

THRIFT

By JOHN COURIC

The integrity or corruption of any public official can often be measured by his attitude towards expenditures of public money. The Cluster not only looks to every campus organization to render a clear account of honorable dealings but feels the keenest personal responsibility toward the practice of this doctrine which it preaches.

This is the inside dope regarding the financial status of The Mercer Cluster, your student newspaper. The information is not "inside" or secret because of any desire to keep it that way—rather it is not well known because so few people ever have ever taken the trouble to investigate facts.

The financial policy of The Cluster this year has been thrifty—that is, frugal but not penurious. Expenses have been cut. Ends have met. The paper is still being published. And without any added appropriation or extra share in the student activity fee. We are rather proud of the fact that we will have a surplus of over \$100 after this issue is wound up. It will come in handy during the spring and winter quarter when advertising revenue, as a general rule, drops off greatly.

The Cluster of last year was given an extra appropriation of \$100. This was over and above the regular student appropriation. And yet, Dec. 1, the paper was in debt \$171.77. At the end of the year after much financial retrenchment The Cluster still remained in debt. The paper of 1938-39 also incurred a large deficit.

We have high ideals of journalism, but we also have our feet on the ground and realize that sound economics are a part of good journalism. An attempt is being made to make The Cluster break even, for a change, this year; although, it will be unusual, we think we are on the way.

Campus rumors to the contrary, Cliff Olmstead, of The American Printing company will not print The Cluster with last minute additions for as cheap a bid as the one we have in Milledgeville. On the six page paper he is \$11 a week out of line. Any statement that he can print the paper for the same amount is a lie.

The Cluster is the financially poorest high-standard college newspaper in the state of Georgia—and, if we wanted to get reckless, we could say the United States. The fact remains, however, that it does get less revenue than any college paper in the state.

Let's have a look at some more FACTS. The Cluster receives per student per quarter 36 2-3 cents. With 450 students paying this fee, the student newspaper's income from school sources is \$165 per quarter or \$495 per year. This isn't much when you consider that Emory gets well over \$2,000 and GSCW gets over \$1,600.

As for advertising revenue consider this. In a town such as Macon and with a student body as small as Mercer, local advertising cannot possibly sustain a college weekly. It never has and never will. As prices in general have soared, national advertising revenue has decreased. All save one major tobacco company has stopped advertising in college weekly newspapers. Mercer's student body is not sufficient to get other national ads (chewing gum, ink, fountain pens, shirts) from the advertising agencies.

It is unfortunate that The Cluster is poor, but there is no use griping about it. We tried that last year before the Faculty Student Activities committee—and got no where. All we can do is take the money we have and spend it as wisely as possible.—J. C.

DISHING THE DIRT

By Bette Co-ed

Christmas is gettin' nearer an' nearer, folks is gettin' goodern' gooder, and—well why don't youse babes and guys do somethin'! After all, how can you read any dirt if we don't dish it out, if you don't hand it in? You get what I mean?

When it gets so that one has to review one's past to dig up a little dirt, I'd say we had hit a new low in high living. And this is exactly what has happened at the Drug Store. Yessir, folks, we're resorted to purity tests—and are they revealing! J. P. HOLMES and TOM LATTIMORE are leading (neck and neck with scores of three and four respectively. (At that I believe Lattimore's giving himself about five points.) and sweet innocent LEM KEEN made about 10. DOROTHEA restored our faith in youth when she came through with a good 75, followed by NELL MCGEHEE, who made a 61 and a sort of a half. WALTHALL (according to BRAUNER) made 47, and BLOUNT says merely purity tests are silly and anyhow her s..... that is, private life is nobody's business—with the exception of her present string.

Speaking of LEANITA, we hear that one of her good sisters wouldn't at all mind "taking over" where AVERY is concerned. I'm speaking of you, S. B. NOTICED WHILE NOSING

TRAMMEL and the Goose and Gander arriving the same day. MARIAN LOWE wondering if she's too tall for BILL LATTA. DON MacMANNIS picture on CAROLYN REID's dresser

In The Crucible

By FRED SHEARER
FINAL EXAMS

A huge, gaunt specter looms before us in the midst of days to come. Like the Herculean Hydra it stands ready to dig its three hungry mouths successively into our spent nerves. With the relentless moving of the clock our few tomorrows will slip into the vale of yesterdays, and we shall stand in its awful presence. Yes, final exams. And what can we do about it? Nothing my friend, nothing.

MORE ACCOMPLISHMENTS

Several new items are added to the fait accompli list. We wish to thank the administration for extending our Yule holidays. Slow progress has been begun in pay-progress has been begun in paying the walkways in front of Robert hall. We hope someday to see this vast project completed.

LETTER

Dear Mr. Shearer,

Since you have been writing your jaundiced column, you have griped about everything on the campus from the administration to the co-op. It is a pity that the victims of your vitriol don't have an organ of their own to compete with that thing of yours, which sees no good in anything but its own walling. As sour-puss of the Cluster you have done a pretty good job.

If anyone doesn't believe it, just let them ask you.

In the meantime, I suggest that you dine with Westbrook Fagler on a meal of green persimmons.

Grubbingly yours,
FRED SHEARER

SMALL TALK

By HARRY GOLDGAR

(The opinions expressed by the writer of Small Talk are his own and do not necessarily agree with the editorial policy of The Cluster.)

SENSATION

As happened on innumerable occasions last year, I fully anticipate (this being written Tuesday ayem) mass student-body accusation of authorship of G&GG. As far as Vol. II, No. 1 is concerned, I might very well have written it, since I agree in most of what it contends, but actually I didn't have (a) time, or (b) any inclination toward ANONYMOUS pamphleteering.

"I am a party man and proud of it." I opposed the election of my very good friend Algernon Couric for editorship of The Cluster. Nevertheless, I thought—and still maintain—that John is a capable newspaperman and is publishing, considering the retrenchment of expenses which may or may not be his fault, a readable Cluster. (Especially as regards column 5 on page 2.)



GOLDGAR

"Goodness knows, though, there is immense room for improvement in this year's Cluster; it does not stack up even with the Geeslin product. This is the consensus as well as my own opinion. Why the need for retrenchment, which has resulted in this somewhat inferior paper, has been necessary, I cannot say. Certainly the newsprint on which it is impressed is the cheapest made; the type is as old as Methusalem; and the typographical errors (as much the fault of the linotypist as the proofreader, in most cases) are astounding in their consistent frequency. This statement bears repetition: The Cluster is a good job to date this year. CONSIDERING the obvious cheapness of the mechanical and typographical product.

The fact of being printed in Milledgeville is only symptomatic of this financial retrenchment; it is not the MAIN thing. Nevertheless, it is true that Cliff Olmstead could print the paper as well as it is now being printed, according to his own statement to me. Or any other local printer might for that matter.

And here is where I must agree absolutely with the anonymous publisher of Goose and Gander Gossip, much as I abhor unsigned propaganda: It is an a-priori, prima-facie, matter-of-fact inconsistency to worry the devil out of local merchants for ads, and turn right around and spend the money 33 miles away. This is an inescapable default. Why not, as someone suggested this morning, print the paper in Atlanta and get it out on Monday?

Now, the question arises, why the NEED for financial retrenchment. I don't know frankly. As G&GG pointed out, the appropriation is the same as always and ads seems to be coming right along (in spite of the fact that if I were a Macon advertiser, I would insist on local printing before I coughed up for an ad.)

Anyway, I doubt whether the mess is Algernon Couric's fault. All I have to say is, if no contract has been signed, John, bring The Cluster to Macon, for heaven's sake! My 11:30 class is dull, too.

THE MERCER CLUSTER

Editor John Couric	Business Manager Evelyn Neel
Bob Sparks	Managing Editor
Margaret Zeigler	Women's Editor
Lee Coney	Sports Editor
Phil Cox	Feature Editor
Mary Halliburton	News Editor
Bill Preston	Asst News Editor
Fields Varner	Fraternity Editor
Sambo Sams	Advertising Manager
Anne Walthall	Circulation Manager
Dan Reed	Staff Photographer

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WITH THE GREEKS

By FIELDS VARNER

ENTERTAINMENTS

The KAPPA SIGMA's held open house Sunday afternoon at the chapter house, 99 Coleman. Lamar Sizemore, Miss Stella Carter, sponsor; and Mrs. M. C. Morgan, housemother acted as hosts. Those attending were Cloud Morgan and Stella Carter, Bailey Phillips and Dot Jarvis, Mickey Bersch and Helen Smith, Lamar Sizemore and Jean Smith, Emory Wages and Mary Timmerman, Monroe Phillips and Coy Johnson, Top Prescott and Lois Prosser, Jack Farris and Jeanette Blanks, Philip Cox and Gwendolyn Nottingham, Charlie Thompson and Julia Harris, Dick Wade and Janie McLeod, Bill Little and Katherine Rankin, Bobby Matson and Carolyn Martin, Art Peterson and Jo Peterson, Lucius Greene and Lois Hudson.

The KA's fried steak at Camp Joycliff Friday night. After supper songs were led by Ben Fitzpatrick and Charles Rich. Those attending were Lem Keen and Dorothea Harden, Russell Daley and Nina Napier, Bill Davis and Toni Reese, Sidney Taylor and Nell McGehee, Charlie Rich and Shirley Bakewell, Sambo Sams and Zeph Blain, Hal Bell and Doris Miller, Q. R. Nolan and Elisabeth Weed, Charlie McKay and Lucille Clark, Billy Pound and Jackie Glover, Ben Fitzpatrick and Jane Odom, and Drew Calhoun, L. A. Cumble, Hendley Napier and Matt Lee. Chaperones were Mrs. Hallie B. Bell, Mrs. Q. R. Nolan, Mrs. Timothy Harden, Mrs. Dew Calhoun and Mrs. J. P. Holmes.

The ATO's will honor their pledges with a stag affair this week-end.—Miss Marjorie Paul, PI KAPPA ALPHA sponsor will entertain the chapter and their dates with a barbecue Saturday night.—The SAE's will entertain their dates with a steak supper at Lake Kiwanis next Wednesday night.—Members and pledges of ALPHA DELTA PI were entertained Sunday afternoon with a tea at the home of Rosa Lee Jones. Members of PI KAPPA ALPHA will honor their pledges with a Xmas grab-bag party next Wednesday night.—Friday night the PHI MU's will entertain with an Xmas party in the sorority rooms. A feature of the party will be distribution of the presents by Evelyn Neel in the role of St. Nick. Stevens Dessau, Alpha Tau Omega sponsor will give a spaghetti supper tonight honoring the members of the chapter.

HOLIDAY CONVENTIONS

Darnell Brawner head man of the KA's and Elliott Dunwoody, alumnus advisor, attended a committee meeting of the chapter presidents of Georgia in Atlanta last week end. Plans were made for the bi-province convention to be held in Blox, Miss., during the holidays. Brawner was recently elected chapter representative with Bill Davis and Hendley Napier as alternates. Raymond O'Quinn will attend the SAE convention in Fort Worth, Tex., which will be held Dec. 27-30.

SHORT TALKS

Congratulations to Orin Howell who was initiated into ALPHA TAU OMEGA last Wednesday night.