifty feet by over a hundred feet long. McCoy's new store will be a credit to Minot and this section of North Dakota. Incidentally, it's only proper to mention that our values have been so well appreciated that we feel justified in taking on the new room. With the added space we will, of course, install additional lines which we know will more than ever merit your approval.

Children's Fur Sets \$2.00 to \$8.50

We waited until a few weeks before Xmas to open our children's fur sets because we wanted the kiddies to get nice, clean, fresh looking furs for Xmas. If you want to make your little girl happy at Xmas time and for days and months to come, just come here and pick out a set of our furs. It will surprise you to see what a fine set you can buy at \$2.00, \$3.50, \$5.00, \$6.50 and \$8.50. Then, too, when it comes from McCoy's you can be sure it's correct in price as well as style and quality.

Paul V. McCoy Masonic Temple—Minot—ND.