

\$30,000 WORTH OF WINTER CLOTHING

FOR MEN, WOMEN AND CHILDREN

To Be Sacrificed, Notwithstanding the First Cost of Any Article

The Entire Stock of the "HUB," 15 Mill Street

In the O'Regan Building To Be Cleared Out at Once Regardless of Cost

READ! A St. Stephen concern who was smuggling clothing and dry goods from the United States of America via Calais, Maine, was not cute enough for the Dominion Government as the customs officials were put wise and these goods were all seized by the officials, which will now be sold, regardless of cost. **READ!**

THESE GOODS CONSIST OF MEN'S AND WOMEN'S FUR LINED COATS, LADIES' HAND TAILORED SUITS, MEN'S SUITS AND OVERCOATS, LADIES' AND CHILDREN'S COATS, WHITEWEAR, FURS, ETC., ETC.; AND A BIG CLOTHING, FURNISHINGS AND DRY GOODS, BOOTS, STOCK FROM HALIFAX, N. S.

These Three Immense Stocks Will Be Sold at the Hub, 15 Mill Street

COMMENCING THIS MORNING, Nov. 9th at 9 a. m.

Entire stocks now in the hands of the Lyons Sales Co., and when they get hold of stocks they have no mercy on the first cost as their orders are to clear the whole stock out at short notice—Enough said

Men's Overcoats Almost Given Away



There is no question about it, if you were buying in July you could not procure an Overcoat as cheap as you will right now at this sale.

- Men's Overcoats, worth \$8.00, for **\$4.98**
- Men's Overcoats, worth \$9.00, for **5.90**
- Men's Overcoats, worth \$9.50, for **6.90**
- Men's Overcoats, worth \$12.00, for **\$7.90 and 8.90**
- Men's Overcoats, worth \$15.00, for **9.98**
- Men's Overcoats, worth \$16.00, for **10.90**
- Men's Overcoats, worth \$18.00, for **12.90**
- Men's Overcoats, worth \$20.00, for **14.90**

Boys' Trousers

- Good Boys' Pants at **37c.**
- 75c. Kind for **47c.**
- 85c. Kind for **57c.**
- \$1.00 Kind for **67c.**



Men's Suits at Tremendous Sacrifice

We are clearing out the entire stock of Men's Fashionable Suits, made up of the latest American and Canadian styles, American and Canadian makes, and they all must be sold regardless of cost.

\$4.98, \$5.98, \$6.98, \$8.90, \$9.90 to \$13.90 will buy suits just worth double the amount you pay for them at this sale.

\$8.90 absolutely buys a \$20 American made tailored suit in pure wool worsted, hand tailored collars and made by skilful tailors.

Boys' Overcoats and Reefers

- \$7 Boys' Overcoats for **\$2.98**
 - Other coats **\$3.98 to \$7.98**
 - Boys' Good Nap Reefers at **\$2.98**
 - Men's Reefer Coats, good quality, at **\$3.98**
- Buy quick while they last.

Men's and Boys' Sweater Coats

- Men's \$1.50 Sweater Coats for **98c.**
- Men's \$2.50 Sweater Coats for **\$1.69**
- Men's \$3 Sweater Coats for **\$1.98**
- Men's Neck Sweaters for **49c.**
- Boys' Sweater Coats for **49c.**
- Boys' Sweater Coats for **39c.**
- Men's Working Shirts for **39c.**
- 49c., 59c.**; a great snap for the hard working man.
- Men's Fancy Shirts for **37c.**
- Men's 75c. Shirts for **49c.**
- Men's \$1 Shirts for **59c.**

Dry Goods and Ladies' Furnishings

- Ladies' Winter Underwear at **19c.**
 - Ladies' All Wool Princess Underwear at **39c., 49c. and 59c.**, worth double.
 - Ladies' Wool and Cashmere Hose at **17c. p.**
 - Ladies' All Wool Sweater Coats at **\$1.79 and \$1.89**; a great bargain.
 - Ladies' All Wool Gloves **9c. pair**
 - Fancy English Ginghams, worth 18c. yard, now **10c. and 12c. yard.**
 - English Shaker Flannel at **12c. yard**
 - Taffeta Silk, extra wide at **15c. yard**
 - Cotton Blank at **79c. pair**
 - Feathers and Plumes at **29c.**
 - 39c., 49c., 59c., 69c., \$1.19, \$1.49 and \$1.98**; for the best.
- DRESS GOODS in this department; you can look for extra bargains.

Greatest Fur Sale Ever Attempted in St. John

To the Ladies of St. John—The tremendous stock of Furs, Stoles, etc., will not permit us the room here to enumerate the prices, but if you are on hand we promise you the greatest bargains in Fur Collars, Stoles, etc., etc., you ever had in your lives.

Fur-Lined Coats for Men and Women

marked at ridiculously low prices. Get here and see them as soon as you can.

EXCELLENT TROUSERS



Wonderful Sale of Men's Trousers

Good Tweed Trousers, excellent wearing quality, sold usually at \$1.25 and \$1.50. Now **79c. and 98c.**

Good Tweed Trousers, made to fit any size man, good patterns, at **\$1.19, \$1.29, \$1.39 and \$1.49**; worth double these prices.

\$3.00 Trousers for \$1.69

Just think of it, Homespun Trousers for **\$1.89.**

Bannockburn All Wool Trousers, No. 1 quality, worth \$3 for **\$1.98**

Pure Worsted Dress Trousers, worth \$4.00 for **\$2.39**; \$4.50 and \$5 for **\$2.79 and \$2.98.**

Men's Heavy Wool Hose

- Dark and Light Colors.
- Regular 25c. for **17c.**
- Men's Heavy Wool, Black Hose worth 30c. for **19c.**

MEN'S HEAVY POLICE BRACES

for **19c. Pair.**

Men's Boots

- Worth \$1.75 for **\$1.27**
- \$2.75 Kind for **\$1.69**
- \$3.75 Kind for **\$2.19**

Boys' Boots

- For **49c.**
- \$1.75 Kind for **\$1.27**

OPEN EVERY EVENING



THAT THIS SALE MEANS DOLLARS IN EVERY MAN AND WOMAN'S POCKET IF THEY ATTEND THIS SALE

WAISTS!

Never before did you get Waists for these prices or never again will you get them

Ladies' Waists in Fine Lawn, Lustras, etc., must be cleared — odd lots — will sell them out at **25c. each** while they last.

Ladies' \$1.25 Black Sateen English Cloth at **59c.**

Ladies' Winter Waists at **39c., 49c., and 59c.**

No Woman Will Go Without a Skirt

- \$1.50 and \$1.75 Cloth Skirts for **98c. each**
- \$2.50 and \$3.00 Skirts for **\$1.49 and \$1.59**
- \$4.00 and \$5.00 Skirts for **\$1.98**
- Young Girls and Children's Cloth Skirts for **98c.**

THOUSANDS OF ARTICLES TOO NUMEROUS TO MENTION

Be sure you keep this ad. read every word and bring it with you on the opening day, Thursday, Nov. 9th, at 9 a. m.

AT THE HUB--- 15 MILL STREET, ST. JOHN, N. B. IN THE O'REGAN BUILDING