

THE GUILFORDIAN

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EDITORIAL

AN EDITORIAL THAT STILL HOLDS GOOD

Republished from Vol. VIII, No. 3, of the Guilfordian. H. Grady McBane, Editor.

"In the college newspapers, as well as other publications, which are supported largely by the advertising which business men do through their pages, the expression, 'Patronize Our Advertisers,' may usually be seen. A very good expression, indeed, and one which the Guilfordian wishes all of its readers and all Guilford students to bear in mind when doing any shopping, no matter how small the amount may be. The business men who have advertised through the Guilfordian are the best that can be found within convenient shopping distances.

"Some have refused to support our publications because they could see no possible returns. Others think that they will receive support of the students without advertising. We suggest that the business that is anxious to receive the support of the students and is not willing to support their activities, is not worthy of students' support.

It is therefore hoped that the students here will support those who support us. And go further, let them know that Guilford is supporting them. When you buy, let it be, first of all from our advertisers, and then tell them that you are a Guilford student. This makes the business man feel that he is getting returns, which he has a right to expect.

"Students have not been careful to do this in the past. This is due largely to the fact that they have not known just what it means to finance a college newspaper, and thus do not really appreciate its supporters. But that problem is yours as well as the Business Manager's, and it is your duty to perform the simple little task, that has been suggested. First, know our advertisers; and then, let them know that you know them."

John Calder, the economist, says the value of a man is equal to his production production minus his consumption.

When his production is less than his consumption, he has no value; he is, in varying degrees, a social parasite.

When his production equals his consumption, he merely justifies his existence.

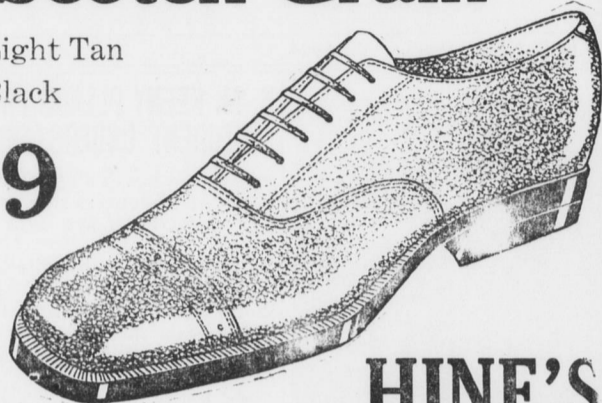
When his production exceeds his consumption he is an economic success.

When his economic success is devoted to things which strengthen and uplift himself and his community, he is a social success.

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WHAT'S WHAT AND WHY ON THE MAGAZINE SHELF

By Katherine Shields

This department was recently advanced from Faculty Departmental Notes and told to gather any and every bit of news of interest and gossip available for a standing column. So we did what we have always wanted to do—armed with a pencil and notebook, we spent the whole of two periods in the library, reading magazines and jotting down any amusing or eye. For the secret might as well interesting tid-bits that caught our be out. We've always had a deep desire to write a sort of general book review about the magazine shelf, and what things we liked and what things we didn't. Then, too, some of the magazines looked so new and unread; when for the sake of the college they ought to be thumbed and torn as much as the American and Good Housekeeping—both of which lose their backs with amazing rapidity.

"Two Genial Ghosts Scan the Autumn Books," in this month's "International Book Review," proved to be the amusing and clever title of a review on present day literature. There is some right ingenious repartee between the ghosts, though who they were we never exactly discovered. We leave it to the English department to identify those two spooks.

In the same issue Professor William Lyon Phelps recommends for general reading his choice of the best books of the last twelve months. The list ranges from Fannie Hurst's "Lummo" to Ring Lardner and from Dr. Frank Crane to P. G. Wodehouse.

Those who took English III last year, and enjoyed the few short poems of Sara Teasdale, will find an article on "The Poet of Life's Inner Beauties." It is a review of her latest collection of poems which the author calls "the loveliest of those delicate and shining tunes which Sara Teasdale composed."

We recommend from the October Atlantic Contributor's Club a delightful article on "Where there are Pipes There May be Smoke." Then, too, in the Contributors' Column of the same number there is a letter for mathematicians only. We confess that we never got through it—for it sounds as confusing as Alice in Wonderland. Privately we believe some genial contributor wrote it with his tongue in his cheek.

Being in dire need of material we gave the October Harpers a hasty once-over. There are some fine stories "Woman Come to Judgment" for example, and "Julie Cane," by Harvey O'Hig-

gins after a run of eight months has finally come to a satisfactory end. Tucked in towards the back is an amusing paper on "The High-boy" which is a story that is not a story. Incidentally it is by Phillip Gibbs, who is the author of that delightful mystery story "The Gay Conspirator."

Of course the really literary magazines with the deadly boring looking covers ought to be read, because they make you cultured and sophisticated and enable you to understand modern impressionistic poetry—but if you are one of those peopl who honestly love the "American" and "Ladies Home Journal" and "McCalls" and to whom the Atlantic Monthly looks and is about as interesting as the "Congressional Record" we would like to drop a few hints about "The Beauty Prize" in Good Housekeeping. It concerns two twins— young and lovely, who are always being taken for each other. Of course the young men who are in love with them—the number is alarming—never can tell which they are proposing to—hence the plot.

Then those who think that they are artistic and interesting and are ambitious to live in a garret in Greenwich Village, might ramble amongst the summer back numbers of this same magazine and read some of the Day-light Tenement stories by Louise Dutton. We promise you that they have the "artistic atmosphere."

Lastly as a hint to those freshmen who are worrying so much over those weekly themes, we would console them by telling them that nothing is impossible to write about. Sometime during this summer we read a delicious takeoff on "Sears & Roebuck" catalogue. Surely some one might get some inspiration from either the "National" or "Bellas Hess."

THINGS THAT INTEREST ME

Americans have a genius for the wide distribution of the conveniences and comforts of life.

Half of all the railroad mileage on earth has been built in our own country, more than two-thirds of all telegraph and telephone lines have been built in our own country, and eighty per cent of all the automobiles manufactured and in use in the world are in our own country.

"What did I get out of it?"

Well, by the invention of transportation facilities the ordinary laboring man has been able to double his per capita production, and thereby raise his standard of living by an equal percentage.

Everyone makes a fool of himself now and then.

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