

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.

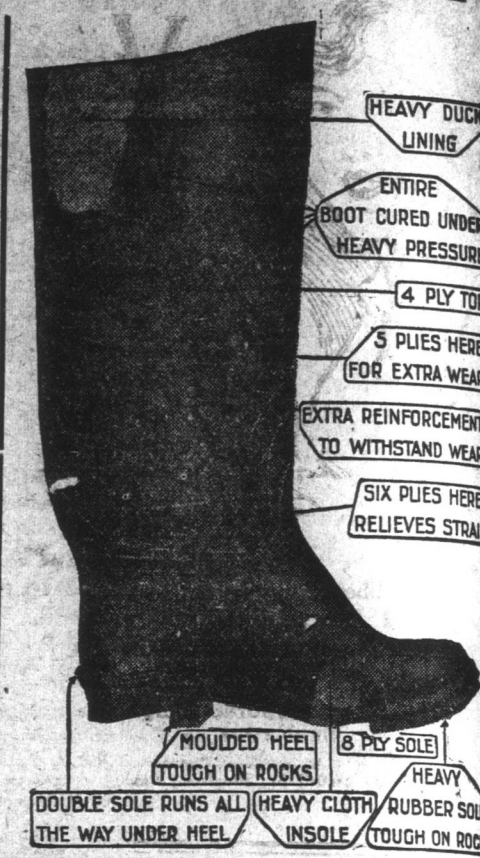
The rubber and fabric in "EXCEL" boots are of the very highest quality. But it is the special method of curing, under tremendous pressure, that makes the "EXCEL" so wear-resisting. The pressure forces the layers of rubber and fabric together so that they are actually "one-piece", without losing the least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

MY COLUMN

(By the CUB-EDITOR)
I WRITE A PLAY.

I've written a play. Did I hear somebody cheer. No wonder, for its a masterpiece and as a student of the physiology of the human race, I put myself on it. Its only a short one and has but on scene. I have called it.

SCANDAL.

SCENE: A TEA PARTY.

Miss Betty Backbite—"Beastly dull affair this."

Miss Polly Prattle—"Rather. I really don't know why I came."

Miss B. B.—"But what can you do? There's nothing to do here."

Miss P. P.—"Yes, absolutely nothing. The town is dead."

Miss B. B.—"Dead, my dear. It was never alive. It must have been still born."

Miss P. P.—"By the way, have you noticed the funny hat Dolly Dimple is wearing. I bet its an old one done up."

Miss B. B.—"Well, dear, if its done up its only to match her complexion."

Miss P. P.—"Yes, she does paint and

powder a lot, doesn't she. I was told the other day that she spends an hour making herself up each morning."

Miss B. B.—"She certainly looks it. I can't see what the boys see in her but they're always hanging round. Rotten taste, some of them have."

Miss P. P.—"Talking of boys, who's Bert Gossop's latest crush. They say Bert Gossop's latest crush. They say he takes Floss Flighly about quite a lot."

Miss B. B.—"Yes, I've seen them at the Nickel and they do dance a lot together."

Miss P. P.—"I think they're engaged."

Miss B. B.—"Giggles—"Who did you say was engaged?"

Miss B. B.—"Polly was just telling me she thought Bert Gossop and Floss Flighly are likely to be, if they're not already."

Miss G. G.—"What! Bert Gossop engaged and to that frump?"

Miss P. P.—"Funny, isn't it. I often wonder where boys get their taste. They always pick out the frumps."

Miss G. G.—"Yes. And I hear Jim Stokes is going to be married to Gladie Curle. What do you think of that for news?"

Miss P. P. and Miss G. G. (In chorus)—"Not really!"

Miss G. G.—"Yes really. Of course he's marrying her for her money."

Miss P. P.—"Well he certainly couldn't have any other reason. She peroxide her hair and has false teeth."

Miss B. B.—"I always did think there was something wrong with Jim. I seem to have been right."

Miss P. P.—"You never know what people will do these days, do you?"

Miss S. S.—"Hello, girls. What scandal are you discussing now?"

The rest (In unison)—"Scandal. Sally, how could you?"

Miss S. S.—"Only joking, dears, only joking. Were any of you at the dance last night?"

Miss P. P.—"No. Do tell us about it, dear. Who was there?"

Miss S. S.—"Oh, it was simply ripping. I had three dances with Tom Tallooy. He's a perfectly wonderful dancer. By the way, did you hear that Bert Gossop and Floss Flighly are engaged?"

Miss P. P.—"Why, yes. We were discussing it only a few minutes ago. When did it happen?"

Miss S. S.—"Well, its not really announced yet, but Mrs. Grouchy told me that Nell Noall told her, in strict confidence, of course, that they've been engaged for weeks. Don't tell anyone, I told you, will you."

The rest (together)—"Of course not."

Miss S. S.—"Must run off now. S'pose I have got to say I had a nice time. Well, cheerio."

Mrs. Newwood—"Good afternoon, girls. Having a good time?"

Miss G. G.—"Oh, rotten. Have you heard the news?"

Mrs. N.—"No, what is it?"

Miss G. G.—"Why Floss Flighly and Bert Gossop are engaged."

Mrs. N.—"They can't be. Why Bert is practically engaged to Nelly Noodle. Didn't you know that? I've seen him go into her place quite often."

Miss P. P.—"I knew it wasn't true. Isn't it funny how these rumours do get around?"

Mrs. N.—"Did you know there's a new boy in town?"

Miss B. B.—"No. Who is he?"

Mrs. N.—"Oh, he's an awfully nice boy. Dances divinely and all that. They say he has a wife in Halifax though, so be careful if you meet him."

Miss G. G.—"Is he good-looking?"

Mrs. N.—"Awfully."

Miss G. G.—"Oh, how nice. I hope I meet him."

Mrs. N.—"I hear the Brown-Jones are on the rocks. Lost all their money in fish."

Miss B. B.—"Oh, how rotten. They won't be able to have any more of these lovely dances now. I did so enjoy them."

Miss P. P.—"I suppose you heard about Sally Sharpe and Dick Darling after their last dance."

Mrs. B.—"Oh, no. Do tell us."

Miss P. P.—"Well, I promised Sally I wouldn't, but there's no harm in telling you. Sally says they went out in the middle of the dance for a joy ride in Dick's car and he kissed her."

The rest—O-o-o-h!

Miss P. P.—"Yes, and when they got back Mrs. Brown-Jones met them getting out of the car. She was simply wild. She just said, 'are you going so soon?' Hope you enjoyed yourselves, and left them."

Mrs. N.—Served them right.

Miss Jean Jumper—"Hello, all. Have you heard the news. A ship's in and I'm sure there are the most perfectly wonderful officers on her. There always are."

Miss B. B.—Isn't that topping. We must get up a dance for them. "I think I'll see about a new evening dress."

Miss G. G.—Yes, we must get up a dance. Let's see who we'll ask.

All get together and discuss this important matter for some time.

At last.

Miss G. G.—"Time to go, now, coming girls."

LATER.

Hostess—"I do hope you enjoyed yourselves."

All—"Had a lovely time thank you."

CURTAIN.

RIMES OF THE TIMES.

(65)

THE HOUSE.

The house they call the "talking den" Has opened up its doors again. I wish I could find one who knows Just when these doors once more will close.

WORKING PEOPLE—Members of the L.S.P.U., members of the N.W.A., store employees, all workers, organised or unorganised; now is the time to show your strength by uniting and electing E. J. WHITTY, The LABOR LEADER.—dec12.21

A man or woman is proud to wear one of DULEY'S Signet Rings. Beautifully designed; perfectly made. Guaranteed quality.—dec12.21

COKE.

CHEAP FUEL FOR EVERYBODY.

Coke may be obtained at the Gas Works in sacks at seventy cents per sack throughout the Winter.

Sacks may be returned for refilling at sixty cents each.

ST. JOHN'S GAS LIGHT COMPANY.

"Triumph" Flour is the very best and no trouble to make good bread from it, is the opinion arrived at by its many users.

dec10.13

Serviceable Gifts in Fine Leather Goods!

A Specially Selected Assortment.

Purses, Bill Folds, Writing Cases, DICKS & COMPANY, LIMITED.

Blotters, Letter Cases, Tobacco Pouches, Card Cases, Dressing Cases.

Free, Frank and Fearless.

HON. TASKER COOK
Committee, Friends and Supporters.
The West End will meet in the Plaindealer Building
8 O'Clock To-Night.
NOTE.--A joint meeting will be held in the T. A. Armoury to-morrow night.

NAILS!

10 and 12 inch
Wrot Nails.
Bolts and Nuts.
Galvanised and
Black Sheet Iron.
Timplates.
Horse Shoes, etc.

Bowring Bros.

Limited.
Hardware Department.
Large assortment Dolls, Mechanical Toys, Banks, Animals, etc. All prices. ROYAL STATIONERY CO., 180 Water St.
dec10.41

Don't Forget O'Brien!

Voters, when marking your Ballot Papers, please remember THE ONE and ONLY Candidate who comes from THE ANNEX, and who trusts that with the support of all his friends and readers who approve of his policy that he shall be honored by election to represent that particular section of the city; and he respectfully asks each and every voter ONCE AGAIN to mark opposite his name on the twelfth line ONE X FOR O'BRIEN.
dec12.31

Houses! Houses! Houses!

THE GREATEST NEED OF THE PRESENT DAY.
And if you want to buy.
Or if you want to sell your house.
If you want information how to build.
If you want money to build.
If you have money to loan on good security.
If you want lumber at first cost.
Just come and we will talk it over. Long experience is always worth seeking for. Come and see me at
30 1/2 PRESCOTT STREET.
J. R. JOHNSTON,
Phone 1388. Real Estate Agent.

GIFTS THAT LAST JEWELLERY FOR CHRISTMAS.

Give Jewellery because no other form of gift so well expresses the glorious sentiment of Christmas.

What so greatly prized by a lady as a dainty Brooch, a Pendant, a Bracelet, a Vanity Case or a beautiful designed Ring? What so enduring to give a man as a set of Cuff Links, a Cigarette Case, a Waldemar or a Scarf Pin.

Give Jewellery—and give Jewellery that carries with it the assurance of Quality and Permanence. Choose it from the store where the selection is always better, the variety larger and it is sold to you with the one idea of making you an absolutely satisfied customer.

Have you thought of a Bracelet Watch for that very particular gift? You will enjoy looking over the really dependable, fully guaranteed and handsome ones we are showing this season. All of them attractively cased and some selling as low as \$25.00; or maybe a Solid Gold Pendant and Chain would appeal to you. The assortment we have for your approval in this line is particularly good and they range in price from \$8.00 up.

T. J. DULEY, & CO., Limited.
The Reliable Jewellers & Opticians.

GIFTS THAT LAST

To the Electors of St. John's.

LADIES AND GENTLEMEN.—Having been pressed by numerous friends to enter the Municipal contest, I have decided to offer myself as a Candidate in the forthcoming Election. The outstanding features of my policy will be the conservation of the Taxpayer, and amongst the necessary improvements which I intend advocating will be the inauguration of a Public Market Place and the extension of the Street Car Service to the Higher Levels.

TAXATION HAS REACHED THE LIMIT.

If this is to be a place fit to call home, we must call a halt and get back to the simple life. Instead of looking for more sources of taxation to worry and harass the already overburdened Taxpayer, my frank and honest conviction is, if Council work was put out to tender and contracted for, there would be ample funds for all our needs if public monies were conserved and not played fast and loose with. We have a huge city debt, and our duty is to see that it is not increased but reduced. Our slogan must be ECONOMIZE.

PUBLIC MARKET PLACE FOR ST. JOHN'S A NECESSITY.

It is obvious to all who have visited any country outside Newfoundland the great blessing it confers on producer and consumer alike. Bestial, the Town or City which possesses such a valuable asset. In Towns in England, Ireland and Scotland, where the population is from 10,000 to about 15 or 20,000, you find a weekly market, and in larger ones a daily one. It would encourage the producer to increased production, lower the cost of living to the consumer. The money that would change hands would go into the shops and stores. Market Day would be our Red Letter Day.

The development of Agriculture would be encouraged. Tens of thousands of acres of valuable land now lying waste would be tilled. Idle lands like idle hands are a curse to any country. In 1898 the late Hon. E. M. Jackman got a Government grant of Ten thousand dollars for the above purpose. With accrued interest there is available about \$20,000 (now in Bank).

THE STREET CAR SERVICE TO THE HIGHER LEVELS.

Next summer this shall have my hearty support. In conclusion, you can judge best of my merits or demerits.

I thank you in anticipation for your vote and influence.

Believe me, respectfully,
No. 14 THOMAS PEEL,
dec12.21
Late Water Street.



with a liberal supply of Borated Jelly and shown here on the
Sold at all
Chesbrough Man
NEW Y
W. C. M. Sh
137 McGill St

British Tendency

WARD LARGE CAPITAL ORGANIZATION.

A strong tendency toward internationalism is evident in the political and financial life of Great Britain, according to the National Bureau of Economic Research, Inc., in a report issued in New York. War and postwar foreign policy, it declares, have led to a larger and larger resources of the smaller individual nations.

The impulse toward cooperation and resources is evident in America, the United States Corporation, the Standard Oil Company and the Ford Motor Company in recent years have felt the force of British industrial power. It says in the December magazine, Commerce Month, for expansion of enterprise after the war and the need of capital to maintain enterprise in the face of competition from the industrial companies. It emphasizes the importance of eliminating barriers to trade and of securing home and of securing the production of goods. It also points out the need of extensive capital resources of the smaller nations which have played a part in the industrial revolution.

United

"Let Fail When"

the Way to

English land or Ireland

Buy Bo

Each cal plexion The price would m

We hav

And to low price a case to sell.

The rep exported help the

Colin