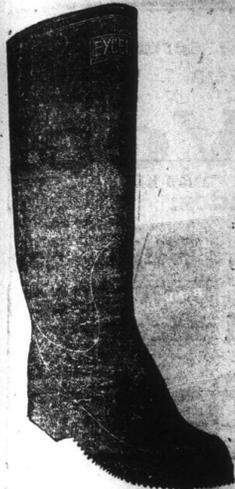


Fishermen! Here's the Boot for You-"Excel"!



"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.

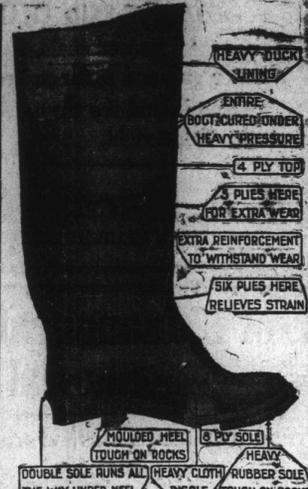
The rubber and fabric in "EXCEL" boots are of the very highest quality. But it is the special method of curing, under tremendous pressure, that makes the "EXCEL" so wear-resisting. The pressure forces the layers of rubber and fabric together so that they are actually "one-piece", without losing the least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

Five Miles Under the Sea

Deep-sea sounding of late years has become a very exact science. No idea of the difficulties involved can be gathered simply by watching a vessel sounding off shallow coasts. It is when a ship reaches the oceans, thousands of miles from land, that the real work begins. To sink a lead to depths of 5,000 fathoms is the easiest thing in the world. But when it comes to working 5,000 fathoms, sailors are brought up against very different problems.

Even today nobody knows exactly where the greatest depth exists, for the simple reason that no instrument presently invented can reach the bottom in the deepest parts.

A theory accredited by scientists is that below a certain depth sound waves refuse to sink, because the pressure of the water is so great that specific gravity is overcome.

It is widely held that when ships sink to the deepest parts of the ocean they never reach the bottom, but float suspended in the water at a depth below which their weight is not sufficient to take them.

In support of this theory it may be said that the greatest depth which has been sounded up to the present is but over five miles. But it is thought that parts of the ocean are perhaps four times as deep, and marine engineers are anxious to find some means of proving this.

In this branch of scientific research wonderful instruments are used.

Attached to the lead of the sounding line which weighs 70 lbs. and are suspended on piano wire, are specially constructed cups which close automatically and bring up samples of the sea's bed.

Time after time, deep-sea sounding has been done, but the results have been so meagre that it is now being reached by means of the sounder because the leads are not sufficiently heavy to penetrate deep enough.

All records that exist at the present time may very soon be broken by the expedition. The expedition, the first of which they will use can be suspended at a depth of seven miles. What will be found nobody can say. All existing theories may be disproved, but it is certain that some interesting data will be forthcoming.

Naturally, deep-sea sounding is essential from many points. Fog is the sailor's enemy. Soundings must be taken frequently to avoid disaster. Formerly the leads used were smeared with tallow. Many interesting specimens were brought to the surface, but they are known of the flora and the fauna that exist at great depths. Hence the constant attempts to discover better sounding apparatus.

Notes and Comments.

According to an address made to the druggists in convention at Atlantic City, N. J., the wholesale and retail drug business is being demoralized by the intrusion of individuals who are establishing drug stores in order to engage in the sale of intoxicating liquors.

A Manchester, N. H., woman recently lost her pocketbook. She hurried to newspaper office, and put in an advertisement, which read: "Will the person seen picking up a pocket-book containing \$100.00, please return to the advertiser, etc., and avoid trouble." The advertisement ran a week without result. One night recently the woman happened to put on a bathrobe which she had not worn for some time. In the pocket she found the missing pocket-book.

Careful Housekeepers Use LANTIC SUGAR

Full Weight

LANTIC SUGAR

Guaranteed

Lantic Sugar in 2-lb. and 5-lb. packages is best for household use because it is finest, purest, cleanest, sweetest Sugar obtainable.

LANTIC SUGAR is Sold in the BEST SHOPS

Northcliffe's Pet Paper.

IT HAS A CIRCULATION OF 1,365,256 COPIES DAILY.

The most important achievement of Lord Northcliffe is the Daily Mail, and, according to "The Mystery of the Daily Mail," a volume just issued by the Daily Mail, that is no mean achievement. The paper claims the world's biggest circulation, 1,365,256 copies daily, and admits having revolutionized British daily journalism.

The late Alfred Harmsworth started the Daily Mail on May 4, 1896, on the assumption that the people of England wanted a more concise newspaper, one which would give a wide variety of news in handy form. The featuring of women's affairs was one radical innovation, but there were many others.

A beginning was made with the modest working capital of £15,000, much of which was expended between February and May in getting out private editions which were relentlessly criticized and improved until, after a solemn toast the first public edition was issued. All records were at once broken for sales and, says the Mystery of the Daily Mail, they have been broken daily since.

What is the mystery or secret of Northcliffe's success? The volume says: "People are not so foolish as not to realize that the average 'Ditto' journal is conducted with the object of gaining some social reward for its owners. At a time when millions of all sorts are trying to buy, and have bought, public opinion by getting possession of newspapers, the existence of an independent publication like the Daily Mail, which is just as independent of politicians as of advertisers and of readers, is an essential part of the body politic."

The ability to utter something like the last sentence without winking or causing others to smile is, perhaps, the mystery, the secret of 1,365,256 copies of a big advertising revenue and of Lord Northcliffe, formerly Alfred Harmsworth, who accepted a peerage without giving in return any support to the Government.

We have many testimonials from Wholesalers stating that VICTORY BRAND CLOTHING is the most saleable line they handle. THE WHITE CLOTHING MFG. CO., LTD.—JAN 27, 1921

Round steak may be cooked on casseroles with potatoes, carrots, turnips and a little onion.

Few Unemployed in Busy Germany.

MANUFACTURERS CAN UNDERSELL ALLIED COUNTRIES ON ALMOST ALL GOODS.

James Heckacher, vice-president of the Irving National Bank, New York, who has just returned from Europe, reports an improvement both in Germany and England, compared with conditions a year ago. The improvement in Germany, Mr. Heckacher says, is patent in many ways. The people seem to be on the upgrade, he declared, and he does not doubt that in industry and commerce they will come back eventually to normal.

"For one thing," he said, "they are working hard. They realize that in labor lies their salvation. Factories are busy in the industrial centers and unemployment is comparatively small. The Germans can undersell the Allied countries on almost all classes of goods. Financial problems constitute the most serious obstacle to Germany's rehabilitation. The depreciation of the mark, while it gives the Germans an advantage in selling abroad, becomes a serious handicap on purchases from other countries."

"In England, the coal strike hit trade hard, though it helped some concerns to dispose of surplus stocks of merchandise. Britain's coal exports now have been increased, but if her industries are to be placed on a basis at which they can compete with trade rivals the cost of steam coal must be reduced. Liquidation has proceeded throughout the Kingdom to a considerable extent, and conditions are improving, though slowly."

Your Attention is Urgently Requested!

Giving Gifts at Christmas commenced nearly 2,000 years ago, and each year at Christmas time the custom is strengthened.

Gifts to be appreciated should have a touch of personality, and what could be more welcome than fine needle work.

Our selection of Stamped Dresses for Children of Poplin, Fique and Fine White Goods range in price from 80c. to \$2.40, and from 6 months to 9 year size.

— ALSO —

Nightdresses . . . \$3.00	Corset Covers . . . 70c.
Combinations . . . \$3.00	Dressing Sacques . . \$2.00
Pillow Cases . . . \$1.50	Pin Cushions . . . 40c.
Luncheon Sets . . . \$3.00	Guest Towels, 80c. & 1.00

Centre Pieces—Tan 55c., \$1.00 to \$1.80
 Centre Pieces—White \$1.00, \$1.80 to \$6.00
 Runner in great variety \$1.25 to \$2.00

All the above are stamped ready for working, and the following is what you will require to work them with: Peri Lusta, 60c. doz.; Artsyl Rope Silk, 75c. doz.; Roman Floss, \$1.00 doz.

YARMOUTH, N.S.

Fishermen and Campers, Quick Relief.

PUT A BOTTLE IN YOUR OUTFIT.

A strong loop fastened to each corner of a heavy mattress is a great help when turning it.

Old sweaters will make good tents for small children, especially for playing in the snow.

Carrots are delicious spiced or pickled.

Package raisins do not require washing.

—By Bud Fleck

MUTT AND JEFF

MUTT BEATS AROUND THE BUSH FOR A TOUCH.

Panel 1: "IT'S AS PLAIN AS THE SUESSA TREASURY! I KNOW JEFF'S GOT A BALL, AND IF I GO ABOUT IT IN THE RIGHT WAY I'M SURE HE'LL MAKE ME A LEAD!"

Panel 2: "WHAT DID YOU SAY, MUTT?"

Panel 3: "I SAID I'M IN TERRIBLE TROUBLE, JEFF! LIFE HOLDS NOTHING FOR ME!"

Panel 4: "ARE YOU IN BAD WITH YOUR WIFE AGAIN?"

Panel 5: "NO, IT AIN'T THAT! I'M IN VERY HARD LUCK!"

Panel 6: "WHAT IS IT?"

Panel 7: "I WANT FIVE DOLLARS BADLY, AND I AIN'T GOT THE FAINTEST IDEA WHERE I CAN GET IT!"

Panel 8: "I'M PLEAS'D TO HEAR THAT! I THOUGHT MAYBE YOU HAD AN IDEA YOU COULD BORROW IT FROM ME!"