

Xavier University

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All Xavier Student Newspapers

Xavier Student Newspapers

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1916-02-01

## Xavier University Newswire

Xavier University (Cincinnati, Ohio)

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# THE XAVIERIAN NEWS

CINCINNATI, OHIO

A paper published by the students and devoted to the interests of St. Xavier College of Commerce, Accounts and Finance, College of Journalism, Advertising and Salesmanship.

VOL. 1

FEBRUARY 1916

NO. 3

## WHO AM I?

I am more powerful than the combined armies of the world.

I am more deadly than bullets, and I have wrecked more homes than the mightiest of siege guns.

I steal in the United States alone over \$300,000,000 each year.

I spare no one, and find my victims among rich and poor alike; the young and the old; the strong and the weak; widows and orphans know me.

I massacre thousands upon thousands of wage earners in a year.

I work in unseen places and do most of my work silently. You are warned against me, but you heed not.

I am relentless. I am everywhere; in the home, on the street, in the factory, at railroad crossings, and on the sea.

I bring sickness, degradation and death, and yet few seek to avoid me.

I destroy, crush and maim; I give nothing, but take all.

I am with you at college and at home, and hover above your textbooks.

I am with you when you retire and I rise with you in the morning.

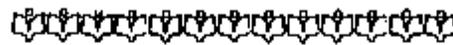
I am your worst enemy.

My name is —?

## Study of English

There are very few persons, even among those who would be shocked at being told that they were not well educated, who are not given to cultivating, perhaps unconsciously, the vernacular of the street. "The English Slangage," as one purist fittingly termed it, pervades our daily life. Children display persistent aptitude in acquiring expressive phrases, and their parents in chiding them sometimes make matters worse by the way they set about it. The Philadelphia "Telegram" recently printed a good example of this: "The other night at dinner in West Philadelphia a little girl surprised her mother by saying, 'I'm not stuck on this bread.' 'Margie,' said her mother reprovingly, 'you want to cut that slang out.' 'That's a peach of a way of correcting the child,' remarked the father. 'I know,' replied the mother, 'but I just wanted to put her wise.'"

"Essentials of English Speech," by F. H. Visctelly.



## The Social League

announces the

### Annual Reception

at

Columbian Hall

McMillan and Woodburn Avenues

Walnut Hills

Tuesday Evening

February 29th, 1916

Committee—Oscar H. Broker, W. C. Brown, Charles Hogan, Charles McDonald, William A. Day.

Officers of the Social League—George J. Nortmann, President; George W. Budde, First Vice-President; Raymond F. Foltz, Second Vice-President; Alphonse G. Barning, Secretary; Stanley A. Hittner, Treasurer.

Patrons and Patronesses—Mr. and Mrs. Richard Crane, Mr. and Mrs. J. Dominic Cloud, Mr. and Mrs. Harry J. Frey, Mr. and Mrs. Ernest F. DuBrul, Mr. and Mrs. Theodore J. Geisler, Mr. and Mrs. John E. Fitzpatrick, Mr. and Mrs. Edmund T. Dixon, Mr. and Mrs. Francisco De Soler, Mr. and Mrs. Ren Mulford, Jr.



As Others See Us.

For further news of this department we must refer the reader to the first and second issues of The Xavierian News, a monthly published by this department, under the auspices of the classes of Journalism and Advertising. The News is not a rival of the Athenaeum, but only another commendable product of the energy and literary inspiration which animates the students of St. Xavier College. We wish The Xavierian News all prosperity and shall await with pleasure its welcome monthly visit in our sanctum.

The Xavier Athenaeum.

## And The Future?

In Robinson and Fairbanks' Directory of Cincinnati, for 1829, the following entry is found on page 186: "Roman Catholic Cathedral. The Cathedral is under the charge of Rt. Rev. Dr. Fenwick, Bishop of the Diocese of Cincinnati, which comprises the State of Ohio and ad provisionem, the Michigan and Northwest territory. The Bishop is assisted by Rev. S. H. Montgomery, Rev. J. Mullen, Rev. M. Kundig and Rev. J. Baptist Cluteuer. To the Cathedral is attached a Theological Seminary, which has recently commenced operations and of which Rev. S. H. Montgomery is Superior."

The Cathedral was the one Catholic Church in Cincinnati in 1829 and the Theological Seminary was conducted in the Athenaeum—the predecessor of old St. Xavier College.

In Deming's Directory of Cincinnati for 1833, this entry is found on page 258: "Catholic Cathedral, Bishop Purcell, Sycamore near Seventh." And that is all.

In Cist's "Cincinnati for 1841," this is found on page 96: "Roman Catholic St. Peter's Cathedral, west side of Sycamore, between Sixth and Seventh street. Very Rev. E. T. Collins and Rev. Edward Purcell officiate in the services of this church.

"Church of the Holy Trinity, south side of Fifth, between Smith and Park streets. This is occupied by a German congregation. Clergy, Very Rev. J. M. Hennl, Rev. Francis L. Huber, Rev. Francis L. Hammer. Cincinnati is an episcopal see of the Roman Catholic Church. Rt. Rev. J. B. Purcell, Bishop."

On page 118, of Cist's, the following entry is made: "The Catholics of Cincinnati, under the care of Bishop Purcell, have founded a College, now called St. Xavier College, for the instruction of youth. This institution is now presided over by the Rev. Mr. Elet, recently of the College of St. Louis. The pupils are now about 100 in number; and connected with the institution is a large library, containing four or five thousand volumes. St. Xavier College has, as yet, no charter, but it is understood that one will be obtained shortly. The St. Francis Xavier Theological Seminary belongs to the Roman Catholic society. There

(Continued on page five)

## CLASS NOTES

### Third Year Accounting.

The Third Year Accounting Class, under the splendid teaching of Mr. Cloud, has practically completed its study of Cost Accounting, which was found to be a very interesting course.

The class is now entering upon the study of Auditing, and it is hoped that the members will be able to grasp the elements pertaining to the latter as well as they did of the Cost Accounting.

The class as a whole has kept up its attendance as well as could be expected, the majority not having missed one evening, and it is hoped that this splendid attendance will continue to the end of the school year, which is but a few months hence.

The class is also glad to announce that we have again with us Mr. Gardiner, who returned to take up the study of Auditing.

*Leo Austing.*

### Transportation.

Tuesday, February 1st, marked the opening of the class in Transportations, under the direction of Mr. P. T. Kilgariff. This subject is a broad one, coming in contact with every one of us in our daily pursuits.

Mr. Kilgariff is a man very capable of handling this subject on account of his long experience as a railroad man. He is at present secretary to the Vice-President of the Queen & Crescent Railroad, the latter being the lessee of the Cincinnati Southern. The lectures that Mr. Kilgariff has already given the students have been very instructive and entertaining. Instructive by showing the different methods of handling and transporting goods and passengers, and entertaining on account of the humorous manner in which he imparts his knowledge to the members of the class.

It is hoped that some of the men who have had the misfortune of missing the preceding lectures will not lose courage, but will return to the class at once, and we can assure them that they will not be absent from any of the succeeding lectures after once having heard this talented professor enlighten them on some points of this subject.

*Leo Austing.*

### Bookkeeping Notes.

Sessions are held each Wednesday and Friday evening from 7:30 to 9:30.

The Bookkeeping Class goes on merrily apace. All the students are now getting well initiated into the mysteries of partnership bookkeeping. Interest in the work grows with each lesson and the evening sessions go by all too quickly.

The mid-year examination was held on the evening of January 26th. The

subject of the examination was the making of a Trial Balance and a Financial Profit and Loss statement.

Thomas Hughes (in a stage whisper) — "Did you hear that noise? I wonder what it was?"

Frank Vehr (recalling "Pinafore") — "It was—I think—I think it was—it was—a cat."

William Kenneally enrolled as a member of the Bookkeeping Class in January.

So interested was Henry Haglage the other evening "proving cash" that Paul Klein had to remind him of the fact that the bell had rung and that the professor was waiting to turn off the electric lights.

Paul Armstrong and Aloysius Schuh are now reasonably certain of the difference between a Partner's Personal Account and General Administrative Expense.

Tommy Mulroy has a "good line" on those Sales Tickets. It's hard to trip up Tommy.

*W. T. B.*

### Journal Entries from First Year Accounting.

"Are you up to date?" This is the only question Fr. Heierman ever puts to our class.

On account of Mr. Freys' absence from the city on February 9th Mr. Cloud conducted the class.

Peculiar! Even after we are in the Accounting class-room we are entering.

Mr. Frey advises the students to work in pairs, for he says: "If there is something which one doesn't know, the other probably will, and both will get it wrong. All of which tends to prove that ancient and time-worn adage, 'Two heads made a block-head.'"

Our class is unique. Instead of electing men to the old-fashioned offices of President and Treasurer and so forth, we have substituted an office of far greater importance.

Gentlemen, we have the honor to present Mr. Heringhaus, our Official Window-Opener.

*W. Curtin.*

### Second Year Accounting.

Great progress has been shown in the second year class of Accounting, which is far ahead of its schedule and shows that the members are down to business and nothing is missed by them.

The absence of Messrs. Grollig and F. G. Sander is felt by the members of the class, the latter, who is now in Detroit and going to Cleveland, making application of what he has learned in College at night.

We are expecting wonders from Mr. Ed Yunker, who so willingly sacrifices his evenings coming from the far-off land of Delhi.

*G. Curru.*

## ROSTER OF 1915-1916 CLASS IN ACCOUNTING.

### First Year Accounting.

Berning, Alphonse, 2007 Jefferson Ave.  
Brockman, Raymond, 2559 Newton Ave.

Buescher, Edward, 4447 Colerain Ave.  
Curtin, William, 2411 Ashland Ave.

Farfaling, Bernard, 1116 Belvedere St.  
Hagemann, Andrew, 421 Clark St.

Heringhaus, Alphonse, 233 Ward Ave.  
Koegel, Anthony, 2570 Cook St.

Koenig, C. A., 1654 Otte Ave.  
Kruessel, Harry, 724 Bauer Ave.

Lamker, Fred, 932 Clark St.  
Linz, F. E., 3447 Woodburn Ave.

Malone, D. J., 1334 E. Third St.  
Meister, J. A., 1750 Jester St.

Mersmann, Leo, 3508 Epworth Ave.  
Niemer, Albert, 340 Ward Ave., Bellevue, Ky.

Owens, John, 5667 Parkland Ave.  
Sander, F. H., 329 W. Third St.

Schaefer, Frank, 3510 Boudnot Ave.  
Schmitt, Joseph, 35 Brent St., Covington, Ky.

Sicking, El., 4206 Florida Ave.  
Sicking, Raymond, 3755 Meekin Ave.

Stewart, Harry, 414 Clark St.  
Tillman, S. W., 735 Monroe Ave.

Vareiman, M. A., 714 Main St.  
Wendeln, Paul, 3511 Wabash Ave.

Weasel, Albert, 819 Carr St.  
Wiethe, John, 1559 Central Ave.

Trams, Robert, 46 W. Fourth St., Covington, Ky.

Favret, J. R., Owensville, Ohio.  
Duane, Ellard, 251 McGregor Ave.

Schahill, John, 1641 Dauber Ave.

### Second Year Accounting.

Curru, Carl, 1830 Hanfield St.  
Grollig, Anthony, 718 Bauer Ave.

Hogan, Charles, 528 Sixth Ave., Dayton, Ky.

Knodel, Howard, 228 Klotter Ave.  
Moran, Robert, 1613 Mansfield St.

Sander, Frank G., 4227 Kirby Ave.  
Taske, William, 1019 Monastery Rd.

Tiernew, Vincent, 1335 Russel Ave., Covington, Ky.

Weber, Alvin, 2218 Ohio Ave.  
Yunker, Edward, 6224 Wren St.

### Third Year Accounting.

Austing, Leo, Mt. Healthy, Ohio.  
Baumann, John, 3570 Michigan Ave.

Blaise, Florent, 944 W. Court St.  
O'Connor, John J., 528 Baum St.

Heitker, John, 3433 Baum St.  
McCarthy, William, 1328 Pendleton St.

Mulroy, William J., 453 Pioneer St.  
Segal, Benjamin, 1859 Baltimore Ave.

Siefker, F. A., 2718 Hackberry St.  
Stautberg, W. H., 503 E. Thirteenth St.

Vehr, Elmer, 2923 Lehman Rd.  
Kohler, Charles, 2612 Dennis St.

Gardner, Charles F., 1418 Banklick, Covington, Ky.

## Journalism Stand Upheld.

National Council of Teachers of English Favors Best of Training.

University of Oregon, Eugene, Jan. 15.—"Resolved, that the council approves the recent attempt to raise the academic standards of admission to the profession of journalism, and that it recommends to the secondary school authorities that no student be encouraged to enter the newspaper profession without further education than is afforded by the secondary school."

The National Council of Teachers of English in its recent convention in Chicago passed this resolution in endorsement of the stand taken just previously by the Western Association of Teachers of Journalism in session at Eugene. The teachers of journalism opposed "the introduction into high schools of any course so conducted or advertised as to encourage students to enter newspaper work without further training than that obtained in high schools."

## NOTES

We feel glad to report that Mr. Elmer J. Johannigman has been promoted to the office of Assistant Secretary and Treasurer of the Cosmopolitan Bank & Savings Co. He says gratefully: "That's what St. Xavier has done for me." Heartfelt congratulations.

Mr. Francisco de Soler has embarked for a hurried business trip to Spain. We trust that he will keep away from submarines and return, as he hopes, within a month.

In the meanwhile the class is in the safe hands of Mr. Nicholas J. Martin.

The Public Speaking Course, under the able direction of Mr. Joseph O'Meara, has been extended to twenty weeks.

It was a marvelous occurrence when one evening two young men who are always on time and never miss their class, although they come from far-away Saylor Park, failed to hear the bell at 7:30. Would suggest for the benefit of the "Gold Dust Twins," the moving picture shows be closed from about 6:00 to 7:30 P.M.

### THE EUCHRE.

The Euchre held by the St. Xavier Young Men's Sodality, assisted by the Ladies of the Rosary Society, on Jan-

uary 27, in the Sinton Hotel, proved a success and a surprise beyond all expectation. It was evident that old St. Xavier is held in profound esteem by thousands of our Cincinnati and Covington friends. Hundreds were turned away. The sum handed over by the Rev. Director Fr. Thomas Nolan, to the Diamond Jubilee Fund Committee, amounted to \$1,200.

We offer sincere congratulations to those energetic workers. Let us make their example an inspiration.

### ALUMNI ASSOCIATION.

The second quarterly meeting of the Alumni Association of the Department of Commerce, Accounts and Finance and Journalism was held Monday evening, Feb. 7th, in the college library. As usual, a large quota of the membership were present to partake of the intellectual treat, as well as the general good time that such a meeting affords.

Ways and means of raising money for the "Diamond Jubilee Fund" were discussed. When the plans of the greater St. Xavier College were shown and explained by the President, the alumni manifested a wonderful interest. Their admiration will be as generous and real in deeds as it is in words. The organization has every reason to believe that it will do more than its share in contributing toward so worthy a cause. Mr. Bernens spoke on "How To Get Rich Quick." He told us how he became wealthy over night by simply applying to practice what he had learned of investments at college. Mr. Grollig, Mr. Kennedy, et al, burned with anxiety to address the society on similar topics of their own personal experiences; but as the hour was waxing late, Mr. Brendel, our modest President, turned down the offer with deepest regret.

Mr. Hy. Aloysius McSorley has recently returned from an extended honeymoon. He resides at 302 W. 8th street.

At our next business meeting, Mr. Taske will read a paper on "Taxes in General," to be followed by questions and open discussion. It is not to be overlooked that the goal and ambition of every alumnus to become a certified public accountant, there will be a thorough thrashing out of all the questions of theory and practical problems, as presented in the last State examination. Don't be too serious.

EDW. A. M'CARTHY,  
Historian.

### FIRST YEAR LAW.

The students who "stuck to it" after the first semester are feasting on PARTNERSHIPS and AGENCIES under the able guidance of Mr. Kennedy.

The outlook did not seem very bright as the subject was thought to be one that would prove monotonous but after a few sessions, when the interest of Mr. Kennedy became manifest the class regained consciousness and the boys are now on the way to recovery.

One evening when the subject "BROKERS" was being discussed one of the boys made the announcement that the newest form of brokership is the Marriage Broker, whereupon Mr. Kennedy, in his droll humor stated that the party furnishing this information must evidently be very much interested in the new profession.

JOHN A. VOGELE.

### ETHICS AND ECONOMIC CLASSES.

The Ethics and Economic classes of St. Xavier's meet in usual session every Monday night. The students have manifested an unusual interest in the subjects since the first examination, and the attendance has been good throughout the year, there being twenty-four members in the class. Rev. McCormick teaches both subjects on Monday night, the first hour being devoted to Ethics and the second to Economics.

The subject discussed in Ethics was domestic society, marriage, divorce and polygamy. Rev. McCormick explained thoroughly the reasons and necessities of marriage, primary object being the perpetuation of the human race and secondly for the good of the contracting parties. Polygamy is directly opposed to the unity of marriage and must not exist under any conditions. Divorces are opposed to object of marriage and run counter to the welfare of the family and society.

Credits, the bank and bank notes were the subjects in Economics. Credit is usually found to be backed up with confidence and securities. The chief uses and necessities of a bank are to receive deposits, balance indebtedness, loan of security and issue of currency in the form of notes. These are known as bank notes. The classes are a magnificent help to the student.

L. M. HEITZ.

### THIRD YEAR LAW.

Under the able direction of Mr. Edward P. Moulinier the students of the second and third years are trying to master the subject of "Corporations." Just now, early in our lives, we who are business men in the making and who are soon to have business houses of our own, are learning all about the formation of "Corporations" and the tricks practiced on many poor, unsuspecting stockholders. You may be sure they will have a hard time "to put one over on us."

GEO. W. BUDDÉ.

## JOTTINGS

From the Class in Advertising and Salesmanship.

"The Record" has extended an invitation to any member or members of the class to call and see the publisher with regard to soliciting advertising copy for it. This invitation is most gracefully accepted.

Mr. Clarence W. Payne, of the Enquirer, spoke at the Jan. 27 session of the Class in Advertising and Salesmanship. His topic was "Planning the Campaign."

Father Finn sent an invitation to any member of the class, who had the time and inclination, to see him with regard to taking care of the advertising end of the "St. Xavier Monthly Calendar."

On February 3 Prof. L. G. Ogden, Instructor in Deep Breathing and Physical Culture, addressed the class. His talk was very interesting and practical, being mostly out of his own wide experience as a salesman. His topic was "Health and Its Relation To Success."

The advertising exhibit held last week in the lobby of the Hotel Gibson adjoining the Fountain room, was reviewed with much interest by members of the class. The foremost concerns in the city in the advertising line were represented by displays and part of the National Exhibit from the Convention held at Chicago in June were also on display. Among the most attractive local exhibits we notice with pleasure the firms: Barnes-Crosby Co., The Cincinnati Process Engraving Co., Sullivan Printing Works.

At 8:30 on Thursday evening, Feb. 10, the class adjourned and went to the Hotel Gibson in a body, accompanied by Father Heiermann, where they heard their President, Mr. Oscar Broker, of the Barnes-Crosby Co., speak on "The Use of Advertising Cuts and Illustrations." Mr. Broker's associate and chief, Mr. J. F. Strouse,

was scheduled to speak, but, owing to a sudden business call Mr. Broker was called upon with practically but a few hours notice to take his place. Mr. Broker spoke very clearly and concisely explaining in detail the different processes through which the photograph or drawing must go before it can be used in the advertisement. He also spoke of the great part played by the advertising illustration in the publicity of the present day. Mr. Alcan Moss followed him with a humorous, but very instructive talk.

The class has decided to advertise the college in the Xavierian News and it was arranged that a certain amount of space in the News be reserved at each issue for these ads, which will be written by the members of the Ad. Class.

J. A. BAINSFATHER.

Let's pitch in now and help the editor get the news of all the colleges and universities represented in the Association. Unless some one is definitely assigned to the job in each school, everybody will wait for the other fellow to do it. Result: no notes of the colleges, except those that the editor just happens to pick up. Each school should have some member assigned to send in a regular budget of notes, and send them in on time. We all believe in and preach publicity. Let's put our preaching into practice and make the News Letter of the Association the newsiest thing of the kind in the country. Notes may tell of new equipment, new publications, new members of the faculty, new courses, the success of Journalism graduates in newspaper work, lectures given and lectures to come—the shop talk, in short, of the Association. All together, then, for the next issue!

C. G. R.

### NEWSPAPER ORGANIZATION.

The successful newspaper must excel in its editorial, business, and

mechanical departments, and neglect to live up to a high standard of perfection in each may result in failure. As a chain is no stronger than its weakest link, and depends for its value on the strength of each, so does the newspaper rely on the excellence of every unit of its variegated and widely distributed entity.

What makes a newspaper great and in the highest sense successful? The foundation is plainly the confidence of its readers, the respect of the community to which it appeals. It comes of many renunciations, of withstanding the allurements of immediate advantage, of principles clearly formulated and unswervingly adhered to, of ideals religiously cherished and never abandoned. When a newspaper conforms to such principles, when it is guided by such ideals, when conviction goes every day into its making, and when brains are added, illuminating and vitalizing all these, the newspaper that is the fruit of this blending wins the confidence of the public. These conditions by their nature mean absolute independence of any outside control or influence. If to such a newspaper come the rewards of great circulation, large volume of advertising, and substantial profit, may not the student of journalism say that this reward has been earned because the journal is a newspaper of principles, of ideals, of convictions, of brains, and of intelligence? (Lewis Wiley.)

### NO SHORTAGE OF MATERIAL

THANKS to Rev. Father Heiermann, "The Xavierian News" has been placed upon a good business basis. Editors and Business Managers have been appointed from every class. The editors are supplied with such an abundance of good material that it is necessary to increase this issue to six pages, with several good articles remaining for future series.



YOU are intensely interested in St. Xavier College, all its works and undertakings. Keep in touch with its activities, intellectual and social, its past history and present achievements. The College publishes two papers:

"The Athenaeum" and "The Xavierian News"

The Athenaeum is published quarterly in November, February, April and June. The Xavierian News is a monthly, every month excepting July and August, published by the College of Commerce and Journalism.

We offer you a subscription to The Athenaeum, Vol. Numbers 2, 3, 4, at 75 cents. The Xavierian News, 5 issues, February to June, 40 cents. Subscribe for The Athenaeum or The Xavierian News. Better—subscribe for both. A combination price for both of the specified issues is offered at

Let Us Hear From You

**\$1.00**

## The Xavierian News

Subscription, . 50 cents in advance.  
Advertising rates on application.

Herbert A. Nieman, Editor-in-Chief.  
Francis J. Rose, George A. Skahen,  
Theodore Von Hoehne, and F. W.  
Plogman, Associate Editors.  
J. A. Beck, . . . Exchange Editor.  
John F. Glaser, Business Manager.  
L. M. Heitz, . . . Circulation Manager.

### Denis Cash—Our Friend

To us, the students of St. Xavier College of Commerce, Accounts and Finance, Journalism and Advertising and Salesmanship, Mr. Cash was more than to others. To us he was a kind father and a sincere friend. When the project of the College of Commerce was first proposed during the summer of 1911, Mr. Cash was one of the most enthusiastic advocates and volunteered to teach a branch of Commercial Law. He was one of the speakers at the formal opening, October, 1911. He selected Contracts, which he taught together with Agency and Partnership for four years. In the midst of this subject he broke down in October, to the great sorrow of his class. An able substitute was found in Mr. John E. Fitzpatrick. Nothing gave Mr. Cash more pleasure than to see the students advance in their various classes. He liked to attend the social gatherings of the students, and spoke on many occasions of the energy and interest of the young men which gave him intense satisfaction.

In his able commencement address last June, when we could already observe some signs of failing health, he paid a glowing tribute to the College of Commerce, Accounts and Finance, Journalism, Advertising and Salesmanship which will never be forgotten:

"The number of graduates upon this platform tonight attests her interest in commercial education. Here are a number of young men who have been willing to sacrifice their evenings of rest—rest well earned after days of toil—to improve their minds and fit them for business life. For three years they have toiled in season and out to better their conditions. Their ambitions have been worthy of all praise and St. Xavier is proud, as we all are, of their records. She has taught them the ethics of business. The business man is always claiming that it is the politician and the professional man that have need of



ethical training. But I want to say here tonight that in my limited experience of nearly a quarter of a century no one needs such training more than the business man of the country."

Mr. Dennis F. Cash will stand out to us as a guide of noble aspirations of undaunted energy, of gentlemanly courtesy, of democratic simplicity, of courageous chivalry.

R. I. P.

### AND THE FUTURE.

(Continued from page one)

are fifteen students in this institution and three professors. Holy Scripture, doctrinal and moral theology and canon law are the chief objects of study. The Episcopal residence adjoins the Seminary. It is also the residence of the pastors of the congregation who are generally three in number."

The epochs of 1829, 1833 and 1841 are interesting—but what of the future? The venerable and venerated clergymen mentioned in the directories have gone to their eternal reward. St. Xavier has obtained the charter projected in 1841. There has been a diamond jubilee. The alumni and the student body of St. Xavier today will read these notes with interest. But what of the future? The earnest efforts on behalf of the Diamond Jubilee Fund are slowly but surely approaching the summit of attainment.

"St. Xavier, for aye!" Put your shoulders to the wheels, boys, old and young. "St. Xavier, for aye!"

There is a puzzle somewhere in this paper. Try to answer it. Several answers may fit. Get the right one.

## How To Tell a Story

A story must begin right; it must be told in the right order; it must end right, and it must contain only what is necessary. In writing a news-item, the what, where, when and how must be considered. If the item is not written in this order, it is not logically written, and will not draw the attention that it would otherwise, and if read, it will not be sufficiently interesting to the reader. When writing an article, it should be written in one of four styles; namely, the narrative, descriptive, expository, or argumentative. However, an article may contain more than one style. In fact, some articles might contain four elements.

The narrative style is an orderly and connected account of what has sometime taken place, or is imagined to have taken place. Keep the order in which the events occurred unless there is a good reason for following some other method. Mention every point that is needed to give the reader a clear idea of what happened. Make the narrative a connected whole, but do not string sentences together with "ands." Write naturally as in conversation and use no words whose meanings are now known. Arrange the thoughts by topics, and make a separate paragraph of each distinct topic.

A description should be so written as to produce a clear picture in the mind of the reader. Learn all that can be learned about what is to be described. First give a general idea of the subject, then describe the details in a natural and logical order. As the description progresses, the reader should thoroughly understand the subject thus far. Don't go back and pick up details that should have been covered earlier in the article.

In exposition, first make sure that the subject is understood, for how can a writer hope to make clear to others what is not clear to himself? When the writer is sure he understands the subject, he should think of the different things he wants to say about it and set them down in proper order. A good way to begin an exposition is to state exactly what is to be explained and how it is to be explained. Then proceed to cover the subject outlined.

The argumentative style is the most difficult. It should be logical and complete. No details should be left unnoticed. The subject must be thoroughly understood. All points covered should be done in such a way that they cannot be picked to pieces by any one who might disagree with the article.

M. O. Heitz, '16.

## IT PAYS TO ADVERTISE.

We see so much advertising being done today that the question which naturally comes to our minds is: does all this advertising pay?

Consider the business house that advertises principally through the mails. What percent of their advertising pays? Fully fifty to ninety per cent of the average mail advertising goes into the waste basket without being read. Mr. Buyer does not have to display a wonderful amount of mental telepathy to judge that most of the "stuff" before him is something that he cannot or does not care to use. In cases of meritorious articles, poorly or improperly advertised, receive the same judgement along with the rest. It leads to the question of "not more advertising; but better advertising."

The man who pays for good advertising and receives in exchange material that finds its way into the waste basket without being read, is not one who will long be a believer in that motto, "It Pays to Advertise." What his business and every successful business today needs is scientific advertising. Not the cheap poster or amateur work. Good business depends upon good attractive literature that will be read.

The successful advertising man or firm today must be a good student of literature and psychology. He must read the minds of his customers; grasp their wants and their desires and then supply their demand in a most efficient and capable manner. It must be remembered that advertising is a medium by which the quality, quantity, value or price of any commodity is featured. Its power as a selling agency is equal to the amount of want attraction it is able to produce in the consumer. It is the stepping stone between production and consumption.

Good advertising is a universal salesman. His territory is everywhere. He is on the job twenty-four hours a day, three hundred and sixty-five and one-quarter days a year. And his "boss" never sends him word to "come in."

H. A. Nieman, '18

## The Xavier Athenaeum.

We are pleased to receive from our brothers in the day classes a copy of their splendid periodical, "The Xavier Athenaeum." Further description of the "Athenaeum" is futile, as every one already knows of its high quality. If they do not, they should lose no time in becoming acquainted with it. The February issue contains among other fine articles the prize oration of Mr. John E. Reardon on "A Minimum Wage in the United States."

## The Joke Fest



A slightly disgruntled subscriber to the News writes us that: "It seems funny to me that there aren't more jokes in the News." But then, Arthur dear, the jokes that were in the News were funny, even as you may possibly be.

Professor Blakely is credited with telling his class in Journalism that the North has not produced an orator since the war save Daniel Webster.

As Dan'l was produced before the war, how about it Professor? And then, attend some of the oratorical contests in Moeller Hall and floods of eloquence will beam upon you.

"One for all and all for one" and "St. Xavier, for aye," and while in the jokefest department it is the slogan of the News, and of the student body of St. Xavier—and ever will be.

The Educational Review suggests the establishment of a projectoscope in all colleges. But, dear neighbor, kindly define the project and the scope thereof.

It may be a long lane that has no turning—but length is a pleasure compared with the short street of slippery sidewalks. Will our Patres Conscripti of the Council of Cincinnati kindly take the hint?

One of the best papers recently submitted to the Class in Journalism was on the question of Prohibition; its advantages and the certainty of its coming. It was written by Mr. — but, never mind! He just wrote it to show what he could do when he got started.

One of the strange fundamentals in Journalism is that copy should be original. And thus do we see that things supposedly equal to the same thing are not always equal to one another.

Students of Massachusetts Agricultural College have begun a series of "chop-feed stories of campus activities." Chop-sooy, however, is sure to be better. At least more appetizing.

No, Josephus—you are mistaken, Style Books in journalism do not refer to the latest mode a la Faree.

He, who in his biz, would rise, had better quickly advertise—in the Xavierian News.

She—"Doesn't that candy look good?"

He—"Yes! Let's stand here and look at it a while." (And Cupid Sulked).

Teacher—"Wille, what is your greatest ambition?"

Wille—"To wash mother's ears just once!" —Pennsylvania Punch Bowl.

Really the Ohio State Lantern shines as brightly as the Kentucky Torchlight. (Thanks unnecessary).

Your subscription—cash in advance—will bring happiness to your heart. That is of course, a subscription to the News.

## THERE IS A REASON

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of Cincinnati. Its farm mortgage loans yield a high rate of interest, its death rate is very low and its management expenses moderate. Agents everywhere.

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