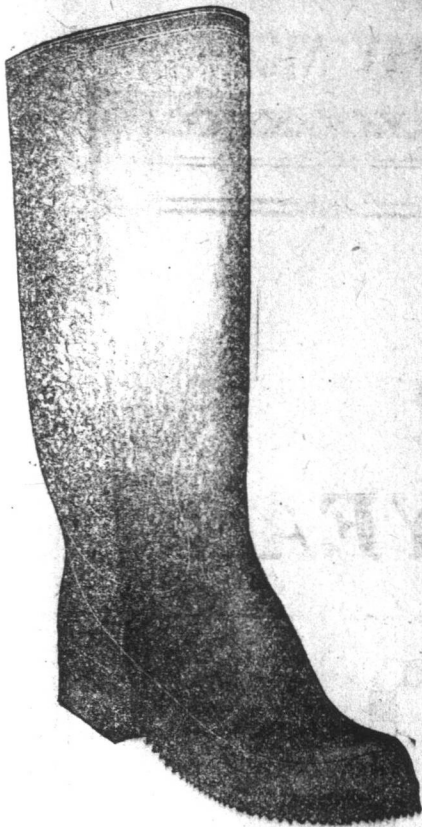


Fishermen! Here's the Boot for You-"Excel"!



"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

Side Talks by Ruth Cameron

ARE YOU AFRAID LIKE THIS?

Do you ever catch yourself trying very hard to keep the good opinion of people for whom you care nothing and whom you will probably never see again? Here is the sort of thing I mean: I was traveling on the train recently. When I am eating away from home I always have to eat things I don't have at home. One of my favorite traveling dishes is oysters on the half shell. Both for this reason and because I adore them anyway (I can just hear that elderly aunt sitting up in her grave to say: "You love your food"). I looked for them on the bill of fare and could not seem to find them so ordered some beef. While eating it I saw a woman across the way eating raw oysters and looking at my menu again located them. Now when I made that discovery what I wanted to do was this: I wanted to order a dozen oysters instead of an ice for dessert. Because I might lose the waiter's Good Opinion.

Could anything be more absurd? What earthly difference could it make to me what a waiter, whom I should probably never see again, thought of me? And yet I let him govern my acts. It is the same sort of fear of the opinion of some perfectly negligible person that makes men who owe money (to their wives among other people) give a waiter an unnecessarily large tip.

The Main Qualification.
In Barrie's story, "Sentimental Tommy," Tommy applies for a position in a hat shop and finds out that one of the main qualifications is to be able to look so haughty and disdainful at the buyer's old hat that when you ask if he wants it sent he

will not dare to act as if he thought it was worth keeping. Whereupon the shop can sell it to the second hand man.

Most fears are foolish but I don't think there are many as foolish as this kind, do you?

China's Sacred Shrines.

China has five sacred mountains, objects of worship, shrines at which thousands of devout pilgrims pay their devotions year by year.

The highest of these, and the most sacred of all, is Tai Shan, in Shantung Province, the "holy land" of the Chinese.

Tai Shan is situated about fifty miles from Tsinan, the capital of Shantung, not far from the Yellow Sea, and has an elevation of 5,896 ft. The mountain has been the Mecca of devout pilgrims for thousands of years; its summit has, in fact, the distinction of being the oldest permanent place of worship in the world.

Chinese history tells how three thousand years before the birth of Christ Tai Shan's crest was "the scene of sacrifice and prayers." Emperors, statesmen, famous warriors, and the common people alike have ascended and were ascending its rugged sides for the purpose of worshipping on its sacred summit.

Hundreds of years later Confucius the Wise journeyed thither "to commune with the God of heaven and earth," and to leave a carved granite pillar as a memorial.

Wonderful Paved Pathway.

In the earlier days of worship on the mountain pilgrims had to toil upward along a rugged, broken route; now a broad, evenly-paved pathway, six miles in length leads to the summit.

The paved pathway up Tai Shan is known to the Chinese as the Broad Road to Heaven. At the entrance to the road there is a pillar which bears the inscription, The Pillar That Supports the Left Side of Heaven. Those who are judges of such matters pronounce this paved way to Tai Shan "one of the most remarkable mountain roads in the world." The ascent of this granite way is made either in a swinging chair supported on the shoulders of bearers, or entirely on foot. Great merit is obtained if the journey is made on foot.

On the summit of Tai Shan there are numerous temples; not only Confucian, but also Buddhist and Taoist. The chief shrine of the Buddhists is dedicated to The Mother of Heaven; two very imposing ones are in honour of Confucius; while the principal Taoist shrine is a memorial to the Emperor Yu-Hua-ng, known as the Lord of the Sky.

There are numerous other temples of smaller dimensions. In several of these are bells, which, on the payment of a fee to the priests, are rung to announce to the gods at the summit the coming of a pilgrim.

On the boulders along the way are carved innumerable inscriptions, placed there by devout pilgrims, who have in this way sought to vie with one another in showing their devotion.

Rock of Tragedy.

A little distance down from the summit of Tai Shan, along one of its most rugged sides, there is a shivering rock, known as The Rock of the Love of Life. In the former days of worship it was from this rock that persons who had sick loved ones used to fling themselves, hoping thus by the sacrifice of their own lives to appease the

gods and win from them the sparing of the lives of those who were sick. The authorities of the province have now put a stop to this custom and barred the approach to the rock.

Tai Shan abounds with shrines and memorials of every description, erected in honour of China's noted philosopher and the great sage of Shantung, Confucius. Among them is a replica of the large image of the sage which stands in the temple of Kufu, where he was born, and another of his tomb at the same place.

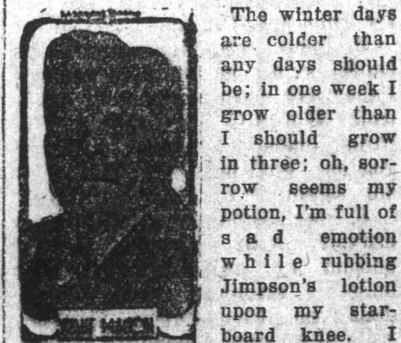
The great flood tides of pilgrimages to Tai Shan are reached during February and March of each year. In these months the number of pilgrims totalling upward along the granite way to the summit often amounts to twelve thousand a day.

For Sore Throat, Golds in the Chest, etc.



Yarmouth, N.S.

MELANCHOLY.



The winter days are colder than any days should be; in one week I grow older than I should grow in three; oh, sorrow seems my portion, I'm full of a sad emotion while rubbing Jimson's lotion upon my starboard knee. I see the young ones playing and whooping with a will; they're skating and they're sleighing upon the icy hill; ah, would that I could follow and in the snow drifts wallow! but I sit here and swallow Doc Ginger's Duplex Pill. Play on, oh youthful tricksters, your youth will not endure! Soon you'll be wearing whiskers, and grief will dog your spoor; like you I once was playing, adown the hillside sleighing; and now you see me spraying my limbs with Spavin Cure. Once I was young and stalwart, no blamish did I own, except a rather small wart fernist my collarbone; but youthful years go flying, and now you see me sighing, consuming pills and trying to can the doctor's groan. My sorrow seems a fixture, in vain I try to smile, while taking Johnson's Mixture of Tar and Castor Oil; I'm old and tired and gloomy, my eyes are weak and rheumy, and pharmacists come to me and bear away my pills. But when the clouds are parted, and sunshine's streaming through, I won't be broken-hearted, I won't be sad and blue; it's when the heavens clear up you see the old boys cheer up; and now for Jenkins' Syrup of Dr. Cockleburn and Glue.

THE NEW FRENCH REMEDY.
THERAPION No. 1
THERAPION No. 2
THERAPION No. 3
MINARD'S LINIMENT USED BY PHYSICIANS.

Grocers---Shopkeepers!

Please Read This Carefully!

**REMEMBER
EACH PACKAGE
OF LANTIC
SUGAR IS
GUARANTEED
TO CONTAIN
FULL WEIGHT
OF HIGHEST
QUALITY
GRANULATED
SUGAR.**

**WHEN YOU BUY
LANTIC PACKAGE
SUGAR YOU GET**

GROCERS' BULLETIN

Shopkeepers who want to stay in business will need to figure the cost of their goods closely during the next few months, otherwise they may be selling goods at a loss and then "good night."

Such goods as flour, oats, beef, pork, sugar and other bulk goods will need careful watching as it is on such goods that most losses are made. Receiving a few pounds too little and giving a few pounds too many have put the shutters up on many a grocery shop.

Besides loss of weight and the consequent loss of profit in retailing pork, flour, sugar, etc., out of bulk, the cost of time, bags, twine and paper must be considered and unless these costs are figured properly the grocer is within sound of the breakers.

Grocers should handle package goods if at all possible, because the invoice cost of package goods is their actual cost and the difference between cost and selling price is actual profit.

Shopkeepers who have carefully figured the retailing costs of sugar are selling package sugar, because package sugar pays a definite, certain profit—a profit that can be seen; whereas the profit on bulk sugar can only be estimated or guessed at.

Lantic Sugar in 2 pound and 5 pound packages is a boon to shopkeepers in these days of small profits. The shopkeeper who sells Lantic doesn't need to worry about his profit because he knows exactly what it is. It may be small, but at least it IS profit, and even small profits are not to be despised in these days. LANTIC LESSENS LOSSES.

Purest—Finest—Cleanest—Sweetest—Sugar.

COLIN CAMPBELL, LIMITED.

"Kiss" Crackers.

SOME OF THE INTERESTINGCRACKERS
Some of the Interesting "Points" of a Purely Christmas Industry.

Sixty or seventy years ago a love motto was wrapped in a little piece of fancy paper. Sometimes a sweet was placed in as well, but more often there was only a line or two of nonsensical doggerel.

From these "kiss-crackers," as they were called, our present-day artistic and elaborate Christmas crackers originated. Until the war, when no doubt the demand for them fell off considerably, some twelve millions of crackers were manufactured every season by one London firm alone.

Unless one has actually seen how crackers are made, it is very difficult to realize how many hands are employed in their preparation. Clever artists are engaged to make fresh designs every year. They often spend weeks in perfecting a complete set of new ideas, and, needless to say, they are very well paid for this work.

Then the girl or man, who writes the mottoes earn very good money, too, as some of the modern lines are little gems of poetry in their way, and quite a different thing from the old-fashioned, "love" and "dove," "kiss" and "bliss" affair.

They are far from being all "gams,"

however, and it is very amusing to glance through some of the poetical efforts sent up. More find their way into the wastepaper-basket than into crackers.

It is quite impossible to describe here all the interesting things to be seen in a cracker factory, but when it is said that, when the writer visited one recently, there were rows of cracker-boxes one hundred feet long and ten feet wide, and stacks containing some 50,000 boxes in each stack, it will give some idea of the number of crackers made to satisfy the demands of a Christmas season, as every box in these stacks are already sold.

One London firm alone will some-

times give an order for one thousand pounds' worth, and one year the largest order received was to the value of three thousand pounds.

Between 6,000 and 7,000 reams of coloured and fancy papers, and twenty tons of glue and paste are used annually. The gelatine used for decoration comes from Switzerland in five-hundredweight casks, but it is all dyed, dried, and cut in the London factory.

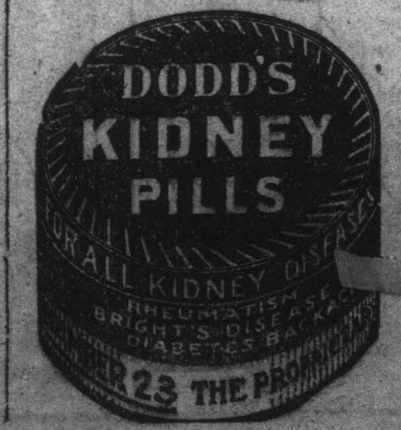
Marriage and Muddle.

A nervous curate in a coal-mining district was officiating at his first wedding. The bride and bridegroom smiled encouragingly at his first few blunders, but matters got serious when he turned to the bridegroom and asked, "Will thou have this woman as thy wedded husband?"

The bride giggled, and the curate, getting hotter and hotter, tried again. "Will thou have this man to thy wedded husband?" he said.

At this the bridegroom interferred. "Aw don't know what yer wants me to hev," he said, "but Aw doom here for her"—laying his horny hand upon the bride's shoulder—"an' Aw'll hev her or nowt!"

Try our Fresh Sausages—Tomato-Pork-Beef—Made daily at ELLIS—dec8.17



There's one way to save up silver and gold. And that is to get some new dresses for old. —Dorothy

J.J. Dooley
WE KNOW HOW
PHONE CONNECTION
1488

Mustad's Hooks.

The Great Norwegian Fish Killer.

THEY NEVER MISS.

Ask for Mustad's.
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Delivered Daily.

If our driver has not called on you drop a postal to Box 1366 or Phone 488.

West End WoodCo.
Mill Bridge.

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Minard's Liniment for Burns, Etc.

Non Alcoholic Wines, Fruit Syrups, etc., FOR NEW YEAR.

GORDON'S PORT WINE, GINGER BRANDY, GINGER WINE, HOT SCOTCH, ETC.
MOIR'S PURE FRUIT SYRUPS—Reputed Quarts: Raspberry, Strawberry, Cherry, Lemon, etc.

CALIFORNIA ORANGES AND LEMONS. CALIF. GRAPE FRUIT, TABLE APPLES, ALMERIA GRAPES, FRESH PEARS.
MOIR'S CONFECTIONERY from 45 and 80c. box up.

Fancy Presentation Boxes from \$1.00 up.
TURKEYS! TURKEYS!
20 only PRIME BIRDS, 16 to 20 lbs. each.

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Luckworth Street & Queen's Road