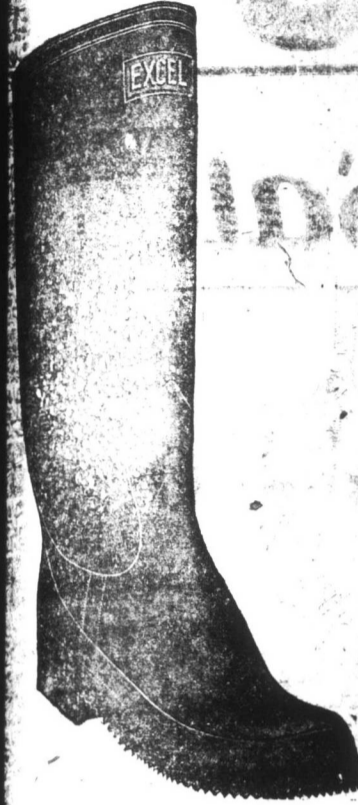


Fishermen! Here's the Boot for You—"EXCEL"!



"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.

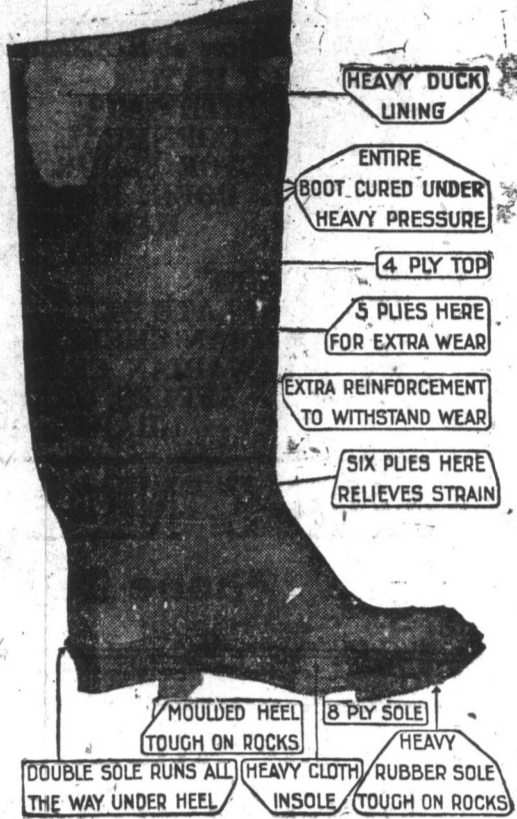
The rubber and fabric in "EXCEL" boots are of the very highest quality. But it is the special method of curing, under tremendous pressure, that makes the "EXCEL" so wear-resisting. The pressure forces the layers of rubber and fabric together so that they are actually "one-piece", without losing the least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



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

PARKER & MONROE, LIMITED, Distributors

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

"EXCEL" Made "All in One Piece"

The Alcoholic Experience of Patient No. 24.

The Growth of a Bad Habit. I had been accustomed to drinking steadily ever since I left school. I could stand a drink or two, but I had not before indulged. I had never realized it, my appetite and mental alertness began to flag. It is a peculiarity of alcohol, I'm told, that the faster you drink the stronger does his brain grow that never was so thoroughly with himself and his world. When I received a suggestion from the Chief that I dropped my usual letter in reply. I had no trouble in getting it done. He advised me to do it, because he had engaged a man to take my duties. I couldn't find my work anywhere. I drank about as

"I feel much better than I did," I admitted. I was almost ready to reach for sympathy; I looked at least for a complaint on my endurance of a grievous experience. In this I was disappointed. "You've had a pretty easy time of it," said the doctor. "One of the best features of the treatment is the comparatively painless recovery to normal. And yours wasn't a particularly difficult case. Now that man—" He held up his hand a moment. "Listen!" I heard a low, monotonous moaning from somewhere down the hall, which I had dismissed, half unconsciously, as the moaning of the wind. "That man is suffering! Drug fiend!" said the doctor shortly. December 7. The night nurse came in at six this morning and woke me. I was rather surprised to feel hungry. Yesterday was the last day of the specific treatment I was taking. The remainder of the time, the nurse said, I must just rest and sleep and eat, and not think too hard. A little later the doctor entered my room. His face was calm, but his eyes showed a trace of exasperation. "You don't smoke, do you?" he asked abruptly. "No," I answered. "You've got a lot better chance of keeping away from alcohol than if you did." He thought, frowning, a moment. "We get various kinds of patients here," he said. "There are the chronic alcoholics, the episodic, the accidental drunkards. Sometimes I feel like putting little sons of wealthy parents in a fourth category, all by themselves. It's odd," he went on, when I said nothing. "Lots of clever business men use more brains in buying a motor car and providing for its proper care than in studying their children scientifically and making certain of their care—or, rather, teaching them to take care of themselves. We get lots of such fellows here, twenty to thirty years old, with the mind of a boy of fifteen and the character of a ten-year-old. And no occupation except loafing gracefully. Naturally they take up cigarettes and alcohol, or any other vice that comes handy. They've got to do something. And just as naturally, when we get them clean and strong, as healthy as when they were born, they go right out and start smoking and drinking again. We can remove in great measure the effects of such habits, but we can't always reach the cause. "This isn't really a cure, then, this treatment?" I said. "The doctor glared at me. "The only cure for alcoholism," he said emphatically, "lies in the brain of the patient. We can eliminate the drug from a man's system in three or four days. We can make the brain function normally, if its tissues are not destroyed, by putting the body in a healthy state where its poisons do not control the mind. That's important. In most cases it's a pre-requisite to a cure. "The People Who Need Watching. "Furthermore, we can—and do—treat the restored brain psychologically by a common-sense appeal to its owner's intelligence and pride. Our attitude towards a patient while he's here is all directed towards helping up his self-respect and proper self-esteem. We don't weaken him by pity—by making him sorry for himself. We try to give him a new mental angle from which to see himself and his actions. The cure comes when he decides it doesn't pay to drink, deter-

mines not to drink, and doesn't drink. If, with our help, his will and judgment aren't equal to this task, he's gone. There is no talisman to take the place of manhood!" "Some people are born with less self-respect and will-power than others." "Of course," said the doctor. "Those are the people who need watching—from childhood up. Deficients, whether from congenital nervous instability, systemic weakness, or a morbid predisposition to fear and worry, fall an easy prey to drugs or alcohol. They are the difficult cases. We can give them a new start—a chance, that is all." December 8. I thought a lot about what the doctor said yesterday. The nurse lent me a novel and a sheet of magazines, but somehow I couldn't get interested in them. The doctor came in late in the afternoon, and as soon as I saw that he was going to stay and visit, I reopened the subject we have been discussing. "I have been thinking of those deficients—the hopeless ones—" "I didn't say hopeless," interrupted the doctor. "You can't call anybody hopeless—unless he's insane. There's just a strong tendency—a strong probability at most—of certain types succumbing." "One-Third of All Illness Alcoholic." "Well, among those types there must be many whose lives, except for this weakness, are worth something to themselves and the race." "Some of the finest achievements mankind boasts have been accomplished by such people. Some of the noblest and most lovable characters I have

known have been sufferers from one form or another of nervous instability." "Hello!" he said. "Wasn't you inside?" "Yes," I replied. "Thought I saw you! How long were you in the madhouse?" "Seven days," I said. "I suddenly recalled the querulous voice of the drunken boy across the corridor, demanding cigarettes. It was this boy's voice. "I was sent up for a week too," said the youth. "But I fooled them. The governor sentenced me, but I phoned the mater this morning and she turned off the treatment. Lord, what a show! I'll buy a drink, seeing we're fellow sufferers from reform! Come on—what do you say? I know a place!" He grasped my arm cheerfully and I went with him. I don't know why I just went, on impulse. "What'll it be?" said my companion, when we had found the "place." "Soda and milk!" I said. The youth stared at me a moment, then winked at the barmaid. "Make mine a soda and scotch," he said. We lifted our glasses. I sipped my drink and glanced at my companion. I did nothing by word or movement to interfere with his desire. I watched him as he drained his glass. "Have another?" I said. "No," said the youth; "prudence answers no." "Well, good-bye," I said. "Good luck!" "Renewed Craving for Drink. As I walked through the park, planning where I would begin my campaign for employment, was surprised to feel weak and a trifle faint. My knees were rather wobbly and my nerves unstrung. Suddenly I thought of the letter the doctor had given me. I asked a passer-by what time it was. Twenty minutes to three! I tore open the envelope and a cheque for five pounds fluttered out. There was also a note: "Better come down to the office and let me cash your cheque if you haven't had a drink yet. I want to talk to you too. There's a vacant berth I think maybe you would like when you've had a good rest." I laughed foolishly but happily, and folded up the note. It was from the Chief. April 3. It is four months, less about a week, since I wrote the words which precede. In that time I have not touched alcohol. Let me be frank, though—I have wanted to. Wanted to! There have been moments when it seemed as if a drink was the one thing in the world that I must have.



BEAUTY OF THE SKIN

is the natural desire of every woman, and is obtainable by the use of Dr. Chase's Ointment. It cures itching, irritation and redness of the skin, roughness and eczema, dandruff, and the skin is left soft, smooth and velvety. All dealers, or Richardson, Bates & Co., Limited, Toronto. Sample free if you mention this paper.

Dr. Chase's Ointment.

My first spell of excessive drinking came about through grief and worry, as proximate causes; grief for the loss of my wife, worry over the loss of the little stake I used to call my fortune. The physical results of this crisis were removed by the medical treatment that the Chief paid for. At the same time, along with the medical treatment and as part of the general treatment I was taking, my mind was strengthened and given a push in the right direction by my talks with the doctor. Some false mental valuations were corrected.

QUIT TOBACCO

So easy to drop Cigarette, Cigar, or Chewing habit

No-To-Bac has helped thousands to break the habit, nerves-softening tobacco habit. Whenever you have a longing for a smoke or chew, just place a harmless No-To-Bac tablet in your mouth instead. All desire stops. Shortly the habit is completely broken, and you are better off mentally, physically, financially. It's so easy, so simple. Get a box of No-To-Bac—and if it doesn't release you from all craving for tobacco in any form, your druggist will refund your money without question.

We have many testimonials from Wholesalers stating that VICTORY BRAID CLOTHING is the most saleable line they handle. THE WHITE CLOTHING MFG. CO. LTD.—2067, 22

HINARD'S LINIMENT RELIEVES COLDS, Etc.



Headache

Recurring headaches usually come from an exhaustion of the nervous system, and they do not disappear until the vigor of the nerve cells is restored by such up-building treatment as Dr. Chase's Nerve Food. Temporary relief by use of powders is often obtained at an enormous expense to the nervous system and the general health. Get the nerves right and the headaches will not return. Mrs. W. J. Pearce, Nunn St., Cobourg, Ont., writes: "My system became run-down and I suffered greatly with pain in my head. It was so severe that I would have to bind a cloth tightly about my head so that I could get my work done. A friend advised the use of Dr. Chase's Nerve Food, and after taking the first box I found quite an improvement in my condition. I continued using them until I had taken about seven boxes, and they strengthened and built up my system splendidly, completely relieving the pain in my head." All Dealers Distributor: GERALD S. DOYLE.



Windsor Table Salt

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