

### MERCER'S DRIVE FOR TEN MILLION TO BEGIN OCT. 25

Macon First to be Asked to Contribute Initial Annual Quota of \$25,000

#### BOOKLETS DISTRIBUTED

A drive, the result of which, it is hoped, will bring Mercer \$10,000,000 at the end of ten years or an average of \$1,000,000 a year, will begin October 25, when local alumni and supporters of the University will be asked to contribute as Macon's first yearly quota, \$25,000. The campaign will be held as a part of Mercer's Centennial program; it will not begin on a national scale until the approval of the Georgia Baptist Convention, which will meet in Valdosta, has been obtained.

The purpose of the campaign as announced by Mercer authorities is to raise funds to meet the current operating expenses and to create a permanent endowment. The failure of Georgia Baptists to contribute as much as was expected in the last two years and the increasing expenses of Mercer due to its growth has necessitated the inauguration of the campaign.

#### Committee Named

A committee of twenty-five has already been selected by Jesse B. Hart, national director of the campaign, to carry on the Macon drive. The committeemen are as follows: Dr. Walter Anthony, S. T. Coleman, Wilbur Collins, W. E. Dunwoody, Leon S. Dure, Walter Grace, Warren Grice, T. H. Halliburton, George S. Jones, W. G. Lee, C. B. Lewis, Holmes Mason, Morris Michael, Wallace Miller, W. H. Mitchell, J. Clay Murphy, Joseph N. Neel, Dr. William Russell Owen, Harry Popper, Harry Strozier, T. G. Tarter, Francis Williams, A. R. Willingham and O. P. Willingham Jr.

A series of three booklets dealing with Mercer and Macon has been prepared and the first of these have already been mailed to a large number of Macon citizens. This booklet tells the story of the changes in educational methods in America and of the rapid growth of colleges which has taken place as this country has grown from primitive conditions to its present complex industrial and commercial development. Mercer's progressive educational policies, in keeping with changing demands to meet the needs of a world that has grown more complicated from year to year, are set forth.

#### Campaign of Week

The local campaign in Macon and vicinity will last one week. During this time all supporters of Mercer will be called upon to aid in the campaign. The Mercer Alumni Association is taking an active part in the program. J. K. Williams, alumni secretary, has mailed the first of a series of pamphlets to Mercer supporters, explaining the centennial program.

The subscription quota for Macon has been determined at \$125,000. The campaign in Macon is to last five years with \$25,000 the goal for each year. This is subject to the approval of the Georgia Baptist Convention. The reason for starting the campaign in Macon before the national drive is to furnish a concrete example of what may be done on a national scale to the Baptist Convention in Valdosta.

According to the plans of the centennial officials, the centennial campaign proper will begin about March.

#### Gifts in Installments

Subscriptions to the educational fund have been arranged on a convenient basis. They may be divided into nominal payments which may be extended over a number of years. If the donor so specifies, the money that he subscribes will be used for whatever purpose he may wish.

The centennial program was planned by the finance committee of the Mercer board of trustees. Its membership is made up of the following: Hugh M. Willet, Atlanta, chairman; John E. Williams, Macon, executive secretary; Louis D. Newton, Atlanta; Walter P. Binn, LaGrange; John B. Curry, Monticello; Robert M. Hick, Columbus; Ralph Newton, Fort Valley; A. B. Coager, Bainsville; B. D. Reynolds, Macon; W. H. Davis, Phenixville; Rufus W. Weaver, Macon.

### What's This Mean, Freshmen?

Some of the most peculiar antics have been cut lately by a usually sane and sane Mercer professor that this world has ever heard of.

One afternoon last week, bright and early, he, Professor Smalley, dean of freshmen, strolled down town. Planting himself in the busiest section of Cherry street, he calmly folded his arms and stood as if situated comfortably enough to await eternity.

But the unusual thing was that he stationed himself, not on the sidewalk, but in the very center of the street. Then raising his eyes to an angle of about forty-five degrees, he threw his head back, let his mouth drop open and fixed his eyes intently on what appeared to be the sky or else, nothing.

And thus he stood for an hour, ignoring all the street life around. Then he calmly pulled up one trouser leg slightly and squatted down in the middle of the street and continued the gaze upward. He was privileged—this Professor. For neither the cops, the people nor the motorists paid the slightest attention to him.

But he was not always placid. Often his face showed expressions of intense interest and emotion. He was joyful, fearful, sorrowful—laughed,

cupped his hands or thrust them in his pockets in disgust.

Moreover, this was not for one day but for every day last week. And at such times when he chose to place himself in the center of Cherry street, all traffic, even the street cars, stopped passing in that vicinity to allow him ample room.

He certainly knew how to accept this courtesy gracefully for he did it as if that were the duty of everyone.

But last Sunday afternoon events came to a climax. Professor Smalley opened his mouth and let out certain cheers that were heard in Gray fourteen miles away. Some of his words follow:

"Wheel three in a row! Oh, Oh, flew out. It was a foul. Catch that runner, you dumbbell! Fan him! Hooray! Alexander the great—go more worlds to conquer!"

But wait. In our story we made a grave mistake. We forgot to announce at the beginning that the antics of Professor Smalley were but typical of those of thousands of others who were there at the same time.

In fact, the number last Sunday was estimated to be 6,000—all watching the first world series ever to be called in Macon, play by play, on the playograph board.

### FACULTY MEETS STUDENT GROUPS

Disciplinary action of a definite character will result from a meeting held Thursday night, Oct. 7. At the meeting were: members of the Pan-Hellenic Council; representatives from the several dormitories; legates from the Student Tribunal; the faculty committee; and President Weaver.

Due to alleged curtain conduct in some of the houses on the campus, and due to the necessity for dormitory regulations and organization, the meeting was called by Dr. Weaver. Upon his suggestion, the body passed a resolution the substance of which is that a committee comprising representatives from the Pan-Hellenic Council, the Student Tribunal, and the Discipline Committee shall draw up a system of rules which are to govern conduct in the dormitories and the frat houses. This committee of combined interests will work out their codes of law for submission to the faculty before being officially instituted.

### CUBS WILL MEET BABY DOGS TODAY

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Flippen, besides Major J. D. Blair and a manager.

The Cubs are expected to use a great many passes in their games since they have an abundance of material who can either pass or receive. In the backfield there is Wright and Alderman who pass with accuracy and receive just as well, and it is hard to get passes by Mallard and Dan Garrett, as was shown in the Gordon game. Both the regular ends are good on receiving passes.

#### Last Year Tie

Last year the Georgia and Mercer freshmen teams battled to a deadlock on the field at Griffin, neither being able to push over a score. This was one of the three tie games the cubs of last year played. The other two were also teams of this state, Georgia Tech and Oglethorpe. There should be some scoring done this year, and Mercer should do her part of it, since she has a strong offensive in Wright, Mallard, Alderman, Garrett, Bridges, and others.

The squad will go through the country if present managerial plans work out. Cars will either be hired or in the case of varsity baseball trips, or other Macon people, who will be attracted to the game will carry along one or two players each. Scores of Macon people generally go to the games, either because of interest in the contest between the rivals or because of the presence of a relative or friend on one of the squads. At present there are eight former Lanier High School players on the freshman squad, besides their former coach, Major Blair.

### DR. ROSSER TO TALK SUN. AT CENTENARY

Dr. Rosser, who has recently traveled extensively in Egypt and who is a prominent lecturer, will give an interesting program at the Centenary Methodist Church Sunday.

A cordial invitation has been extended to Mercer students to attend and no doubt the treat will be well worth attending.

### Selling to College Boys

Mr. Mercant, is one of the best ways of insuring not only an excellent present market, but also a future permanent clientele.

A writer in Printer's Ink Weekly, advertising publication, said in an article this week:

"I suppose the college market in many ways is different from any other market, yet you must remember that the colleges are turning out a great many thousand alumni every year.

These fellows after graduation become an influential part of life in cities and towns and on farms in every part of the country. They become a part—and a pretty big part if you multiply the number of graduates by years—of the general market. They don't change overnight. They still carry with them the ideas that they had when they were in college, and they're pretty likely to be leaders in their communities. For this reason I sometimes think that the college market is a lot more important than it is considered by the national manufacturer. I find the college graduates have the same buying habits they accumulated in college."

Many of Mercer's graduates settle in Macon. If you want to make friends for life, Mr. Merchant, talk to them now. The Cluster is the one paper read by all of them. If you have an ad in the Cluster, all of them will see it and read it.

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