



EXCEL RUBBER BOOTS

FOR FISHERMEN.



AFTER MANY YEARS OF CAREFUL STUDY OF THE RUBBER BOOT BUSINESS WE HAVE SUCCEEDED IN HAVING MADE ACCORDING TO OUR SPECIFICATIONS

"The Excel Rubber Boot"

WITH 7 SPECIAL FEATURES, WHICH WE GUARANTEE TO BE FAR SUPERIOR TO ANY RUBBER BOOTS ON THE MARKET IN QUALITY, DURABILITY AND VALUE.

THE 7 SPECIAL FEATURES OF THE EXCEL BOOT WHICH WE HAVE EMBODIED IN ITS CONSTRUCTION ARE:

- 1ST—THE ENTIRE BOOT IS CURED UNDER STEAM PRESSURE, MAKING IT A "ONE" PIECE BOOT.
 - 2ND—IT HAS AN 8-PLY DOUBLE SOLE OF HEAVY RUBBER RUNNING ALL THE WAY UNDER HEEL.
 - 3RD—IT HAS A SNAG PROOF VAMP, TO WITHSTAND THE HARDEST KIND OF WEAR.
 - 4TH—IT HAS A 6 PLY REINFORCED INSTEP, WHICH RELIEVES STRAIN, PREVENTS CRACKING AND WRINKLING.
 - 5TH—IT HAS A REINFORCED 5 PLY LEG, MAKING IT STAND UP UNDER THE HARDEST KIND OF SERVICE.
 - 6TH—IT HAS A 4-PLY TOP TO INSURE EXTRA WEAR.
 - 7TH—IT HAS A HEAVY DUCK LINING, WHICH PREVENTS MOISTURE, KEEPING THE FOOT COOL AND DRY.
- EXCEL RUBBER BOOTS ARE VACUUM, GREY FINISH. "FEELS LIKE VELVET."

FULL STOCK ON HAND.

WRITE FOR PRICES.

PARKER & MONROE, Limited :: :: :: :: :: :: :: :: **Sole Agents.**

"I Made It Myself"

The little ones are so fond of these delicious puddings they don't think mother makes enough of them. So whenever she is willing they make one themselves. Mother lets them, quite often too, because she knows they're good for growing children. And she also knows that father has the habit of helping himself liberally whenever he gets the chance.

Let your family enjoy these wholesome puddings. Get a selection from your grocer. Tapioca, custard and chocolate.

Pure Gold Desserts QUICK PUDDINGS

Pure Gold Manufacturing Co., Ltd., Toronto

For Sale by Your Grocer.

Wholesale from **P. E. Outerbridge,** Sole Agent for Nfld. King's Road, corner of Gower Street. Telephone 567.

IN STOCK AND SELLING CHEAP:

- 20 cases ST. CHARLES' EVAPORATED MILK—Hotel size.
- 25 gallons COCA-COLA—5 gallon kegs.
- 50 gallons ORANGE SYRUP—Gallon jars. This will mix as well with water as with soda water.
- 5,000 ICE CREAM PAILS—Quarts, Pints and Half Pints.
- 50,000 SODA STRAWS—Boxes of 500.
- A large quantity of FLEER'S, BEECHNUT and WRIGLEY'S CHEWING GUMS.
- 300 lbs. ICE CREAM POWDER—in bulk.
- 10,000 CONES—boxes of 100.

The above represents stock taken over from The Blue Puttee, upon the sale of the business, and will be sold at remarkably low prices in any quantities.

P. E. OUTERBRIDGE,
King's Road, corner Gower Street.
TELEPHONE 567.

Nancy Four Made Another Record Flight.

Washington, Nov. 13.—Pilot Lieut. Commander Read, of the naval seaplane N.-C.-4, which made the first transatlantic flight from Trepassey, recently established a new non-stop record for that type of craft when, carrying 17 passengers, it flew from Pensacola, Florida, to Memphis, Tenn., a distance of 535 nautical miles, the Secretary of the Navy announced today. Due to bad winds, speed of only 55 knots per hour was maintained. The total flying time was nine hours and forty-three minutes, about ten minutes less than the flying time made by the N.-C.-4 in its flight from Punta Del Gada to Lisbon in the transatlantic race.

When you want Sausages, why—get ELLIS'; they're the best.

OPORTO PRICES.—The latest announcement from Oporto on the price of fish is as follows: Large—53; Small—70.

Lusitania's Captain Quits.

Halifax, N.S., Nov. 13.—There is still no word of the members of the crew of the American steamer Polar Land, which sank off Scattered Island last Sunday, and hops for their rescue is beginning to run at low ebb. Yesterday, C. H. Harvey, local agent of the Marine and Fisheries Department, received a wireless from Capt. MacDonald, of the Government steamer Aramora, which has joined in the search for the missing men, stating that at eight o'clock his vessel was in latitude 44.15, longitude 57.53, the locality in which the catastrophe occurred, but had seen no trace of the crew or their boats. The steamer Ninian which has been seeking the men, without success, had continued on her eastbound voyage after sending word of the accident to all west-bound ships. Some shipping men in Halifax seem to be of the opinion that there is small likelihood that the crew of the Polar Land were able to escape from their vessel before it foundered, on account of the difficulty in successfully launching boats in the heavy gale. On the other hand, it is pointed out that there is possibility that the crew, having got away from the sinking ship, were subsequently rescued by some sailing vessel or steamer without wireless and therefore unable to report their safety.

For Colds or Influenza and as a Preventative take LAXATIVE BROMO QUININE Tablets. Look for E. W. GROVE'S signature on the box. 30c.—oct.20

Slightly Misunderstood.

The reading-lesson was droning on its most unhappy way, and when Willie Smith's turn came to spell out his paragraph he stumbled over the word "heirloom."

The kindly teacher put him right as to the pronunciation of the word, when up shot Tommy Johnson's hand.

"P-please, teacher, what is the meaning of 'heirloom'?" inquired that hopeful and somewhat inquisitive youth.

"Oh, Tommy," was the reply, "I am glad to see you take such an interest in your lesson. 'Heirloom' means something that is handed down from father to son—in other words, a 'relic'."

"Oh," replied Tommy, thoughtfully, "that's the funniest name ever I heard for a pair of trousers!"

At THE BEE-HIVE STORE, 27 Charlton Street: Cooking Butter, 43c. lb.; Choice Creamery Butter, 45c. lb.; Blue Nose Table Butter (quality brand), 75c. lb.—f.s.m.t.

Cold "Don't's."

This is the season for colds. If you want to avoid one—Don't be afraid of fresh air. It cannot of itself ever give anyone a cold in the head.

Don't forget exercise, and add as much fat as possible to your daily consumption of food.

Don't overburden yourself with thick clothes. Ventilation as well as warmth should be aimed at.

Don't toast yourself by the fire. This only heats one side of the body, while the other may be chilled by a current of cold air.

Don't treat a cold as a trivial matter. It may lead to influenza and serious illnesses.

Don't sneeze without covering your mouth with a handkerchief. A man with a cold can easily throw his poison germs left by a sneeze.

MINARD'S LINIMENT CURES COLDS, Etc.

Fear for the Ship's Crew.

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When you order your next Barrel of Flour

Ask for "Victory."

You will then see how much better baking results you get.

Ten Thousand Barrels ON THE SPOT.

FRANKLINS AGENCIES, Ltd.

nov11.1919

Bold, Bad Burglar Bungled.

A night in a cool, roomy quarters was the result of failure to carry to a successful finish a projected under-taking on the part of a bold, bad burglar who yesterday afternoon became smothered of an overcoat in the shop of Messrs. Ladstone, New Gower Street. Seizing the coat with rather unusual haste he proceeded up the street with

Newfoundland Atlantic Fisheries, Ltd.,

offer to the trade as follows:

- FRESH FROZEN CODFISH.
- FRESH FROZEN SALMON.
- FRESH FROZEN HALIBUT.
- FRESH FROZEN TURBOT.
- FRESH FROZEN SMELTS.
- FRESH FROZEN CAPLIN.
- FRESH FROZEN HERRING.
- FRESH FROZEN FLAT FISH.

Prices on application. Also Fresh Frozen Squid for bait. Cold Storage Space available.

P. O. Box 727. Phone 164a.
nov15.1919

The Constant Call

Comes in regularly and makes it the most desirable Flour for all Grocers to handle,

VERBENA FLOUR

31, w.s.m.

When you order your next Barrel of Flour

Ask for "Victory."

You will then see how much better baking results you get.

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Great Sale

Commencing

Prices

A Large one

Men's T

Worth from

Selling from

Saturday

Sweepin

Side by Ruth

A TRAGIC W

There was a tragic item in the newspaper not long ago about two boys who were out gunning in a boat which developed a leak. The boat filled so rapidly that the boys could not make shore, and they were drowned. But had they been willing to throw aboard their guns and their heavy rubber-boots they might have been saved.

Of course, that strikes one at once as a most tragic waste of life. How could they, we say, sacrifice their lives for things.

And then on the heels of that comes another thought. This seems trifle because it was so sudden and tragic, but how about the millions who, day by day, year by year, are sacrificing our lives for things.

How About These People.

How about the man who goes back to the office or the factory and does prime work so that there may be finer set of furniture in the parlor?

How about the woman who sits up at night after night draining her strength and spoiling her capacity for daily enjoyment, to make elaborate clothes for herself and her children.

How about the man who lets himself be pushed into doing things that his conscience doesn't really approve in business, because he must get the money to buy that handsome automobile he has his heart set upon.

Sacrificing Living to Having.

aren't these people sacrificing life things, living to having? Of course, if the boys had realized that they were deciding between a pair of rubber boots and a gun they would have chosen life. But they didn't see the issue so early.

FOR THE LOVE OF MIKE, IF THAT AIN'T THE LIMIT. JEFF!

64