

Every Word Here is a Message of the Savings You Enjoy at the J. C. Penney Co. Store. We are Not Afraid to Print Our Prices in Bold, Plain Type, Not Afraid to Mark Every Article in the Store in Plain Figures Because We are Confident Our Prices are Lowest.

**OUR MEN'S AND BOYS' DEPARTMENT**

You will never be able to buy Clothing and Furnishings at such low prices as we offer them. After carefully selecting each article our buyers see that best of material and workmanship are used. Whether you rely upon our judgment or upon your confidence in your own expertness, every garment purchased from us will prove to be a fortunate purchase. You cannot buy badly, as we protect you both in quality and price.



MINOT, NORTH DAKOTA

**OUR READY-TO-WEAR DEPARTMENT**

Offers the very latest in Suits, Coats, Dresses, Skirts, Waists and Accessories necessary for Mi-ladies Wardrobe, both for old and young. We are showing an assemblage of Coats and Dresses equal to that of most large stores. The American woman of today is a better judge of value and of good merchandise. They are not easily deceived. Mahogany and glass fixtures amidst elegant surroundings are closely connected with high prices and exaggerated values. They realize that such environments do not increase the value or style of a garment one particle. That's why our Ready-to-Wear Department is so popular. Correct styles at moderate prices brings volume of business, overbalancing long profits. We do all necessary alterations free.

**MEN'S WINTER OVERCOATS AT A GREAT SAVING**

Men's heavy Melton coats in Chesterfield style with velvet collars of fancy niggerhead and other overcoatings, with self collars, also the new Trench coat with belt all around and double breasted, made full lined or satin yoke and sleeve lining in various lengths, and all sizes, large assortment for the young and older men, hand tailored, at **12.50, \$14.75, \$16.50 and \$18.50**

Men's heavy ulsters, made of fine vicunas, full or yoke lined, new models, 50 inches long, made with convertible collars, serge and satin lined, some double breasted and belts. A sensible storm coat at **\$9.90 to \$22.50**

**Keep Warm in Our Mackinaws and Sweaters**

Men's heavy wool mackinaws in grey, blue, brown and green plaids, also plain colors, large shawl collars, pleats and belts, all double breasted, largest assortment at from **\$9.90 down to \$5.90**

Men's heavy sweater coats in all the new weaves, plain, rope stitch or Shaker knit, large shawl collar or plain neck style in all leading plain or striped colors at from **\$6.90 down to 1.49**

Men's all wool Jersey sweaters in medium or heavy weight, plain colors or combination stripes, close fitting collars and cuffs at **\$1.98 to \$4.49**

**Rain Coats**

Men's double texture coats in new tweeds and worsteds, dark and light mixtures, sewed and cemented seams, convertible collars, at **4.98 to \$12.50**

**Men's Underwear**



Standard Quality and Lowest in Price

Men's heavy fleec lined shirts or drawers, best "High Rock" brand, at **.73c**  
Men's heavy wool ribbed shirts or drawers, natural grey color, at **.98c**  
Men's heavy wool plush back shirts or drawers, light tan color, at **1.49**  
Men's extra heavy pure lambs wool shirts or drawers, "Collins" brand, at **\$2.49**  
Men's heavy fleec lined union suits, closed crotch, grey or ecru, at **\$1.25**  
Men's heavy grey wool union suits, closed crotch, at **\$1.49**  
Men's light tan wool ribbed union suits, perfect fitters, at **\$1.98**  
Men's heavy grey wool ribbed union suits, closed crotch, big value, at **\$2.25**

Better grades of men's union suits, mottled design, beautiful fitters with tight cuffs and ankles, at **\$2.69 to \$3.98**

**Night Robes**

Made of good heavy flannel, made in regular or extra large cut, plain or trimmed with silk frogs, sizes 15 to 20, at from **98c to \$1.49**

**Pajamas**

Men's heavy "Snoos Nap" flannel pajamas, nicely trimmed with silk frogs, neat patterns in all sizes at **\$1.49**

**SAVE MONEY BY BUYING YOUR FALL SUIT HERE**

Men's new fall dress suits, made of fine worsteds and cassimere in new fall patterns of greys, browns and other fancy mixtures. The materials and workmanship are the best obtainable for the money; shape retaining coat fronts and best of linings and trimmings used, the new and more conservative models, large selections at **\$9.90 to \$22.50**

Men's all wool blue serge suits, only best indigo dyed blue serges used, hand tailoring with best of trimmings make these the best all the year around suits. New fall models. We can fit you whether you are large or small at **\$12.50 to 24.75**

**Men's Dress Pants**

Fancy dark stripe worsteds and all wool blue serges, perfect fitting in sizes from 30 to 50 waist, well made and finished, at from **\$3.98 to \$4.98**

Men's work pants, large selection, from **\$1.49 to \$2.98**



**Men's Furnishings Hose, Gloves Mittens, Belts Neckwear and Suspenders**

**Save on Your Gloves and Mittens**  
Knit wrist canvas gloves, 3 for **.25c**  
Gauntlet canvas gloves, 2 for **.25c**  
Leather faced canvas gloves **.25c**  
Jersey gloves, 2 for **.25c**  
Unlined leather work gloves **.98c to \$1.59**  
Automobile gauntlets **\$1.98 and \$1.49**  
Boys' leather faced mitts **.25c**  
Boys' leather mitts **.49c**  
Men's leather faced mitts **.69c**  
Men's leather mitts **.98c**  
Men's brown suede elastic wrist gloves **\$1.25**  
Men's horse hide mitts, lamb lined **\$1.49**  
Wool liners **.25c**  
Chopper mittens **.98c**  
Complete line of men's and boys' wool mittens and gloves from **.25c to 49c**

**Men's Hose at a Saving**

Medium weight merino sock **.19c**  
Heavy Rockford sock, 3 for **.25c**  
Cotton sock, all colors, 2 for **.25c**  
Heavy black or blue wool hose **.25c**  
Fine cashmere sock, all colors, 3 for **1.00**  
Heavy white sock **.35c**  
Grey or white heavy Shaker sock **.49c**  
Home knit sock, black or grey **.49c**

**Fall Neckwear**

Endless variety of new four-in-hand ties in wide open end or reversible style, new batting club ties or made up teck and bow ties, made of beautiful new fall silks in latest patterns and plain colors, large selection at **25c, 49c, 58c and 89c**

**Travelers' Necessities**

We carry a complete stock of Bags and Suit Cases in stock at all times. Our prices can only be appreciated by comparison.

**Suspenders**

Men's dress or work elastic web suspenders, leather or cord ends, "President," police or cross back styles, at **25c to 45c**

**Belts**

Men's or Boys' leather belts, in brown, black or grey, made with patent tongueless or regular buckles, large assortment at **25c and 49c**

**OUR FLANNEL SHIRTS ARE CHEAPER**

Men's heavy genuine "Cherry Valley" flannel shirts, turn down attached collar, in grey, brown or blue, 2 button faced sleeves, full cut, at **\$1.49**

Large variety of men's medium or heavy flannel shirts in grey, tan or blue, high or low collar, some with 2 bellows pockets, large selection at from **.98c to 2.49**

Boys' flannel shirts, new style collar and faced sleeves in grey or tan colors, sizes 12 1/2 to 14, a bargain at **.98c**

Boys' heavy flannel blouses, "Bell" brand, tapeless style, faced sleeves, in grey colors, ages 8 to 16 years, exceptional value at **.98c**

**Shirts**

Men's dress shirts, made of fine quality percales and madras, with soft collars attached or neckband and laundered cuffs, new fall patterns, at **.98c to \$1.49**

Best grades of men's dress shirts, made in many styles of finest madras and silk shirting, beautiful patterns, in all sizes at from **\$1.49 to \$3.98**

**Save Money on Your Overalls and Work Clothes—Only High Grade Garments**

Heavy indigo blue denim overalls and jackets, union made, at **\$1.10**

"Crown System" blue denim, triple stitched, at **\$1.25**  
Combination overall suits, khaki, union made, at **\$2.25**  
Blue or grey chambray shirts, collar attached, faced sleeves, all sizes **.58c**  
Black sateen shirts, good quality, at **.75c**  
Sheepskin lined, 50 in. long, at **\$14.75**  
Chamois skin lined corduroy vests, leather sleeves, knitted collar and wrist, at **\$6.90**

**Overalls**

Heavy indigo blue bib overalls and jacket, best makes, in sizes from 2 to 17 years, at **.69c, 79c and 89c**  
Blue and white stripe, sizes 3 to 12 **.49c**

**OUR BOYS' DEPARTMENT**

Where Your Dollar Goes Farthest for QUALITY and DURABILITY

**Boys' Suits**

Fine cassimere and tweed in new grey or brown mixtures, also all wool blue serges in fall styles with lined Knickerbocker pants, in sizes from 7 to 15 years at from **3.50 to \$7.90**  
Extra good corduroy suit at **\$4.98**

**Juvenile Suits**

Fine cassimere, worsteds and blue serges, new style coats and straight pants, sizes 2 1/2 to 6, at **\$2.98 to \$7.90**

**Boys' Mackinaws**

In boys and junior sizes, fine wool mackinaws, new fancy plaids, and belts and large collars, well made, in sizes from 3 to 16, at from **\$3.49 and \$4.98**

**Sheep Lined Coats**

Boys' full sheep lined mole skin coat, fur collar, all sizes, at **\$4.98**

**Boys' Pants**

Fancy cassimere, worsted and blue serges, large assortment, size 5 to 17 **.69c to 1.98**

**Boys' Blouses**

Percales and madras, blue chambray and black taten, "Bell" brand, at **.58c and 69c**  
Boys' rain coats, grey and tan, at **\$2.98**  
Boys' chambray shirts, blue or grey, excellent values, at **.45c and 49c**  
Boys' suspenders **.10c, 15c and 25c**

**Jerseys**

Boys' all wool jersey sweaters in plain colors or combination stripes, at **\$1.49**

**Sweater Coats**

Boys' heavy sweater coats, large shawl collars and pockets, medium and heavy weights, plain or combination stripes, all sizes, at from **49c to \$2.98**



**Winter Caps for Men & Boys New Fur Caps They Cannot Be Beat at the Price**

**Save 1-2 on Your Fall Hat**  
New fall shapes in the latest brown, grey, blue or black, shapes to suit the younger or older men, leather sweats and best trimmings used on all hats. Money savers at **88c to \$2.98**  
Boys' hats **.49c and 98c**

**Winter Caps for Men and Boys**

Men's and boys' assorted golf caps at **.49c**  
Men's and boys' King Edward style caps **.49c**  
Men's and boys' golf caps, made of heavy overcoatings **.49c**  
Men's heavy mackinaw caps **.69c**  
Men's hunting caps **.69c**  
Men's plush caps, Havelock style **.98c**  
Men's blue serge caps, fur band **.98c**  
Men's Scotch caps **.98c**

Many other styles and fabrics too numerous to mention, made for warmth and comfort for cold weather, fur or flannel lined, at prices ranging from **.98c to 1.49**

**New Fur Caps**

Made of fine black Coney, genuine pieced or one piece seal skin, Detroit shape and satin lined. These caps are wonderful at the prices we are offering them at. Prices from **\$2.49 to \$9.90**

**NOTIONS**

- Colgate's talcum powder **.15c**
- Cuticura soap, bar **.19c**
- Six bars Crystal White laundry soap **.25c**
- Package envelopes **.19c**
- Gilt Edge shoe polish **.5c**
- Black shoe laces, 2 pair for **.3c and 5c**
- Safety pins, cards **.4c**
- J. & P. Coats thread **.4c**
- 100 yards sewing silk, spool **.10c**
- CMC crochet cotton in white and colors **.19c**
- Dry Foot, big can **.10c**
- Chamois skins **.5c and 25c**
- Hair combs **.10c, 15c and 25c**
- Embroidery hoops **.10c**
- Hooks and eyes, card **.4c**
- Bachelor's buttons, box **.5c**
- Spencerian pen points, 6 for **.5c**
- Inside belting, yard **.8c and 10c**
- Shinola, box **.8c**
- White Canvas Cleaner **.10c**
- Cleaner for white and colored kid shoes, per bottle **.25c**
- Shaving Soap, bar **.5c**
- Cabinet Hair Pins **.5c**
- Pearl Buttons, 2 doz. **.5c**
- Wire Hair Pins **.5c**
- Whisk Brooms **.15c and 25c**
- Steel Crochet Hooks **.5c**
- Corset Laces **.1c**
- Children's Hose Supporters **.10c**
- Hair Nets **.5c**
- Middy Laces **.5c**
- Darning Cotton, 2 for **.40c**
- Rick Rack Braid **.5c**
- Sewing Needles **.5c**
- Wash Bags **.5c**

**Men's and Women's Bath Robes**

A beautiful assortment of Men's and Women's blanket bath robes—  
Women's bath robes **\$3.98 to \$5.90**  
Men's Bath Robes **\$4.98 to \$7.90**

**Boys' Odd Pants**

Attractively priced—a pair to match most any coat—  
Boys' pants, ages 5 to 16, splendid values, priced at **89c, 98c, \$1.23 to \$1.49**  
Boys' pants, extra good quality men's wear navy blue serge **\$1.25, \$1.49, \$1.79**  
Boys' corduroy pants **\$1.25 to \$1.49**

**Wool Dress Materials**

In the Newest Shades for Fall Wear

- 36 in. all wool storm serge **.79c**
- 36 in. half French serge **.69c**
- 36 in. half wool storm serge **.58c**
- Cotton French serge, 36 in. **.35c**
- 42 in. all wool heavy serge **.98c**
- 48 in. all wool French serge **\$1.39**
- 50 in. all wool men's wear serge **\$1.49**
- 54 in. men's wear serge, wool **\$1.49**
- 54 in. all wool poplin **\$1.98**
- 36 in. plaid dress goods **.58c**
- 40 and 48 in. all wool plaid dress goods, priced at **\$1.25 and \$1.69**

**Beautiful Silks**

Bought Direct from Manufacturers

- 36 in. Messalin, assorted colors **1.25**
- 40 in. crepe de chene, in white, flesh, black, 40 in.orgette crepe, in white, flesh and navy, grey, plum and coral **\$1.49**
- black **\$1.69**
- 36 in. black and colored taffetas, well assorted, soft finish **\$1.49**
- 36 and 40 in. black taffeta, soft finish **\$1.89**
- White China silk at **.69c and 98c**
- 36 in. black faille **\$1.98**
- 36 in. black and white messalin **1.29**
- 40 in. Duchess satin, black **\$1.49**

**Aprons and House Dresses**

Aprons made in bungalow style and with elastic belts, some to button in front. They are made of the best quality gingham and percales. Prices **.69c, 79c, 89c, 98c and \$1.25**

**House Dresses**

Made in percales, zephyr and Amoskeag ginghams, sizes 34 to 48, in a large variety of colors and patterns, sold at our well known prices of **\$1.25, \$1.49 and \$1.98**  
Black sateen aprons for store use, each **.49c**

**Afternoon Dresses**

Made of fast colored chambray and ginghams, neatly tailored, in new loose fitting style, some with sash belts **1.98 and \$2.49**

**LADIES' SUITS, COATS AND DRESSES**

**Newest Creation in Ladies' Coats**

We are this year showing the biggest array of ladies' coats. New things are arriving from New York, and you will here surely find just the coat you are looking for. They are made of novelty cloth, velours, bolivian, velvets, and plush, trimmed in new novelty trimmings and furs. Prices range from **\$8.90, \$9.90, \$12.50, 14.75, \$16.50, \$18.50, \$22.50, up to \$59.90**

**Ladies' Dresses**

Two hundred new models to choose from, for street and party wear. We have all the new things; striped satins and taffetas, plain silks, and a tremendous assortment of serges, men's wear and French serges. Prices **\$5.90, \$6.90, \$7.90, 8.90, \$9.90, \$12.50, \$14.75, \$16.50, \$18.50, 22.50 to \$37.50**

**Ladies' Skirts**

Many new models in misses' sizes included. Ladies' skirts, made of striped silks, gabardines, serges, poplins and panamas. Colors are all new shades, such as navy, plum, battleship grey, novelty stripes and plain blacks. They are priced very low. **\$2.98, \$3.50, \$3.98, \$4.98, \$5.90 up to \$8.90**. It will pay you to inspect these values.

**Ladies' Petticoats**

Made of black and colored sateen, and silk taffetas, new beautiful changeable colors in regular large sizes, some with fitted top, priced low at **.69c, 98c, 1.25, \$2.25 to 4.98**

**Ladies' Gloves**

Ladies imported French kid gloves, in black and white **\$1.98**  
Ladies chamois gloves, colors are black, Egyptian, chamoise and dark grey, pair **98c**

**Ladies' Suits**

In Exclusive Models  
Made of serges, broadcloth and French velour, with long pointed collars. Prices **\$12.50, \$14.75, \$18.50 up to \$45.00**

**Ladies' Waists**

Ladies' Waists in new fall styles, made of voiles, organdies, crepe de chine and tub silk, some made with high necks, at **98c, \$1.25, \$1.49, \$1.98, \$2.98, 3.50 and 3.98**  
Colors are black, white, plum, brown, navy, green and others. Also novelty stripes.

**Georgette Crepe Waists**

These waists made of the best quality obtainable for georgette crepe. As you know, we have been selling them all the past season at \$4.98. We are again offering you the same at the same old price, for **\$4.98**

It is no secret that these waists sell from a dollar to a dollar and a half more anywhere else.

**Girls', Misses' and Children's Coats**

A splendid showing of Girls' and Misses' Coats priced right—  
Children's Coats **\$3.49 to \$9.90**  
Misses' Coats **\$8.90 to \$16.50**

**Ladies' Corsets**

Correct foundation for a perfect fitting gown will be found in our Crown Rengo Belt Corsets

Crown, medium and low bust, front and back lace, at each **.98c**  
Crown, medium and low bust, front and back lace, at each **\$1.49**  
Best Crown quality in pink and white, priced at **\$1.69 and \$1.98**  
Rengo Belt corsets. **\$1.98, 2.49, 2.98, \$3.98**

FROM J. C. PENNEY COMPANY, MINOT, N. D.

**THE ORDINARY WAY--**

Indirect Purchases }  
High Operating Cost }  
Long Profits }  
Jobsbers Profits }  
Traveling Man's Expenses }  
Bookkeeping Collections }  
Delivery Man, Etc. }  
Your Price

**THE J. C. PENNEY CO. WAY--**

Direct Purchase }  
Low Operating Cost }  
Reasonable Profits }  
Your Price

**DRY GOODS DEPARTMENT**

NOTE THESE LOW PRICES

**WORTH IN EVERY YARD**

- Best grade American calico, yard **.8c**
- Genuine Amoskeag gingham, yard **10c**
- Dress gingham **12 1/2c and 15c**
- Heavy white outing flannels **12 1/2c**
- Heavy light patterns outing flannels **12 1/2c**
- Dark heavy outing flannels **15c**
- Hope bleached muslin **15c**
- Fruit of the Loom muslin, yard **15c**
- White India Linen, yard **10c, 12c, 15c**
- English Nainsook **12 1/2c, 15c, 18c, 25c**
- 42-inch pillow tubing **.25c**
- Bleached Sheeting - 8-4 28c, 9-4 32c, 10-4 37c
- Straw ticking **12 1/2c, 15c, 18c, 25c**
- Art Ticking, in striped and flowered patterns **29c, 35c**
- Turkish Towels—  
Size 18x32 **.10c**
- Size 18x35 **.2 for 25c**
- Size 20x44 **.2 for 39c**
- Size 20x41, heavy **.2 for 49c**
- Crash toweling in cotton and linen, priced at **8 1-3c, 10c, 12 1/2c up to 19c**
- Black sateen **15c, 29c**
- 36 inch black and colored Sateen **25c, 29c**
- Colored Table Damask **50c**
- Fancy white table damask **25c, 49c, 69c, 98c**
- Flanellette **25c**
- Heavy blue Indigo Denim **29c**

**Wool Knit Goods**

- Infants' and children's mittens **.10c, 15c, 25c**
- Infants' booties **.15c, 25c**
- Infants' and children's hoods and stocking caps **.25c, 49c**
- Infants' and children's sweater coats, priced at **.98c, \$1.49**
- Infants' knit jackets, white, trimmed in blue and pink **98c up to \$1.98**
- Children's knit set, consists of sweater, leggings, stocking cap **1.25, \$1.49**
- White and black knitted shawls **\$1.98, \$2.98, \$3.98**
- Big girls' sweaters **\$1.98, \$2.98, \$3.98**
- Misses' and women's golf gloves and mittens, pair **.29c, 49c**
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