

USE OF NEWSPAPERS IS URGED TO BOOST SALES

Retail Trade is Normal Again, Due Largely to Advertising, Declares Babson.

SPECIAL TO THE HERALD. WELLESLEY HILLS, Mass., April 21.—Roger W. Babson, who has recently been checking figures on the retail trade of the country has today issued a preliminary statement. According to his analysis, retail trade averaging all sections of the country is again back to normal.

"Some sections are still behind the good years of 1919 and 1920," says Mr. Babson, "but many other sections are ahead. Retail trade was the last to feel the effects of the depression. When a slack business hits a section the financial interests feel it first; the manufacturing and farming interests feel it second; the jobbers and wholesalers feel it third, and finally the retailers hear it. Hence, although retail trade continues good long after Wall Street is blue it does not come back again until something after Wall Street comes back. There are, of course, a few exceptions to this general rule. The profits of firms, like Haffey, the jeweler, who sell largely to the very wealthy, follow close to stock market movements; but 95 per cent of the retail firms lag a year or more behind.

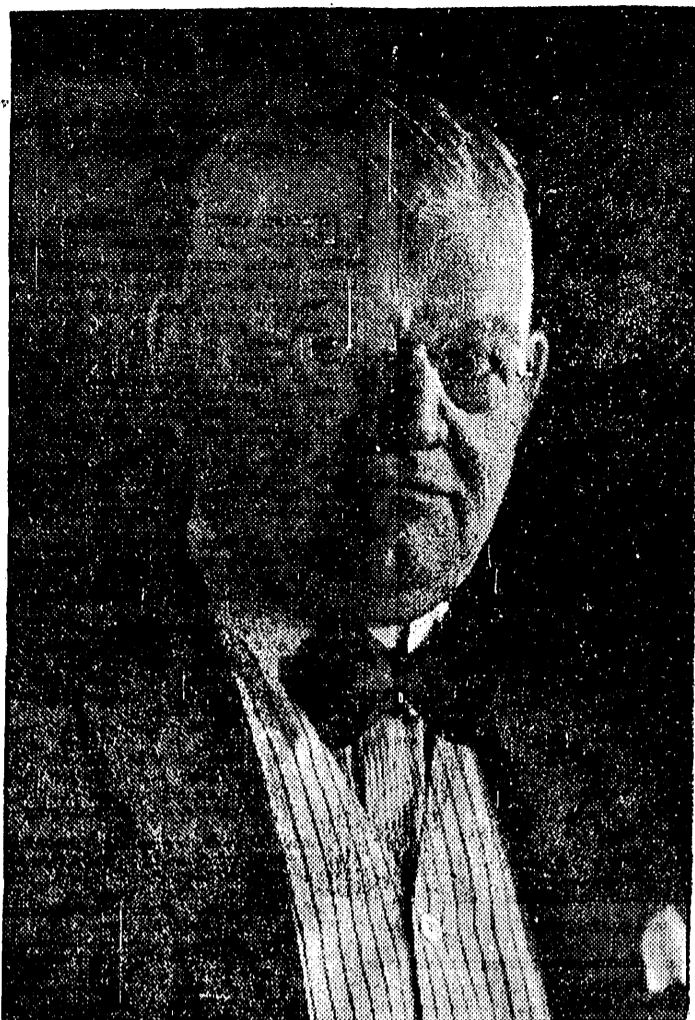
"The Best Retail Trade. The best retail trade today is in the industrial cities of the east. Where two years ago, mills and factories were shut down, they are now working overtime. Cities like Pittsburgh, which a year ago were working only 60 per cent of their capacity, are now back to nearly 100 per cent. Akron, which three years ago had the highest percentage of unemployment in the country, is now advertising in an especially favorable position. The retailers of these cities should do the best business during 1923 they ever have done. The mill cities of New England are in this class.

"Farming Figures. The farming communities may not be back to normal although statisticians differ greatly as to what is normal. If we call normal the few boom years of the war, then the farming sections are still below and may be for many years to come. If, however, we consider normal as the average for the past twenty years and in addition allow a proper amount for the war, we will find that the retail trade of most farm sections is now back to normal or will be shortly. Therefore, I say that something is the matter with the retailer who is not now doing a normal business. He either is a poor buyer or a poor salesman. Either he is mixed up in some outside enterprise and is not attending to his business, or he is posted as to fundamental conditions. There is a 'hole in his economics' somewhere and it is up to him to find it.

"During the past few months local merchants have advertised. National manufacturers are utilizing the great power of advertising in the distribution of their products. The successful department stores are also using large space in the newspapers; but the smaller retailer has yet failed to advertise as he should. Perhaps this is why he is small—one cannot tell. There surely is some reason why the people flock to one merchant and pass by another. Statisticians certainly indicate that the reason is closely connected with the advertising. Let me also take this occasion to urge retailers to use the newspapers in a dignified way rather than attempting to use bill boards and novelty contrivances. During the past two months I have noticed considerably throughout different sections of the country. At almost every cross road is some sort of a sign, a windmill or something else said to some bank or merchant who thought he had discovered a cheaper or more effective method of advertising than his newspaper offered. As a matter of fact, he unconsciously disfigures the highways, endangers life and makes enemies instead of friends. Merchandising is a profession and should be treated in a dignified way. Moreover, how banks can adopt such cheap appearing methods of publicity is beyond the comprehension of most businessmen. Yet I understand the temptation, having once fallen for outdoor advertising myself much against the advice of the Goodrich Advertising Agency which handles our copy."

"Don't Fear Chain Stores. Mr. Babson added a word of cheer to those retailers who fear the chain store. "Instead of worrying about chain stores," he says, "the independent retailer should copy their good features and avoid their pitfalls. The chain stores are revolutionizing retailing. They are introducing many good features from which every retailer should profit. But chain stores have many troubles ahead. When their employees organize into a labor union—as is inevitable with such big units—then the independent merchant will again have a great opportunity. However, do believe that it would be wise for independent merchants to get together

EVERGLADES EMPIRE BUILDER



W. J. Connors of Buffalo, N. Y., and Palm Beach, who is building a million dollar road from the intersection of the West Palm Beach-Okeechobee road to the town of Okeechobee, and who declares it will be the best road in the state and be finished by the first of the year. Road building machinery alone will cost \$100,000. Forces are being assembled in anticipation of the early beginning of operations on a large scale. Already a small beginning has been made to show just what can be done with the rock from the West Palm Beach canal, which is to be used for building the road bed. The highway will be 18 feet wide and be surfaced with oil macadam.

more among themselves and form small chains which they themselves can control. Personally I should not want to struggle with one lone grocery store, but had just as soon have a group of a dozen grocery stores. "General business," concluded Mr. Babson, "is good. The Babsonchart stands today at 3 per cent above normal, compared with 10 per cent below normal a year ago."

SCIENTIFIC SALESMANSHIP. Manager—Why did that customer walk out without buying? Saleslady—We didn't have what she wanted. Manager—You are not supposed to sell them what they want. Sell them what we have.

ECZEMA SPREAD ALL OVER BODY Of Baby. Itched and Burned. Cuticura Heals.

"My brother had a severe case of eczema when he was three weeks old. It broke out in small pimples that grew larger and formed blisters, and spread all over his body. The breaking out itched and burned, causing him to be fretful, and his clothing irritated it. "We read an advertisement for Cuticura Soap and Ointment and purchased some, and after using two cakes of Cuticura Soap and one box of Cuticura Ointment he was healed." (Signed) Miss Virginia Shepherd, Valley Station, Ky.

Use Cuticura for all toilet purposes. Sample Soap Free by Mail. Address: "Cuticura Laboratories," Dept. 5, Malden, Mass. Sole agents: Cuticura Soap Co., Ointment \$5 and \$10. Talcum \$2.50. Cuticura Soap shaves without lather.

BUILDING COSTS ARE ADVANCING! We can give you the benefit of the low price level on a beautiful two-story stucco on block Spanish type house, \$20,000.00. Very Reasonable Terms. Upstairs: Two bath and three big, light, airy sleeping rooms with ample closets. Downstairs: Big living room with fireplace, dining room, kitchen, breakfast room, pantry, entry porch, toilet and lavatory; full length copper screen; big porte cochere and block garage to match house. Lot 50x140, south front. City water and electric lights. Realty Securities Corporation, 507 N. W. 1st St., Phone 6970

NEW METHOD HEALS RUPTURE

Kansas City Doctor's Discovery Makes Truss or Operation Unnecessary.

Kansas City, Mo.—(Special)—A new discovery which, experts agree, has no equal for curative effects in all rupture cases, is the latest accomplishment of Dr. Andrews, the well known Hernia specialist of this city. The extraordinary success of this new method proves that it holds and heals a rupture. It weighs only a few ounces. Has no hard gouging pads, no elastic belt, no leg straps, no steel bands, and is as comfortable as a light garment. It has enabled hundreds of persons to throw away trusses and declare their rupture absolutely healed. Many of these had suffered for years. It is Dr. Andrews' ambition to have every ruptured person enjoy the quick relief, comfort and healing power of his discovery, and he will send it on free trial to any reader of the Miami Herald who writes him at his office, 505 Koch Bldg., Kansas City, Mo. He wants one person in each neighborhood to whom he can refer. If you wish to be rid of rupture for good, without an operation, take advantage of the doctor's free offer. Write him today.—Advertisement.

SALES OF BIBLES TO CHINESE IN 1922 BROKE ALL RECORDS

BY THE ASSOCIATED PRESS. SHANGHAI, April 21.—Chinese in China paid \$37,995 (Mexican) for bibles in 1922, buying last year more bibles than in any previous year, according to reports given out in Shanghai by the agency of the American Bible society. The sum paid is some \$400 (Mexican) above the previous high mark, and the record number of bibles issued was 19,357.

That the inflexible anti-Christian movement has awakened a new interest in the Scriptures in China is attested by the fact that in 1922 a half dozen book shops in Peking alone sold more than 2,000 Bibles and New Testaments to the value of \$1,200 (Mexican). It is said these went almost exclusively to non-Christians, largely students in the government schools.

A total of 1,987,328 volumes were circulated in China by the American Bible society. These were in 16 languages and dialects of the country, and in eight foreign tongues.

ALLAPATTAH LADIES AID SOCIETY ENJOYS DINNER

An all-day meeting of the Allapattah Methodist Episcopal Ladies Aid was held Wednesday at the home of Mrs. N. O. Lundblom in N. W. Forty-first street with 25 members and visitors present.

The usual amount of work was accomplished and an especially good dinner enjoyed. The next meeting will be held May 2 at the home of Mrs. J. W. Risinger, in N. W. Forty-first street. Mr. and Mrs. Ira H. Ramsey of Ellis, Kans., are visiting at the home of Mr. and Mrs. Jack Little, 1828 N. W. Twenty-third street. Mr. and Mrs. Ramsey are Mrs. Little's parents and they are glad to renew old acquaintanceship in Allapattah after an absence of six years. They have located at Daytona Beach and hope to visit here more frequently. Mr. Ramsey was in business for 33 years in Ellis but has now retired.

Mr. and Mrs. Guilford Green have closed their home, Casa Verde, for the summer and moved to Palm Island. Dr. C. J. Erlerson will fill the pulpit at the two services today at the Allapattah Methodist Episcopal church in N. W. Thirty-sixth street. Sunday school, 9:45 a. m.; church, 10:45 a. m.; Epworth League, 7 p. m.; evening service, 7:30; prayer meeting, Wednesday, 7:30 p. m.

Ladies' Auxiliary of the Allapattah Improvement association held their regular meeting at the Community hall Friday afternoon.

WARSAW MOVIES CLOSE AS A PROTEST TO TAX

WARSAW, April 21.—Movie tickets in Warsaw are taxed 100 per cent, and as a protest to the authorities all the movie houses recently together and closed. The government is losing 20,000,000 Polish marks a day as a result.

The authorities came back with an order on the movie men to reopen at once, or have their premises confiscated for use as schools. Public opinion, however, is with the picture men, and it is believed the dispute will be compromised by the collection of a 50 per cent tax.

Bumstead's Worm Syrup

"To children an angel of mercy." Where directions are followed, IT NEVER FAILS. Despite scarcity and enormous cost of SANKONIN, it contains full dose. Stood sixty years' test. Sold everywhere or by mail. For a bottle, Fat. O. A. Voorhes, M. D., Philadelphia.

DO YOU NEED FINANCIAL ASSISTANCE? IF SO, SEE—

Dade County Security Co.

A Building and Loan Association. J. I. WILSON, Pres. J. E. LUMMUS, Vice-Pres't. Capital, \$5,000,000 Loans, \$4,000,000 33 N. E. First Avenue Phone 5764

CERTAINLY NOT!!! You Wouldn't Roof Your Home With Fly Screening!

Common Sense Prompts You to Use Only Such Materials Which You Know Will Last for Years. Impervious to the Sun's Rays beating down upon it—intact through storms and high winds

The Perfect Roof

—is assured by the use of any of the following unexcelled products:

PAROID ROOFING NEPSONET ROOFING NEW TILE INLAID NEW TILE SHINGLE; COLORS RED AND GREEN

THE J. A. McDONALD COMPANY

"Everything in Building Material" 214 S. MIAMI AVENUE.

H. HAROLD HUMB WM. F. SIMMONS D. A. MORRISON, JR. President Vice-President Secretary and Treas. BEST FERTILIZERS, INSECTICIDES, SPRAYERS, POULTRY SUPPLIES HONEST GOODS — FAIR PRICES — PROMPT SHIPMENT Ask Your Neighbor—He Knows—Get Latest Price Lists Before Buying E. O. PAINTER FERTILIZER COMPANY, Jacksonville, Florida FRANK V. TILFORD, Local Agent.

Ocean to Indian River Frontage \$110.00 Per Acre

For quick sale offer 420 acres with one-mile frontage on Ocean and Indian River in St. Lucie County for \$110.00 per acre. When bridge is built across Indian River at Jensen (bonds for which have been voted) Eastern end will terminate on this property. The demand for water front land indicates a wonderful speculative future for this property.

Address H. D. KIRK, West Palm Beach Phone 690

NOTICE TO HOMESEEKERS

Two real buys. Nice new homes, located just outside city limits. Large lots with fruit trees. Splendid water; all modern conveniences. Terms to suit. Apply Judge Moxley, S. W. 17th Ave. and Annapolis Road.

NORTHERN-BOUND MOTORISTS

Before leaving Miami for the north in your car, call at the Bank of Bay Biscayne for a very complete motor route map covering the southern states in great detail.

This map is published by Rand, McNally & Co., is corrected up to date, and will be found accurate.

There is no charge, and we shall be glad to place the maps in the hands of any parties to whom they will be useful.

BANK OF BAY BISCAYNE MIAMI'S OLDEST BANK.

This Will Ward Off And Break Up Colds

Just a teaspoonful of Dr. Caldwell's Syrup Pepsin removes the congestion

ANY FAMILY MAY TRY IT FREE

THE two ailments that people generally regard as of the least importance are in reality the cause of most serious illnesses and of the greatest proportion of deaths. They are constipation and common colds. Many doctors now believe that colds, tonsillitis, a touch of malaria will cause constipation, instead of constipation being their cause.



The fact remains that you seldom have a cold without constipation, due to general congestion. The only way to avoid colds is to keep up your vitality. You usually catch cold in the winter if you are run down. Therefore in cold weather exercise more; eat more fatty foods; drink four to six glasses of water a day; keep the head cool, the feet warm, the bowels open.

Thousands of parents are asking themselves, "Where can I find a trustworthy laxative that anyone in the family can use when constipated?" I urge you to try Syrup Pepsin. I will gladly provide a liberal free sample bottle, sufficient for an adequate test. Write me where to send it. Address Dr. W. H. Caldwell, 515 Washington St., Monticello, Illinois. Do it now!

At the first sign of a cold, at the first few warning sneezes, take a teaspoonful of Syrup Pepsin and the congestion will be gone in a few hours. Don't wait until the cold has a grip on you. Mr. Henry Dean, Jr., of Rochester, N. Y., cured a stubborn cold in just that way, and Mrs. Alice Corbrey of Haskell, Okla., uses it effectively for all the small ills of her family, such as constipation, biliousness, headaches, dizziness, and to break up fevers and colds.

Dr. Caldwell's Syrup Pepsin is a scientifically-balanced compound of Egyptian senna with pleasant-tasting aromatics. It is safe to give to infants, and all children like it. Before you again resort to cold remedies containing narcotics try a teaspoonful of Syrup Pepsin. Any druggist will supply you, and the cost is less than a cent a dose.

TAKE DR. CALDWELL'S SYRUP PEPSIN The family laxative

OCEAN FRONT HOTEL SITE

For Sale or 99-Year Lease

500 feet ocean frontage, high beach, most commanding location. Surrounded by high class development. Long dock frontage on interior waterway. A first class building, successful management and an ability for investment required. Owners will carry out high class improvements in immediate vicinity. With desirable applicant, owners will take some financial interest with parties who are able to invest their own capital in a substantial way, in a high class hotel that will have

Natural Advantages Unsurpassed By Any on Miami Beach.

The Outstanding Opportunity of Miami Beach

Owners would prefer to communicate directly with parties interested. P. O. BOX 1360. MIAMI, FLA.

N. E. Second Ave.

APARTMENT HOUSE

Owner Needs Money

Cash counts here. Splendid paying investment. Corner lot 70x150 feet.—Thirty apartments, all rented to year-round tenants.—Annual rentals over \$15,000 per year.—10-year mortgage bearing 7% interest can be assumed. Where values are doubling rapidly. Don't fail to investigate. Full particulars to interested parties. Must have about \$15,000 cash. Will take part trade.



214 N. E. 2nd Ave. Investment Co. Realtors. Phone 3470 & 933