

TO-DAY, THE BIG DAY

H. J. Cooper's Gigantic Clean Sweep Sale will start like a Whirlwind and Continue into a Veritable Tidal Wave of Brilliant Bargains Leaving Death and Destruction to High Prices in its Wake.

A Whirlwind of Fast and Furious Selling

Remember we offer you a complete selection of fine clothing, hats and men's furnishings, and a stock which has no peer for grandeur in this section. We do not claim to give you something for nothing, neither are we trying to entice the credulous or over-confident reader, but we are offering you a grand stock reduction and Clean Sweep Sale that the people of this section must surely appreciate. Make your arrangements to come.

Here are Some Prices Sizzling Hot

\$12.00 Men's Suits, stripes, plaids, new patterns, reduced to **\$5.50.**

\$2.50 and \$3.00 Men's Hats, new styles, reduced to **\$1.25.**

\$4.50 Lace and Congress Shoes reduced to **\$3.25.**

Men's 25c. Hose in black and tan, slashed to **5c a pair.**

\$1.25 Dress Shirts in fine new stripes and plaids at this biggest sweep sale, **65c.**

Fine Summer Underwear, in good 50c values, now **25c.**

Powerful and Wonderful Money Saving Opportunities Are Awaiting You

There never has been such a sale in Calgary before and there never can be another like it. Ten extra sales people will be employed to wait on you. Every item will be marked in plain figures, in order to make your shopping pleasant, quick and easy, and altogether this sale has been arranged and placed before the public in such a manner that complete satisfaction must and will prevail. Be sure to come here. It is to be a mammoth merchandise massacre, and the people are going to buy as they never bought before.

H. J. COOPER

233 EIGHTH AVE. EAST

CLOSING OUT COMPLETELY

\$25,000.00 Worth of Shoes

TO BE CLOSED OUT IN THE VERY QUICKEST POSSIBLE WAY

AT THE LATEST BY THE FIRST OF MAY. MR. DOUGLAS, THE LEADING SHOE DEALER OF CALGARY, KNOWN AS THE SHOE KING, NEEDS NO INTRODUCTION TO THE PEOPLE OF CALGARY AND SOUTHERN ALBERTA, ENJOYING, AS HE ALWAYS HAS, THE CONFIDENCE AND A LIBERAL SHARE OF YOUR PATRONAGE. AS HE HAS OTHER BUSINESS INTERESTS WHICH REQUIRE AND DEMAND ALL HIS TIME AND ATTENTION, HE HAS DECIDED TO TURN ALL BOLTS LOOSE, PLACING HIS TREMENDOUS SHOE STOCK AT THE ALTAR OF SACRIFICE; AT THE MERCY OF THE BUYING PUBLIC.

INCLUDED IN THIS IMMENSE STOCK THERE IS IN THE NEIGHBORHOOD OF ELEVEN THOUSAND DOLLARS' WORTH OF NEW SPRING AND SUMMER STOCK, WHICH HAS JUST ARRIVED AND WILL NOW BE CLOSED OUT AT THE SAME PHENOMENAL REDUCTIONS. COST OR VALUE WILL RECEIVE NO CONSIDERATION WITH US. GET THE CASH; DISPOSE OF THE STOCK REGARDLESS OF CONSEQUENCES. WE CANNOT ATTEMPT TO ENUMERATE THE HUNDREDS OF UNMATCHABLE BARGAINS. THE PRICES WILL CAUSE WONDER TO YOU AND CONSTERNATION TO COMPETITORS.

Sale Opens this Morning at Nine

These Values

WILL COMMAND IMMEDIATE RIDDANCE. NEVER IN THE HISTORY OF SOUTHERN ALBERTA HAS SUCH AN OPPORTUNITY BEEN PRESENTED. THIS SHOE STOCK WILL GO AT PRICES THAT WILL CAUSE THE BUYING PUBLIC TO INCREASE THEIR PURCHASES TO THE FULL EXTENT OF THEIR POCKET BOOK. DON'T PUT IT OFF FOR A MOMENT AFTER THE DOOR OPENS FOR THERE IS ALWAYS A CHANCE.

Receive the Benefit

SO PUT ASIDE ALL MATTERS AND JOIN THE THRONGS ON OPENING DAY, FOR THERE IS WHERE YOUR DOLLARS WILL DO THEIR UTMOST, EXPECTED DUTY. COME PREPARED TO TAKE ADVANTAGE OF THE SENSATIONAL VALUES THAT AWAIT YOU. COME, YOU OWE IT TO YOURSELF AND FAMILY. COME, YOU'LL REGRET IT IF YOU DON'T.

DOUGLAS - THE SHOE KING

104 EIGHTH AVE. EAST

"God Save the King"

CALGARY, ALTA.

Church and
appear in this
the Albertan
on Friday.

ME
Central Meth
erby, pastor;
stant. Sunday
Rev. E
reach at both
ould make sur
on should not
enting service
Victoria Meth
enth avenue a

Auct
HOUSEHO
Calgary S
106 5th Ave
C
Tuesday
2 p
Parlor, etc
and kitchen
boards, 1 ran
machine, 1 h
ham incubat
machines, et

POTATO
1 car most
guarantee th
table or seed
Ontario ap
Terms cash

R. A.
AUC

Auct
HO
Calgary S
106 5th Ave
C
3 blocks nor
Tuesday
2 p
Having rec
will offer the
date:
35 horses o
a few work
A fine fan
broken, young
A number
three year old
are from hea
he found very
2 good del
3 saddle ho
Harties, has
wold give
Wing accom
cover. 3
Terms cash

R. A.
AUC

Aucti
Sale o
At our salero
West, on
Saturday
at 2 o'clock.
horses, weigh
years old; Mo
hands high,
Suffolk Punch
1,500, ages 7
broken; 2 bu
Terms cash

Auct
At our sal
Avenue West
Saturday
at 2:30 p. m.
nished conte
roomed house
rooms for ca
also a flat-top
Terms cash

McCall
AUC

H. THOR
AUC
10 years ex
real estate and
Diploma Na
ing School of
Auction sale
ciently condue
terms, throug
Special feature
advertising
Horses broke
Victour horses
erect docile and
Satisfaction
charge.
The Far
change
LA

Compagnie Gene
(Fren
From New Yo
Steamers leave
LA TOURAIN
A BRAGNE
CHICAGO (extre
LA LORRAINE
LA SAVOIE
LA GASCOGNE (c
For information
gent. C. P. B.; at
th avenue west