Campanile Funds Are Lacking As Advertising Drive Continues

By FRYAR CALHOUN

A financial statement disclosed to The Thresher Wednesday night revealed that the 1962 Campanile's original projected costs exceed current income by about $3500.

Phil Tuttle, Campanile business manager, pointed out that the book currently has assets greater than those of last year and that prospects for raising the additional money are favorable. The current deficit, he said, has arisen only because this year's staff had envisioned a substantially expanded yearbook with improvements such as twenty more color pages.

COSTS FOR such improvements would run about $4000 higher than those for last year's annual.

"In other words," said Tuttle, "we could put out a Campanile comparable to last year's right now, but our plans for expansion and improvement will cost more."

The staff, he said, had planned to increase its advertising revenue by $4000 over last year's $4300. (The Campanile also has a $6000 income from the student blanket tax.)

HOWEVER, the fact that many of last year's advertisers have dropped out of the 1962 book has resulted in the current lack of funds. A further complication is that one-third of the yearbook, including a good deal of color, has already been sent to meet the first of three printing deadlines.

Tuttle stressed that the business staff has sold $1000 worth of advertising in the last two weeks. He said, "If the present rate of advertising sales continues, we hope to come close to the originally planned budget."

A meeting with Aubrey Calvin, editor, and a representative of the Taylor Publishing Co. in the near future will, Tuttle said, enable the staff to decide if the yearbook will be printed according to original plans.