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# Xavier University Newswire

Xavier University - Cincinnati

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# The Xaverian News

Published by The Social League of the Department of Commerce

St. Xavier College

VOL. III

CINCINNATI, FEBRUARY, 1918

NO. 5

## SPLENDID VICTORY

Again Crown Efforts of Xavier Men.

The high efficiency and practical value of our Accounting course has again been forcibly demonstrated in a recent competitive examination. Another laurel has been added to the collection of which St. Xavier's Department of Commerce is the proud possessor, and another example has been given of the patriotism of her sons.

Some time since, an army officer came to Cincinnati in search of five expert Accountants from Hamilton County, to do Government work in the East. He communicated with the University of Cincinnati, and Professor Ernest A. Roden, Lecturer on Accounting, consented to produce the men.

In the open competitive examination that followed, twenty-five men filed applications, most of them practicing Accountants of some experience. Five St. Xavier boys entered. Of the twenty-five, Professor Roden selected eight, five of whom were St. Xavier boys. In other words, the entrants from St. Xavier were 100% successful. The names of those who represented their school so well are: August Taske, B. C. S. '14; Florent Blaise, who took an Accounting Certificate in '16; Andrew Hageman, Alphonso Herringhaus and Benjamin Segal. The three latter are members of this year's graduating class.

Mr. Herringhaus was rendered ineligible because of his residence being outside of the local mobilizing officer's jurisdiction, and Mr. Blaise was eliminated by the toss of a coin with another contestant. The three other entrants were among the five who were eventually chosen by the officer in charge. The appointments, will in all likelihood carry commissions with them.

Mr. Herringhaus was later offered the same appointment from his own state.

This is not the first time that students of this Department have proven the high standard of the courses, but it is one of the most notable. It attests undeniably the value of our curriculum, the ability of our faculty and the willingness of

(Continued on Page 4)

## OUR BOYS IN FRANCE

A Message to the Xaverians in Khaki and Blue.

Father Time and I never have had any serious disagreements. The Old Boy has been so kind to me that I still feel like a youngster. And yet a barrier of years stands between me and military or naval service. No star will ever twinkle in a field of white for me. But, as I think of all our boys—some of them already Over There, and others ready and eager to go, I am gripped by an intense longing to fall in with them.

I wonder if those Xaverian boys of ours, sense the feeling of affection that we have for them. How proud of them we all are! God's men, every one of them, ready to fight to prove the truth of His gospel. Ready for the sacrifice, that all men shall be free. Taking up the tasks of Washington and Lincoln to the end that the people of the earth shall not become slaves of a band of imperial burglars and royal free booters, but that the blessings of liberty may be safeguarded and preserved, now and through the years to come.

Heroes, every one of them! Out of every heart swells a flood of gratitude that so many of our own old St. Xavier boys of the classes in Advertising and Salesmanship, past and present, are so largely represented among Uncle Sam's boys in Khaki and in Blue.

Please accept this message sent through the Xaverian News, as a personal hand-clasp and God-bless-you to each and every one of you.

May the Father of us all be gracious to you and keep you close to Him. May He safely bring you back to us, with honors fairly won and victory achieved for righteousness over the powers of black piracy and yellow loot.

You are in our thoughts and prayers.  
Ren Mulford, Jr.

Accompanying the above message, which we are sure will touch a responsive chord in the heart of every reader, was the following note, so characteristic of the whole-hearted man who wrote it:

Dear Father Reiner:

I've written my soul into this message to the boys. God bless 'em!

R. M., Jr.

## COSTS

One of the most important courses in the curriculum is to begin on Friday, February 15, when Mr. Crane, Professor of Junior Accounting, starts his course in Costs.

That this is one of the most valuable phases of present day Accountancy goes without saying. The modern demand for efficiency to the nth power has created a large call for the technical men, capable of analyzing any industrial situation and remedying its defects. Thoro knowledge of the subject is absolutely essential to the successful professional accountant; but it is also invaluable to the private accountant and the business man. Many a retailer, of the small or medium type, could effect a considerable saving in his business thru an acquaintance with Costs.

The subject is assured a comprehensive and exhaustive treatment, Mr. Crane, who heads the firm of Frank J. Crane and Company, has a wide recognition as a cost expert, and his varied and large experience will serve to make the course entirely practical.

Classes will be held each Friday evening from 7:30 to 9:30, for ten weeks.

## Traffic Management

On Tuesday evening, February 12, Mr. Patrick Kilgarriff begins his lectures to the second and third year Economists in Traffic Management.

This subject is one of the liveliest and most practical of the day. The uncertainties and delays of transportation under the unheard of conditions that exist today are sufficient to tax the abilities of the best managers. And that the necessity for trained and capable directors of shipping will grow, rather than decrease, is obvious.

The course includes discussion of the economics of transportation, inland water-ways transportation, passenger and freight traffic, duties, classification, rates, charges, State and Federal regulation, traffic policies, intra-state and interstate commerce, etc.

Mr. Kilgarriff's thorough fitness to handle this subject comes from his years of successful service with the Southern Railway System. The fifteen weeks under his tutelage assures the student of a complete knowledge of the principles of transportation.

## CAMP NEWS

### QUARANTINED.

Rev. Joseph Reiner,  
Moderator St. X. Social League.  
Dear Father Reiner:

Accept my thanks for the tasty Xmas remembrance and the beautiful letter sent by you on behalf of the Social League.

I would have written sooner, but have been under quarantine and not allowed to send any mail. I certainly appreciate the spirit back of your gift, as we boys in camp like to feel that our old friends have not forgotten us.

We were not without the Xmas spirit, altho the day was different from any I have ever spent—chiefly because of the quarantine. I was unable to attend Mass.

I have been transferred to Headquarters Company, 324th F. A. H. and will be glad to see you or any of the boys any time you are in Camp Sherman. Mail will reach me O. K. if sent to this address.

Sincerely yours,  
Frank J. Favret.

### LIKES THE NEWS.

Rev. Father Reiner and Boys of Old St. Xavier's:

I received a copy of the Xaverian News today and certainly was mighty glad to hear what is going on at good old St. X. I assure you I appreciate the paper very much and wish to extend my sincere thanks for your kindness and thoughtfulness in remembering me.

I am glad to state that I am in the best of health, having gained twenty-five pounds since I have been at camp—about four months.

I note St. X. is well represented in good old Uncle Sam's outfit and that the majority are holding commissioned or non-commissioned offices.

The weather is rather unpleasant at present. There is plenty of snow, but I suppose everybody is getting the same dose over the entire country. We are lucky, as we have plenty of eats and plenty of fuel.

I wish you and all my pals a happy and prosperous New Year.

Sincerely yours,  
John H. Heitker, Mech.,  
Machine Gun Co., 380th Inf.,  
Camp Sherman, Ohio.

### DON'T WORRY CHAS., WE'RE COLD TOO.

Camp Devens.

Hello Al:

My short message no doubt gave you some idea of the camp, but it could not have shown or explained the size. There are just twenty-seven thousand men in this camp; you can try to

imagine the number of buildings necessary to house them, the amount of food necessary to feed them and the clothes to clothe them. It is surprising to think that only twenty out of this number have died.

We have plenty of good substantial eats, clean as they make 'em; but whatever possessed anybody to put a camp up in this country, I do not know. We have nothing but snow and ice to drill on and the temperature is always around zero. The other night it was down to thirty-four below, but, like all other things in the army, you get used to it.

Your old pal,  
Chas. T. McDonald.

### AD-SALESMAN AT TAYLOR.

Mr. Ren Mulford, Jr.,  
Cincinnati, Ohio.

Dear Mr. Mulford:

Altho I am very sorry that I cannot be with you any longer, still I am very glad to be able to inform you that I am now an enlisted man in the service of Uncle Sam. I was one of the fortunate ones to get into the Third Officers' Training Camp at Camp Zachary Taylor, with the chance to get a commission at the end of three months thru hard and persistent effort.

I regret exceedingly that I cannot have the benefit and pleasure of finishing the Ad-Sales course under your inspiring instruction. I feel that I have already derived untold benefits from being in contact with you and being a student of St. Xavier.

Assuring you that I will always be with the Ad-Sales class in spirit, and thanking you for your interest in me, I remain,

Sincerely yours,  
Ray H. Ruttle.

### TUTI TUTI GEORGE—WHY DID YOU HAVE TO CARRY SEA SHELLS?

Dear Mr. Mulford:

Many thanks to you and the boys for your Christmas Greetings. It was a fine remembrance and very much appreciated.

I have had the good fortune to be cast with a fine bunch of boys. They are all clean cut and hard workers. We get along fine and intend to make our company the best ever turned out from this island.

This is a very beautiful spot. I see the sun rise and set each clear day. It is gorgeous. Yesterday I was far out on the beach gathering shells to surface a roadway and looked out over the broad expanse of the Atlantic towards the deep unknown.

Sincerely,  
Geo. W. Budde.

### A GREAT LIFE IF YOU DON'T WEAKEN.

Camp Sherman.  
To the Boys of Advertising, Accounts and Finance,  
Greetings:

I received the box of candy and cigarettes and appreciated your kind remembrance of me while serving in the capacity of a soldier. I am at present assistant regimental postmaster of the fourth, fifth and sixth battalions, and will say that the life in the army is great—if you don't weaken.

We are very busy just now, and will be all thru the Xmas holidays, for every man in the service is receiving more mail and parcel post packages than he did previous to being in the service of Uncle Sam.

I also must thank you for the receipt of the Xaverian News one day last week.

Hoping to keep in touch with the boys of St. Xavier at all times and wishing them all a Merry Christmas and a Happy New Year, I remain,

Yours truly,  
Cyril J. Roll.

### GOOD LUCK, ART.

Mr. Ren Mulford,  
Cincinnati, Ohio.

Dear Mr. Mulford:

I have just written to Mr. Purdy advising him that it will be impossible for me to continue as a member of the Ad-Sales class. You will also be glad to hear that another of the Ad-Sales boys will soon be in Uncle Sam's Army for the liberty of the world, as I expect to get into the service within the next few weeks. I had intended to enlist in December but was forced to postpone action till the present time. I am now breaking in a sub on my work at the P. O., and expect within the next week or ten days to change from the gray of the postal service to the khaki of the army.

Thanking you very much and assuring you that when it is all over I am going to return to St. Xavier, I am,

Respectfully yours,  
Arthur L. Jacobs.

### ON TO WASHINGTON.

Dear Sir:

Tell all the boys of the Ad-Sales class that I am sorry I cannot come and thrive in their ambition-giving atmosphere any longer, as I am studying at night now to learn what will soon fit me for a position with the U. S. Government at Washington.

Your class and you have given me confidence in myself and I cannot help but express my thanks in this way. More power to you!

Sincerely,  
Your pupil,  
Arthur Kistner.

# The Xaverian News

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## CO-OPERATION.

The spirit of Mr. Mulford's message to our soldiers and sailors—a spirit heartily subscribed to by the rest of the faculty—is indicative of the relation that the Department of Commerce endeavors to build up between the students and faculty, and especially among the students themselves.

We all agree that we are our brothers' keepers. We are giving our time and expending our money in an endeavor to pave the way for the things we see before us; but if we are real St. X. men our interest doesn't begin and end with ourselves. John Jones and Jim Smith must be included in our scheme, too, if we are to realize the best that our attendance here makes possible.

How can a co-operative spirit be of practical benefit to our students? Suppose you hear of a good opportunity, a vacancy, which for some reason you can not accept. Tell the Regent or the Secretary or Jones or Smith about it. Pass it on. There is always at hand a list of men who are anxious to better themselves, and they will assuredly appreciate a helping hand.

In this and other ways the school looks to you. You are the school. Be a booster! Let St. Xavier be a live, interesting part of your present order. She is doing much for you; do something for her and your fellows whenever you have the chance.

## A RED-BLOODED CLASS

Lively Doings of the Ad-Sales Boys in Arctic Days.

Neither the icy breath of old Jack Frost in his below-zero arctic revels nor the back-wash of the gorge-caused false flood in the Ohio has chilled the

ardor or dampened the enthusiasm of the red-blooded students of the Ad Sales Class. Uncle Sam continues his call upon the Xaverians and several more have dropped out to enter government service, sending the cheerful and gratifying word, "After the war is over we are coming back."

Although coal shortage and the usual Yuletide holidays reduced the January sessions to two, the pair that were omitted will be added to the evenings at the close of the course. One of the ever-faithful members is sadly missed. J. F. Hess is still ill. Class greetings were sent to him and to Thomas J. Brady, who underwent an operation at the Jewish Hospital.

Benjamin Franklin Sexton, Sales Manager of Chas. W. Breneman Co., was the star of the January lecture course. His talk was inspirational; filled with illustrations drawn from successes of men who have risen from the ranks; men whose knowledge of life and business has been acquired in the crucible of experience.

The class instructor, Ren Mulford, Jr., was heard on the other evenings. His last January talk was on the timely subject, "Advertising in War Times," and the February class inaugural was marked by the presentation of a paper on "Personality in Form Letters," backed up by many letters that had "made good"—practical examples of the subject of study.

The once-a-week talks by members of the class have proved tremendously popular and a reliable help in giving the speakers self-confidence, which is an essential asset of successful salesmanship.

Robert Bowman, of the Fifth-Third National Bank, gave a most interesting outline of "The Work of the Clearing House." J. George Ege, of the Kroger Grocery and Baking Company, gave an insight into the magnificent machinery of that successful chain of stores which have done so much to make Cincinnati the cheapest city on the continent in which to enjoy life and good provender. President C. D. Hogan's absence on one evening gave the new Vice President, C. E. Hopkins, of Albert W. Sebald & Co., opportunity to preside at the class preliminary. C. Jack Curran, of the Printing Machinery Company, is listed for the next class talk.

A recent souvenir came from Chicago with compliments of Robert C. Fay, of the Chicago Paper Company. Each student secured a copy of the Long Flier, the house organ of the Chicago concern, which had heard of St. Xavier's Ad-Sales Class through the good offices of a former member—George S. Long.

During the next few weeks, among the experts scheduled to speak to the class are Arthur P. Lounsbury, Gordon E. Small, Joseph Schmidt and Ben Roth.

## Bon Mots & What Nots

BY H. L. LUNE

### Misnomer.

A reporter calls the destruction of the Princess a disaster. Oh, well—maybe he never had to ride on the Princess.

### The Exception.

O'Dowd—"Fright, isn't it, how everything's going up?"

Ege—"Not everything. Pens, ink and paper are still stationery, you know."

### Right.

With war, investigations, floods, gorges, fires, explosions, ice, coal shortage, mid-year exams, changed schedules, second semester tuition, the Traction Company and Heringhaus' mustache on our mind, we're beginning to believe that every silver lining has a cloud.

### Vurr' true!

Speaking of public nuisances, the government's order to maintain Sunday schedules on Monday wasn't necessary for our Traction Company. They have a Sunday schedule every day.

### SAD!

In the parlor there were three,  
He, the little lamp, and she;  
There's a company, no doubt,  
So the little lamp went out.

—Literary Digest.

In the parlor now are two—

She, and father, mad clear through,  
"He" stayed overline, no doubt,  
So pa came down and put him out.

### Not So Bad As It Used To Was.

Don't you mind, girls! Go right ahead and powder your noses in public if you want to. Remember, your grandmothers used to smoke pipes.

## INTERESTING BOOKLET

A very presentable and interesting booklet, entitled "Cincinnati Sees It Through," has been compiled by Mr. Felix Koch, former lecturer in Journalism at St. Xavier. The publication is in the form of a number of photographs, 319 in all, depicting every phase of Cincinnati's part in the great war. Photos of the camps, the drills, the posters, the Home Guards—of everything, in fact, in which Cincinnati people were engaged—are included. Several present and former Xaverites appear in the views.

The booklet may be obtained from the Secretary.

## I DON'T—DO YOU?

I've been asked  
To write something  
For The News.  
Goodness knows,  
I don't know  
What I am writing about;  
But I do know  
I don't know  
What I'm doing.  
Do you?  
I know  
I ought to say  
Something  
And know what I'm saying  
And have an aim  
At a certain  
Thing  
And say it.  
But the trouble is  
What to say.  
I know I know  
All about aims  
And names.  
So,  
Names being names  
And aims being aims,  
I'll aim at this  
And say,  
"A man with an aim will  
Sooner or later be a  
Man with a name."  
I know that  
I wanted to say  
Just that  
And no more.  
I had that aim.  
But the name?  
If aims  
Give Names  
And I had an aim  
To say something  
And said it  
I guess I've  
Got a name—  
TO GET.

## ACCOUNTANTS, NOTICE

On being asked by a News reporter to compile a list of the best reference books for the Accounting classes, Mr. Brendel suggested the following:

- Author, Title and Purpose—  
Sprague, "Philosophy of Accounts," general theory.  
Hatfield, "Principles of Accounting," partnerships.  
Lisle, "Principles of Accounting," definitions.  
Dickinson, "Accounting, Procedure and Practice," repairs, renewals and plant charges.  
Esquerre, "Applied Theory of Accounts," general theory and practice.  
Montgomery, "Auditing," good will and holding companies.  
Dicksee, "Advance Accounting," general theory.  
Sprague, "Accountancy of Investments," annuities and bonds.  
Bentley, "Science of Accounts," definitions.



## The Personality of Our Flag

America! Lift up your eyes to that Emblem of Liberty floating gladsomely in the breezes and ask yourself the question of its meaning.

That Flag—the origination of a thrifty colonial lady—speaks wonders to one who knows it. It is like an old friend, who is loved and revered because he is understood.

Let us ask ourselves why we love and revere that mere piece of bunting; why we thrill at sight of its rippling folds. There is something connected with that grand old Flag that stirs the very heart within us. Not only for the boys in khaki who brave the horrors of battle is the Flag inspirational. We of civilian pursuits are privileged to know as well as they the fullest meaning of our banner.

Our Flag is the emblem of a free people, a standard of liberty. Those stars, standing out sharply against the blue field, mean world enlightenment; those stripes, the glorious efforts of our forefathers, staunch in their belief of freedom. Today it stands out before the world as the leader of humanity and the hope of oppressed nations.

We are more than proud of it. Our hearts are wrapped tenderly within its folds. May the Master of Nations grant that it never cease to wave 'o'er the land of the free and the home of the brave."

## COAL SHORTAGE

This Department has been manfully doing its bit for the cause during the past month by adapting itself to a rather disorganized schedule. All Wednesday and Friday classes were canceled during the week of January 14, and Monday and Wednesday classes have since been held on Tuesday and Thursday.

The fuel situation at the College has been acute, as it has been at all institutions, and no classes in any of the departments have been held on Monday or Wednesday since the publication of the Garfield fuel order. The meeting of the Social League scheduled for January 25, at which Senator O'Brien was to have appeared, has been indefinitely postponed. The faculty regret that this action was necessary, but under the circumstances it was imperative.

## QUESTIONNAIRE RESULTS.

One of the most striking bits of information derived from the recently distributed Student Questionnaire was the fact that in the vast majority of cases the student had enrolled as a result of the representations of other students, or others interested in the school. This bears out the statement that the Department of Commerce is best advertised by the high-calibered student body that comprises it and the good it effects for them.

Various and interesting reasons are given in answer to Question 4: "What prompted you to choose St. Xavier?" Among them were: "Knowledge of its excellent service," "Experienced instructors," "High standard of efficiency, known throughout the city," "My own free will," "Its reputation" (7), "Interest shown by the school," "Personal knowledge of the success of its students," "Fine business course offered," "The evident superiority over the other two schools," "Its sincerity."

One man wrote: "Your pamphlets closed the deal. They were great." Another attends as a result of "Father Finn's reputation as a writer."

The Questionnaires resulted in the obtaining of much useful information that will be used in the further betterment of the school.

## Never You Mind

Never you mind if those grow cold  
Who owe you the sweetest smile;  
Never you mind if they pass you by  
And neglect you for a while.

Never you mind if people forget  
The good things you have done;  
Never you mind if they do not know  
Of the battles you have won.

'Tis the way of the world to remember  
best.

The things you have failed to do,  
But never you mind—just laugh and  
go on,  
And be faithful your whole life  
through.

## SPLENDID VICTORY—Continued.

our students to serve their government in their best capacity.

In the name of the faculty and students of the Department of Commerce, the News extends heartiest congratulations to the successful men. Their success is the success of the school. May they acquit themselves with even greater honors in the larger fields to which their duty to their country has called them.