

**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.

Advertising has of late years come to occupy an important place among the different items which a business man has to consider when looking over his affairs. In the large cities where immense sums are spent on this branch of business, the services of advertising experts are called in, ad. writers, with large salaries are attached to big concerns, and no expense nor trouble is spared to secure all the publicity possible.

Does it pay?

Unquestionably it does. In support of this argument THE EXAMINER will hereafter devote a column, or more space each week to the subject of advertising, and will provide its readers with the latest and brightest ideas evolved by the leading advertisers in the world. We shall be happy, privately or in this column, to answer any enquiries that may be addressed to us, and all the help that is within our power is freely at the service of any advertiser who wants to reach the people.

"It's the business of an advertisement to bring people to a store, and it remains for the merchant to do the rest. No amount of advertising will make a poorly conducted business grow. Old foggy methods, sleepy or uncivil clerks, illkept and old stock and a general uninviting appearance about the whole store will, no matter how extensively or how well you advertise, as surely result in failure as will modern methods, a well kept and well-selected stock, bright and obliging clerks and a determination to succeed result in success. It is good store management, coupled with advertising, that makes the winning team."

"The columns of a newspaper represent a cash value. No paper can afford to give advertising or "notices" free, any more than a merchant can toss over the counter free gifts of dry goods or shoes. A newspaper is a legitimate business institution; its columns are its stock-in-trade, and announcements should be paid for, no matter in what part of the paper they appear. No pay, no free advertising or reading notices of any entertainments to which an admission fee is charged."

The merchants of this town are pretty well alive on the advertising question. The advertisements in THE EXAMINER, are, as a rule, fairly well written. Only once or twice have ads appeared that required nothing to be done to improve them. The large ads. are not without merit; it cannot be said that much space is wasted in them. Some of the small advertisements are the best in the whole paper. If these small advertisers were using larger spaces the results would be splendid.

Brevity is the soul of advertising, as well as the soul of wit. At the same time you must tell all about what you have to sell. For example: an advertisement run not long ago by a Queen St. firm advertising a Canned Goods Sale, stating the goods and prices, was faultless in this regard. It told plainly, and in a few words, the whole story, and if the goods did not sell it was because the advertisement was not prominent enough—the one fault.

A big advertisement does not need position so much as a small one does. If a small ad, say four or five inches—less space is not judicious—is well placed, so that it will be seen every day, it is bound to bring much better results than if its position was run of paper. All the wide awake advertisers in THE EXAMINER recognized this long ago, and they have never given up their positions. Money invested in position is money well invested.

Na hanie! Fowler, jr. is looked upon as a leading authority on advertising in the United States. All advertisers who are familiar with his methods have the greatest respect for his utterances. This is an extract from an interview he gave some time ago:—

"Do you think it better to use one column of space a day through the week, or six columns one day in the week?"

"One column a day, by all means."

"Which do you think is better, to run a half-column every day, or a column every other day?"

"The half column every day. When a woman picks up a paper and fails to find your advertisement which she saw the day before, and sees some other fellow's advertisement instead, the other fellow is going to get that woman's trade?"

Every man who is in business should

**ROYAL BAKING POWDER**  
Absolutely Pure.



Celebrated for its great leavening strength and healthfulness. Assures the food against alum and all forms of adulteration common to the cheap brands. ROYAL BAKING POWDER CO., NEW YORK

have an advertisement, but it will do him little good if he does not advertise well. Some of the advertisers in THE EXAMINER lose money by not attending to their advtg. After this we shall take the liberty each week of dropping one or two hints for the especial benefit of those who need them.

"Newspaper men generally are interested in learning how much money the Siegel Cooper Co. are going to spend in advertising. Are you willing to let us know?"

"Our Chicago house spends about \$200,000 per year, but we may have to expend something more here, especially this year."

"As much as \$300,000?"

"Possibly. It will depend wholly on results, however. We shall endeavor to secure certain results, and we believe that advertising is the best way to accomplish the end in view. Whatever amount will be needed in order to realize these results, will be used. I can't say now just what that will be."

"In such advertising, what proportion will newspaper advertising bear to all the methods you expect to employ?"

"Eight to one."

"You mean if you were to spend \$9,000, you would put \$8,000 of that amount into newspaper advertising, and divide the remaining \$1,000 among all other kinds?"

"Exactly. I am proceeding upon that theory. I am satisfied it is the best plan; the best for us certainly." Interview with Mr. Jones, Advertising Manager for Siegel Cooper Co., New York.

The reason many people give for not advertising is, generally, "Times are too hard." What a contradiction! If advtg is used for the purpose of getting customers why should not tradesmen try to get all the customers they can in the dull times. Here is a story to the point.

Scene 1—"I would like to advertise if the times were not so hard."

Scene 2—(Same man, one year later) "I would like to advertise if the times were not so hard. If the times were as good now as they were a year ago, I would not hesitate for a minute."

So it goes on. If he had advertised a year before, the times with him might not have been so "hard."

If a business man who doesn't advertise has a competitor who does advertise and understands how to do it, the advertiser is the one who will get the most trade. Think for a while and you will discover several instances of this, here in Charlottetown, and the advertisements of the successful ones may be found in this paper.

**SUFFERING WOMEN**

Troubled With Weakness Peculiar to Their Sex,

**HOW THEY MAY BE CURED**

**Dodd's Kidney Pills Act upon the Female Organs as well as upon the Kidneys—Many a Woman Suffers Needlessly.**

Women suffer more than men. From the time a girl-child turns the corner into womanhood, she has more troubles than men ever dream of. We look upon women as weak and fragile, but considering what they endure they are stronger by far.

Woman suffer many times more than they need to. Partly because they don't know what ails them at first, then because they are ashamed to tell a doctor; latterly because they hate to be a continual source of expense to their husbands.

"Female Weaknesses" are what we term the diseases peculiar to the female sex. They are often confounded with female Kidney troubles, and Kidney troubles are often mistaken for other troubles. All those delicate organs are closely connected. What affects one affects the others.

What cures one, cures the others, too. DODD'S KIDNEY PILLS which are a sovereign cure for all Kidney ills, act to regulate and control the female organs and to relieve their difficulties. This is worth while for every woman to remember.

Mrs. Lucy Crabbe, Chambers P. O., says:—"For years I was a sufferer from weakness peculiar to my sex, combined with kidney trouble from all of which I was completely cured by two boxes of Dodd's Kidney Pills."

Mrs. Elmira Ady, Walkerton, Ont. says:—"For a long time I have suffered from a complication of Kidney Trouble and Female Disease; and am glad to say have no pain or ache since using Dodd's Kidney Pills."

DODD'S KIDNEY PILLS, cure Kidney Disease and Female Weakness. Try them. They are on sale at all druggists. Price 50 cents per box, 6 boxes for \$2.50 Dodd's Medicine Co., Ltd., Toronto, Ont.

**AT THE DENTAL PARLORS**

North Side Queen Square.

You can have your teeth extracted free of pain by the means of either general or local anesthesia. All kinds of work done satisfactorily.

**DR. J. H. AYERS**

**BECOMING INDIANS.**

CLAIM THAT AMERICANS ARE DEVELOPING ON THAT LINE.

Increasing Resemblance in Faces to the Aboriginal Type—A Study of Heads. With Especial Attention to the Residents of Pennsylvania.

It is an extraordinary question in anthropological science which has been propounded popularly of late. The influence of environment upon the race resident in the United States must in the course of four centuries produce certain marked and undeniable physical results. It is not generally acknowledged by American anthropologists that there is a tendency of reversion to the type indigenous to the soil. But foreign students of race, with more perspective, have offered interesting food for reflection. A writer in the Chicago Times-Herald, commenting on the assertion of the French authors that on this continent the American white man has varied toward the Indian type, offers a supporting study which is curiously fascinating—possibly vastly important.

First, the familiar faces of the caricaturists' creation are called in as witnesses. The Yankee and the southern—large and loose limbed—of these pictures are types, even as the stout, full faced John Bull is a type found in another environment. Both American favorites of the cartoonist have high cheek bones and usually excellent straight noses. These witnesses are not, of course, scientifically admissible. The faces given us by the caricature makers are impressions, not testimony.

Scientific, however, is the study offered of the Pennsylvania Germans—a happy, thrifty, frugal people, who have been subjected to American conditions for nearly two centuries, with very little intermingling with other races, much less than the English people in New England or in Virginia.

It is true that the pervasive and beguiling Irish have intermarried somewhat with these old Pennsylvania settlers, but in the main it is a very exclusive, pure blooded Palatinate stock. Data have been secured relative to a large number of school children and to adult males from 25 to 50 years of age, and many copies of portraits of original settlers. It appears that stature increases and that other important generalizations may be made, tentatively of course. The increase of finger reach is marked, and the head measures are important.

"The anthropologist places considerable value upon certain proportions or relations between measures," says the student of the subject. "Thus the length of the head and the breadth of the head, when compared, give numerical expression, which is called the cephalic index. To find it the length is divided into the breadth and the result multiplied by 100. A head one-half as wide as it is long would have an index of 50; one three-fourths as wide as long would have an index of 75; one as wide as it was long would have an index of 100. There is no race whose head is normally so wide as to have an index of 100 or so narrow as to have one of 50. The higher the index, of course, the broader and sounder the head; the lower the index, the longer and narrower the head. Germans generally are notably round headed. Topinard gives for some people of Lorraine the index of 85.3. The average index of 100 Pennsylvania Germans is 81.9, which is notably less and narrower. The heads of our northern and eastern Indians are still longer and narrower. We cannot at present make a further comparison with profit. What we have already said may prove erroneous when we learn the actual Palatinate type. We assume now that the Palatinate Germans were of medium stature, light haired, blue or light eyed, round headed, with a finger reach of 1.043. We find that the Pennsylvania German children are dark in hair and eyes, that the men are probably of increased stature, that heads appear to be lengthening, that arm reach appears to be increasing. In all these respects the Pennsylvania German varies from the assumed Palatinate type and in the direction of the Indian. If our assumption proves valid, we may claim that our evidence shows change, which, if continued, may form an Indian type from the German."

All this, it must be noted, is absolutely distinct from any of the reasons for discussing the tendency of Americans to revert to original types from the infiltration of the red Indian blood itself in the veins of the white race. From the days of the old French and Indian wars firsides tales of New England intermixture of that sort have been common enough. A recent novel has expressed the country knowledge in New England that there is an occasional "streak" from ancestry that approached New England from the west as well as that which approached it from the east across the Atlantic. In the western states and territories the great numbers of half breeds whose descendants find their way into the life of cities brings to bear a curious and unreckoned force in the development of the fiber and sinew of the race in North America.—Boston Transcript.

**NERVOUS** Troubles are due to impoverished blood. Hood's Sarsaparilla is the One True Blood Purifier and **NERVE TONIC.**

Bicycles made ready for the road at the Quick Repair Shop.—J. Birch.

**Gloom**

Of ill health, despondency and despair, gives way to the sunshine of hope, happiness and health, upon taking Hood's Sarsaparilla, because it gives renewed life and vitality to the blood, and through that imparts nerve strength, vigor and energy to the whole body. Read this letter: "Hood's Sarsaparilla helped me wonderfully, changed sickness to health, gloom to sunshine. No pen can describe what I suffered. I was deathly sick, had sick headaches every few days and those terrible tired, despondent feelings, with heart troubles so that I could not go up and

**Sunshine**

down stairs without clasping my hand over my heart and resting. In fact, it would almost take my breath away. I suffered so I did not care to live, yet I had much to live for. There is no pleasure in life if deprived of health, for life becomes a burden. Hood's Sarsaparilla does far more than advertised. After taking one bottle, it is sufficient to recommend itself." Mrs. J. E. SMITH, Beloit, Iowa.

**Hood's Sarsaparilla**

Is the One True Blood Purifier. All druggists. \$1. Prepared only by C. I. Hood & Co., Lowell, Mass.

Hood's Pills cure all liver ills, biliousness, headache. 25 cents.

**P. E. Island Railway**

On and after MONDAY, 4th January 1897 the trains of this Railway will run daily Sundays excepted as follows:—

Trains Outward. Read down.	STATIONS.	Trains Inward. Read up.
3 10 P. M.	Charlottetown	3 10 A. M.
4 17 P. M.	Royal Junction	2 10 P. M.
4 31 P. M.	North Wiltshire	2 04 P. M.
5 05 P. M.	Hunter River	1 49 P. M.
5 13 P. M.	Bradallane	1 15 P. M.
5 27 P. M.	Emerald	1 07 P. M.
5 47 P. M.	Freetown	12 53 P. M.
6 20 P. M.	Kensington	12 38 P. M.
	Ar. S' Side	12 00 P. M.
12 50 P. M.	Ar. S' Side	10 30 A. M.
1 11 P. M.	Miscouche	10 10 A. M.
1 37 P. M.	Wellington	9 47 A. M.
2 19 P. M.	Port Hill	9 09 A. M.
3 34 P. M.	O'Leary	8 00 A. M.
3 58 P. M.	Bloomfield	7 34 A. M.
4 34 P. M.	Albion	6 55 A. M.
5 30 P. M.	Tignish	6 04 A. M.
	Ar. S' Side	10 30 A. M.
2 30 P. M.	Charlottetown	10 30 A. M.
2 50 P. M.	Royal Junction	10 10 A. M.
3 23 P. M.	Bedford	9 30 A. M.
3 55 P. M.	Ar. Mt. Stewart	9 05 A. M.
4 10 P. M.	Lv. Mt. Stewart	8 55 A. M.
5 50 P. M.	Morell	8 17 A. M.
5 12 P. M.	St. Peters	7 48 A. M.
5 57 P. M.	Bear River	7 03 A. M.
6 40 P. M.	Souris	6 20 A. M.
4 10 P. M.	Mt. Stewart	8 50 A. M.
5 22 P. M.	Cardigan	7 35 A. M.
5 45 P. M.	Georgetown	7 10 A. M.
	Ar. S' Side	10 30 A. M.
5 15 P. M.	Emerald	7 50 A. M.
6 03 P. M.	Cape Traverse	7 00 A. M.

Trains are run by D. SPOTTINGHAM, A. McDONALD, Superintendent, Charlottetown. Gen. Mgr. Govt. Ry., Moncton, N. B. Railway Office, Jan. 1, 1897.

**Mining**

Not a speculation, but an investment.

Consult us before purchasing mining interests or stocks.

Reliable information obtainable. Correspondence solicited.

**MELON & SCOTT,**

ESTD. 1886.

Mining and Financial Brokers,

Vancouver, B. C. 67-1md

**Did You Ever**

See better value than we offer in our line of Ladies Boots at \$1.50? We consider this the best value ever offered in new goods. We want your opinion about the matter. Call and give it to us.

**R. K. JOST**

Stampers' Corner.



SOME PEOPLE think that that old room at home cannot be made to look any brighter than it is at present. A nice wall paper design has the proper effect in converting it into a pleasant, handsome, and companionable place.

**OUR STOCK OF WALL PAPERS**

IS IMMENSE

It is possible for you to make a judicious selection from the hundreds of patterns we show, that will transform the dingiest room in town into a veritable bower of beauty.

The designs we are showing and selling are handsome, and so cheap, so cheap.

You ought to see them.

**Geo. Carter & Co.**  
QUEEN STREET.



Speaking about Job Printing, When you hear these words:

**"Printed at the Examiner Office,"**

You will know that the work

Was Well Printed  
Good Paper was Used  
Price was Reasonable  
Work was Done on Time  
Customer was Satisfied

We Have a Big Printing Office.  
Can do Any Kind of Job Work.

**The Examiner Publishing Co**  
LONDON HOUSE BUILDING,  
Queen Street.

**Spring Footwear**

Not a bit too early to be thinking of shoes for spring—and not too early to be buying. We are now opening new styles and new shades in Caocolate, Coffee Brown and Oxblood. See our \$1.00 shoe.

**W. H. STEWART & CO**  
LONDON HOUSE BUILDING.