

THE GUILFORDIAN

Published weekly by the Zatasian, Henry Clay, and Philomathean Literary Societies.



EDITORIAL STAFF

James M. Harper Editor-in-Chief
Mabel Ingold Managing Editor
Thomas Cheek Athletic Editor
Ernest Scarborough Associate Editor
Norma Belle Wilson Associate Editor
Miss N. Era Lasley Alumni Editor
Mary Ellen Lassiter Asst. Alumni Ed.
Miss Dorothy Gilbert Faculty Adviser
Phillip W. Furnas Faculty Adviser

REPORTERS

S. Davis B. Brown
F. Carter A. Stafford
L. Crutchfield F. Allen
D. Wolf J. Lippincott
E. Grimsley P. Tew
G. Hinshaw D. Morris
A. Thompson J. Cochran

BUSINESS STAFF

Wade Mackie Business Manager
Weldon Reece Asst. Business Mgr.
Elizabeth Edgerton Secretary
Glenn Robertson Circulation Mgr.
Edith Trivett Asst. Circulation Mgr.
Edward Blair Asst. Circulation Mgr.

Address all communications to THE GUILFORDIAN, Guilford College, N. C.

Subscription price \$1.50 per year

Entered at the post office in Guilford College, N. C., as second-class mail matter.

Our Plans

The GUILFORDIAN made the mistake the first part of the year of trying to exist without the proper business direction. On this basis it managed to carry on for awhile but the inevitable finally happened and since Christmas it has been impossible to publish an issue due to lack of funds to pay off incurred debts—mainly to the printer.

Largely due to the efforts of Mr. McCracken, head of the business and economic department, a movement was started to put the GUILFORDIAN back once more upon a sound financial basis and to arrange for regular publication in the future. Members of the staff and students interested in the welfare of the publication showed a concern that the GUILFORDIAN should continue as the student newspaper of the campus, in spite of the uprising of the 'Penny Press,' and ways and means for executing this program have been the topics of several resulting meetings.

Many plans have been suggested, with a wide variation in their degree of feasibility, and from this group of ideas the executive board feels that it has some ideas which will soon have the GUILFORDIAN back on its feet.

The first of these ideas has to do with the securing of enough advertising to pay for the publication of the remaining issues of the paper since it is from this source that most of the revenue must come. In beginning a campaign for advertisers it is necessary to obtain the co-operation of the entire board and most of the members have signified their willingness to help carry on this program for expenses.

Not only will it be necessary for the expense of the remaining issues to be met but the past obligations, incurred during the period when the publication tried to run contrary to business logic, must be al-

lowed for. The printers have been more than lenient with us in this and it is our moral duty to see that they do not lose money through their generosity.

Student Obligations

It is not hard to find students who are willing to support their college publication morally but when these same pseudo-enthusiasts are faced with material obligations their ardor vanishes and the paper is left stranded upon the sands of well wishes.

We have been perfectly frank in outlining our proposed program in regard to re-instating the GUILFORDIAN and doubtless there has been no objection to the plans as presented up to this point. However, we now turn to a field which deals more directly with the individual reader.

In order that we may carry out our plan of action, it will be necessary for practically every student in school to subscribe to the GUILFORDIAN for the rest of the year. Concessions have been made in price so that by paying what is asked for the rest of the year each subscriber will get his money's worth.

The immediate benefit of this idea is quite obvious. To have all the members of the student body on the list of paid subscribers would add considerably to the treasury of the organization. This fact is but one of the reasons for the necessity, however, for in order that we may induce merchants in Greensboro to use the GUILFORDIAN as a means of advertisement it will be necessary to show that the publication has a campus-wide circulation among the students.

The girls have mostly paid through their respective literary societies but in so far as the boys' societies seem not to function regularly it will be necessary for the greater part of them to subscribe during the coming campaign.

The printers have practically presented us with this issue as a means of discovering the true feeling of the student body toward the GUILFORDIAN. If you favor the continuation of this publication you must join in as one of the financial supporters. Do not hang back and wait to see if the idea will go through before you give your support, for this spirit will only insure the failure of the paper.

"You're our judge and jury, What is the verdict? Our fate is in your hands."

Two memories afflicted with spring fever: a spick and span New Garden Infirmary.

Advertisement for Odell's, Greensboro, N. C., with logo and text: 'Odell's WHERE QUALITY TELLS Greensboro, N. C.'

Advertisement for COBLE HARDWARE, GREENSBORO, N. C., with text: 'Visit Sporting Goods Department COBLE HARDWARE GREENSBORO, N. C. (CHAS. S. COBLE, Representative)'

Advertisement for SASLOW'S JEWELRY CO., 306 S. Elm, with text: 'See us for Diamonds, Watches and Jewelry SASLOW'S JEWELRY CO. 306 S. Elm Opposite National Theater 10 Per Cent Reduction to College Boys and Girls Prompt Service on All Repairing'

N. Y. MUSICAL ART CONCERT TO BE HELD TUESDAY EVENING

(Continued from Page One)

mark of intelligence and distinction on all she attempts.

Paul Bernard, second violin, and Louis Kaufman, the viola player, have brilliant records of concert tours, alone and with other noted artists. Both are soloists of note, but in their work in the quartet they achieve heights in their performance as a unit.

To Felix M. Warburg is due the distinction of the fact that four Stradivari are played. The Musical Art Quartet is the only one in America to hold the honor of playing four such precious instruments. Not only to the ear but also to the eye is a Stradivarius an unfailing delight, and thus the mood of richness and beauty is complete.

The quartet plays as the ideal quartet should play; full-voiced, warm-blooded, striving for the peaks and depths, the nobilities and the heroisms of their chosen art.

GREENSBORO HARDWARE CO.

Hardware

OUR STORE WELCOMES YOU

221 S. Elm Street Greensboro, N. C.

RAYMOND A. WALLS APPEARS IN PIANO RECITAL

(Continued from Page One)

"I'm Troubled in Mind," Coleridge-Taylor. (Selected from a Negro spiritual).

"Bamboula" (African Dance), Coleridge-Taylor.

"Immortality," Walls. (An explanation of unending death).

"Barcarolle," Walls. (Sad experiences in one's life).

"Wooing," Walls.

"Rapsodie Hongroise," Liszt.

Graduates!

Let us serve you after graduation. Let us make you a loan, build your home, and insure your happiness.

Come in to see us

SOUTHERN REAL ESTATE Co.

104 N. Elm St.

GREENSBORO, N. C.

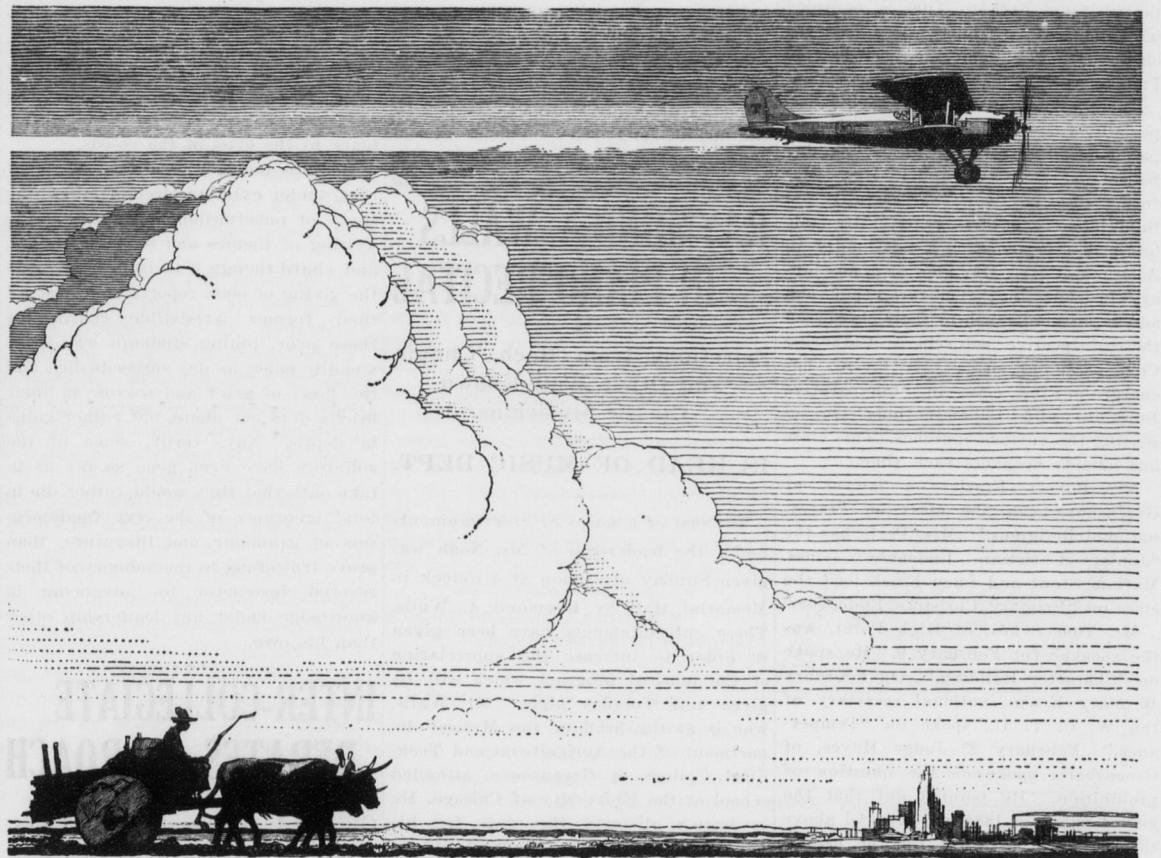
POMONA TERRA-COTTA COMPANY

Manufacturers of Sewer and Drain Pipes and Other Clay Products Annual Capacity, 3,000 Carloads POMONA, N. C.



WINSTON-SALEM, N. C.

Schiffman's LEADING JEWELRY



UP FROM THE OXCART

"Acceleration, rather than structural changes, is the key to an understanding of our recent economic developments."—From the report of President Hoover's Committee on Recent Economic Changes

YESTERDAY, the rumble, creak, and plod of cart and oxen. To-day and to-morrow the zoom of airplanes. Faster production. Faster consumption. Faster communication.

Significant of electricity's part in the modern speeding-up process is the fact that during the last seven years, consumption of electric power increased three and one-half times as fast as population.

General Electric and its subsidiaries have developed and built much of the larger apparatus that generates this power as well as the apparatus which utilizes it in industry and in the home.

The college-trained men who come every year to General Electric take a responsible part in the planning, production, and distribution of electric products, and at the same time receive further technical or business training.

JOIN US IN THE GENERAL ELECTRIC HOUR, BROADCAST EVERY SATURDAY AT 9 P.M., E.S.T. ON A NATION-WIDE N.B.C. NETWORK

GENERAL ELECTRIC



GENERAL ELECTRIC COMPANY, SCHENECTADY, NEW YORK

95-734DH