ASHLAND DAILY TIDINGS

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collection taken is Advertising.

ADVERTISING AND BUSINESS

Advertising and business are close partners. They are responsively sympathetic. In the times of the years ago advertising was good in periods when business was good, and if there was a panic advertising slumped. Now there is less indication that business affects advertising in as great a degree as advertising affects business. In the old times merchants, for example, advertised in the local papers liberally when business was high, spirits high, cash plentiful and when they "felt that they could afford to spend money with the newspapers." But that era has passed.

Business men put their first-rank business judgment, sense, skill into their advertising campaigns; for on these advertising campaigns depends the volume of their business. Competition is sharp; if business is good they advertise to keep it so and to get their own share and a little more if possible of what's doing in the trading line if business is "off" then they realize the absolute necessity for advertisinig for a number of good reasons,

In the old times the business man put advertising into the business system only when he thought the system was strong enough to stand it, nowadays he feeds his business a regular diet of advertising to keep its circu- of the currency gets through. The change in size is expect. able to get mad and bite somelation normal, its strength vigorous, its growth steady; he gives it the extra treatment when he finds that a tonic or a stimulant is most required.

Business men are coming to the sane view of advertising as an element, a vital, everyday, regular, steady the paper money and let the coins wide. The new bills, it is plan-

HEAT THE SCAPEGOAT

When it is hot everything is blamed on the heat. "Crazy with the heat" is an old slang phrase which has no more pat application than that by which it is attached tions. These proposals are not to those who make excessive heat responsible for every- yet official. They are revealed thing from the loss of ball games to the birth of triplets; One cannot doubt that there are numerous cases of heat prostration and that some of them result fatally, but in many of the deaths credited to heat the excess of temperature is responsible only in an indirect way. Bather seeks changes in the currency without the cooling river and is drowned-heat. Someone goes to sleep in a hammock which breaks and the sleeper is perhaps fatally injured-heat. Another suffers an attack of acute indigestion possibly due to eating food that should not be eaten in hot weather heat again. Heat brings an abundance of discomfort and it is OUT OUR WAY

wise to take precautions to prevent serious results following in its trail, but there is no use becoming alarmed because the temperature hovers around 90 for a week or so. It exceeds that for long periods in the tropics and yet people continue to exist there.

Observe customs of living that all know are suited to hot weather. Somebody has said that heat is a state of mind and it is likely that much of the discomfort, is more imaginary than real.

Ordinarily when an automobilist runs a heat with an express to the crossing he doesn't live to tell the thrilling details.

It is rather fortunate that some people are bad enough to give good people something interesting to talk about.

This may be an awful country; but people in China have to get up 12 hours before we do.

Missionaries being sent to the Eskimos won't get where by telling how hot it is in hades.

Marriage itself isn't a failure. Usually it is the perns who engage in it that give it a black eye.

The upkeep is the downfall when the outgo exceeds

The man who blows his own horn is usually out of

The first of the month, makes every man feel bilious

The Mourning After



BY CHARLES P. STEWART NEA Service Writer

Washington - You'll hardly know whether it is money or retary Charles S. Dewey. He is a merchandise coupon after the the official directly in charge of treasury's committee on redesign the expert committee on redesign. dog" Butler of the Marines is liprovide much handier currency. Their problem is to take care of take care of themselves.

The proposals, in brief, are to 2 1-2 inches wide. reduce the size of bills by about one-third, to eliminate the yellowbacks and make other color Salvation Army changes, to simplify and standardize design and to stop printing some of the little-used denominanow directly from the committee, however, and are believed to be virtually assured of adoption.

Secretary of the Treasury Mellon has authority to make such consulting Congress. The committee on redesign has been making exhaustive studies for nearly a year and is expected to report may be a bill collector.

within a few months. After the secretary orders the changes, nearly a year will be required for engraving the plates and for printing and distribution.

"The department is convinced that our present paper money system can be made more economical and efficient and is committed to United States. Well, she has 3 improving it," says Assistant Sec

Their plans for revamped pa- ed to be most radical. Ever since body. about \$4,000,000 a year and to out during the Civil War paper 7.28 inches long and 3:04 inches ned, will be 6 thches long and

Leader Better

NEW YORK, May 21 .- (UP) -Physicians are more hopeful today for the recovery of Evangeline Booth, commander of the Salvation Army, who is seriously ill at her Hartsdale home from appendicitis and complications.

Every knock isn't a boost.

MOTHERS GET GRAY



right to. Mexico is our neighbor.

checks. Chicago jailed check passer was visited by two wives.

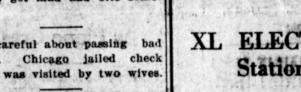
Hard times is when you can't borrow enough money to buy an

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car fits you for business immediately

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