

fore, important that they be brought directly to the attention of those we wish to interest in a most attractive and convincing manner. No better way can be thought of than by a well planned and thoroughly executed advertising campaign. To do this, should be the business of someone particularly and technically equipped, whose sole thought and business should be to see that it is done and done thoroughly.

BUDGET SYSTEM.

The State's financial condition, occasioned by the Legislature having appropriated to certain semi-public institutions more money than there was reason to expect would arise from the State's revenues, created a situation which has directed the public mind toward considering some preventive measure whereby the same situation cannot again arise. Hence it follows that consideration should be given to some system that will fix a maximum amount beyond which the Legislature cannot appropriate money to any particular function of government. Contrary to the usual idea of a budget system (which is understood to mean an enumeration of governmental necessities which should be properly taken care of by levies) the State finds that in the adoption of this system it must accommodate its expenditures to probable receipts,—the receipts becoming the fixed quantity to which the expenditures must adapt themselves. To do this with any degree of satisfaction or accuracy requires more time and study than the constitutional limitation of your Sessions can possibly allow. It will, therefore, become necessary to vest, by Constitutional authority, in certain designated officials, the power to fix a maximum amount which may be appropriated by the Legislature for any particular governmental purpose. It will require much research and special information to accomplish this and still leave the finances of the State flexible enough to meet the exigencies as they may arise subsequent to the fixing of the amounts needed for the support of the government. You will, no doubt, have before you various plans by which this may be done (and it does seem to be a necessity) and, therefore, I can only urge upon