

A GREAT CLEAN SWEEP

*Dimes Shall
do the
Work of
Dollars*

*A Great Money
Saving Sale
that will Dazzle
and Delight You*

SALE

*You Will See a
Sale and a
Scene of Glittering
Golden Bargains*

*Come Here
Early
Sale Opens
9 A. M.*

\$25,000 worth of Men's and Boys' high grade clothing, Hats, Caps, Shoes, Men's and Children's Furnishings, etc., will be thrown on the counters and in bins and must be sold regardless of cost or value in order to make room for thousands of dollars' worth of merchandise now en route from the east. Thousands of customers that have visited our store for the past four years know that while we carry a very fine stock of merchandise, our room is very small, and we are facing the problem with anxiety and terror, and not knowing just where to put this big shipment we have purchased and which is due here in two weeks, we have decided to make a clean sweep of everything in the store to make room for this gigantic stock which is due here. We intend to distribute our stock to the people of Calgary at prices never before witnessed in this city. Critical cases demand heroic measures and the relentless hand of fate, which to us means a great loss, while to you a big saving, places within your grasp mighty possibilities of economy and saving. These are the cold facts of the case and we trust that you will fully understand our position and do your part to help us unload this mammoth stock of merchandise. We promise nothing which we will not back up. We have been established in this city for the past four years and expect to be with you for years to come, and we want our record for truthfulness, fairness and courtesy in this sale to remain a bright page in your memory. Our future success has always depended upon our past record. We fully realize that we must give the buying public real bargains if we wish to reduce our stock to one-third its present size. Such low prices as were never heard of before will be made during this Calgary's greatest of all clothing and furnishing sales.

Sale Opens Saturday, April 16, Nine A. M.

No Cheap or Shoddy Goods

WE CARRY THE FINEST LINES OF MEN'S AND BOYS' SUITS, OVERCOATS, CRAVENETTES AND ODD PANTS THAT MONEY WILL SECURE. WE CAN FIT ANY MAN OR BOY IN THE CITY OF CALGARY AND GUARANTEE HIM THE VERY BEST OF MATERIAL IN ANY GARMENT WE OFFER FOR SALE. OUR SHOES ARE OF THE HIGHEST GRADE OBTAINABLE IN THE MARKET TODAY AND WE CAN TRUTHFULLY SAY THAT NEVER BEFORE IN THE HISTORY OF CALGARY DID SUCH SPLENDID BARGAINS EXIST IN OUR SHOE DEPARTMENT. IN FACT, WE WANT TO IMPRESS UPON THE PUBLIC IN GENERAL THAT OUR GOODS ARE OF A CLASS THAT STAND OUT BY THEMSELVES. NO CHEAP OR SHODDY MERCHANDISE HAS EVER BEEN SOLD OVER THE COUNTERS OF THIS STORE. WE DON'T CATER FOR THAT CLASS OF TRADE AND WE MAKE THIS APPEAL TO THE PUBLIC WITH THE KNOWLEDGE THAT THEY KNOW THAT HERE, AND NOWHERE ELSE, CAN THEY GET REAL BARGAINS IN MEN'S GOODS.

EXTRAORDINARY

SPECIAL

FREE OFFER

TO THE FIRST 25 CUSTOMERS WHO ENTER THE STORE ON SATURDAY MORNING AND PURCHASE A SUIT OF CLOTHES AT THE REGULAR CUT-SLASH SALE PRICE, WE WILL ABSOLUTELY GIVE FREE ANY PAIR OF SHOES IN THE HOUSE OR ANY HAT IN THE HOUSE, INCLUDING STETSON HATS.

Make Preparations to Come

WE HEREBY ADVISE AND COMMAND EVERY BUYER IN THIS TOWN TO MAKE PREPARATIONS AS THEY NEVER HAVE DONE BEFORE, TO ATTEND THIS GRAND CLEAN SWEEP SALE. DON'T COMPARE THIS SALE TO ANY OTHER EVER HELD IN THIS CITY. THIS SALE WILL POSITIVELY BY FAR BE THE BIGGEST AND MOST STARTLING SALE THAT WAS EVER INAUGURATED IN YOUR CITY THIS SEASON. GRAND REDUCTIONS ON EVERYTHING WILL BE GIVEN WITHOUT FAIL. THE ENTIRE STOCK WILL BE MARKED IN PLAIN FIGURES AND EVERY ARTICLE IS GUARANTEED TO GIVE SATISFACTION. EVERY QUOTATION BONA FIDE AND CORRECT, AND THE ENTIRE STOCK, INCLUDING SOME NEW GOODS, WILL BE SPREAD OUT ON THE COUNTERS AT THE MOST BEWILDERING SCENES OF SPLENDID MONEY SAVING EVER PUT BEFORE THE PEOPLE OF THIS CITY.

Don't Forget the Opening Date

WE WISH TO EMPHASIZE THE FACT THAT THIS WILL BE A SENSATIONAL STOCK REDUCTION SALE. WHEN YOU TAKE INTO CONSIDERATION THAT IT IS NOT ALONE A STUPENDOUS LANDSLIDE OF HIGH GRADE MERCHANDISE AT PRICES THAT WILL PULL AND PLEASE THE PUBLIC FOR MILES IN YOUR CITY, BUT THINK FOR ONE MOMENT, WE HAVE OVER \$25,000 WORTH OF CLEAN UP-TO-DATE STOCK, AND THE ENTIRE STOCK WILL BE THROWN BEFORE THE PUBLIC AT THIS SALE. IT WILL ONLY LAST 13 DAYS AND WILL BE A COMMERCIAL BATTLE THAT WILL SHAKE THE ANNALS OF MODERN MERCHANDISING, AND WILL GO DOWN IN THE HISTORY OF THIS CITY AS THE GREATEST AND MOST ASTOUNDING SALE EVER WITNESSED. REMEMBER, NO POSTPONEMENTS. SALE TAKES PLACE RAIN OR SHINE SATURDAY MORNING, 9 O'CLOCK, APRIL 16th.

**Biggest
IN
Bargains**

H. T. COOPER
233 Eighth Ave. East Calgary, Alta.

The Grand Opportunity
OF
A Lifetime

Baby Skin

Splendid Remedy
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