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Xavier University Newswire

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THE XAVERIAN 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. I

MARCH 1916

NO. 4

Social League Reception a Grand Success.

An exceedingly large gathering enjoyed the light fantastic at the Social League's reception at Columbian Hall on Tuesday, Feb. 29th. The size of the crowd far exceeded the fondest expectations of the committee and we can truthfully state that this reception was probably the most enjoyable affair the Social League has ever experienced.

No doubt the closeness of the Lenten season had a tendency to lighten the spirit of the occasion as the Mardi Gras spirit and feeling seemed in evidence everywhere. The enchanting music rendered by Hoffman's orchestra, together with the exquisite appearance of the ball room made this affair one that will long be remembered by each and every person who had the good fortune to attend.

Alphonse G. Berning.

Class In Public Speaking

Course Will Be Extended To June 1st.

In these days when we are assailed on all sides by the slogan "Preparedness," it shouldn't surprise you to see the energy and close application exhibited by the Class in Public Speaking. Under the guidance and able leadership of our Mr. Jos. O'Meara, whose unselfish spirit and inexhaustible fountain of energy furnished us the example in this strenuous effort toward "Preparedness," that we may grasp the hand and welcome Opportunity when it knocks at our door.

We are now rounding out a course of twenty weeks of very pleasant association and Dame Rumor has it that the course will be extended till June 1st. We are always pleased to see visitors and extend a cordial invitation to drop in on us any Sunday from 10:30 a. m. to 12:00. You will find the latch-string hanging on the outside.

Jno. H. MacCormack, B. C. S. '15.

Tibi Sit Virtus.

I must not stain my shield;
I must not smirch my sword;
Whate'er the promised board,
I must not bend nor yield!

My soul's accoutrement,
Whate'er the gain or loss,
To serve the ends of dross
Must not be basely lent.

I must stand up, erect,
Grim guardian of myself;
For pride of place or pelf,
Mine eyes must not deflect.

God of the battle, Life,
Give me the strength to lose;
Give me the strength to choose,
Thy sweet glorious strife.

Nerve me to follow Right
When Wrong would win acclaim;
To spurn a fustian fame,
Mocked by the hosts of night.

Not mine, but Thine, the shield;
Not mine, but Thine, the sword;
My Captain and my Lord,
Be Thine the strength I wield!

Theodore F. McManus.

On Christmas morning, 1915, the above poem, embossed on a large sheet and adorned with a beautiful etching representing the noble knight kneeling with his shield, was received at St. Xavier College from Mr. Theodore F. McManus from Toledo, Ohio, well known as trenchant writer of great originality. He is famous among the profession of advertisers and conducts a very flourishing advertising agency in Detroit. With sentiments of gratitude the President and the students of St. Xavier College of Commerce, Accounts and Finance and the College of Journalism, Advertising and Salesmanship honor this exquisite gem of poetry, which in an attractive frame decorates the walls of our classroom.

COMMENTS AND COMPLIMENTS ON THE BOOKKEEPING CLASS.

(Meets every Wednesday and Friday.)

According to Prof. Burns we are "Covering a great deal of ground." We greatly appreciate the encouragement and will strive to merit the next compliment for taking in more territory, as we all realize that bookkeeping, properly applied, is not only a science, but is an art. Only our earnest effort and stick-to-it-ness will ever produce the finished article.

The class realizes this and the attendance is exceptionally good.

To the first year accounting we hereby issue warning:

If you are out for a record this year make it a good one. For next year will see some sky rockets when the bookkeeping class of 1916 will take your place.

We notice that each class has an official window-opener—therefore we appoint Mr. C. Osterman to fill the position in our class.

When Nektner laughs (with apologies to the Song, He is only a bird in a gilded cage), the class can hardly refrain from warbling with him.

Mr. Verkamp met his Waterloo last Wednesday when he challenged the total figures in his sales-book against the figures in Prof. Burns' Text Book.

Why is it that Mr. Peter always is waiting for the door to open on class night? We hope to solve the mystery before the next issue of this paper.

Robert Armstrong.

Welcome!

The following books, of special interest to the students of the College of Commerce, Accounts and Finance, Journalism, Advertising and Salesmanship, have recently been put in the Library:

Philosophy of Accounts, Sprague; Science of Accounts, Bentley; Corporation and the State, Burton; Labor in Europe and America, Compers; The Theory of Business Enterprise, Vahlen; Tariff History of the United States, Taussig.

SALESMANSHIP

A salesman, to be a good one, must familiarize himself with his product and know his business from A to Z, before starting out as a "Knight of the Grip."

To familiarize himself with the goods, he should read all trade journals connected with his industry, thereby keeping in close touch with what is going on in which his customers are deeply interested. Let your customer know that you know something about his business. Be a live wire.

It is, of course, necessary that a salesman have a good personality, be honest and upright, but without knowing his line thoroughly he will be greatly handicapped.

It is of vital interest that a salesman keep in the very best of health, as we all know we can not do our best work when feeling out of sorts. This is especially true in the selling game, it being very essential that a salesman keep his wits keen.

A salesman, when calling on a customer, may talk so enthusiastically that his prospect may be led to believe that what he says cannot be done. I think it would be a good idea for the sales manager to write the customer, backing up the salesman. Emanating from such an authority, this would have a much stronger effect.

When interviewing a prospect, I believe the salesman should not monopolize the conversation, but should give his prospect a chance to do his share, which will make it easier for both parties concerned.

Not many years ago I heard a salesman of our firm make the remark that one did not have to know anything about the manufacturing end to sell labels, cartoons, posters, show cards, etc. The salesman referred to is one who just does get by, and there is no danger of his ever setting the world on fire. I often wonder what a valuable thing it would be for this young man to take up a course similar to the one we are studying. It may be a good thing to be a bluffer, but how much better it is to know about what you are bluffing.

Not long ago I had a gentleman get in touch with me regarding an order for a special design letter-head. I knew this party was connected with a certain trade journal, so I secured a copy of this paper and read up on what this man was greatly interested in. Then, of course, I was ready for him when he called. In other words, I am a great believer in "Preparedness."

It must be interesting to be a salesman and know there is no limit to one's possibilities and this most cer-

tainly must keep a fellow on the alert for bigger opportunities.

A salesman should continually study people and be able to analyze character. He should be well informed regarding the leading subjects of the day, and thus be able to take up any phase of a conversation. He must study his customer's peculiarities and cater to them. Our firm has a customer in Atlanta who will not think of allowing our representatives for that territory, to call on him. In order to secure this business it is necessary to have another salesman whom customer likes personally, call on him.

We have in our business a stock label department for the convenience of small packers, to whom we sell in quantities of five hundred labels and upward. We figure that a good percentage of small canneries eventually increase their output, and naturally they call on us when ordering special designs.

I really believe that a person who likes to meet people, is eager to get along, who studies salesmanship thoroughly, delights in the work and has a good personality, can, with well-directed efforts, become a good salesman. In fact, if a man makes up his mind to do a thing, no one can stand in his way. He may not achieve everything for which he aims, but will go a long way on the road to success.

J. W. Lyle.

JOURNALISM AND ADVERTISING.

On the evening of Thursday, February 23, the Class in Advertising and Salesmanship was in joint session with the Class in Journalism.

Mr. Blakely, professor of Journalism, gave a splendid address on Jurors and the Jury System, and owing to sickness in his family departed early, and Mr. Mulford took the floor. His topic was "Reminiscences of a Reporter." He spoke of his own experiences and took the class through all the joys, as well as the "trials and tribulations" of a reporter of the old school, including a great many of his important assignments, narrow escapes, etc. His description of the "Riots of 1884" was especially interesting. Mr. Mulford confessed, however, having doubts as to the advisability of reading the paper as he said it was inclined to make the boys believe that he and Methuselah played marbles together! His talk was so intensely interesting that when the 9:30 bell rang, he was unanimously requested to continue, which he did, speaking some thirty minutes after the rest of the classes had adjourned.

J. A. Bainsfather.

Bookkeeping Class

Armstrong, Robert, 1933 Cleoney Ave.
Burger, Andrew, 408 Township Ave.
Gilligan, John, 445 Ludlow Ave.
Haglaga, H., 305 Fairfield Ave., Bellevue, Ky.

Klein, Paul, 185 W. Robbins St.
Krustzman, Joseph, Ludlow, Ky., R. F. D.

Livingston, John Galvin, 828 York St., Newport, Ky.

McNulty, John, 827 York St., Newport, Ky.

Merschel, Raymond, 731 Monroe Ave., Newport, Ky.

Mulroy, John, 453 Pioneer St.
Mulroy, Thomas, 453 Pioneer St.
Neltner, Carl, 910 Pulman St., Newport, Ky.

Nieman, Edward, 1801 Denham St.
Ober, Stanley, 129 Winkler.
Peter, Ambrose, 4553 Main Ave., Norwood, O.

Raaker, Joseph, 317 E. Fifth St., Newport, Ky.

Riordan, Gerald, 318 Monmouth, Newport, Ky.

Rolandelli, Jerome, 5335 Ward Ave.
Stallo, Frank, 1023 Wade St.
Vehr, Frank, 3151 Madison Rd.
Schuh, Aloysius, 126 E. Third St.
Hughes, Thomas, 4301 33rd St., Oakley.

Pies, Fred, 7 Military Rd., Ft. Thomas, Ky.

Westfall, Lawrence, 2151 Gilbert Ave.
Gates, R. H., 3051 Fairfield.
Sweeney, Charles, 3042 McHenry Ave.
Frohmeier, Robert.

Osterman, Clemens, 2309 Mound Ave.
Veerkamp, 4269 Colerain Ave.
Roth, O. B., Rose Hill, City.
Barth, Paul, 541 Enright Ave.

Kautzmann, Wm., 132 Winkler St.
Moormann, Henry, 2500 Spring Grove Ave.

Kenneally, Wm. C., 319 Broadway.

The editor and reporter of the First Year Accounting Class humbly apologize and crave pardon and live in the final hope of being forgiven for making such a formidable blunder as to omit the name of Hon. Hittner from the list of Accountants in the last issue. How it was possible to omit him from the list, who is the bright star both in class work and in our Social League affairs, our careful and successful financier, can only be explained by a trite comparison. A dark cloud may obscure the sun, but the sun is there and will appear again in a short while. All we have to say is that the cloud was not a cloud of malice or jealousy. To our sincere apology we add the most cordial wishes for Mr. Hittner's permanent welfare and success.

The
Xaverian News

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

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

THE EDITOR.

The Editor—poor thing!—has a hard time of it. He must know everything. At least he must be willing to admit that he does, with times, indeed, when there comes from his heart a sigh due to the fact that while he is compelled to admit that he knows it all there are some of his constituents who are firmly set in the opinion that he doesn't. However, there comes to him the consolation of the fact that others are even as he is in diminution of the amount of knowledge possessed by him, or admitted by him, and while he sighs over the limitations of knowledge, he mourns over the fact that some may, possibly, be even less knowledgeable—to coin a word—than himself.

On the shoulders there is the duty of maintaining good things and sound ethics. The public looks to him for that. But important questions arise. In the first place, what are good things and sound ethics and what is "the public?" The questions are not so difficult to answer. In the first place good things, that is things which would redound to the general good if coined into solid facts, are the things which he thinks to be good. Things he has examined with conscientious care and study, and on which he has come to a definite conclusion, and he supports them. He finds himself attacked by his reptile contemporary. He receives letters innumerable in which the anonymous opinions of the writers are expressed in words that burn—or are thought to be conflagrational—to coin another word.

The editor who has given thoughtful and conscientious consideration to a subject pursues his way and, in the majority of cases wins out. And why? Because of his conscientiousness, his fearlessness and because of the fact that in these days of materialism and irreverence, he has based his life, editorial and personal, on sound ethics—right rules of conduct; due regard to the opinions of others; straightforwardness and honesty in all things. And he is the editor who makes his mark and whether he knows it all, or

is merely willing, for the sake of argument, to admit that he does, he is the editor who wins the blue ribbon. Even though the blue ribbon may not be awarded to him, he has the knowledge that he has done that which lay to his hand to do because of the call of conscience and duty to God and to man.

There is many an editor of that stripe—and he laughs at the stripes launched in his direction. The editor does not believe all the evil he hears about his fellow men, and neither does the newspaper believe it. So be even as the editor and his newspaper. Don't believe all the evil you hear of men. There are many newspapers worthy of a genuine reformation. Likewise there are many other institutions and many men in like need—and in due time they'll get it from the newspaper.

MY BOY! GOD BLESS HIM!

"May his life be one of usefulness! True to the best ideals; kindly courteous; ready to get under a corner of the other fellow's burden; ever mindful of the little things! May he with courage play life's game under God's own rules!"

This toast was given by Mr. Ren Mulford to a large gathering of the Sunday School Workers' on Thursday evening, March 2, before coming to class. This is an international organization, and the "Tour Party," passing through Cincinnati, gave a banquet for the "Teen Age Boys," at which this toast was given.

THE CHARACTER OF A TRUE GENTLEMAN.

It is almost a definition of a gentleman to say he is one who never inflicts pain. This description is both refined and, as far as it goes, accurate.

A gentleman is mainly occupied in merely removing the obstacles which hinder the free and unembarrassed action of those about him; and he concurs with their movements rather than take the initiative himself. He carefully avoids whatever may cause a jar or jolt in the minds of those with whom he is cast; all clashing of opinion, or collision of feelings, all restraint, all suspicion, or gloom, or resentment; his great concern being to make everyone at his ease and at home. He has his eyes on all his company; he is tender towards the bashful, gentle towards the distant, and merciful towards those who hold views absurd; he recollects to whom he is speaking; he guards against unseasonable allusions, or topics which may irritate; he is seldom prominent in conversation, and never wearisome. He makes light of favors while he

does them, and seems to be receiving when he is conferring. He never speaks of himself by a mere retort, he has no ears for slander or gossip; scrupulous in imputing motives to those who interfere with him, he interprets everything for the best. He is never mean or little in his disputes, never takes unfair advantage, never mistakes personalities or sharp sayings for arguments, or insinuates evil which he dare not say out. From a long-sighted prudence, he observes the maxim of the ancient sage, that we should ever conduct ourselves towards our enemy as if he were one day to be our friend. He has too much good sense to be affronted by insults, he is too well employed to remember injuries, and too indolent to bear malice. He is patient, forbearing, and resigned. On philosophical principles he submits to pain because it is inevitable, to bereavement because it is irreparable controversy of any kind, his disciplined intellect preserves him from the blundering discourtesy of better perhaps, but less educated minds; who, like blunt weapons, tear and hack, instead of cutting clean, who mistake the point in argument, waste their strength on trifles, misconceive their adversary, and leave the question more involved than they define it. He may be right or wrong in opinion, but he is too clear-headed to be unjust; he is as simple as he is forcible, and as brief as he is decisive.

Nowhere shall we find greater candour, consideration, indulgence; he throws himself into the minds of his opponents, he accounts for their mistakes. He knows the weakness of human reason as well as its strength, its province and its limits. If he be an unbeliever, he will be too profound and large-minded to ridicule religion or to act against it; he is too wise to be a dogmatist or fanatic in his infidelity. He respects piety and devotion; he even supports institutions as venerable, beautiful or useful, to which he does not assent; he honors the ministers of religion, and it contents him to decline its mysteries without assailing or denouncing them. He is a friend of religious toleration, and that, not only because this philosophy has taught him to look on all forms of faith with an impartial eye, but also from the gentleness and effeminacy of feeling, which is the attendant of civilization.

Raymond Folz.

ATTENTION EDITORS AND BUSINESS MANAGERS.

All copy for April number of Xaverian News must be in by Monday, April 3rd. Editors are requested to write upon one side of paper only, also to have copy typewritten whenever possible.

THE XAVERIAN NEWS

FIRST YEAR ACCOUNTING.

The custom, judging from articles in last month's X. N., seems to be to inform our readers what work the classes are doing. At present Professors Frey and Cloud are endeavoring to guide us through the labyrinthine intricacies of the eight column balance sheet. Help!

From certain pointed remarks by Professor Frey, comparing the mental capability of our class with those that have gone before, we calculate that the next First Year Class will be about ten per cent worse than the present one. Impossible? Maybe, but listen:

Professor: Have you got your cash, Paul?

Paul (Displaying it): Thirty cents. Can you blame Mr. Frey?

By the way, some worthy scribes from other rooms boast of their "interest in the work." Wednesday a week ago, we were so wrapped up in accrued assets and liabilities that it was a quarter of ten before we realized that the dismissal bell had rung at nine-thirty.

W. Curtin.

It is news that gladdens our hearts to learn of the recent examinations that out of 27 men in the first year Accounting Class lucky thirteen obtained 100%, and six an average over 90%. What class can beat this record?

ADVERTISING CLASS.

Mr. Robert A. Crockett, of the J. Walter Thompson Company, spoke on "Putting the Punch into Printing," at the March 1 session of the class in Advertising and Salesmanship.

Mr. Crockett is an expert in this line and his talk was very practical and interesting.

He divided his talk into three reels—reel one, a paper dealing with printing, good and bad, color combinations, different grades of paper suitable for certain specific jobs, etc. Reel two was samples illustrating the matters touched upon in reel one. And Reel three was a general "Quiz Box," in which every one shared.

All enjoyed his talk and at its close he was given much applause, a rising vote of thanks.

Jesse M. Joseph, of the Jesse M. Joseph Advertising Agency, gave a splendid talk on "Building Up an Ad" to the class in Advertising and Salesmanship last Thursday night, March 9, 1916.

Mr. Joseph was very practical and went into the minutest details, really building up ads on the blackboard step by step and later illustrating his points by specimens of the make up of Potter and Golde ads as they appear

to such good advantage in the local newspapers.

He is a great believer in the Bible and says that practically anything may be found in it. He has certainly applied it to his business as may be noted from the very clever trade slogan that he has adopted.

His A. B. C. of ad writing is "Always Attractive," "Be Brief" and "Convincing Copy." His 100 per cent efficient ad would give 50 per cent to attractiveness, 15 per cent to the heading, 10 per cent to the copy itself and 15 per cent to the position.

The average man, he said, spends not more than thirty minutes reading his daily paper. This leaves only ten seconds for every good ad in the paper. It is up to the ad man, therefore, said Mr. Joseph, to tell his story in the briefest possible way and decorate and arrange his ad in such a manner as to command notice.

Mr. Joseph is a young man who came to Cincinnati from Baltimore and who has made good. He is very enthusiastic and deeply wrapped up in his work.

J. A. Balmfather.

SECOND YEAR LAW.

Mr. Moulinter's roll call was answered by numerous sleepy "Ayes." We thought that, since "Hank" had left our midst, that sleepy air had left him; but it seems not so. Oh, Oh, We forgot about the dance. No doubt, some of the gentlemen of the class have not as yet recovered their full quota of sleep. "Wake up there, Hittner."

Overheard in the class room—"Say, Bill, why weren't you at the dance?"

"Couldn't make it. On Monday night my sister discovered that she had to write three papers for school."

Moral—"Don't depend on your sister. Bring some one else's sister."

Important—Mr. Moulinter has announced that the examinations in law, subject "Corporations," will be held on Thursday, March 16th. Gentlemen, permit me to introduce Mr. Bay's. Got busy fellows and dig in.

N. E. This time one of the Gold Dust Twins was late again. We will personally have to see to it that the doors of a certain theater are closed until after 7:30.

George W. Budd.

The law classes of the second and third years welcome Mr. Fitzpatrick as their professor of "Property."

Judge William A. Geoghagan will take up the subject of "Sales" for the first year law class. Both professors will begin their respective classes on Friday, March 24.

Our friend Charles J. Koshler has left us for the western regions of Oregon, where he hopes to repair his

weakened health. He is there with his brother, who has charge of the parish. We wish Brother Koshler the best success and indulge in the fond hope of seeing him again in our midst as the doughty thinker and less relentless worker.

Dear Friend:

We hope that this will reach you in excellent health. Send over some western breezes to dispel the Cincinnati smoke.

H.

TRANSPORTATION CLASS.

Owing to the reception of the Social League, the last meeting of the Transportation Class was deferred to a later date.

At the previous meeting Mr. Kilgariff spoke on Rate Classification. Poor transportation and demurrage were also among the topics touched upon during the evening's lecture. These later topics were to the point as several members made themselves conspicuous by their tardiness, although no demurrage charges were preferred against them.

We are glad to report that our amiable professor attended the reception. Mr. Kilgariff was easily the most active of the younger professors and the number of his pretty partners attest his popularity.

George Budd.

THERE IS A REASON

for the low cost of insurance to policy-holders in the

Union Central Life Insurance Co.



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.

Inquire about our Monthly Income Policies.

Jesse R. Clark, President.

John L. Snuff, Manager,

Home Office.

General Agency.

