

## PLANS FOR 1929 YEARBOOK MADE

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work. It was stated by the new heads of the Cauldron that they have looked over Burke's plan and believe it is fully equipped to turn out satisfactory work. The editors pointed out that the University of Florida annual, the Seminole, is being printed at Gaines-

ville, Fla., and that the year books of Tech, Emory, Agnes Scott and Oglethorpe are being produced by Atlanta printers.

A contract has been signed with the Southwestern Engraving company of Atlanta, America's largest college annual engravers, who have the work for Tech and the University of Georgia.

"The most important part of a creditable annual is good engraving and good photography," said the editors. For the phototyping work negotiations are being carried on with

the White Studio, of New York, and Metro and Warlick, of Macon. It is expected that a contract will be signed this week.

### Plan Largest Book

Plans to make the 1929 Cauldron the largest that has yet appeared at Mercer are being made, it was said. Next year's book will be different from the beaten path of college annuals, the editors explained, and they will depart from the conventional type that is usually published. The beauty section promises to be unusually attrac-

tive. A summer school section is being contemplated.

In commenting on their prospects for 1929, the editor and business manager said: "It is the hope of the staff to put out the best, largest, most attractive and most interesting Cauldron that has represented Mercer. In order to make the book cheaper the staff hopes that it can be arranged to have the students pay for the book when they register. If this endeavor is unsuccessful, the price will be uniform for all classes."

## SEWANEEN GETS GIFT

Mrs. H. M. Landon, described by The Sewanee Purple as a "prominent Indianapolis woman," has given \$50,000 to the University of the South to endow a chair of English.

Nashville, Tenn., has set a goal of \$150,000 to raise toward an expansion fund being secured by Sewanee. An intensive campaign has been started in the Episcopal Diocese of Texas. Efforts are being made in South Carolina to help the expansion fund.

# not a cough in a class-ful!

(and of course not a cough in a carload)



And still another leading tobacconist  
in Macon, Ga., says:

"OLD GOLD is easily the fastest-growing cigarette in this locality, and I shouldn't be surprised before long to find it the most popular cigarette on the campus. The boys sure do like its smoothness."

*Bear's Den*

**AT LEADING COLLEGES.. This is an Old Gold year**

*For a most refreshing change:*

**"Follow your friends and smoke  
this smoother and better cigarette"**

