

IT'S EASIER TO THREAD YOUR NEEDLE With... CLAPPERTON'S THREAD Than with many other kinds, the twist is so firm that it's not so apt to unravel as some, and that's what gives it its extraordinary strength. HAVE YOU TRIED IT?

MORTGAGE SALE. LAND IN SUMMERSIDE.

To be sold by Public Auction, at the Court House, in Summerside, in Prince County, on Monday, the twelfth day of April, n. x. A. D. 1897, at the hour of twelve o'clock, noon. All that tract, piece or parcel of land situate lying and being in Summerside, in Prince County, in Prince Edward Island, bounded as follows:—Commencing at a stake fixed in the north side of the road leading from Charlottetown to Summerside, in the southwest angle of land in possession of the Hall Manufacturing Company; thence west along said road sixty feet; thence north thirty degrees east to land owned by the P. E. Island Railway; thence east along the southern boundary, thereof to the west boundary of said land, in possession of said Hall Manufacturing Company, and thence southwardly along same to the road at the place of commencement.

Wants, Lost, Found &c

Advertisements under this heading of one five cents per line. WANTED—At Judge Alley's residence, an experienced cook. Also a housemaid. References required. 82— TO LET—On Kent St., a three story house, Apply to Mrs Younker, on the premises. 81—cod 11 WATCH LOST.—Between two or three weeks ago, finder will please leave same with G. G. July. 79—31 TO LET—On Lower Queen St. shop and large cellar, suitable for all kinds of produce. Apply at this office. 74— LOST DOG—Lost about a week ago a pug dog. A reward will be paid by Dr. Macleod for its recovery. 71 1/2 WANTED—A gentleman to represent a Wholesale Wine and Spirit House in the Maritime Provinces. Must be thoroughly experienced and have a good connection. None other need apply. Address Lawrence A. Wilson & Co. Montreal. 73 WANTED—An active energetic agent to solicit business for a leading Life Insurance Co. Address P. O. B. 3364. 72, dy 2 wks. WANTED—A girl to do general housework. References required. Apply to Mrs W. W. Wellner, Prince St. BOARDERS—A few boarders can be accommodated at Mrs McGregor's. Prince St. 68—1/2 WANTED—An experienced cook, also a housemaid, references required. Apply at the residence of Mr. Thos. Alley, Prince Street. 66—146 WANTED—At once a cook, references required. Apply to Mrs. J. B. Stewart, Euston. 76—31 pd WANTED—A Girl for general housework. Good wages. Apply to Mrs. Fred Perkins, Brighton Road. 75—21 TO LET—A comfortable dwelling containing six rooms and kitchen, situate on Dorchester street, adjoining the residence of J. B. McDonald Esq. For particulars of rent, possession &c. apply to Thomas Alley. 153 QUEEN VICTORIA: BELL LIFE AND HEALTH; great historic work, sells on sight to thousands. Lord Dufferin introduced it to Canadians in glowing words. Easy to make \$50.00 a week some make twice that. Many make more in spare time than during day at regular employment. This year's Great Anniversary Celebrations are booming. Books on time. Prospectus free for canvassers. Territory going fast. THE BRADLEY GARRETTSON CO. Ltd Toronto, Can. TO LET—A pleasantly situated dwelling house, situate on the south side of Brighton Road, at present occupied by Harrison Carvell, Esq., heated with hot air furnace, and lighted by electricity, and having hot and cold water fittings in bath room and kitchen. Containing parlor, dining room, office, kitchen and two or three bedrooms, four bedrooms and bath room on first floor, and two bedrooms and bath room on second floor, and two grass lawns in front. Ten minutes' walk from Post Office. Five minutes' from tennis ground and bathing house in Victoria Park. Apply to W. C. MAHER, JR. sept 16-1

THE WORLD'S BELLS.

CAPABLE OF MAKING A CHAIN OF SOUND AROUND THE GLOBE.

Bells That Are Famous For One Thing or Another—The Vilella of Spain, the Angelus, the Big Unrung Bell of Russia, Our Own Liberty Bell and Trinity Chimes.

There is a chime of bells which, if rung one after another in longitudinal scale, would reach around the world. The bells hang in different countries and have each a separate history. This, told chronologically, would give a record of the world, for the bells reach back to the early Egyptians and the days of bondage. Taken separately they mark historic epochs.

Our own Liberty bell is one of the chimes. It cracked ringing for independence—that blessed crack that is its proudest marking—but its sound is still sweetest music. Before the moment it cracked for joy that bell could be heard far and wide, and its peal easily reached the outskirts of the young republic of which it was the proud spokesman.

Spain has a bell that is its prophet. It is its soothsayer, oracle and guide. This bell, the famous Vilella, has hung for centuries in the historic castle, keeping watch over the nation.

It is the most celebrated bell in Europe, though not proud or handsome. Its fame rests not so much upon its notes, though those are high pitched, soft and clear, nor upon its size, for there are other bells in Spain much larger, but upon its personality.

"The Bells of the Tower" have been noted for centuries as having a power of their own. "Ring out, wild bells," meant that the bells have it within them to tell terror. And "Chime, ye bells," means they can speak for joy. The bell ringer does the best he can for them, but it is true the bells add a force of their own.

The Vilella is a Spanish bell that for years has foretold an impending trouble to the nation. When the father of little Alfonso died, the Vilella began tolling in the night and tolled until morning light. In the ten years' Cuban war the bell struck awful tones on the nights of defeats. And when great fires have touched the castle and sickness or insurrection threatened the throne the Vilella has lifted up its voice in sudden, loud warning.

Russia has a coronation bell. It is the largest in the world and weighs 500,000 pounds. Its sound has never been bounded, and it is said, like the emperor's voice, to reach to heaven. It hangs in the Kremlin. It is the emperor's bell and is rung only in honor of him. At the coronation it pealed forth as the emperor entered the church, and its voice announced the conclusion of the ceremony to the whole of Russia. The coronation bell is rung by a bell ringer blessed by the emperor, the head of the church. The bell ringer does no other work and is always on duty to tell the important events in the family of the emperor.

He is pensioned. He rings when his majesty goes to church, and in case of the death of a Russian monarch the Kremlin bell tolls constantly between the death and the time of the funeral.

Since Russia is the home of bells, it is not wonderful that it should hold the largest unringed bell in the world. This bell now makes a building in the Kremlin. It was cast two centuries ago, but was found too heavy to remove from the pit.

The Russian monarchs, one after another, tried to have it lifted, and hundreds of lives were sacrificed in the shifting pit of sand. Finally fate intervened. A raging fire broke out and heated the bell in the pit. A quantity of cold water flowed in around it, and a great piece, the size of a door, was broken out. The Russian king immediately ordered it lifted to a pedestal and set within the Kremlin, where it is sometimes used as a temple. Its walls are 2 feet thick, and it is 25 feet high.

The "dearest bells" in France are the Angelus, made famous by Millet, and the bells of Notre Dame. Millet's son still lives in the little home overlooking the stone church where the Angelus bell hangs, and every night he goes out to hear it toll, while the peasants bow their heads and say prayers. The bells of Notre Dame are the largest bells of sweetness in the world. One of them weighs 35,000 pounds. The maker who cast it would never disclose the secret of its loud, sweet tone.

The Japanese have the largest bells, but the crudest. So unskilled are they that many of them will not ring, and so they are obliterated from the list of bells. The best bells are a mixture of copper and tin, with a hammer one-twentieth the weight of the bell. The Japanese bells, even if cast correctly, have too small hammers, or they are cast to sound like tin, and the hammer does not strike roundly. One of these, the Little Giant, has never been weighed. It is said to weigh comparatively little, being of some light Japanese metal, but it is 30 feet across. It is used to announce births and deaths in the royal family. Its clapper is a small, elongated affair that strikes with a double sound, and the Little Giant is easily recognized when heard.

The bell of Notre Dame in Montreal is the largest bell in America, but not the sweetest. This attribute is claimed by the biggest bell of Trinity's chime in New York, which is so surprising in its delicacy and so penetrating in its pureness that rich and poor alike stand all night in all weather to hear it ring in the new year. The most inclement weather never keeps them away, and so demonstrative do they sometimes become at its sound that Trinity's rector has once or twice forbidden the chime to ring at midnight. It is cast in E flat.

The countries of Turkey, Greece, Italy and Egypt have not many famous bells. Bells are not in good repute there from the fact that criminals wear them around the neck and lepers are strung with them. In the temples the high priests decorate their robes with small, jangling bells, and this is another reason why bells cannot become common. In Turkey they are conspicuously unpopular, and that country is

Ladies' Black and Colored Undressed Suede Kid Glove, with pretty pearl buttons and stitched backs to match, worth \$1.20 per pair, at Weeks & Co's, only 89c. 81-31 cod

The only one that positively torments the ringing in of the new year with bells. The first New Year's chimes were rung in England in 1500, and so quickly did the news of them travel that soon every capital of Europe had chimes. America has the most chimes of any country in the world, and few cities of the United States but have their chiming bells.—Cincinnati Commercial Tribune.

Pest Banishers. Mice will not infest pantries where pieces of gum camphor are laid about, and croton bugs flee from shelves strewn with the coarse salt used to freeze ice cream. The camphor should be used only at night, and all cans and boxes holding eatables should be carefully covered, as otherwise its pungent, penetrating smell will affect cereals, crackers and other foods.

Answered. There is a story of an inquisitive old gentleman who asked a cabman whether he thought that his horse preferred standing still on the rank or drawing the cab. "Well, sir," replied the cabby, "I think, on the 'ole, he'd rather pull the cab. You see, he reads the names over the shop windows and they makes him laugh."—Strand Magazine.

For all the pretty impediments of the afternoon tea table there is still nothing so popular as drawn linen. There is a tendency to show less and less of the linen. Some of the clothes, dollies and tray serviettes are as flimsy in effect as morsels of fine lace.

AN OLD AND WELL TRIED REMEDY.—Mrs. Winslow's Soothing Syrup has been used for over fifty years by millions of mothers for their children while teething with perfect success. It soothes the child, softens the gums, allays all pain, cures wind colic, and is the best remedy for Diarrhoea. Is pleasant to the taste. Sold by Druggists in every part of the world. Twenty-five cents a bottle. Its value is incalculable. Be sure and ask for Mrs. Winslow's Soothing Syrup, and take no other kind 1 3 5 w

VIM, VIGOR, VITALITY RESTORED IN 30 DAYS

GOOD EFFECTS AT ONCE. CATON'S VITALIZER.

Cures general or special debility, wakeness, spermatorrhoea, emissions, impotency, paresis, etc. Corrects functional disorders caused by errors or excesses, quickly restoring Lost Manhood, in old or young, giving vigor and strength where former weakness prevailed. Convenient package, simple, effectual, and legitimate. Don't be deceived by imitations, insist on CATON'S VITALIZER. Sent sealed if you druggist does not have it. Price \$1 per package, 6 for \$5, with written guarantee of complete cure. Information, references, etc, free and confidential. Send statement of case and 25c for a week's trial treatment. One only sent to each person. CATON MED CO., BOSTON, MASS.

WE BOW LOW

To the decess of necessity We have the goods and must have them cleared out. We need the money and you want the goods—more particularly when you can have them for one third less than regular price,

BOOTS & SHOES

At less than manufacturer's prices. This is certainly your opportunity. Buy now, for the stock cannot last very long at these prices. A few pairs of Ladies' fine Dongola Buttoned Boots left at 75c, in sizes 2 1/2, 3 and 3 1/2. Men's Congress Boots for \$1 a pair.

CLOTHING & HATS

We are after the men and boys to buy their clothing and hats. Men's all wool tweed suits for \$3.75, worth \$5.75. Boy's suits for 50c, 75c and \$1, half price. Boys' hats for 25c, 35c and 50c. For your own sake see the goods and prices before buying.

J.B. Macdonalds Old Stand

Directly opposite the west end of the Market

ADVERTISING ADVICE.

A COLUMN TO BE DEVOTED EACH WEEK TO OUR ADVERTISERS.

Some Remarks on the Interesting Subject of Advertising, and Extracts from Various Sources.

The newspaper is a natural and necessary article of publicity.

The object of advertising is to let people know that there is something for sale, and to state where that something can be found. The newspaper reaches the buying district. It cannot reach any other territory.

Its circulation must be confined to those who can read, and to those who are sufficiently intelligent to keep track of the motion of the world.

The magazine offers a most effective method of advertising, and ranks with the newspaper general publicity, but the local newspaper was, is, and always will be, the only indispensable advertising medium for local advertisers.

The local advertiser depends upon the local paper for his trade, and the best advertising medium is that which reaches the trade; and if the newspaper be half decent it cannot help reaching the trade.

Circulars may never go further than the lackey at the door.

The poster may not be read, although it probably will be.

The newspaper enters the home, forces its way into the inner chamber, and there quietly and persistently does the work of advertising.

Many other mediums of publicity are worth trying, but the newspaper, and because it is a newspaper, and because it must be read, presents a method of advertising at once, the foundation of all good advertising.

The newspaper is a natural advertising medium. The advertisement in a newspaper must be read, if it is large enough, well written, and well set.

The reader of a newspaper cannot read his paper without involuntarily reading a part of the advertisements.

The argument in favor of newspaper advertising has never been defeated in the form of business.

The fact that 99 per cent. of all successful local merchants are extensive local advertisers adds the proof of practice to the proof of theory that the newspaper is the one necessary medium of local advertising, and must stand at the head until something gets ahead of it.

The successes of the local world are "in the newspaper"; the failures are "never in it."—NATH'L C. FOWLER JR.

Said a business man to the editor of The World recently: "I have kept up the amount of my business the past year solely by advertising. The amount of advertising I ordinarily do was doubled and trebled when necessary to keep up the weekly average. At the end of the year I found the aggregate amount of business a little more than for 1895. I curtailed expenses here and there, where I could, and put the savings into the additional advertising. On the undiminished business which resulted, I got through the year in pretty good shape and know my trade is in a condition to grow when better times come in a way it never would have done had I flunked when the 'hard lines' came. That man will have money to burn when the breaking rays of prosperity get down to work and shine forth in their full luster."

A London Periodical recently offered a prize for the best collection of unintentionally amusing advertisements. Here is a part of one list. It embodies illustrations of the curious effect which the misplacing of a comma, or of a word or two, often has upon the meaning of a sentence.

"Wanted, a room for two gentlemen about thirty feet long and twenty feet broad." "Lost, a collie dog by a man on Saturday answering to Jim with a brass collar around his neck and a muzzle." "Wanted, by a respectable girl her passage to New York, willing to take care of children and a good tailor." "Respectable widow wants washing on Tuesday."

"For sale, a pianoforte, the property of a musician with curved legs." "M. Brown, furrier, begs to announce that he will make up gowns, capes, etc., for ladies out of their own skins." "A boy wanted who can open oysters with a reference." "Bulldog for sale, will eat anything; very fond of children."

"Wanted, an organist and a boy to blow the same." "Wanted, a boy to be partly outside and partly behind the counter." "Lost, near Highgate, archway, an umbrella belonging to a gentleman with a bent rib and bone handle." "Widow in comfortable circumstances wishes to marry two sons." "To be disposed of, a mail phaeton, the property of a gentleman with movable head-piece as good as new."

CHRONIC DISEASES

Treated by the SALISBURY Method of persistent SELF-HELP in overcoming past errors and removing the causes of disease. The result justifies the means.

This is not an easy quick cure-all. Neither should it be judged by certain hasty opinions already among the people, nor by the half-bart efforts of invalids to go it alone or half do it. The salvation of health necessitates sincere repentance, constant self-denial and whole-hearted faith in the good works of physician and patient. No even M. D.'s certificates by the team will save one from the evil consequences of stimulants, fluid or solid.

DR. CLIFT

Graduate of N. Y. University and the N. Y. Hospital. 21 years' practice in N. Y. City. Diploma registered in U. S. and Canada. Address: Charlottetown, P. E. I. Office:—Victoria Row. Telephone Call. A HOME TREATMENT, persevering from month to month. ACCOMMODATIONS reserved for patients. REFERENCES on application.

New Goods.

We have just opened five lines of the following:—English and American Hats & Caps,

OVERCOATINGS SUITINGS TROUSERINGS

The latest styles, popular makes and shades. The correct hings for the coming season. We give the best values. See our prices.

JOHN MACLEOD & CO MERCHANT TAILORS.

Commercial Union Assurance Co., Ltd Capital \$12,500,000

I beg to notify the insuring public that I have been appointed agent for this province, and by power of attorney have authority to bind and transact all business, legal or otherwise, for the company.

Horace Haszard, Charlottetown, March 5, '97 Imo.

CLEARING OUT SALE OF HARDWARE

The whole stock of R. B. Norton & Co. is now in the hands of a receiver, and to be cleared at at once, for the benefit of creditors, in lots to suit purchasers, at

BANKRUPT PRICES

This a great opportunity for Merchants Builders and others to lay in their supplies. The stock is large, new and well assorted.

Special low prices. Terms cash or good notes. First come, first served at the

City Hardware Store R. B. NORTON & CO

CARD OF THANKS.

For the many favors received from my numerous friends and customers during the year 1896, and would wish them a happy and Prosperous New Year, and that they may all continue to buy and drink the celebrated Special Blend of Empire Tea, that I sell. Also as many more, invited to participate in the pleasures of drinking Empire Blend during 1897,

T. J. MORRIS, Grocer and Crockery Man

Purse Protectors



600 pairs Ladies' New Kid Boots, just received, going for \$1.00 at

GOFF BROS.

SEEDS SEEDS For Farm and Garden.

Timothy, Alsike, Mammoth, Early Red and White Dutch, Clover Seed, White Russian, Red Fyfe, and Colorado Bearded Seed Wheat.

GARDEN.—Beans, Beet, Cabbage, Cauliflower, Celery, Corn, Cucumber, Musk, Melon, Onion, Parsley, Parsnip, Peas, Pepper, Raddish, Sage, Savory, Spinnage, Squash, Salsify, Tomato, Tobacco, Turnip, Water Melon, etc. Flower seeds in variety. All of these seeds are new, pure and reliable. For sale at lowest prices.

WM GRANT & CO QUEEN STREET, Charlottetown