

# 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.

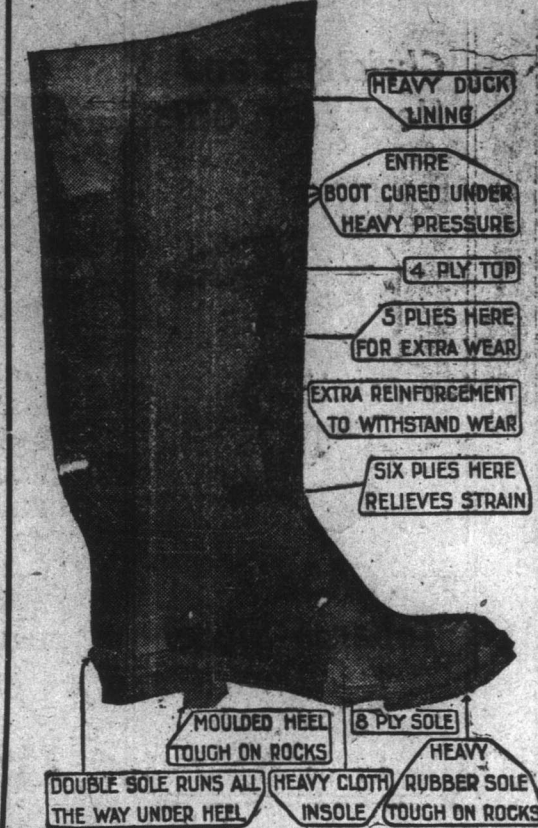
The rubber and fabric in "EXCEL" boots are of the very highest quality. But it is the special method of curing, under tremendous pressure, that makes the "EXCEL" so wear-resisting. The pressure forces the layers of rubber and fabric together so that they are actually "one-piece", without losing the least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

"EXCEL"  
Made 'All in One Piece'

**PARKER & MONROE, LIMITED, Distributors**

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

#### THE STORM.

It is a dark and stormy night, the winds around my dwelling, and as my trusty lyre I smite, the rain is beating at the door, and owing to that circumstance my nephew's head is passing sore—the storm began, a gentle shower, from various cloudbanks overhead; but it grows fiercer every hour, and its noise would wake the dead; the tempest now might raise the

dead, and every minute swells its power, and all my folks are seeing red, and they are savage, mad and dour. For all had dates they hate to miss, the movie show, or bridge, or tea; and on a beastly night like this they can't go forth, the sights to see, when darling lightnings round them hiss, and so they're sore, but as for me, a stormy night's a time of bliss. I have my good old easy chair, and story-book that's full of snap, so let the lightning rip and tear, and clouds unload their store of sap; let clouds discharge their valued sap, and I'll be happy in my lair, and read about the hero chap who shows us how to do and dare. A wild and stormy night for mine, when I've a goodly book to read, wherein the hero

brave and fine, pulls many a high and knightly deed; wherein he does the valiant deed, and makes the robber chief resign, and seeks the lady in her need, and dries her eyes of flowing brine.

#### Household Notes.

Before slicing citron, soften with hot water.  
Raisins are delicious in chocolate ice cream.  
Malt breakfast food is good eaten with dates.  
Garnish roast duck with uncooked cranberries.  
Sweeten and flavor cream before whipping it.  
Porch and canoe cushions can be

stuffed with the fire-needles from the Christmas tree.  
Sausages are nice served with baked apples.  
Pineapple fritters are delicious served with honey.  
Jellied sweet cider makes a good and simple dessert.  
Raisin bread and graham bread make delicious toast.  
Ham and oysters make a good filling for sandwiches.  
Creamed shad roe is attractive served in pastry cups.  
Garnish the beef bouillon with slices of hard-boiled egg.  
Steamed figs with cream are a desirable breakfast fruit.  
Cream cheese and candied cranberries make a novel salad.  
Roast duck should be basted about

every ten minutes with slightly salted water.  
Prune-and-barley soup is nice flavored slightly with lemon.  
A fig or prune dish generally requires a dash of lemon juice.  
Old people do not generally require much meat in their diets.  
Serve cream cheese with cherry pie. The combination is delicious.  
A crown roast of pork should be garnished with fried rings of apple.  
Serve fresh unsalted butter and toasted crackers with clam chowder.  
Serve cream of pea soup in bouillon cups topped with whipped cream.  
Flour sacks, if blackened or dyed, make excellent rompers for children.  
The principal meal for elderly people should be in the middle of the day.



**Just Rolls**  
THE HUMBLE FRIENDSHIPS.  
When trouble comes and our skies grow gray,  
What we really need is the friendly way.  
Of the kindly people who understand,  
And not the manners of people grand.  
The simple ways of the folks we know,  
And not the manners of people grand,  
With their grand speech, and the words that flow.

Right out of their hearts, mean more to us  
Than style or fashion or pomp and fuss.  
The ones who stick to us, thick or thin,  
Are the simple people who just drop in.  
The friends who love us and never care,  
That old and worn is the garb we wear.  
The friends who live as we live, and know  
The self-same hurts and the self-same woe,  
Are the ones who comfort us through and through,  
With the words they say and the deeds they do.  
Oh, I know we fancy it much worth while  
To win from the famous a fleeting smile.

Or a passing nod. But in days of pain  
Then style and fashion and pomp are vain.  
The gentle folks we have known for years  
Are the ones who comfort and dry our tears.  
For it's simple speech and a friendly way  
That we all must have when our skies are gray.  
What looks more drossy and comfortable  
On a young lady at the Skating Rink  
Or on the street than a pair of BOWRING'S WHITE WOOL GAUNTLET GLOVES.  
A big range are now offered at BARGAIN PRICES.  
No better VALUE can be had and no better GIFT could be given for XMAS BOWTINGS—dec 20, 1921.  
The more sugar in a cake, the lower the temperature for baking should be.

# BOOTS! BOOTS! BOOTS!

## Down They Come, and 5000 Pairs of Them!

This is not an effort to bluff the public, but a genuine sale of our complete stock of footwear, consisting of over 5000 pairs of Ladies', Gent's and Children's Boots and Shoes.

Realizing that in the gradual adjustment of the Boot and Shoe Markets, and the possibility of even lower prices than that which already prevail, we have decided to reduce the price of our stock now—before we are actually compelled to do so—and reap the benefits in advertisement, and value-giving that an action of this kind will naturally bring us.

**HUNDREDS OF LADIES' PUMPS.**  
369 pairs Ladies' Patent Leather Pumps, consisting of patent, bright and dull finish, lace and tie models.  
88 pairs of Tan and Black Kid, in one and two-strap models.  
50 pairs Patent Leather Vici Kid, medium and high heels.  
86 pairs Brown and Black Vici Kid, strapped and laced models, high and low heels.  
**ALL AT SALE PRICES.**

**MEN'S FINE TAN & BLACK BOOTS.**  
Representing the very best manufactured in material, shape and general appearance, with and without rubber heels, from \$6.65 to \$8.40.  
300 pairs of Men's Tan and Black Fine Leather Boots, representing a splendid serviceable dress boot for any man, to range at \$4.90.  
**GAITERS.**  
87 pairs Ladies' Buttoned Gaiters to clear.

**MEN'S WORK BOOTS.**  
58 pairs of Dark Tan colour, heavy built, high laced, two straps on top, at only \$4.48 pair.  
In Tan and Black, heavy built, full laced, at \$4.38 and \$4.98 per pair.  
**EXTRA SPECIAL!**  
500 Pairs  
**MEN'S LONG HIP RUBBERS**  
at only \$4.38 per pair.

**JOB LOTS.**  
Quite distinct from our regular stocks are the ranges of job-lots, which consist of Ladies', Gent's and Children's Boots and Shoes, irregular sizes, some slightly damaged, etc., but all at prices which are real purse openers.  
Together with this stock we have a large variety of Ladies', Misses' and Children's Boots and Shoes in all colors, styles and models. Backed up by a very large stock of Footwear for Men and Boys.

**SPLENDID ASSORTMENT OF OXFORDS.**  
250 pairs Ladies' Brown Oxfords, medium, Cuban and French heels.  
189 pairs Ladies' Black Oxfords, any heel desired.  
115 pairs Ladies' Black and Tan Brogues.  
**All at Unprecedented Prices.**  
**HOUSE SLIPPERS.**  
Large variety of colors and styles for Men, Women and Children. See them.

# THE AMERICAN BOOT & SHOE STORE, Water Street,

ONE DOOR EAST OF ADELAIDE STREET.