

McCOY'S ANNUAL SPRING OPENING

Monday, April 6th, to Saturday Evening, April 12th

Monday Evening, 7:30 to 9:30 --- Music, Flowers, Decorations

Beginning Monday we will have on display and for sale one of the most complete showing of Ready-to-wear, Millinery and Dry Goods ever in the State. The display of merchandise and the decorations will be worth your time to come to this style show. One solid week of style. It being only a week before Easter will give belated buyers an opportunity to select their Easter outfit without much trouble, as our line of Suits, Coats, Dresses, Millinery, Corsets, Gloves and Dry Goods cannot be excelled in the Northwest.

We are going to look for you during our opening week, while we are at our best.

Beautiful Styles in Coats for Easter

\$7.00, \$12.50, \$16.50, \$19.50 to \$50.00 Just received a beautiful line of new Coats from New York for our Easter trade. These Coats are the very latest designs and you cannot go amiss in making a purchase of one of these Coats, the prices are in reach for everyone. All the new shades and styles are found in this beautiful line. Why can you always tell a Coat that comes from McCoy's? Simple reason is we are the only exclusive style-store in Minot, and we do not charge for style either. We only charge you for the quality at the lowest possible figure. The style is thrown in free.

Easter Dresses.

\$7.75, \$12.50, \$15 up to \$65 for Stylish Dresses in Silk, Wool and Other Fancy Materials Are Found in McCoy's Big Ready-to-Wear Dept.

Spring Dresses in Ratines, Poplins, Brocaded Novelties, Taffetas and many other popular weaves are among our big assortment of Dresses that will be suitable for Easter Sunday. The prices are more reasonable than ever. The styles and colorings are prettier than any season past. Select your Dress now for Easter while the assortments are large. No two Dresses alike in the 200 Dresses in stock.



Easter Suits.

\$22.50-\$29.50 for Suits with Style

Other High-class Suits \$30.00 to \$65.00

This season's Suits were never any prettier. Wearing one of McCoy's Suits is like wearing a swell gown, so much style attached to them, even the \$22.50 is a dream. The style, the weave, the colorings are almost extreme, but the extremes are the popular craze for this season. The lining are the most beautiful silk that can be had, in plain and fancies. Set-in, Kimona and Drop-shoulder effects, short jackets, with belts and bows. Skirts with tunic and tier effects.

Come now and get your Easter Suit. The alterations are free. Our alteration department is the best in Minot.



\$5.00, \$7.50, \$10.00 and up to \$50.00

EASTER HATS



If you go to a city, you would not find any better looking Hats than we are turning out. Our designer and trimmer is one of the best that money can secure. Miss C. E. Smith our designer is from the East and comes with all the new creations that are in vogue in Paris and New York, and with many of her own creations which makes in all a grand display of fashionable millinery. Everybody is saying that there has never been a millinery department as complete including styles, ever before in Minot. You can buy Hats in our department from \$5.00, \$7.50, \$10.00 to \$50.00. The leading shades are blue, purple, green, tango, black and white combinations. The shapes are small, medium and some few a little larger. Flowers, ribbons, plumes and ornaments are the trimmings used.

If you want an imported hat, or New York, or one of our own designs you can have it.

No two hats alike.

FRENCH ROOM is the TALK of the STATE

The popularity of our French room is growing larger every day.

Our French room a dream of beauty in gold and white.

We have added to our Millinery department one of the most essential additions that any modern store should have, a French room—in other words, a private salesroom.

The room is a glow of white and gold, fitted up with white enamel dressing tables and chairs, also hat show stands. One of the main features the room has is its dust-proof individual hat display boxes. Every woman that would like to have her hat tried on in private may have the opportunity to do so.

EASTER KID GLOVES

99c, \$1.25, \$1.75 Pair

Of course you are going to need new Gloves for Easter, and we have prepared for the Easter trade with an abundant line of Silk and Kid Gloves in short and long styles, colors tans, grays, black and white. McCoy's Kid Gloves are the best that money can buy. We ask no more for high grade gloves than other stores ask for inferior lines. All gloves are fitted by experts.

Gloves 99c Pair

We have been months searching the markets for a Kid Glove to retail for a dollar that would give the most satisfaction and at last we have it, in colors of tan, gray, black or white. **99c the pair**

Gloves 99c Pair

\$1.25 will buy you a splendid Glove at McCoy's, no better glove made for the price. The best people in town buy them. Why not? **\$1.25 the pair**

Gloves \$1.75 Pair

Our \$1.75 Gloves are the cream of the land in quality, workmanship, looks and wearing quality. We guarantee this glove to wear. McCoy's already have a wonderful big business on this particular glove, but still we can do more. Let us count you one of the many wearers of this **\$1.75 glove**

Silk Gloves 50c and up

New Silks in Their Extreme Beauty at McCoy's Great Silk Store

We are coming fast as the real silk store of Minot. Thousands of dollars of new Silks are in for Easter trade in all the new weaves such as Figured Marquisettes, Poplins, Messalines, Crinkle Crepes, Plain and Figured Fancy Silks for trimmings and Waist making. **TAFFETAS**, the only store in Minot that claims to be up-to-date, are showing this particular weave. All the season's new shades are found in our Silk department.

Prices more reasonable than ever.

Send for samples and prices of our silks.

NEW BEADS FOR EASTER

Beads are stylish for Spring and Summer wear. You wear them with your Dress, Suit, Coat or Waist. We have all the lengths and colors. Tango red, green, blues in all the new tints, corals. We do not sell one strand a day but dozens of strands are sold daily. We were and still are the first to show the new fads in beads.

25, 35, 50c, \$1.00 to 2.95

75c CORSETS 59c

New Hand-bags in Colors to Match Your Easter Outfit

McCoy's, without a doubt, are in the lead with new Leather Hand-bags and Purses. All the popular shapes down to the neat coin purse style are found here. The spring shades are so they can be matched to your new spring outfit. New greens, blues, tans, black and purple are some of the new shades. All Silk or Leather-lined Hand-bags. **99c up**

PAUL V. McCOY
MINOT, N. D.

New Blouses for Easter

\$2.50 Blouses 1.49

New French White Voile Blouses trimmed in laces, frills and buttons. These Waists were made to retail for \$2.50, but by us making a special purchase of them, makes it possible for us to give you a real \$2.50 value for **\$1.49**

—A number of styles to select from—

\$1.29 to 2.50 Blouses 97c

97c is a special price for a beautiful trimmed French White Voile Blouse, different styles to select from, all sizes. This Blouse is in every way the season's best style. Regular \$1.29 and 2.50 value at **97c**



NECKWEAR FOR EASTER

We are loaded down with pretty Neckwear in white and colors. Pretty Net and Chiffon effects in Easter Lily, Medici, Gladstone, Calla Lilly, La-Maxixe and pretty Lace Frill Collars are among the assortment.

Send your order for one. We prepay postage. All prices run in this big line of collars.

\$1.00 CORSETS 79c