

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

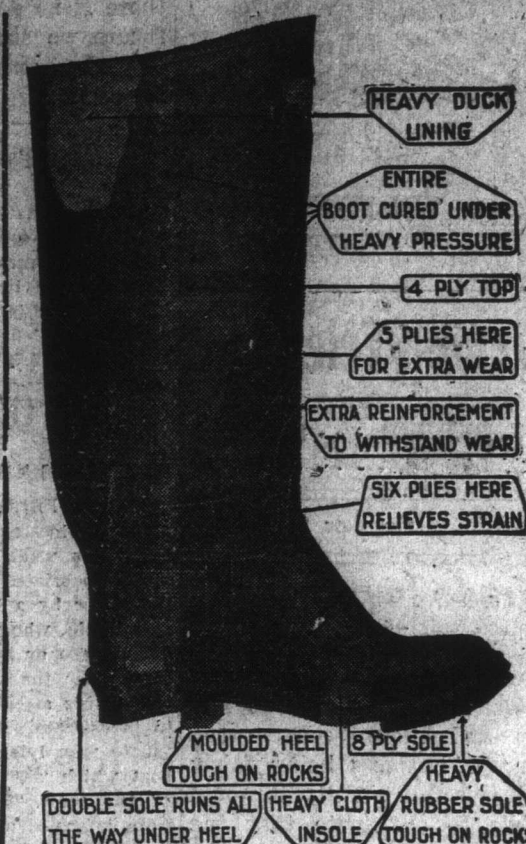
life or resiliency of the rubber. Salt water has practically no effect on "EXCEL" boots. The UPPERS remain pliable and weatherproof, and resist the drying-out action of sun, heat and extreme cold far longer than other boots. Consequently they don't crack anywhere near so quickly. The SOLES are almost 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 severe 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

Historical Society.

The First White Child of America --The Way the Vikings Went in the Long Ago.

(H. F. SHORTIS.)

Now that John Anderson's Baylight Scheme is over, and the days are getting shorter and the nights longer, the members of the Historical Society are making arrangements to continue their meetings for the coming winter. There were many applications for membership last season, but the winter was so severe and the snow so deep, that several important meetings had to be abandoned, and the Secretary has been asked to start these meetings earlier this year. There are many subjects to come up for discussion, but at the present time, I will refer to the great compliment paid Mr. W. A. Munn by the Editor of "My Magazine" of London, England. This refers to an article published here one year ago on the "Vineland Voyages of the Norsemen," about one thousand years ago. Noted historians of Canada are now convinced that Mr. Munn has located the

place where the sons of Eric the Red erected their booths. An American archaeologist has written that he intends visiting Newfoundland very soon to search for Norse Runic Stones as he is certain they will be found in the localities mentioned, and he hopes to be the lucky one to make the discovery. It all goes to prove that Newfoundland is the most historical spot on this continent.

The following is the article referred to which appeared in the columns of "My Magazine" of London:

THE FIRST WHITE CHILD OF AMERICA.

The Way the Vikings Went in the Long Ago.

Who can exaggerate the tremendous significance of trifles? The existence of monkeys on the Rock of Gibraltar—the only monkeys

in Europe—is a proof of an old connection between Europe and Northern Africa, the original home of Gibraltar's "four-handed folk."

The absence of frogs, toads, and snails from certain islands shows these islands to have been for millions of years oceanic, and not parts of former land-systems, for amphibians cannot cross sea-water.

A bird, a branch of a tree, and a piece of carved wood floating, told Columbus he was approaching the land now called America.

And now a good reader of this magazine, Mr. W. A. Munn, of St. John's, Newfoundland, arrays the evidence of botanical authorities to prove that certain wild grapes that came into history a thousand years ago were really berries; that these berries could then, as now, be distilled for wine; and that these berries, and not grapes, inspired the Vikings to give the name of Vineland, or Wineland, to that part of America in which they landed. To know where the first white men from Europe lived in America, five centuries before Columbus, we have to decide whether Vineland derived its name from the berries or which the Vikings made their wine.

It seems a trifle, and yet around it centres one of the grandest adventures of human ardour and endeavour, the romance of men and women in

little open boats, sailing unknown seas, in constant peril of tempest and reeling icebergs, to possess an unknown continent which they were to find, and which the world was to forget when they were dead. The Vikings were blown in their little boats from our Scottish islands to Iceland; they were blown from Iceland to Greenland, and then colonized both. They were blown from Iceland to America, and they colonized America! Mighty men were the Vikings!

But where in America did the Vikings land, and the? Common tradition says that the parts they called Stoneland, Woodland, and Vineland are to-day represented by the land lying between Massachusetts and Rhode Island. But tradition reckons without Mr. Munn and his unearthing researches into the subject for many years past.

He has examined the bulk of the evidence available, the best translations of the Icelandic sagas which enshrine the history of these marvellous Vikings in opening up the New World, and his verdict is that Newfoundland and Labrador were the scenes of the Vikings' immortal adventures. He rules out all land south of that area.

It is impossible to summarize his long and closely reasoned arguments, but he seeks to establish the identity of places described in the Icelandic sagas with places in Newfoundland which closely answer to them. The scenes represented in the country where white Arctic foxes were found could apply only to Labrador, he urges; the land of flat stones, which they called Halluland, or Stoneland, was the rocky tableland known today as Hamilton Inlet. The old French name of this place was Grand Bay of the Eskimos, and the hostility of Eskimos in Newfoundland and Labrador was one of the causes which led to the abandonment of the colony early in the eleventh century.

The mystery area has always been Vineland, Woodland, many authorities agree, may have been Newfoundland and Nova Scotia, but Mr. Munn holds that Vineland was Newfoundland. Wild grapes do not grow there, but further south, and wild grapes are commonly supposed to have been the fruit from which the district obtained its name. Mr. Munn, however, has been at great pains to show from expert evidence that there has been a mistranslation of an old Icelandic word, and that the word grapes should be "wine-berries." Those wine-berries he declares to be the common "squash-berries" of Newfoundland, and these are the berries, he says, which the Vikings used. They still grow wild to-day in Newfoundland, in places exactly matching the Viking description of the places where they found their wine-berries. So do wild currants, which the old Vikings called vinber.

There is little doubt that Newfoundland, the oldest British Colony, was the first part of America ever visited by white men. It is an extraordinary story of the 140 men and five women who set out in their little boats from the Old World to colonize the New World. Some of the characters live in literature to-day like characters in Shakespeare. One of them was Gudrid, beautiful, good, beloved, a devout Christian, who, widowed early in life, married the intrepid Thorvald Karlsefne, leader of the colonists. She scorned pagan practices, and refused to take part in practices which later

generations would have called witchcraft. She was lovely and of great comfort to the colonists, and when she sang "she sang so sweet and well that no one remembered ever before to have heard the melody with so fair a voice." So says the ancient tale.

Perhaps the Gudrid's blood survives in the Arctic still, for a little son was born to her in Vineland, the first white child born in America of whom we have any record. He was taken to Greenland when nearly three years old, and the ancient northern sagas tell us that "from him descended three bishops and many other great people."

So the first American-born boy founded an aristocracy. That is fitting, for his grandfather, Eric the Red, was a sovereign, who went out from Norseland into the mist and night of frigid seas rather than submit to restraints of freedom at home.

A Surprise Party.

Mrs. Albert Mann was given a great surprise on the 4th inst., when a number of her lady friends called at her home 61 Spencer Street, and presented her with a beautiful piece of fancy work. After wishing her many happy returns of the day, tea and refreshments were served and a most enjoyable time was spent until 12.30.

FREEZONE Corns Lift Off with Fingers

Drop a little "Freezone" on an aching corn, instantly that corn stops hurting, then shortly you lift it right off with fingers. It doesn't hurt a bit.

Your druggist sells a tiny bottle of "Freezone" for a few cents, sufficient to remove every hard corn, soft corn, or corn between the toes, and the calluses, without a particle of pain.

Shipping Notes.

S.S. Neptun sailed last evening for Alicante and Naples, taking a full cargo of fish in casks.

S.S. Canadian Sapper, leaving Montreal on Tuesday next, is bringing a full general cargo to this port.

S.S. Seal arrived from Sydney at 3.30 a.m. to-day with general cargo to Harvey & Company.

The Danish schooner Neptun is loading at Newtown, B.B., for market. Sohr. Jean Dundonald Duff is now due to Balne Johnston & Co. with a cargo of coal from Glasgow.



Fish Advanced.

The market for Shore fish appears to be firmer, and yesterday \$7.00 per quintal for a cargo of No. 1 article was paid by an East End firm. This exceeds the price being paid in Nova Scotia, where the highest the fishermen are receiving is \$6.50 to \$6.75 per

quintal. Whether this will hold or is being paid for a special cargo to make up a shipment remains to be seen. In any case it bears out the general belief that the market outlook is one of hopefulness.

A teaspoonful of orange marmalade is a toothsome bit in the center of an apple dumpling.

WILL ATTEND MASS.—The members of the St. John's Total Abstinence Society, together with the Juvenile Society, are celebrating Father Mathew's anniversary by attending Holy Communion in a body at eight o'clock Mass Sunday at the Cathedral. It is the intention of the Society to hold an "At Home" during the week for the members and their friends.

Man! Man! Open Your Eyes 1914 Prices Are Under Your Nose

Everybody that's got anything to sell is going round now droning the cant that his prices are near 1914. That's no miracle. It's no news in this store. Prices here are back to '14. Proof!

**I'LL OUTFIT YOU
from Head to Heel,
Inside and Out for**

\$60

Regular \$100

COME

1 Genuine Ungarnished American Ready-to-put-on Suit, that'll fit any average man as slick as a tailor's tape, in Blue, Grey, Brown or Green shades, double or single-breasted, waist fitting; marked \$50

32.50

1 Suit Guaranteed Unshrinkable Jaeger Underwear, all pure wool, made up from odd garments only. Regular \$10 garment for \$5. Suit for

10.00

3 pairs Wool-Cashmere Socks, medium weight for Fall wear. Formerly \$1.75 pair, 3 for

4.50

1 Genuine Borsalino Italian Hat, will outwear two ordinary hats. Formerly \$12.50

7.50

2 All-Silk Neckties, in any pattern you choose, that sold for \$2.00 during the war; this year's price \$1.25; the 3 for

3.00

3 Regular \$2.50 Shirts, that represented a \$4 value during the war, in any pattern you wish; colors won't run; the 3 for

5.50

FOR \$60.00

the price of a Tailor-made Suit.

63.00

Kearney's

Here It Is The Great Sale of Fall Coats, Suits and Dresses you are Waiting for.

All New Stunning Styles to Select from at this Sale

New Fall Dresses

Clearance Sale Fall Dresses. All our best grades included. Newest fashions—Serges, Tricotines, Silks, etc.

\$10.98

New Blouses

Georgette Crepe, Crepe de Chine, Tub Silks, Tricolettes,

4.25, 4.49

4.98

Buy Your Fall Suit Here Now

Sample Fall Suits—Savings of one-third to one-half.

Fur Trimmed Suits, Wool Velour Suits, Tricotine Suits, Mixture Suits, Silvertone Suits; made from all the newest woollens.

\$19.98, \$21.50, \$27.85

Special Sale of Fall and Winter COATS

New fall styles; Cloths, Sealettes, Velours, Silvertones. Choice at

\$17.98, \$24.98, \$35.00, \$50.00

The Outlet Supply House,

192 DUCKWORTH STREET (opp. T. & M. Winter's).