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All Wool



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We carry these STANDARD GOODS in four
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Also, finer makes in SILKO WOOL--
Small, Medium and Large sizes.

All Selling
AT
Popular
Prices.

Steer Bros

Rhymes of the Times.

Number one--

All the world's a-fightin',
Things are mighty rough.
By-and-bye our money
Mayn't be quite enough

To buy all we're just wantin';
So here's a little scheme
Of economic tendency,
With Coupons for a theme.

These are packed with cigarettes,
Don't throw one away,
Save each little Coupon
And then--some dull old day

When things look blue, bring 'em right
along to our Premium Dept., because we
give valuable premiums for coupons only

Imperial Tobacco Co.
(Newfoundland) Ltd.

The Fall of Antwerp.

THE OFFICIAL ANNOUNCEMENT.

The Secretary of the Admiralty makes the following announcement: "In response to an appeal by the Belgian Government, a marine brigade and two naval brigades, with some heavy naval guns manned by a detachment of the Royal Navy, the whole under command of General Paris, R.M.A., were sent by His Majesty's Government to participate in the defence of Antwerp during the last week of the attack.

"Up until the night of Monday last, October 5, the Belgian army and marine brigade forces on the right of Malines were forced by a heavy German attack, covered by very powerful artillery, to retire, and in consequence the whole of the defence was withdrawn to the inner line of forts, the intervals between which had been strongly fortified. The ground which had been lost enabled the enemy to plant his batteries to bombard the city.

"The inner line of defences was maintained during Wednesday and Thursday, while the city endured a ruthless bombardment.

Splendid Behaviour of the British.

"The behaviour of the Royal Marines and Naval Brigades in the trenches and in the field was praiseworthy in a high degree, and remarkable in units so newly formed, and owing to the protection of the entrenchments the losses, in spite of the severity of the fire, are probably less than 330 out of a total force of 8,000.

"The defence could have been maintained for a longer period, but not long enough to allow of adequate forces being sent for their relief, without prejudice to the main strategic situation.

"The enemy also began on Thursday to press strongly on the line of communications near Lokeren. Belgian forces, defending this point fought with great determination, but were gradually pressed back by numbers.

Arrived Safely at Ostend.

"In these circumstances the Belgian and British military authorities in Antwerp decided to evacuate the city. The British offered to cover the retreat, but General De Gueise desired that they should leave before the last division of the Belgian army.

"After a long night march to St. Gilles, the three naval brigades entrained. Two out of the three have arrived safely at Ostend, but, owing to circumstances which are not yet fully known, the greater part of the first naval brigade was cut off by a German attack north of Lokeren, and 2,000 officers and men entered Dutch territory, in the neighborhood of Hulst, and laid down their arms in accordance with the laws of neutrality.

Successful Retreat of Army.

"The retreat of the Belgian Army has been successfully accomplished. The naval armed trains and heavy guns were all brought away.

"The retreat from Ghent onward of the naval division and of the Belgian army was covered by strong British reinforcements.

"Vast numbers of the non-combatant population of Antwerp, men, women and children, are streaming in flight, in scores of thousands, westward from the ruined and burning city."

Jimmy Sheckard.



Red McGhee says:
That famous Cub machine is dead. It's pieces an' its parts are spread an' scattered everywhere. Some parts, though gone, are runnin' yet. Some old stars simply will not set though time has dimmed their glares. Old Jimmy Sheckard's one of these. You've seen him often on his knees or flat out on his chest--his famous divin' catch you know. He had a lot of tricks to show, but that dive was his best.

He's in the bushes now, a boss. He's tryin' hard to put across the Cleveland A. A. team. The pennant hunch is in his bone. He wants to win one all his own an' that's his prayer an' dream. Jim plays or pinch hits now an' then but gives way to the younger men who've passed his slowin' gait. His brain still has its old-time vim but its a long, long time since Jim broke in '98.

Jim starred for more'n a dozen years. At fieldin' he had darn few peers an' he could swat some, too. An' bunt? Jim had that stunt down pat. He had a sacrificin' bat that never proved untrue. It isn't goin' to make much diff if Sheck wins bushleague flags or if he quits the great ol' game. The fans'll love him still because they can't forget the star he was. His Cub days etched his name.

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Stove Pipe, 6" . . . 13c. length
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L. B. Elbows, 5" & 6" . . 16c.
Special Side Seamed Elbows,
extra strong, 5" & 6" . . 20c.
Stove Dampers, 5" . . . 12c.
Stove Dampers, 6" . . . 14c.



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5c. to 25c.

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All Steel . . . 50c. to 85c.

STOVE PIPE ENAMEL,
10c. to 30c.

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Makes driving in cold
weather a pleasure.
\$2.50.

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The DAINTIEST HATS

— for —

LITTLE GIRLS.

Some were VELVET and all of them the
Latest American Styles.

And the Price was only

\$1.35 each.

And I should so much like to have one.

If you miss these you miss a treat.

S. MILLEY.