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Ask me to send you sealed, free, a book just completed, which will inspire any man to be bigger, stronger, younger (if he is old), and more manly than he ever felt. I am a builder of men.

I can take any weak, puny man and make him feel like a hero. Of course, I can't make a Hercules of a man who was never intended by nature to be strong and husky. I don't mean that.

But I can take a man who started with a fair constitution and before it got fully developed began tearing it down. That fellow is weak-nerved, slow, poky, lacking in vim, ambition and self-confidence. I can make a man of him in three months so that his own friends won't know him.

I want you to read this book and learn the truth about my arguments. If you are not as vigorous as you would like to be, if you have rheumatic pains, weak kidneys, loss of vitality, prostatic troubles, nervous spells, or any ailment of that kind that unmans you, it would assure your future happiness if you would look into this method of mine. Don't delay it; your best days are slipping by. If you want this book I send it closely sealed free if you inclose this Ad.

**DR. M. G. McLAUGHLIN,**  
906 MARKET ST.,  
SAN FRANCISCO, CAL.

## 1906

Another mile-stone past in the years of time,  
Ring out the old, ring in the new with merry chime.  
Forget the past, reknit the bonds of friendship sweet.  
With smiling face and outstretched hands the New Year greet.

## Aloha Nui!

**Stanley Stephenson,**  
THE PAINTER,  
New Signs for the New Year--S S Signs

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I take charge of Cemetery Plots and Private Grounds, and build, or repair, fencing and coping. Cash advances made on Old Marble, old Iron, Brass or Lead.

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# THE ELEMENT OF CHARM IN CLIMATE OF HAWAII

**Dr. Cofer Writes to the Promotion Committee, Voluntarily, a Letter That Will Be Sent All Over the World.**

The Promotion Committee has issued in circular form, and will send all over the world the following letter, written voluntarily to the committee by Dr. Leland E. Cofer, Medical Officer in charge of the Marine Hospital here and quarantine officer at this port. Dr. Cofer was formerly stationed at San Diego, and is one of the best known men in the United States in his line:

"The element of charm, which enters so potently into all things Hawaiian, makes even the climate conditions almost impossible of description.

"Indeed one lives so comfortably here that the character of the climate is practically never thought of, in the same way that a sound man lives oblivious to his liver. A person newly arrived from the lands where snows and sunstrokes prevail could give a more convincing description of our days and nights than one who through sheer content has lost all sense of perspective.

"The weather statistics tell the truth but hardly the whole truth. They show, and with all accuracy, a rather high rainfall, yet the layman, either because our rains usually occur at night or else because he usually sees them as 'liquid sunshine,' would invariably pronounce the climate as the dry marine variety. The temperature, humidity and rainfall varies widely with the exposure and elevation selected as the point of observation. Therefore so long as it is possible to run by automobile over good roads in a few hours from the humid warmth of the coast to the dry cold of the highlands, so long will the opinions of men differ as to the climate taken as a whole.

"As Honolulu is the natural center and distributing point, one forms his impressions from local climate conditions. It may be said in general that the climate is of the semi-tropical variety in which the mean extremes are never reached.

"The fair days are no warmer, nor the rainy ones more disagreeable than those prevailing during the month of June in New York City, and withal there is the certainty that these conditions will obtain throughout the whole year. While a great many men dress just as they do in the eastern states, the large majority of the population enjoy the privilege not to say the luxury of being comfortable in white every day in the year.

"Surf bathing and aquatic sports, pleasures which are known to comparatively so few people on the mainland, are indulged in particularly by children in January and July alike. In this latitude and longitude such conditions it is needless to say are unique and would be impossible were it not for the trade winds which keep intact health, comfort and commerce and make out of door sports a part of the daily routine. As every one may live constantly in the open air, the pleasures of those in good health are shared by health seekers. The medical 'don'ts' which are necessary in so many really good climates are unknown here. Therefore the convalescent in Hawaii has not the identity which is so often his, and which proves not infrequently a barrier to rapid recovery from ailment. Unlike some climates it is not good for every disease to which the human economy is liable. For example persons suffering from pulmonary tuberculosis will usually thrive far better in Colorado than here. On the other hand patients suffering from nervous complaints, kidney disease, etc., are justified in coming here from almost any part of the world. In short, I believe the influences in Hawaii offer the least resistance to bodily well being of any of the well-known health resorts of the world. Even if the meteorological findings are similar in other places, it is doubtful whether they make their impress upon the people as they do here.

"This climate breeds happiness and laughter, a natural and appropriate reflection of the sunlight, rainbows and purple hills, and for those who enjoy such things--there's Hawaii."

The neat folder which contains Dr. Cofer's letter contains also a summary of weather conditions in Honolulu during the year 1905, the data being certified to have been compiled at the local office of the U. S. Weather Bureau, under charge of Alex McC. Ashley, Section Director.

## MR. RATH ON THE SOCIAL CONDITIONS OF PALAMA

910 Prospect Street,  
Honolulu, T. H., Jan. 19, 1906.

Editor Advertiser: Last night the Thursday Club at the Y. M. C. A. listened to such a remarkable address by Mr. James A. Rath of Palama, that it occurs to me to beg the use of your columns for a word with reference thereto. The title of the lecture was "How the Other Half Lives," and it is no exaggeration to say that the disclosures made were of unusual timeliness and importance to all our citizens. Trained under the able corps of social scientists in the Springfield school, Mr. Rath has taken up the study of Palama on the line made famous by Charles Booth in his epochal volumes "Life and Labor of the People of London." This investigation has been pursued at odd times when the stress of work has permitted and is hardly more than begun. Yet the facts already ascertained form a most valuable contribution to the stock of material available to students of social conditions in this complex community.

The first thing that attracted the attention of the audience was a social map of the entire district showing in colors the abodes of the people of the several nationalities therein. Thus at a glance one could gain a fair notion of the distribution of population. On this map the various saloons, cold drink shops, restaurants, hotels, barber shops, bathing establishments, schools, missions and the like were all appropriately indicated.

After explaining this charted work Mr. Rath entered into a discussion of the life of the various peoples, finally taking up the crucial question of how they spend their leisure time. This led to a most discriminating exposition of the influence of the various recreational and lounging centers of the entire district. The influence exerted upon the people by each group was carefully set forth. Of course, Mr. Rath did not use the Advertiser's headline that "the devil owns the town." The black spots were not painted any other color nor were the bright places toned down. In fact the address glowed with optimistic hope and paid a warm tribute to the Hawaiians in Palama who are fighting for better things.

The drink evil, gambling and social vice were not glossed over. Perhaps the saddest part of the story was that which dealt with

Cures dandruff. Stops falling hair. Relieves itching.

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The ORIGINAL remedy that "kills the Dandruff Germ."

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A noted dermatologist says: "The time is coming when an unsterilized public hair brush will be as rare as a public tooth brush." The reason is that dirty hair brushes spread dandruff, and true dandruff is now known to be a contagious disease. Drug Stores, \$1.00. Send 10c, stamps, to HERPICIDE CO., Dept. H, Detroit, Mich., for a sample.

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All that is being done in connection with the above is told in the PLANTERS' MONTHLY. \$2.50 per annum. Foreign \$3. Editor, Royal D. Mead, P. O. Box 315. Subscriptions and Advertisements Hawaiian Gazette Co., Ltd., Honolulu, T. H.

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65 South King St. Phone 88. Honolulu, Hawaii.

the way in which the portion of the town Waikiki of Nuuanu stream preys upon Palama for its own darker pleasures. It was clearly shown what a menace this and the other evils are to our city and especially to the people who dwell in Palama. This recital given with the calm detail of facts elicited by many hours of patient investigation was startling. But it was offset by the exposition of the forces in the district making for better things. It is to be regretted that a large number of our business men could not have heard this address, one effect of which was to cause all who had this privilege to rejoice that so resourceful and devoted a social worker lives in the very center of this district. In fact the so-called Palama Chapel which occupies the strategic spot in this the storm center of our city's social problem is a good deal of a misnomer. It is in reality a modern social settlement of the highest type and as soon as our financial leaders realize how it holds the key to the situation, in what excellent hands it is and how splendidly it is helping to solve the problem which it faces, there will be no trouble in enlarging and equipping it to do the wide work demanded.

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