

Save this and Wait, Wait! till **SATURDAY, MAY 20th.**

B. Friedman's \$15,000 Stock
—OF—
Dry Goods and Furniture
To be almost given away by
Assets Realization Co., to satisfy
obligations.
Sale Begins **SATURDAY**; May 20th.

B. FRIEDMAN, 299-301 Water St. **Entire \$15,000 Stock** **DOOMED!**

Sale Starts Saturday a.m., May 20th.

This business is forced to be sold out, and the Assets Realization Co. will now almost give away this stock of Dry Goods and Furniture to the people, as the entire stock must be sold out at once to settle obligations.

Our Loss—Your Gain—Come Quickly.

B. Friedman's \$15,000 Stock of Dry Goods, Clothing, Boots, Furniture, etc., HAS PASSED INTO THE HANDS OF THE **ASSETS REALIZATION CO.,** of Canada, FOR LIQUIDATION, and will be sold out at once to settle obligations, at **50 cents on the dollar.**

Sale Begins SATURDAY, May 20.

The Assets Realization Co. will not move a dollars worth of these goods away—it all **MUST BE SOLD** on the B. Friedman premises at 299-301 Water St., St. John's, IN TEN DAYS TIME. Everything will be placed at the mercy of the Public and sold for what it will bring and to make a quick disposal of the B. Friedman stock.

OUR REMEDY

Is to cut the prices square it two to quickly dispose of this stock. **THE LOSS ON THIS STOCK IS GOING DIRECT TO THE PEOPLE—OUR LOSS—YOUR GAIN—**If the saving of over 50c. on the dollar means anything to you then don't fail to come to this closing out sale of the B. Friedman stock of Dry Goods, Furniture, etc., to satisfy obligations. It certainly and truly is your lifetime opportunity to buy Dry Goods and Furniture at your own price. All New Goods and made by the Best Manufacturers. If you value money don't miss this chance to get two dollars for one dollar.

Just a Few Hints Showing How This Stock Will be Sacrificed!

At these Slaughter Prices the stock is not expected to last 10 days—so be quick to secure your needs before too late. Such prices are made possible only because this is a forced closing-out of this business demanded for settlement of obligations.

MEN'S CLOTHING.
Men's good Tweed Suits, all new stock; a very serviceable suit. Friedman's Price, \$6.00. The Liquidation Price now only **\$3.20**
Splendid and good wearing Scotch Tweed Men's Suits. Sold regularly by Friedman for \$7.00. The Assets Realization Price to close out the stock is now only **\$3.75**
High quality Men's Tweed Suits, perfect fitting, high grade Sateen lined and fine trimmings. Friedman's regular price was \$8.50. The Assets Realization Price to close up this business is now only **\$4.25**
Extra fine Serge and Tweed Men's Suits, best linings and trimmings perfect fitting, dressy. Friedman's price was \$10.00. The Assets Realization Liquidation Price to satisfy obligation is only **\$5.00**
Excellent fine quality suits of the very best thing in Men's Suits. Sold by Friedman for \$12.50. The Assets Realization Price to close up this business is only **\$6.35**
The very finest and highest class of Men's Suits in Wortedels, warranted custom hand made; exact perfect form fitting and highest quality trimmings and workmanship. Friedman's price never less than \$15.00. The Assets Realization Price to close up the business **\$7.50**
BOYS' SUITS.
Friedman's \$2.50 Boys' Tweed Suits will be sacrificed by Assets Realization Company for **\$1.25**

Friedman's \$3.25 Boys' good English 3-piece Tweed Suits will be closed out at only **\$1.65**
Boys' high grade Scotch Tweed 3-piece Suits. The kind that Friedman sold for \$4.50. Assets Realization Price to close **\$2.25**
Very high quality Scotch Tweed 3-piece Boys' Suits. Regular \$6.00 value. Assets Realization Price only **\$3.00**
The best Boys' 3-piece Worsted Suits, special hand tailored and very finest trimmings. Friedman's special \$8.00 suits, and sacrificed by Assets Realization Co. to liquidate this business for only **\$4.25**
MEN'S PANTS.
Men's \$1.75 good Tweed Pants sacrificed by Assets Realization Co. for only **85c.**
Friedman's \$2.25 special Tweed Pants. Assets Realization Sacrifice Price only **\$1.10**
Friedman's \$3.00 high quality Tweed Pants. Assets Realization Sacrifice Price only **\$1.45**
Friedman's best \$3.50 Worsted Men's Pants. Sacrificed by Assets Realization Company for **\$1.85**
Friedman's very finest quality \$4.50 Men's Worsted Pants. Sacrificed by Assets Realization Co. to wind up this business. for **\$2.25**
BOYS' PANTS.
Boys' Tweed Pants, cut right in half at **45c.**
Boys' \$1.25 Tweed Pants, for only **65c.**
Boys' excellent fine quality Pants, for only **\$1.00**

LADIES' SPRING & FALL COATS & RAGLANS.
A good assortment of Ladies' Garments. Regular prices range from \$2.50 up to \$8.00. Deduct 50 per cent. and take your pick of any coat in the lot at just one-half the value. Better come in on the opening day if you want to get one of these fine coats at one-half their value. They will be sold on the opening day, so don't delay but get in on first day of sale, **SATURDAY, May 20.**
6000 YARDS OF BLOUSE FLANNELETTES.
There is some 6,000 yards of Blouse Flannelettes in choice run of patterns and colors, all Fresh 1911 Stock just recently in. These goods are full and very best 15c. per yard value, and will be sacrificed by the Assets Realization Co. for their quick sale on the opening day of this Liquidation Sale (Saturday May 20) at only per **10c.**
2,000 yards Flannelettes in plain Pink, Grey and London Smoke. Regular 10 1/2 to 25c. per yard. Assets Realization Sacrifice Price to close out from **7 1/2c. to 15c.**
BLANKETS.
Fine large size American Cotton Blankets at one-half the regular price. (Closing Out Business price only **80c.**)
Extra large size heavy American Cotton Blankets will be sacrificed for only **\$1.10**
LADIES' UNDERSKIRTS.
Ladies' Moura Underskirts in assorted colors; extra quality and special \$1.00 value. Asset Realization Sacrifice Price only **45c.**

BOOTS, BOOTS.
Men's \$2.50 Boot for only **\$1.50**
Men's \$3 American Boot solid leather, for only **\$1.75**
Men's \$4 American Boot solid leather, for only **\$2.00**
Men's \$4.50 American True-Fit Leather Boot for only **\$2.50**
WOMEN'S BOOTS.
Ladies' \$2.50 American Made and Style Boot for only **\$1.60**
Ladies' \$2.25 American Stylsh Boot Form Boot for only **\$2.20**
Ladies' \$3.50 American Made Stylsh Foot Form Boot for only **\$2.50**
Ladies' \$4.00 American Made Stylsh Foot Form Boot for only **\$2.90**
MEN'S HATS AND CAPS.
Men's \$1.50 Black Hard Felt Hats. Asset Realization Sacrifice Price only **60c.**
Men's fine \$2.00 Hard Hats, in Black and Brown. American made and latest style; all new goods. Asset Realization Co. will sacrifice them at your pick for only **95c.**
Men's \$2.00 Soft Felt Hats, all new American style and make, also will be sacrificed for **\$1.00**
A few 50c. Caps, your pick at **25c.**
75c. Caps, your pick at **40c.**
\$1.00 Caps, your pick at **50c.**

MEN'S FANCY & NEGLIGEE SHIRTS.
Friedman's regular \$1.25 Shirts sacrificed for only **70c.**
Friedman's regular \$1.50 Shirts, sacrificed for only **90c.**
Friedman's regular \$2.00 Shirts sacrificed for only **\$1.25**
A lot of Work Shirts of all grades will be sold out at one-half their value.
SUSPENDERS.
LOOK! LOOK! The Genuine President Suspenders, newest patterns in webbing. You all know this Suspenders. Sale Price **45c.**
The well-known Standard Price Suspenders only **23c.**
60c. Police and Firemen's Suspenders for only **35c.**
JEWELLERY.
A large and varied line and assortment of Jewelry, both men and women's, such as Watch Chains, Sleeve Links, Collar Buttons, Spectacles, Ladies' Side and Back Combs, Necklaces, Chain Bags, Brooches, Purses, Clocks, etc., etc. All will be sacrificed at less than 50c. on the dollar. Get in for your ornaments quickly. They will sell out like hot cakes.
FURNITURE.
600 Fibre Mattresses, all sizes, from 2 feet to 4 feet 6 inches wide; all 6 feet long, any size you want. The regular net bottom price anywhere is \$2.50. The Assets Realization Sacrifice Price to you is only **\$1.55**
300 Soft Top Mattresses, all sizes. The regular prices everywhere for this mattress is \$2.85. The Assets Realization Sacrifice Price to close out this stock is only **\$2.60**

Remember, you can have any size you want at this price.
A SENSATION—77 only, comprising the various sizes of the famous and universally celebrated genuine "Health" Mattress. The unchangeable price the world over and never could be bought for less than \$6.00. The Assets Realization Co. will sacrifice this lot of Mattresses to quickly close up this **\$4.00** business at only **\$4.00**
BEDS, BEDS.
White and Black Enamelled Beds, all sizes and of the better kind. The Assets Realization Price **\$3.50**
White Enamelled with Brass Rod and Knobs; a Bed that is well worth \$8.50. Assets Realization Sacrifice Price only **\$5.30**
A Heavy White Enamelled Bed, beautiful scroll design, full heavy brass trimmed. Friedman's price \$15.00. Assets Realization Sacrifice Price beginning Saturday, May 20, only **\$9.25**
IRON CRIBS.
A wonder sacrifice—27 only White Enamel Drop Sides Childs' Cribs, including good woven wire spring and all attachments metal; size 2 feet 6 inches by 4 feet 6 inches. Friedman's price, \$10.00. Assets Realization Sacrifice Price only **\$6.35**
CHAIRS, CHAIRS.
A large assortment of all kinds of Chairs—Kitchen, Dining, Office & Parlor Chairs. All will be sacrificed to wind up the B. Friedman business. A lifetime chance to get double the amount for your money.
DRESSERS.
Extra fine Surface Oak Dresser, French Bevelled and Polished Plate Mirror. Friedman's price on this

Dresser was \$12.50. Assets Realization Co. Sacrifice **\$7.30**
Price only **\$7.30**
Other Dressers at equally big sacrifices to quickly dispose of the Friedman stock for the closing of the business.
Also Stands to match or sold singly.
SIDEBOARDS and BUFFETS.
Friedman's \$18.00 Sideboards sacrificed to close out **\$11.55**
Friedman's \$40.00 fine Buffets will be sacrificed to sell out quickly at only **\$20.63**
PARLOR SUITES.
Here is your greatest and most astonishing money saving chance. You positively never again will have such another chance.
JUST LOOK! 6 only 5-piece Parlor Suites, covered with fine quality Velour, Mahogany finished polished frame, spring cushioned upholstered, very best tempered steel springs. Friedman's price was \$45.00. Assets Realization Sacrifice Price to wind up the Friedman business will be only **\$23.80**
COUCHES.
Good strong durable Couch, covered with imitation leather. Friedman's price \$7.50. Assets Realization Sacrifice Price only **\$4.40**
WARDROBES.
A great big \$15.00 value Wardrobe. The Assets Realization Sacrifice Price will be **\$8.50**
PICTURES.
An assortment of Pictures, all sizes and large selection of subjects. All will be sacrificed at exactly 50c. on the dollar.
ACCORDEONS.
A number of fine Accordeons, the regular prices of which run up to \$3.50. To rush them out in a "jig-time" you can take your pick of the lot for **70c.**

A COLOSSAL EVENT—PRICES CUT DOWN to less than **HALF VALUES** for a quick disposal of the stock. Everything marked in plain figures—one price to all—every dollar's worth of this good stock must be sold out immediately—we want it all out—distributed into the homes of the people—in 10 days time.

This Sale does not commence till Saturday, May 20th, at 8.30 a.m. The store is now closed for cutting down the prices on the stock, and the doors will not be opened to the public until this Saturday, May 20th.

Remember the DAY, NAME and PLACE.
B. FRIEDMAN'S 299-301 Water St.
\$15,000 Stock DRY GOODS and FURNITURE.
Will be sacrificed at 50 cents on the dollar by the Assets Realization Company of Canada, at the B. Friedman Store, 299-301 Water Street. Sale Begins **SATURDAY**, May 20th, 8.30 a.m.

A SCIENTIFIC SLAUGHTER
of the
B. FRIEDMAN STOCK OF DRY GOODS & FURNITURE.
No old goods, everything new and the best. We have involved the stock and find the makes of the best manufacturer.
If you value money don't miss this selling out of the B. Friedman business to settle obligations.
SALE OPENS SATURDAY NEXT.

Merchants desiring to buy part of this stock are requested to call between 10 and 11 in the mornings after the opening day of sale.
GUARANTEE.
All goods and prices guaranteed. Any purchase cheerfully exchanged during this sale.
ASSETS REALIZATION CO.,
Sellers of the Stock.

Standard Bread
from Standard
is a meal
in itself!
Bread is not.
S & Co.
Limited,
Water-st.,
received the
assignment of the
Standard Bread
Standard Bread
is the
house loaf, made by
old, sound, sweet, dry
and taking out of the
coarser bran.
Standard Bread is not a
d, or a patent bread.
good sound **BREAD**,
called "STANDARD"
one, because it agrees
standard fixed by eight
medical men in a
published first by
"Mail" on January
and since widely re-
by the newspapers of
the doctors first pub-
Manifesto, **STAND-**
BREAD has been wel-
everywhere. For years
supplied to the King
at Windsor Castle,
Buckingham Palace. It
by rich and poor, by
old, by healthy peo-
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Standard Bread has been
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Standard Bread made
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