

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

"EXCEL"

The Fishermen's Friend



"EXCEL"
Made 'All in One Piece'

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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.

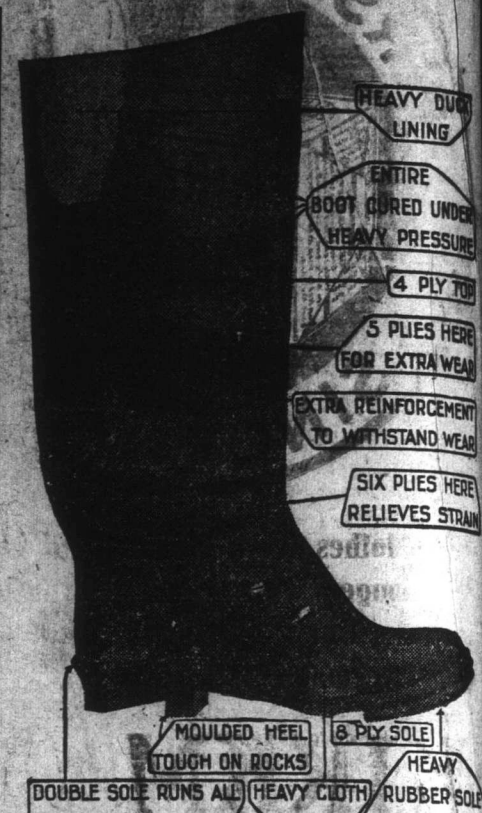
The "EXCEL" is a different and better kind of boot. It has been made especially to stand up under the unusually hard use a fisherman's boot gets. The rubber and fabric in "EXCEL" boots are of the very highest quality. But it is the special method of curing, under tremendous pressure, that makes the "EXCEL" 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

The Wonders of the Thyroid Gland.

CAN WE PROLONG HUMAN LIFE?

The story of the thyroid gland is one of the finest illustrations of the amazing advance of science in our time. Just above the tip of your breast-bone, on either side of your windpipe, you have two little pear-shaped lobes, with a connecting piece, which were long ago christened the thyroid gland. Each lobe is about two inches long, and the whole structure weighs, ordinarily, only about an ounce. What the purpose of it is no one suspected until near the end of the nineteenth century. It was believed to be (and it may be) the shrunken relic of an organ that was of use in some earlier ancestor of ours. However that may be, the little despised gland has proved to be, for its size, one of the most important and active in the body. A scientific writer on it assigns it ten different functions, all of the greatest importance for the life of the body. But we may sum up its use in a single phrase: it promotes the growth of the body in the young, and it maintains the vitality of the body in the adult, in a manner that fills even scientific men with bewilderment.

Below the "Adam's Apple."

It was medical men—chief amongst them our own brilliant Sir Victor Horsley—who first penetrated the great secret of the thyroid. They had

occasionally to deal with a certain disease that they called myxoedema. The patient grew pale and languid, and mentally feeble. His hair and nails and teeth tended to drop out. Now it occurred to them that this was very like a disease of children in certain parts of the world called cretinism. Nearly everybody has seen at some time a picture of one of these cretins: a pot-bellied, sloppily-limbed, dwarfed, feeble-minded thing, very common in the close, narrow valleys of the Alps, Pyrenees, and Himalayas. It was noticed also that these children were commonly born of parents who suffered from that hideous swelling just below the "Adam's apple" which is called goitre. In all three types the bodily and mental vitality was very low; and in all three, it was found, the thyroid gland was diseased or in decay, or it had been removed.

Magnificent Results.

So we discovered, in a general way, the secret of the thyroid. In some mysterious way—no one knew or ever suspected how—it had a tremendous influence on our whole vitality. Medical men like Sir Victor Horsley at least drew a practical conclusion. They prepared the extract of the thyroid gland from sheep, and gave it to the patients. Most people have an idea that the fine experiments of Dr. Julian Huxley, were our first discovery of the importance of the thyroid; but it is now thirty years since Sir Victor Horsley recommended thyroid extract



"Laugh and grow fat" is an old axiom. We advise the use of a good tonic.

"BRICK'S TASTELESS"

is a wonderful tonic and will certainly improve your health. The selection of a tonic is a matter of great importance, as your health depends upon it. To fight disease successfully during the changeable autumn months the system should receive a tonic up. The facts we state about Brick's Tasteless are all criticism.

Weigh yourself the day you commence to take Brick's Tasteless, then weigh yourself two (2) weeks later and note the increase.

DR. F. STAFFORD & SON,
Wholesale and Retail Chemists and Druggists,
St. John's, Newfoundland.

for goitre, cretinism, and myxoedema. And the results were magnificent. In 1874 there were, in France alone, 500,000 people with goitre, and 122,000 cretins. Now there are few cases that do not yield to thyroid treatment.

Only The Beginning.

But this is only the beginning. The next step was to discover how this tiny organ underneath our "Adam's apple" could possibly mean so much to nearly every organ in the body. We know now. The organs of the body have two ways of communicating with each other. When the message must be almost instantaneous, it is telegraphed along the nerves. But there is also a "postal system." A gland may pour something into the blood, and this "message" (a chemical) will be pumped all round the body repeatedly by the heart until it passes the door, so to say, of the organ for which it is intended. This organ absorbs it from

the blood, and is stimulated to greater activity.

Refused to Become a Frog.

That is how the thyroid gland, from its remote position in the throat, acts upon organs all over the body. Very slowly and gradually men of science realized the extraordinary importance of the juice which this gland poured into the blood. One man cut the thyroid out of a tiny tadpole. It refused to become a frog, and grew up instead into an adult tadpole. Then Dr. Huxley made his interesting experiments. In certain parts of Mexico there is what we may call a permanent body of the frog family, the axolotl. It ought to grow into a salamander, but normally it does not. Dr. Huxley does it with thyroid extract, and it loses its gills and developed lungs. But all over the biological world for the last ten years men have been experimenting with thyroid, and we now realize its wonderful properties.

The discovery opens out a new prospect for the race. We are apt to exaggerate a new discovery, but there is no exaggeration in saying that it would pay us to keep a medical man to look after our thyroids! Our vitality depends to an amazing extent on that little gland, and the unhealthy conditions of modern life are constantly disturbing it. It has been found that scarcely a single animal kept in captivity has a healthy thyroid. Even

the average dog has it in an inferior condition. We may, therefore, judge what happens to it in the housing and industrial conditions of the majority of us. We begin to understand "low vitality"—and the way out.

As is now well known, medical men are even thinking of going a step farther. If thyroid preparation promotes vitality, will it restore vitality in the ageing? That is one of the burning questions, and we must wait for further experiment. The extract has to be administered with caution, or it may make a person very ill, but results of great interest are announced from Austria and America.—John O'Bohdon's Weekly.

ROSES AND ROCKS.

Our idol stands before us, and does some merry tricks, and we applaud in chorus. It is this prince of jocular blacks. We watch his every antic, we laugh until we weep, our glee is almost frantic, our admiration deep.

We say, "Oh, was there ever so comical a gent? A guy so wondrous clever at spreading merriment? We certainly adore him, he gladdens all our days, and if it wouldn't bore him our college yell we'd raise." But lo, he pulled a prank—perhaps it was a crime—and now we're tramping under the chap we called sublime. We have no thought of mercy as we apply the gaff to that form, fat and puffy, at which we used to laugh. In highly moral dudgeon we knock him from his feet, and call for ax and bludgeon to make the job complete. No doubt we've done some evil, we truly moral guys; our record's full of weevil we do not advertise. Oh, poor old human nature, it always is the same; no court or legislature can change its foolish game. We worship some one madly until he makes a break, then, morally and sadly, we burn him at the stake. The more we used to love him when he was in his bloom, the deeper did we shove him and kick him to his doom.

Side Talks by Ruth Cameron

THE WORST MALE FAULT.

What do you consider the commonest typically female fault?

A Letter Friend says: "There has been a discussion in her home on that subject and would like to quote Ruth Cameron on it."

I suspect it's dangerous business being quoted in that way, but still one likes to oblige where one can, and since all the world is either male or female, a discussion of the peculiar characteristics of each usually has a highly personal interest to readers.

His Inability to be Wrong.

"Suppose we take the more important sex first. (You can give that word whatever shade of meaning you like. I have heard it used meaning self-important, haven't you?)

It seems to me that the worst male fault is his ability to be wrong. I call it the worst because so many other faults flow naturally out of it. Some one has cleverly said on this

subject "It must be a terrible responsibility to have to be always right."

It IS a Terrible Responsibility to be Always Right.

And it is, such a terrible one that it drives the 900 and 99 out of a thousand males who possess it into all corners from which they can only get out in ways that do not do them credit.

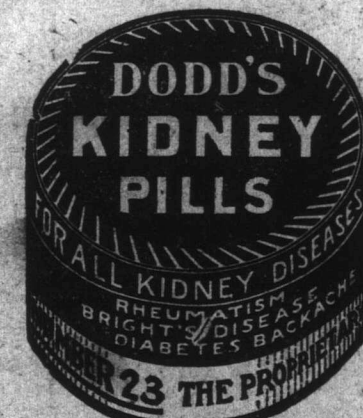
For instance, the head of the household has blamed someone for mislaying something of his. Presently it is discovered that he has mislaid it. If this fact were referred to in his presence it would seem to prove him wrong so he will show signs of such a disposition to bad temper that the family knows better than to say much about it.

Something goes wrong with the automobile, it is discovered that the head of the household failed to have a proper supply of oil. One would think he might feel himself to blame. Not at all, his wife is to blame "because her aunt is Presbyterian."

His Wife Didn't Give Him Enough Attention.

The husband of a busy mother of several children is attracted to some younger woman (not the mother of several children) and indulges in a desperate flirtation with her. One might think this is a trifle hard on the wife, as a matter of fact he is the injured party, his wife is so busy with the children that she does not give him as much time as she used to, so it is her fault that he seeks consolation elsewhere.

Men are usually considered the juster sex. Perhaps they are in their dealings with each other, but it does not seem to me that in their dealings with women they are any more just than women. How can they be when they always have to be right? Truly it is a terrible responsibility. No wonder their principles sometimes go down before it.



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YES, OYSTERS R IN SEASON AGAIN.

By Bud Fisher



J. J. St. John

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- Ham Butt Pork . . . 20c. lb.
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- Boneless Beef . . . 13c. lb.
- Cabbage . . . 5c. lb.
- Beans . . . 5c. lb.
- Soda Biscuits—Tip-Top . . . 20c. lb.
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A fur-trimmed evening dress of black and white crepe de chine, trimmed with garnet satin ribbon and silver stitching.

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