



**REACHING FOR
THE MOON WITH
THAT \$25 OF
YOURS?
WELL, HERE IT IS.**

We don't blame you for "wanting the earth" this Fall. Some stores may think you have a lot of nerve . . . we admire your spunk.

We know that while the banks may be loaded with money, you may not be . . . and from a month and a half of waiting on all sorts of men for Fall clothing, we can tell you that they are all acting the same . . . all wanting an extreme value for their clothing dollars.

We're getting so used to having our Fall customers demand \$40 in class for \$25 in currency that we bring it out before they have a chance to ask for it.

You can have the moon this season for your \$25 . . . and we'll throw in a few stars to boot.

FALL SUITS \$25

John K. Hill Co.
One Price to Everybody

**FERGUSON TO ADDRESS
HISTORY CLUB**

**International Relations
Group To Be Told Of
Present-Day Problems**

The International Relations group will soon resume activities on the Mercer campus, according to Howard P. Giddens, president of the club.

At a called meeting held after chapel Monday, it was announced that the first formal meeting of the organization will be held Thursday night October 25, in the Phi Delta Literary hall. At this time the group will be addressed by Major K. B. Ferguson. Also, officers for the coming year will be elected, and plans of procedure will be discussed.

The International Relations club is sponsored by the History department for the purpose of bringing up present-day problems before the students majoring in that subject. Meetings are held twice monthly, on the first and the third Thursdays.

At these meetings problems of today are discussed, sometimes by the members themselves, sometimes by outside speakers. Last year talks were made by such speakers as Dean J. B. Clark, Prof. J. W. W. Daniels of Wesleyan, Hon. Orville A. Park, Hon. Harry S. Strozier, Pastor Boyd Hamm of the Lutheran Church of Macon, Rabbi Marcuson of the Jewish Synagogue, and others.

Every student majoring in History, Economics, or Political Science is eligible for membership in the organization. There are at present approximately thirty members.

Dean J. B. Clark and Prof. W. J. Bradley, both of the History department, are the faculty advisors of the group.

**BOOMS AND DEPRESSIONS
INEVITABLE**

At the bottom of a business depression most of us think and act quite differently from what we do at the top of a business boom.

When business is depressed we are depressed. We are cautious, thrifty, and industrious. We warn our families against extravagance. We apply ourselves diligently to our jobs. We live within our incomes.

When everything has been going well for a few years we start to act foolish. We live up to the last penny we earn. Not satisfied with what we earn, we give a willing ear to our neighbor's tale of how much money he has made in the stock market or in real estate. We withdraw our savings and decide to go after some easy money. Then we become slightly indifferent toward our regular work. Our initial speculations turn out so profitably

that we indulge our families in luxuries that could not possibly be gratified from our normal income.

In each crisis, millions of others act exactly as we act. That is why booms and depressions are inevitable.

Up to 1858, college charges for students at the University of Alabama were \$52 per year, and included tuition, room rent, library rent, servant hire and fuel. The student had to supply his bed and other furniture for his room.

Seven conferences were held at Hood College (Frederick, Md.) during the past summer.

The University of Mississippi has received \$250,000 for improvements for buildings during the past four months.

HAIL TO MERCER

Come all ye loyal sons of Mercer
Ring out the victory song
United all each foe we'll conquer.
The battle now will not be long
The orange and black is proudly flying
Like a sign high in the sky
That leads us on to triumph
For Mercer we will live and die.
In football fame we'll place her name
Ahead of all the rest
In scholarship when put to test
She is the very best
Hail to thee! Mercer University
Hail to thee! Mercer University
Hail to thee!
The best school in the land
(Repeat from beginning and end with)
For Mercer we will live and die—Rah!

**LIMIT TO THE SUCCESS
OF SPECULATION**

Just how much shrewdness is required for a speculator to double his money each year?

If you had \$1000 or \$100,000 could you double it in the next twelve months?

Could you do it year after year? Undoubtedly, many think they could. Many have done it for a few years. Many will do it this year.

But we should all realize that there is a limit to the success of speculation.

This fact is forcibly stated by Philip L. Carret in this short paragraph: "If a trader starting with \$1000 could double his money every year, he would have over \$33,000,000, 000 in twenty-five years."

He would be rich beyond the dreams of any man who ever lived.

Henry Ford is universally recognized as a wonder. In twenty-five years he created a money-making machine valued at a billion, but he did only one-thirty-third as well as the theoretical speculator.

**INSOMNIA AND IN-
TELLIGENCE**

If you suffer from insomnia, it may be a sign that you are of better than average intelligence. Donald Laird has lately reported that a study of 509 distinguished Americans reveals that 70 per cent of them have so much trouble falling asleep that they have been forced to develop special techniques. Some put a cold towel on the back of the neck, and others repeat the alphabet backwards.

Walter B. Pitkin, author of "Psychology of Achievement," says that the superior mind is more wakeful both day and night. The pressure of thought and imagination is high, and cannot easily be turned off.

Pitkin refers to Lincoln who confessed that as a youth, after listening to adult talk, he often lay awake no small part of the night, trying to conjure up the exact meaning of what had been said. He had intellectual curiosity, whereas a more ordinary man would have had a more vacant mind and would have slept soundly.

WELCOME

OLD GRADUATES

AND VISITING FRIENDS

MERCER APPRECIATES

YOUR CONTINUED INTEREST

AND SUPPORT

Granger Rough Cut



*"I'm glad I live in a country
where a dime is money*

**-and where I can get
good pipe tobacco"**

*... in a
common-sense
package — 10c*

THE tobacco which we believe is best suited for pipes is used in making Granger Rough Cut.

It is made by the Wellman Process, and we believe that it will compare favorably with higher priced tobaccos.

We wish, in some way, we could get everyman who smokes a pipe to just try Granger.

LIGGETT & MYERS TOBACCO CO.

**the pipe tobacco that's MILD
the pipe tobacco that's COOL**

—folks seem to like it