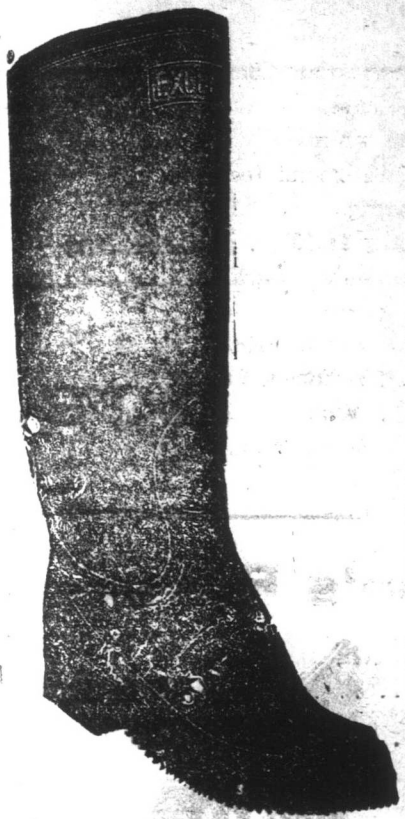


Fishermen! Here's the Boot for You—"Excel"!



"EXCEL"
Made 'All in One Piece'

"EXCEL"

The Fishermen's Friend

All fishermen know from experience what happens to ordinary boots when used in fishing. You've seen how salt water seems to take the life out of rubber and how the uppers crack and the soles wear through in a surprisingly short time.

The "EXCEL" is a different and better kind of boot. It has been made especially to stand up under the unusually hard use a fisherman's boot gets.

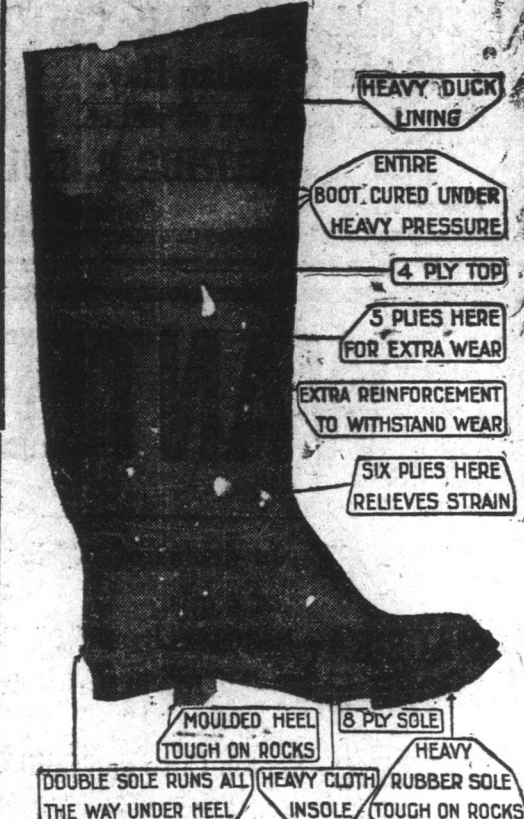
The rubber and fabric in "EXCEL" boots are of the very highest quality. But it is the special method of curing, under tremendous pressure, that makes the "EXCEL" so wear-resisting. The pressure forces the layers of rubber and fabric together so that they are actually "one-piece", without losing the least bit of the

life or resiliency of the rubber. Salt water has practically no effect on "EXCEL" boots. The UPPERS remain pliable and weatherproof, and resist the drying-out action of sun, heat and extreme cold far longer than other boots. Consequently they don't crack anywhere near so quickly. The SOLES are almost wear-proof, because they are made like an Auto Tire, with 8 plies of rubber and fabric welded by tremendous pressure into a "tire-tread" sole that rivals an automobile tire for toughness and durability.

These are exclusive features of "EXCEL" boots. The picture, at the right, of an "EXCEL" boot cut apart, with every detail of construction visible, shows how "EXCEL" boots are reinforced at every point of

strain. There is not a single feature but what has been proved necessary and desirable by tests of severest use. Your own experience will tell you that a boot with these features simply must be a better boot.

Study this picture. Learn these features. Remember them when you compare "EXCEL" boots with ordinary boots. And remember, too, that very important point which the picture cannot show, namely, that "EXCEL" boots are cured under tremendous pressure, which leaves the rubber pliable, weatherproof and wear-resisting. It is only by the use of this tremendous pressure combined with highest quality materials that the best results are obtained.



Pliable Uppers. Weatherproof and Wear Resisting. Tough Tire Tread Soles. Made "All in One Piece."

"EXCEL" Boots are sold by all reliable dealers from Coast to Coast.

PARKER & MONROE, LIMITED, Distributors

ERASMUS Among the Benjamins.

Erasmus Children Usually the Cleverest.

Mr. Bernard Shaw recently suggested in the columns of John O'London's Weekly that the genius of the family was to be found among the younger children, although he hastened to add that he was not convinced that all geniuses are Benjamins.

Mr. Shaw is justified by the facts. He was the son of a second wife.

Shakespeare was not the eldest of his family. Walter Scott was the ninth of twelve children; Tennyson was a fourth child, Victor Hugo was the youngest son.

Erasmus and Wesley. Rembrandt was a fourth son, Constable a second son. Bach was a younger son, Handel was the son of a second marriage, Mozart was a younger child, and Beethoven had an elder brother who died in infancy.

Erasmus had an elder brother, Calvin was a second son, St. Ignatius Loyola, the founder of the Order of Jesuits, was the youngest of a family

of thirteen, and John Wesley was the fifteenth child. Bacon was a youngest son. So was Descartes. Spinoza was the child of a second marriage, David Hume was a youngest child. Montaigne was a third son, and Voltaire a fifth child.

Darwin was the younger of two sons, and the fourth child, and Huxley was the seventh child of a seventh child, which perhaps accounts for his good luck.

Richelieu was a third son, and Cromwell a fifth son. The younger Pitt was the second son of the first Earl of Chatham, who was also a younger son. Napoleon was a second son, Wellington was a fourth son, and Nelson was a younger child. So was Marlborough.

Dickens and Tolstol.

Benjamin Franklin was a tenth son. Arkwright was the youngest of thirteen children, and James Watt was a younger child. Dickens was a second child, Tolstol was the fourth of five children. Bismarck was a younger child. Balzac had an elder sister. The Earl of Beaconsfield was a second child.

Among living people Mr. Lloyd George is an elder son. The Hon. Bertrand Russell, the philosopher, is a second son. Pöchl is the second of a family of four. Field-Marshal Haig is a younger son. Edison is a fourth child. Sir Edward Elgar had an elder brother, and Lord Haldane is a fourth son. On the other hand, Goethe was the eldest of his family. So were Shelley, Keats, and Browning. Cardinal Newman was an eldest son. So were Gibbon, Carlyle, Galileo, Harvey, the discoverer of the circulation of the blood, and Linnaeus. Isaac Newton was an only son. Columbus was an eldest son. Thackeray and Burne-Jones were only sons. Ibsen was an eldest son.

THE MENACE.

The road is dark with reckless drivers whose cheap cars swiftly pass, and they have less than fifty cents when they have paid for gas. They got their cars where junk is sold by some unscrupulous man who got their cars, to have and hold on the installment plan. And if they smashed my limousine, destroyed its priceless hood, they could not raise a silver bean to make the damage good. And if perchance they ran me down, and broke my costly spine, they could not raise a single crown to pay a claim of mine. Along the road their boots are hurled, for wrecks they do not care; they have no assets in the world, the damage to repair. Oh, in the future or beyond, on some bright day after, the man must give an ample bond who hopes to drive a car. He'll have to show he can advance the roubles from his leg to pay the bill if he should chance to break some fellow's leg. He'll have to show he has the cash, the kopecks in a can, to pay me, if with madlin rush he spoils my new sedan. The paupers scorch along the hill, and by the virgin wood; and if they wreck or maim or kill they can make nothing good.

Pointed Pars.
There are no sin where there wasn't any hope.
You never knew what a woman was like till you'd seen her angry.
There's always some secretary Johnnie who runs round and does the work.
You could never tell what a woman was really like till you'd seen her in a low-necked gown.
No decent woman ever tells a man his love insults her, even if she can't return it.
When a man's knocked about the world he gets an instinct; he can tell pretty well by looking at her whether a woman's that sort or not.

MINARD'S LINIMENT FOR GARGET IN COWS
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Here Are Some Facts About Lantic Sugar for Your Attention

- 1st.—Lantic Sugar in dust-proof, grem-proof packages is cleaner and therefore more wholesome than sugar exposed to dust in an open barrel.
- 2nd.—Every 2 pound and 5 pound package of Lantic Sugar is guaranteed to contain full weight of purest granulated sugar.
- 3rd.—Lantic Sugar in packages is finest sugar obtainable and is sweeter, bulk for bulk, than coarse sugar out of barrel.
- 4th.—Lantic Sugar in packages comes direct from the refiner to your table unsoiled by contact with any person's hands.
- 5th.—Lantic Sugar is seen in the best shops and used by careful and intelligent housekeepers who want value for their money.
- 6th.—Lantic Sugar in 2-lb. and 5-lb. packages is sold at the same price as ordinary granulated, retailed out of barrel. Why don't YOU buy Lantic Sugar?

COLIN CAMPBELL, Limited, Distributors of Lantic Sugar.

JACKMAN'S 25 PER CENT. CASH SALE

Consisting of the following articles:

Men's

Suits, Overcoats, Raglans, Trench-coats, Macinaw Coats, Gloves, Neck Scarfs, Negligee Shirts, Working Shirts, Collars, Sweater Coats, Trunks, Suit Cases, Braces, Handkerchiefs, Woolen Underwear, Velour Hats, Caps, Single Pants, Rubbers, and a large assortment of Jewellery.

Boy's

Suits, Overcoats, Macinaw Coats, Single Pants, Caps, Hose, Sweater Coats, and Woolen Underwear

Selling Off at

25 Per Cent. Reduction

NO CHARGE

NO APPROVAL

Side Talks by Ruth Cameron

HOW TO CATCH UP ON ONE'S CORRESPONDENCE.

A letter came to me the other day on which was a yellow stamp. Maybe you have had one like it. It was called a China Life Saving Stamp because it cost the writer three cents and that three cents will go to save a life for a day in the famine of China.

Within the letter the writer tells me that that stamp represents a plan which she has made.

She Thinks of Caring for One Person

"This is my idea. I shall make myself responsible for one person over there and see that he is fed every day. By that I mean that I shall use at least one stamp a day and thus make sure that my protégé shall not die. Now this in itself may seem like a very small thing to be doing for the starving people of China (and let me say in self-defence that it is not at all I am doing) but it is systematic, and the idea of being personally respon-

perhaps influence someone else to do likewise."

What do you think of that plan, reader friend?

We All Are, But—

Oh, I know how you feel. You are tired of wars and rumors of war, and famine and pestilence, and this appeal and that.

So am I. I feel just the way you do about it and then I hate myself for feeling that way, just the way you do.

There is No Grass Left to Eat.

But when I go on and read in my friend's letter: "In a magazine article by a writer who was in Armenia in 1919 and is in the famine district now, the writer says that conditions in Armenia were happiness and prosperity compared with China to-day. She says the Armenians ate grass, it is true, but at least they had the grass to eat. In China the grass is gone." When I read that, I say, I make up my mind that I should hate myself too much to live if I didn't do something about it.

So my letters are to carry the yellow stamp. Maybe you will get one of them. Who knows? If you do you will understand.

Evening gowns from Paris are designed in reds, greens and purples, while street frocks are shown in brown, taupe and brick tones.

MINARD'S LINIMENT USED BY PHYSICIANS.

Fads and Fashions.

Finely pleated panels of chiffon are used at the back and hips of a gown. Black taffeta and Spanish lace are combined in a quaint bouffant frock. Many neck lines have a tendency to rise in back and are cut low in front. A bandeau effect beneath the brim is a new effect in millinery this season. A cape-coat of black marocain uses accordion pleats for its entire lower part.

Colored trings are used as an effective trimming on plain, straightline costumes.

The favored glove of the moment is the long black kid, eight or twelve button length.



Mentholatum
Will relieve the pain of bruises and small hurts.

MADE IN CANADA.