

THE MERCER CLUSTER

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LITERALLY FREE PUBLICITY

The need for a strictly Publicity department at Mercer has lately become more pronounced. Under the present arrangements publicity for the University is divided among three persons, two professors who, being confined to regular classroom duties, can devote only a small part of their time to such outside work, and the athletic director, who has still less time to use for that type of work.

Any school with a student body the size of Mercer's and making the forward progress we feel confident Mercer is making, should have one person to direct all publicity and be engaged with no other duties than acting as press agent for university news. This would be expensive—much more expensive than what Mercer has been paying for the publicity she has received in various newspapers and periodicals throughout the southeast. But the difference would be an investment for the University, and, in the long run a paying investment.

Heretofore Mercer has paid little or nothing for the publicity that has been given to her. The amount allowed the News bureau for materials and expenses averages less than six cents per student per quarter for the whole school year. This does not include athletic publicity, which has been paid for by that office and not by the University business office. Perhaps the largest expenditure of any kind for publicity is made through the student publications, the Cluster alone being published at an expense of over eleven-hundred dollars annually. None of this expense is defrayed by the University business office.

So, with the publicity work split into three divisions so that it is carried on in an unavoidably incompetent manner, and with there being comparatively little expense to the University, Mercer has received literally free publicity.

MUNITIONS PROPAGANDA

Recent developments in Shanghai when the Japanese naval high command declared martial law over a huge area of the international settlement may make little or no difference to the average American today, but has possibility of drawing this country into a more serious situation. Although a story published in Tokio newspapers a short while ago that an American credit is being arranged in China for the purchase of airplanes, automobiles, and railroad rolling stock, has been forcibly denied in Washington, the propaganda had had its desired effect before the denial was ever made.

If financiers in the United States supply money for such purposes, Americans are helping China prepare to resist Japan, so the sensational Tokio newspapers reason. That gives the Japanese military clique a better excuse for their heavy armament demands, for Japan would have to be in readiness to fight both China and the United States.

To level-headed observers the story is clearly a munitions propaganda trick, many of which were so successful before the World war. It reminds one of the famous Figero affair which took place about 1914, when false press reports that France was increasing her armaments were printed in French newspapers by a munitions firm. The reports in the French papers were shown to the German press, which immediately aroused the public in that country, with the result that Germany increased her armaments. When news of this reached France, the French government actually had to increase armaments, the result being a neat profit to armament makers from both countries.

Notable cases have been uncovered where public opinion has been controlled by armament industries through newspaper ownership and propaganda. Undoubtedly the story in the Tokio papers is one of the latest attempts to promote the sale of deadly weapons, but will the Japanese masses believe this?

—Bert Struby.

FOLDEROL

By Kenneth Harris

For several years a man in Colorado has been carrying on an argument with the federal government, which claims he was killed in the World war. The government has been piling up some pretty conclusive evidence to support its claim, and has about got the poor fellow down. He spends most of his time now looking in a mirror and mumbling to himself.

"Americans spend \$27 for chewing gum to each \$1 spent for books," reports a statistician. This sounds as if a decimal may have been lost somewhere, but, anyway, it's obvious that Americans do most of their exercising south of the ears.

—Dizie Dewdrops

Mr. Olin Miller, writer of the above article should drop around on the Mercer campus sometimes.

It certainly is a relief to receive The Watchtower. "Women of the world" are very entertaining at times. For example, many an automobile accident is caused by hugging the wrong curve. (Reader's Digest)—and then one of our women of the world inquires as to whether the fellow who wrote that little piece saw that sign on the Florida highway:

Soft Shoulders
 and
 Dangerous Curves

What Price Picture
**TWO STUDENTS SHOT
 CRASHING INTO MOVIES**
 (Headlines—The Maroon)

Thumb Fun, Eh?

Ten Carolina students were arrested for bummin' rides. "Neighbors complained of the continual racket originating from those who seek means of reaching various points by methods other than the bus, and at all hours of the night."

Were it not for imagination, Sir, a man would be as happy in the arms of a chambermaid as of a Duchess.—Dr. Johnson.

Marry by all means. If you get a good wife you will become very happy; if you get a bad one you will become a philosopher and that is good for every man.—Socrates.

KUDOS

By Ledford Carter

Baylor university is a child of Mercer.

The first Mercer Cluster was a book of hymns compiled by Jesse Mercer.

President Roosevelt once addressed the Mercer student body. He was governor of New York at that time.

Joseph McClain, Mercer alumnus and ex-dean of Mercer law school, is dean of the law school of Washington university, St. Louis, Mo.

Malcolm Johnson, Night club editor of the New York Sun, was once editor of the Mercer Cluster.

"Doctor" Lee Battle was mentioned in the Literary Digest a few weeks ago. He was the subject of a feature story which appeared last year in the Chicago Tribune.

Dr. E. P. Richardson was tenor soloist with the University of Chicago glee club.

Today Mercer university is the only Baptist-controlled institution in America which possesses a law school that meets every standard and is given the highest rating by the American Bar association and the Association of American Law schools.

IN THE THROES OF—

CLUSTERPHOBIA

A nationally known educator, president of one of the country's leading universities, once said, "I believe that the world's best universities is capable of giving any boy only about fifty percent of the education he can rightfully expect by attendance in classes and laboratories."

His meaning, of course, was that classroom and laboratory work constitute only half of an education necessary to compete in the world of business and industry today.

The American fraternity system has in the past few decades grown to such proportions that it has come to be an integral part of the plan of higher education.

With that growth, the attention of educators and of the public generally has become directed on the system, not only always to the credit of the fraternities. Criticism has been directed chiefly against individual cases, however, more often than it has against the system itself, and much of the general criticism has been of such nature as to bring about vast improvements.

In this inquiry into the value of fraternities, the Greek-letter organizations have brought forth a great number of facts in justification of their existence. It has been definitely established that increased stress is being laid on scholarship, that the American college fraternity offers wonderful opportunities for social, intellectual, and moral growth.

These facts are obvious to members of all fraternities. The value of fraternity membership—its provision for wholesome fellowship, its prestige, its social contacts—is apparent to those who wear a Greek emblem.

Why has the fraternity system grown so steadily through its more than a century of existence?

First, it is the fundamental nature of human beings to seek the companionship of others. When students find themselves on a campus, participating in a common experience with others of their own age, it is natural that they should seek the friendship of those they find to be particularly congenial.

Dr. Charles Wesley Flint, Chancellor of Syracuse University, expressed this thought well, when he said, "There is a law which brings men together in groups; it acts like the law of gravity, and regardless of what is done to divert it, it holds true. Thus we have the college fraternity."

Second, the college or university by its very nature offers mental and intellectual training largely to the exclusion of other things. It is generally recognized that book learning is only part of the educative process. Fraternities have therefore supplemented class-room instruction by preparing their members to take their places in the world as well rounded men.

Third, there is an idealistic strain in all young people and the symbolism, the grip and the badge make an appeal which is universal. Clothe a thing with mystery and it becomes desirable while something has been created that contains a fundamental appeal. To unite in the bonds of brotherhood, through an idealistic ritual, young men from every section of the country and from every stratum of society and every economic level, so that total strangers become intimate friends almost upon meeting, is so basic that it finds wide expression among mature men as well as youth.

Fourth, it provides contacts when college days are over which

not only often assist young men to find their niche in the world but which, as they themselves grow older, help to keep them in touch with youth. Worthwhile contacts are one of the most valuable things a man can possess. A fraternity gives him this. It enables him to meet and know influential men in a way he would not be able to do otherwise. It is an open sesame to many delightful acquaintances which often ripen into life-long friendships of social and material benefit, which might not have resulted without the common bond of fraternal interest. The destiny and career of many a young fraternity man often have been shaped by the interest of some older, successful brother, brought to his attention through fraternal contacts.

Fifth, college administrators have recognized the fact that fraternities have something worthwhile to offer as a useful adjunct to college discipline and organization.

The late Thomas Arkle Clark of the University of Illinois, one of the most widely known and best beloved of all deans, bore testimony to this fact when he wrote: "The control of students living in fraternity houses is likely to be more satisfactory than of those living in dormitories, controlled either by private individuals or by the Universities, for the students living in fraternities are controlled by officers whom they have elected and are under rules which they have themselves devised and approved. The spirit in which such regulations are regarded and discipline is received, is altogether more kindly than is true of such things in a private or institutional dormitory. I generally find that a fraternity officer can enforce the regulations in a chapter without much difficulty and this is not always equally true in a dormitory. . . . I am glad to encourage them because in them I see an easier control and direction of student enterprises, student activities, and student thought, and an easier development of the right sort of morals and ideals."

The fraternity is a growing organization, as all worthwhile institutions are, and in the words of Assistant Dean McCreery, University of Minnesota: "When fraternities reach their potential possibilities, every man will desire membership and every father will want his son to be a member."

—CUTTS.

With The Greeks

By Jimmy Jordan

From rumors heard around the Mercer campus there seems to be much possibility of a greater Pan-Hellenic council with all the Greeks participating. This would mean much for the fraternities and for Mercer. Come on, let's pull together.

The Sigma Pi's had an open house last Sunday night.

The Macon A. T. O. Alumni have been invited to a smoker Thursday night.

DeVernon Robinson, Rome, and Jack Powell, Pelham, have been initiated into the Pi Kappa Phi fraternity.

The Pi K. A.'s announce the initiation, held Thursday night, of Bruce Powers, Macon, Wilson Walker, Lumber City, and Sam Chiles, Tifton. The chapter was honored by a visit of Robert M. MacFarland, national treasurer and Horace S. Smith, district president.

JIM'S JAMS

Dear Mom,
 How is everything comin' along down in old Gooseberry. Boy things is really gettin' hot up here. I aint never had such a week as I had up here at this place last week. There wasnt a night when we didnt go out somewhere and do somethin'. Some of the cutest girls I ever saw is up here. I finally let somebody stick one of them buttons on me. He may be tryin' to get me in some kind of mess, but if he is he will just have to go on and do it cause I have done took the button now.

I like all my teachers up here. They are all good as they can be to all the boys and girls in their classes. Course they make you kindly study a little bit.

I am takin' what one of the boys that dont wear a yellow cap told me was bugology. Boy we are studyin' everything you can think of in that class. From butterflies to weepin' willows.

I am takin' other things to. One of them is english. Every week we have to write a long theme about five hundreds of words length and hand them in on Monday about something what the teacher gives us to write on the Friday before that Monday to hand in at the beginning of class on Monday. I dont know what he'll give me on my theme. I havent handed in but one yet and that was this week and we havent got the theme back yet and wont get it back for several days. Somebody said that one of the English men that was here last year is gone to Europe, and I told them that it would suit me a lot better if all of them would — be here this year.

Your loving boy,
 Jim.

PERSONALS

By
 Nellie Hill

Mary Pennell, Helen Glenn, Jane Orme, and Gladys Holder and Mrs. Harry Glenn motored to Athens to attend the Mercer-Georgia game.

"Doc" Woodall and Bob Thompson attended the Mercer-Georgia game.

Jack Willis spent last week-end in Barnesville.

Joe Berg attended the Mercer-Georgia game.

Jimmie Balkeom and Fred Eden attended the Mercer-Georgia game.

Harold Hilton and Jim Wallace will spend next week-end in Atlanta.

Jack Gautier, Tom Horton, Trammel Shi, Josie Brown, and Lennie Davis motored to Athens to attend the Mercer-Georgia game.

Helen Glenn and Gladys Holder will attend the Mercer-Oglethorpe game.

Mrs. Henry Rogers, Abe Conger, John Arnett, Johnny Reed, Clyde Calhoun, and James Merritt formed a party and drove to the game in Athens.

Marie Horton will attend the game in Albany this week-end.

OPINIONS

Practice without theory is blind. Theory without practice is barren.
 —Joseph Stalin.

If ideals are developed locally the national ones will come pretty near taking care of themselves.
 —Louis D. Brandeis.