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The Xaverian News

Published by The Social League of the Department of Commerce

St. Xavier College

VOL. III

CINCINNATI, MARCH, 1918

NO. 6

A LOOK AHEAD

Stars in the Course of Ad-Sales Class.

The class in Advertising and Salesmanship has rounded into the last half of the school year. A splendid program of activities lies ahead. March will witness the round up of a number of experts who will talk on subjects which are close to the students heart. February's sessions were enlivened by the brief talks of the members of the class. These form a part of each week's prelude—a practical round in the battle for self-confidence. Louis Favret, who runs in from Owensville every class night, talked on "The Man Behind the Counter." It was a rapid fire picture of the modern salesman, replete with epigrams. "A merchant is known by the clerks he keeps," was one gem of thought.

On another evening three of the boys were heard. C. E. Hopkins took for his subject "Life Insurance as a Good Investment." He proved his case. Norton Herget told of a lighting system that has revolutionized farm life. Then Ray Hobson spoke on "The Knowing How of Selling Automobiles."

The class teacher, Ren Mulford, Jr., presented several papers during the month. In "Life's Bargains" he traced advertising back to biblical times and showed that the first real estate deal was advertised in Ruth. Souvenir proofs—Times-Star settings after the department store make-up—were distributed.

"The Selling of Insurance" was another paper read, and the last of the sessions of the short month was remarked by a unique introduction to over one hundred more or less famous "Girls of Ad-land." Commenting on this incident of pictorially meeting many of the beauties of the magazines, the Commercial Tribune created many a laugh by the headline "Gosh! Let's Go!"

Among the coming assignments of stars in the course are the following: March 1, A. P. Lounsbury, "Secrets of Success in Salesmanship;" March 8, Oscar Broker of the Barnes-Crosby Co., "The Place of Art in Good Advertising;" March 15, Harry Greife, of the Williamson Heater Co., and

SOCIAL LEAGUE

Resumes Sessions

SENATOR O'BRIEN

To Be Heard at Next Meeting.

Old Boreas seems finally to have released his icy grip on our fair city and the air is beginning to fill with the voices of balmy spring. The weather man and the coal man have executed a right about and are as pleasant now as they were disagreeable before.

Relying on their promises and the indication that things may be planned a few days ahead with no fear of being frozen in their execution, the Social League will resume its regular monthly meetings on Friday evening, March 1st.

Senator Robert O'Brien, whose oratory and inexhaustible fund of humor have received notice in these pages once before, will be the speaker of the evening, and a typical address may be expected. The usual order of business will prevail.

For the remaining sessions, President Hittner has several top-notch programs under consideration. One of them will consist of the showing of the movie, "Busy Ohio," produced by the Ohio State Board of Commerce as an educational feature of its work. This is a film depicting various typical industries in Ohio, to show what business really means to the state. A lecturer explains the pictures as they are shown. The presentation of this extraordinary feature has been arranged for the evening of March 22. Each student may invite two guests.

Local talent will be used for one evening, when the Public Speaking Class will debate some pertinent question of public interest. Fuller notice of this program will be announced later.

editor of "The Underteed News," "How To Get Out a House Organ;" March 22, Gordon E. Small, of Advertising Service, "The Mode of Selling Direct by Mail;" March 29, "Does Bank Advertising Pay?" and talk by Oscar Reivert, of the Citizens' Bank of Newport, Kentucky; April 5, Melville Snowden, of Ph. Morton System, "Outdoor Advertising;" April 12, Ben Roth, "The Resistless Appeal of the Advertising Novelty."

NO FLASH IN PAN

Was Victory of the Xavier Accountants.

In the last issue of the News was the report of the splendid success of three Xavierites in a public competition for Army Accountants. That the men won on their merits is indicated by letters from Ben Segal, published elsewhere in this number, announcing the continued climb of the victors.

Arriving at Fort Slocum, New York, they were put into barracks with 97 other accountants, degree and college men, the pick of the four hundred in the camp. From here, the fortunate hundred—including, of course, the three St. Xavier boys—have been moved to Detroit for special training before being permanently assigned.

Again the News congratulates you, Sons of St. Xavier! May you continue to possess the success you so truly deserve!

KEY TO EFFICIENCY

"One thing at a time, everything in order, on time, and to the best of your ability."

There in seventeen words is the basis for innumerable sermons the foundation for reams of good advice, and the key to efficiency and success.

The writer has recently perused the pages of a "Personal Efficiency" course, calculated to bring his ability to do things up to its maximum possibility. The lessons are built up from a thorough study of the capacity of man and his pet weaknesses. Detail after detail is enumerated, and a thousand and one ways are shown by which time may be saved and more work may be done more effectively.

But when the last page had been turned and a resume taken of the hundreds of pages that had gone before, it was found that the whole might be condensed into:

"One thing at a time, everything in order, on time, and to the best of your ability."

PASTE THOSE WORDS IN YOUR HAT.

CAMP NEWS

Across the Creek.

Somewhere in France,
January 23, 1918.

The Social League,
St. Xavier College,
Cincinnati, O.

Dear Fellow Members:—

Received your letter dated December 19th expressing the Yuletide spirit of the boys to me here in France and sure appreciated it, although it did not reach me until today.

As you well know, I have now been in France for over five months, and during my stay here have seen some wonderful sights and have had some wonderful experiences.

I will endeavor to give you a short story of what I have been doing since coming to this country.

I was located in Paris for nearly three months, and while there handled many different branches of the office and also saw everything of interest to be seen in that wonderful city. Last November I was transferred to the town in which I am now located and upon my arrival here was immediately sent to a French hospital for treatment, as I had a touch of pneumonia and an attack of bronchitis. Upon being dismissed from the hospital after a twenty-day stay I was assigned to duty with the Salvage Depot as Chief Clerk, and last week was transferred from that position to the Post Quartermaster's office here and assigned as chief clerk. I am making good use of the knowledge which I obtained while attending Night College in my present position. The work is very interesting, as I get to see everything that goes on in the office and in some cases am asked to pass my judgment. A French girl is to be assigned to me shortly as stenographer so that I will be able to handle a great deal of minor matters and will therefore not have to bother the Major everytime somebody comes in.

From some of the letters I have been receiving from friends of mine in Cincinnati I see that several St. Xavier boys have received commissions in the different branches of the service, and I sure do wish them success. If I can hold down the position I now have I am going to try for a commission myself in a month or so.

This is about as much news as I can give, as the censorship regulations over here are very strict. I might state though that the buildings over here are all very old and most of them built of stone. Most of the streets are also very narrow.

Wishing all the boys success in their studies and with special congratulations to the graduating class and Faculty, I remain,

Fraternally,

W. E. TASKE.

Sgt. 1st Cl. W. E. Taske, Q. M. C. N. A.,
c/o Post Quartermaster, A. P. O.
717.

Amexforces, France.

* * *

A Card.

Dear Father Reiner:

I am spending and enjoying my holidays over here.

This is indeed a remarkable and interesting country. It is intensively cultivated and everything is in beautiful array.

I am engaged in clerical work and get a fair amount to do. Have met George Saffin, one of St. X.'s boys. I am still at the same station.

With best wishes to you and dear old St. X.

Sincerely,

LAWRENCE M. HEITZ,
Ordnance Sergeant.

* * *

Measles.

February 8, 1918.

Dear Father Reiner:—

Sh. Wait a minute; now wait a minute. I know I'm slow in getting this letter to you—but here's the dope:

Due to my being away from camp it was two weeks after your letter was mailed before I received it. Then, after five days, along came the measles, and, unsolicited, they "camped" with me—another seventeen days gone. Being quarantined during this time, it was impossible for me to "slip a note" to you, so here it is February—but better late than never.

It is certainly a great consolation to know that the "old timers" are with you in spirit, and there's no need of my "tryin'" to explain to you in this brief note my thankfulness. Many a night have I thought of those good old days—especially with the Ad Class and the Social League gatherings—weren't they fine? and my, the "pep"!

Thanking you most sincerely for your kindness, and asking you to remember me to my good friends near you, and with St. X. always in mind, I am,

Very truly yours,

JOHN F. GLASER.

* * *

From the Victorious Accountants.

Ft. Slocum, N. Y.
February 16, 1918.

My Dear Father Reiner:—

We have been here ten days now and have grown fairly well acquainted with our surroundings and

camp life. We have received our complete uniforms and have five hours of drill every day. We expect to receive our permanent assignments soon.

There are, all told, five hundred accountants and clerks here coming from nearly all states east of the Mississippi and north of the Ohio. They have us placed in four barracks of one hundred each. Messrs. Taske, Hageman and myself are all in the same barracks. Our commanding officer has informed us that the men placed in our barracks were the pick of the crowd, and will receive the best assignments. His statement is borne out by the fact that all the C. P. A.'s and college men were placed in our barracks.

I am not aware as yet of the nature of the assignment I will receive but whatever it will be I will always feel that it is in a great measure due to the excellent training I received at St. Xavier.

I certainly regret being unable to complete my term at school. While I am anxious to receive my diploma as soon as possible, I will, if necessary, take up the class in Transportation when the war is over in order to complete my full college credits.

I would like to receive the Xavian News regularly in order to keep in touch with what is going on at old St. Xavier.

Cordially and sincerely yours,

BEN SEGAL.

* * *

Now See Where They've Gone!

Fort Slocum, N. Y.

February 23, 1918.

My Dear Father Reiner:—

You will probably be interested to learn that we leave for Detroit tomorrow morning. A barracks at the Ford Motor Company plant has been erected for us and I believe we will receive some training at the Ford plant before starting to work. It should prove very good training and experience.

Only one hundred of us are going, they being the hundred I had mentioned in my previous letter. Messrs. Taske and Hageman will be with me on the trip.

Through the kindness of Mr. Heringhaus I expect to keep in touch with the current studies at St. X.

Upon my arrival in Detroit I will forward my address there. Messrs. Hageman and Taske send their best regards. I beg you to accept my most sincere thanks and appreciation for what you have done for me.

Cordially and sincerely yours,

BEN SEGAL.

The Xaverian News

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RESOLUTIONS

Resolutions are the easiest things in the world to make, and almost as easy to break. They're much in evidence at the beginning of any undertaking; but the process of elimination begins almost simultaneously. It is the mark of the real man to be able to point to his good intentions that have been fulfilled when his work is finished.

The power of making the right decision indicates no extraordinary ability. Successful beginnings are common. The true test of true worth lies in the power of will to make the right decision effective, the power of sticking to that decision when once it has been made.

Half the school year is past. In September the class rooms were filled with a spirit of endeavor, purpose and right decision. The classes were eager to better themselves, to fit themselves for the ever insistent demand from the business world for trained men. They were filled with good resolutions.

Time then stepped in and began the work of elimination. Fortunately the weeding out has been negligible, excepting the men who have answered the call to Government service. But there have been some examples of good resolutions broken.

We who remain may congratulate ourselves. We are proving that ours is the ability not only to make the right decision, but to stick to it. Everything worth while under the sun must be fought and struggled for, and the key to phenomenal success is nothing more than phenomenal ability to work hard and persistently.

It is almost as bad never to have entered the race as to be a quitter. Once having made sure of your path, stick to it, follow it doggedly, pursue it tirelessly, and you will be surprised to see the sign posts of success appearing and becoming more numerous as you go on. Make your decision. Then stick to it "if it takes all summer"—or a lifetime.

MR. O'MEARA Visitor at College.

A most cordial welcome was accorded Mr. O'Meara, instructor in Public Speaking, last Saturday afternoon when he called at the College after an absence of many weeks due to a protracted siege of illness. A more pleasant surprise for the Faculty could hardly be imagined. Mr. O'Meara is now well on the way to perfect health, and will soon be able to take up his regular duties. He is very anxious to meet the members of the Social League in order to express to them his high appreciation of their kind thoughtfulness of him during his sickness.

ECHOES FROM THE CLASSES

Accounting III.

The end is in sight for the Seniors. Three years ago, when we were mere Freshies, the distance to the top seemed a long way off, but now caps and gowns stare us in the face and the time when we shall say "Vale" to old St. X. is approaching swiftly.

A fitting climax to our excellent course is being provided in the lectures of our instructor, Mr. Biggs. A man of wide and varied experience, he is able to show us the way to apply in a practical manner the principles we have learnt in the last two years. As we go on, the intricacies of corporate business procedure especially, which appeared so unintelligible in the beginning, become more clarified; and from the general view we are taking of every enterprise we believe we are coming constantly closer to the time when we can call ourselves Expert Accountants.

The new text-book on Auditing promises to be of immense advantage to us not only as students, but also as practitioners. It will serve as an excellent reference work.

Reports from our old classmates, Hageman and Segal indicate that they are already climbing. They expect commissions in a short time. The class of '18 wish them the best of luck. We're sure that they will uphold the honor of St. X. and be typical examples of the good work she is accomplishing.

Al. Heringhaus.

Accounting II.

The students in this class are well along in the work prescribed for them, considering the difficulties during the past two months due to the weather conditions and the fuel administra-

tor's order regarding heatless days. With good fortune and hard work we are going to make up for this in the second semester. The class has decreased in number, due to the fact that more of the boys have answered their country's call. Also, a number of the fellows hold positions which keep them away from the city a great part of the time. One of Uncle Sam's latest recruits is Frank Favret, who has joined the Aviation Section.

With the able assistance of our instructor, Mr. Crane, whose interpretations of the problems makes it easy for the students to follow and understand them, we are on the way to make the best showing of any second year class in the history of the school. Keep your eye on us, brother, and watch our smoke.

Ed. Buescher.

Accounting I.

The months have come and gone and left the Freshman class practically intact. A number of men have left for war service, but with these exceptions we have much the same personnel that we started with.

The work we have done has been pleasant at all times and has well repaid us for the time and concentration it demanded. Mere "bookkeeping" seems now a part of the almost forgotten past, and we know we're nearly one lap around in the race for the title of Accountant.

Due credit for our success must be attributed to our ever-enthusiastic professor, Mr. Brendel. His energy and interest are contagious and under his vigorous guidance we "feel" our subject as well as listen to it.

Robt. Dalton.

Traffic Management.

"How much we don't know about railroads" might be the name of this class as well as Traffic Management. It has been the writer's experience that he never realizes how little he knows about anything (if) he starts to study it. This was true of Transportation. A slight perusal of the subject indicated that there is infinitely more to it than bills of lading and claims.

Mr. Kilgariff makes the topic very clear. His long experience with the Southern System has given him a vast fund of information concerning every detail of the game and his simple and effective methods of presentation remove all the mystery heretofore surrounding the technical phases. We look forward to a pleasant and profitable course.

Joe. Ahlers.

Cost Accounting.

I guess we're not so wise after all. When a fellow gets to be a Junior or a Senior he's likely to think that he knows quite a bit. I did. And my little bark of self-esteem sailed jauntily along on a sea of confidence till it struck the direful rock of Costs. Then it went to pieces. I marched into the first class with plenty of belief in my knowledge and \$6.50 worth of books. At 9:30 I had brain fog and the realization that there's still plenty of things in the world I don't know.

The fact that a proper system cuts down overhead and plugs up leaks isn't surprising. If it wasn't worth a lot after being mastered, nobody would ever study it.

However, there's one consoling certainty. No one is better fitted than Mr. Crane to teach the subject, as he is a recognized Cost expert and has handled some of the biggest cases in this locality. No doubt like everything else that's worth while, and therefore difficult, the retrospect will be much more pleasant than the prospect.

Norbert Berning.

* * *

Political Economy.

A former student is the authority for the following. It happens that this ex-student and an acquaintance of his are rather outspoken as to the merits of their respective political faiths, and they never hesitate to remind each other of these merits.

On his way to school one evening the ex-student was asked by his acquaintance what subject he had for the evening. "Political Economy," he replied. The acquaintance, not overly intelligent, proceeded to elucidate. "This teaching of political economy is quite unnecessary. We're having too darn much of it now. Why, just last night I read that the Democratic Party proposes to cut the salaries of election clerks to half of what they are now."

Wm. Huster.

* * *

Law I.

The First Year Law Class has just completed a very interesting and instructive session on Contracts, culminating with an examination on Tuesday evening, February 26th. The success of this session, in a great measure, is due to the ability of Professor Conway. As a propounder of contracts, he is par excellence. From Definition to the Discharge of Contracts he has ranged with the greatest of ease, arguing or explaining as circumstances presented to the satisfac-

tion of everybody and his vivid portraits of the different phases of the law relating to contracts has held the entire class thoroughly interested at all times.

In return, the First Year Law students, I believe, have responded admirably. Eager to overcome the knotty problems relating to Contracts, their attendance has been of the best and application all that could be desired. As a result, the keenest of interest has been in evidence at all times, the session terminating with great advantage to both Professor and pupils.

Mr. Conway carries with him the best wishes and hearty co-operation of his present students, and I am sure that these kindly sentiments are returned by him. It is also to be hoped, now that the class is entering upon the second lap, that none will give up the race and admit defeat. Let us continue as we have done so far, and show to everybody that the First Year Law Class are sure comers. Now that the balmy days—or nights—of spring are approaching, thereby making it a degree harder to turn out, let us remember that we are but now paying the price and that the reward is sure to come. With this always before us, we cannot help but come through with colors flying and be a credit to both our school and ourselves.

Clarence Neubauer.

* * *

Public Speaking.

A few weeks ago the Public Speaking Class decided to form a society that they might become better acquainted with the fundamentals of parliamentary law and practice. A committee was appointed to frame a constitution. The constitution was duly drawn, adopted and the Public Speaking Society of St. X. Department of Commerce came into being under the guiding hand of President Ed. O'Dowd.

Mr. Hittner, the able President of the Social League, was chosen Vice-President; Mr. Moriarity was elected Secretary-Treasurer, while Messrs. Harget and Anthony assumed the office of Sergeant-at-arms.

Debates form a regular part of each evening's program, together with speeches on various topics. Great enthusiasm is being shown and it appears that these new features will prove a success.

Several members of other classes have been in session with the class the last few evenings and have expressed their interest in the work done. They were welcome and always will be.

Ed. Anthony.

Business English II.

Now that the pre-examination expectancy, which is really not pleasant, has given way to the certainty of what we know and what we don't know, we can go ahead with a bit more confidence.

The progress of this class has been truly remarkable. In September, we were, I suppose, diamonds in the rough—but very rough. In the months that ensued, hard and persistent effort gradually wore away the inaccuracies and crudities of our composition until now we can fairly see our way to the possession of correct and forceful English.

The change from Wednesday to Tuesday evenings necessitated the withdrawal of one of our most valued members, Charles Hogan. Hogan has been bitten by the military bug and attends N. C. O. school three times a week.

J. G. Ege.

* * *

Business English I.

For four months did our boat glide through the deep, green, tranquil waters with majestic grace. But suddenly the serenity of the skies faded into ominous darkness, the tranquility of the waters was disturbed and the whining of the wind could only be an omen of impending danger. The ship is in heavy labor; she is creaking and groaning, and her engines are whirling in a terrific, mad race. The storm without is howling and the mighty ocean is heaving in impotent rage, while the towering waves reach greedily out to seize our craft.

The crisis has come. Will she hold out? Can she successfully defy the elements? Alas! We must take to the boats. Each man must ply his own oar, seek his own safety. For two hours the struggle continues, but finally, exhausted, we reach the shore.

Some few seem not to be the worse off for the experience; others barely succeeded in reaching the harbor of safety. After a week's uncertainty, fate again smiled propitiously down upon us. We have passed successfully through our mid-year exams.

We regret the loss to the class of one of our most earnest students, Mr. Henry Holtmeyer. He has accepted a position with a Chicago printing house. We wish him the success he deserves.

Theo. Vogt.

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