

THE GUILFORDIAN

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Cheap Extravagance

The past week has seen the student body continue the practice of giving its business patronage to firms that do not pretend to back the college or its publications by either subscribing to the endowment or advertising in the Guilfordian or Quaker.

The fact is this. A contract for rings expired and negotiations for a new contract, with a firm that has never backed the college or its activities, were opened for another five year contract. In Greensboro there are at least three jewelry stores through which the same quality and design of ring could be bought at practically the same price.

A few weeks ago a somewhat similar incident occurred when one of the athletic managers had a quantity of schedules and placards printed by a firm that is recognized as doing the cheapest type of work in a nearby town, and which does not back the College in any way. We admit that the work was done cheaper than could be done elsewhere, but the quality is apparent in the number of mistakes in a 3 by 5 card schedule.

We should give more consideration to those firms that give us patronage in advertising. Even though the immediate cost is a little above the cheap firm, we contend that the college as a whole is losing money by trading with the cheap firm or with the foreign firm when the same and better quality of goods could be bought from the friends of the college. The Guilfordian is having a hard financial pull for this very reason. The business manager was unable to sell enough ads mainly because of this unreciprocating tendency of the student body. It would be better to spend a fraction of a cent more and get quality and keep the friendship of those upon whom the future of Guilford publications and endowment drives is dependent.

Think it over. If you were advertising in the Guilfordian and never saw any results from your money invested, would you renew the ad when you were solicited next Fall? When you go to town, pick out the stores that you see advertised in the GUILFORDIAN and Tell them that you are from Guilford. Beside a discount that most stores give to students you will help our managers get ads for next year.

The College administration is not immune from this unappreciative attitude. We suggest that they should give consideration to the above.

We have often heard that if you get something cheap, you pay double for it eventually.

BE SURE WE ARE RIGHT SUNDAY MORNING TOPIC

When one reads the fifth chapter of the First Epistle of John, the 20th verse these words are particularly striking "We know that we know." Rev. Joseph Peele chose them for his text Sunday morning.

"All men follow him who knows his own mind. Christ prepared his disciples for leadership. He sent them forth into the world to lay a foundation for a kingdom on facts. They were not sent out with a guess, a hazy surmise, but knowing the truth; they had sure foundations under them."

In the boyhood life of Henry Ward Beecher there is a story related where he along with a number in his Biology class were asked to explain a theorem which had been put on the board. The teacher stopped each student at a certain place. One student refused to stop but finished his explanation. For this he was complimented by the teacher. Turning to the others the teacher remarked, "There is not so much in knowing a thing, but you must know that you know it."

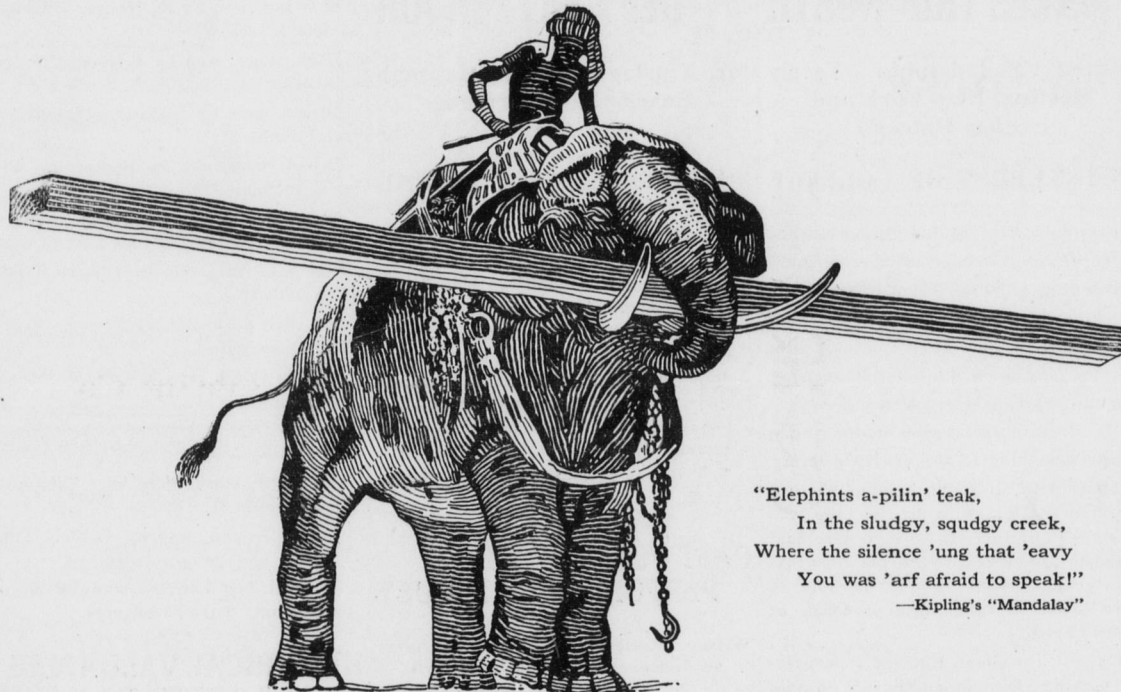
"The Christian Church," continued Rev. Peele, "was established on facts. It has seen centuries of hardships, but its foundation has not been blasted. His disciples knew that he knew. The question comes to mankind: 'Are we going back upon its foundation?' We cannot afford to give Jesus Christ a passing recognition; He needs our best. Let us not waste our time further by putting

off the place of Jesus Christ in our lives."

"The great thing in the world is not so much where we stand, as in what direction we are moving."—Oliver Wendell Holmes.

"None thrives for long upon the happiest dream."—Coventry Patmore.

Belk's Dep't Store
YOUNG MEN—
THE EASTER PARADE IS ABOUT TO START
BE WELL DRESSED FOR THE OCCASION
SNAPPY SUITS \$19.95 and \$25.00
All With Two Pants
BELK'S
Trade With Our Advertisers—Tell Them You Are From Guilford



"Elephants a-pilin' teak,
In the sludgy, squidgy creek,
Where the silence 'ung that 'eavy
You was 'arf afraid to speak!"
—Kipling's "Mandalay"

ELEPHANTS

The elephant is man's most intelligent helper. But—consider this interesting comparison:

An elephant is much larger than the electric motor of a "yarder" or logging machine. The "yarder" has the power of twenty elephants; it handles clusters of logs; it works dependably, twenty-four hours at a stretch, if necessary.

Twenty elephants would eat daily 10,000 pounds of green food, which a corps of attendants must gather. A motor "eats" nothing but electricity, supplied at the throw of a switch.

Power used in the modern industrial world is applied through electric motors—tireless "iron elephants" that are relegating antiquated machines to museums, along with such oldtime household articles as wash-tubs and ordinary irons—and stuffed elephants.



Two million elephants could not do the work now being done by General Electric motors. Whatever the work to be done, whether it needs the power of an elephant or the force of a man's arm, there is a General Electric motor that will do it faithfully for a lifetime at a cost of a few cents an hour.

GENERAL ELECTRIC
GENERAL ELECTRIC COMPANY, SCHENECTADY, NEW YORK

See us for DIAMONDS, WATCHES and JEWELRY
SASLOW'S JEWELRY CO.
306 S. Elm St. Opposite National Theater
10 Per Cent Reduction to College Boys and Girls
Prompt Service on All Repairing

Back Those Who Back Us
National
Monday-Tuesday April 4-5
CORINNE GRIFFITH in "THREE HOURS" and also An Edgar A. Guest Poem
Wednesday-Thursday April 6-7
ADOLPH MENJOU in "EVENING CLOTHES"
Friday-Saturday April 8-9
MILTON SILLS in "THE SEA TIGER"
A BETTER SATURDAY PICTURE

Tell Them You're from Guilford
RADIO HARDWARE SPORTING GOODS
BUY AT Odell's WHERE QUALITY TELLS
Greensboro, N. C.

Trade With Our Advertisers
You will find a welcome at Guilford Friendly Cafeteria
Guilford Hotel Building
GREENSBORO, N. C.

Back Those Who Back Us
HERE is a specialized service for college girls and boys, providing smart, attractive apparel and accessories at moderate prices.
Meyer's
Greensboro, N. C.

Tell Them You're from Guilford
J. K. FARLOW
Dealer in GENERAL MERCHANDISE
Fresh Meat and Groceries
Gas and Oil
Feed and Produce
GUILFORD COLLEGE, N. C.
Phone 7020