Xavier University Newswire

Xavier University (Cincinnati, Ohio)

Follow this and additional works at: https://www.exhibit.xavier.edu/student_newspaper

Part of the Higher Education Commons, and the History Commons

Recommended Citation
Xavier University (Cincinnati, Ohio), "Xavier University Newswire" (1916). All Xavier Student Newspapers. 3.
https://www.exhibit.xavier.edu/student_newspaper/3

This Book is brought to you for free and open access by the Xavier Student Newspapers at Exhibit. It has been accepted for inclusion in All Xavier Student Newspapers by an authorized administrator of Exhibit. For more information, please contact exhibit@xavier.edu.
BIG NIGHT!

The Social League Announces Annual Reception

The Reception Committee of the Social League is busy arranging details of the annual reception of the night classes, scheduled for Tuesday evening, February 26th. The affair will be held in the beautiful home of Elder Council, K. O. C. Woodburn and McMillan, and the Grand Dansant Orchestra will furnish the music for the occasion. The dance hall in Elder Council is one of the finest in this section of the country, and, from the enthusiasm displayed at this early date the annual reception this season will far outclass previous events of this nature. The committee consists of Oscar H. Brooker, chairman; W. C. Brown, William O'Day, Charles McDonald, Charles Hogan.

MAYOR PUCHTA

Gives Address Before Social League—Get-Together Meeting of Advertising and Journalism Class.

Mayor Puchta, then mayor-elect, delivered an address on “Salesmanship” before the largest body of students who ever attended a Social League meeting on Wednesday evening, December 15, 1915. He gave a splendid talk, based on substantial fact taken from the school of experience. While not marked by any flowery or oratorical flights in rhetoric, many of his points were cleverly illustrated by little incidents. His closing words were strong and full of meaning when he advised his audience that “the keynote to success was to work; work hard, and intelligently.”

The meeting was preceded by a joint session of the classes in Advertising and Journalism. Mr. Blakely spoke on “The After Effects of the European War,” and Mr. Malford told of some of his newspaper “scoops.”

REVERIE OF A ROSE.

My mother, dear,
There gleams a tear;
A song enthrills my heart;
Thy loving eyes,
Play harmonies,
Thy smile the heart-strings part!

The leaves soft sway.
To me display
That rare old flower, My Rose;
With thy tender lips,
Enfold our hearts,
Until the Judgment Book doth close!

The leaves, the thorn,
They both adorn,
The thorns were granted thee;
To give in life
Of cunning abuse,
A soul’s protector!

Oh, fair flower bloom.
Breathe thy perfume,
A prayer to Him above,
Who gave to me
Of love itself to love!

At final hour
When from life’s bower,
Thy God shall gather thee,
Thy faded leaves,
Shall scent the breeze,
My life’s sweet Rosary.

FRANK C. CLOUD.

Jn Journalism Class of ’16.

ALL YOUR FRIENDS WILL BE THERE.

Wednesday, January 26, will be “Xavier Day” at the Hotel Sinton. On the afternoon and evening of that date the Young Men’s Society of St. Xavier Church will hold a concert, a hundred and seventy-five in number, and direct the Diamond Jubilee Band of the college. This event will be, in reality, a Xavier reunion. The slogan “All your friends will be there!” is a truthful advertising statement that carries the spirit of the entertainment of January 26. The Sinton will be a good place to congregate after the night classes are over.

ALUMNI ASSOCIATION

Of St. Xavier College of Commerce, Accounts and Finance and College of Advertising, Salesmanship and Journalism.

The meeting of the Alumni Association of the St. Xavier College of Commerce, Accounts and Finance and College of Advertising and Journalism on Monday evening, when the annual election was held, was one of the most enjoyable since the college was organized. The election was characterized by all the enthusiasm attendant upon the old-time battles at the polls, with campaign speeches, electioneering and all the other activities, and it proved a most interesting contest between the Red and Blue tickets, each getting two candidates. The Red ticket captured the presidency and vice presidency, A. Brandt and F. J. Crane, respectively being chosen; and the Blue ticket was successful in getting the secretary and treasurer, Joseph Buchhiller and Edward Gangep, being the candidates. Edward McCrathy, the choice of both tickets, was elected historian.

This Alumni Association is made up of the right fellows and they have at heart the advancement of the students who come after them. In fact, many of the present students have been encouraged in more than one way by this Alumni Association. May all happiness attend these brave and generous alumni.

MR. JOS. SCHMIDT GIVES TALK.

A joint meeting of the classes in Advertising and Salesmanship and Journalism was held on the evening of January 12, at which the speaker was Joe Schmidt, Advertising Manager of the Mabley & Carew Co. His subject, “The Advertising Manager,” was well covered with his own experiences.

Those who had the opportunity to be present appreciated the valuable information received from Mr. Schmidt’s address and all expressed their sincere thanks.
RESOLUTIONS OF CONDOLENCE

Of St. Xavier College Faculty and Students on the Death of Mr. Dennis F. Cash.

The President, Faculty and Students of St. Xavier College and of the College of Commerce, Accounts and Finance, Journalism, Advertising and Salesmanship, unite in expression of sincere grief over the death of Dennis F. Cash, and to the great work he undertook and accomplished in the cause of religion, morality and education. Untainted with ambition he filled the important public positions to which he was called with the one object of the public good in view. Realizing in the fullest degree the accountability to his Maker in all things, he realized his accountability to the public served by him and ever held duty above personal advancement.

In private life, in his home, in his school and college days, as an alumnus of St. Xavier and as one of its faculty, he was ever to be respected and honored. His life was an example to be followed. In public life he was fearless in the discharge of his duties. In private life he was kindly and courteous, affectionate and considerate. His words came from the heart and charity was ever present with him.

Condolences are feared as he walked through life without remonstrance to his heart and with nothing further from him than compromise with in justice. Of impressive manner, earnest and sincere in all things, he neither sought the applause of the world nor avoided his high-minded purpose for the advancement of the eyes spoke honest arguments, for all who met them knew that their expression of integrity was unquestionable. Of great abilities, he was of modest demeanor, of thorough and classic education, he was ever respectful to the opinions of those he was educated. His self-respect and yielding nothing of principle in the battle of life.

His loss is not alone to his home, his Alma Mater or his city. The loss is to the entire community, to the state and to good citizenship. He was clean of heart; he was patient. He had Faith, he had Hope and he had Charity. His life was an example to all of us and to each one of us. We mourn his death and to his bereaved all of us and to each one of us. We had Faith, he had Hope and he had clean of heart; he was patient. He is to the entire community, to the college and college days, as an alumnus and to the faculty, he was ever to be respected and honored.

The President and Faculty of St. Xavier College and of the College of Commerce, Accounts and Finance, Journalism, Advertising and Salesmanship pay from the heart to the memory of Dennis F. Cash and inscribe it on the records of the College as an enduring memorial.

O UR ESTEEMED LECTURERS AND SOCIAL LEAGUE MEETINGS.

Since our last issue we have been honored by a number of prominent men, all well versed in the newspaper business or in advertising or blessed with valuable experience in salesmanship.

To our Honorable Mayor, George Puchta, we express our thanks in another column. Mr. J. R. Tamlin, of the Times-Star, on "Round and About With an Advertising Solicitor," and Geo. Kijszweski, of the Commercial Tribune, gave electrifying addresses before the Christmas vacation.

Mr. Mayer Lesser, President of the Blaine Thompson Co., selected for his subject "Mail Order Advertising." His data on the cost of magazine advertising was very enlightening. This latter subject might well be treated in a short paper for the Xaverian News. Mr. Paul Connally expatiated on a very important phase of advertising, viz., "The Legal Liabilities of Advertising Claims."

Besides Mr. Puchta, who spoke in the December meeting of the Social League, Mr. Puchta, in the January meeting of the Social League, January 12. The subject was treated in a thorough, interesting and practical manner. The President of the College, Rev. F. Heiermann, S. J., expressed his thanks to Mr. Puchta for the excellent paper, as it made the young men public-spirited in the proper sense of the word.

Not only the students of this class in Journalism and Advertising, who are former scholars of the proper sense of the word, but all the students and especially the members of the Social League express their gratifying sentiments to all the lecturers, not forgetting our active professor and friend, Mr. Ben McNeil, Jr., with whose forethought escapes the services of those prominent men.

In the Social League meetings the addresses of Dr. George Puchta and Mr. Andrew Poppa furnished the intellectual food. Refreshment and jollity with songs by the Da Red Bata, Mr. R. K. Hinckley, and humor to the circle of friends who remained a good while after the lecture. Some more entertainment and addresses are eagerly welcomed by all.

"The school of journalism will be a necessity in the future. Newspapers, like other fields of labor, are demanding trained men, and the supply of trained men is limited."—President W. O. Hammer, N. C. Press Asem.

Mr. Joseph O'Meara

Kindly consented to teach Public Speaking. He teaches every Sunday morning from 10:30 to 12. The number of students surpasses the highest expectations. His Sunday morning lesson is a great treat.
**THE XAVIERIAN NEWS**

**SUBSCRIPTION.** fifty cents in advance. Advertising rates on application.

**THE STAFF.**

Herbert A. Nieman, Editor-in-Chief.

J. A. Beck, Exchange Editor.

**ASSOCIATE EDITORS.**


**THE REPORTER'S PREPARATION.**

Live on sawdust! for a month; hire a prizefighter to give you a handsome beating every morning before sun-up; walk the streets ten hours in carpet slippers which you have previously filled with pebbles; borrow an accommodating boiler-factory, and dicate 5,000 words of immoral epics and comics in the space of fifteen minutes to a stenographer deaf to both ears, with one arm paralyzed and the other missing; dive off the dock with the manuscript in your teeth, and swim five miles to the nearest newspaper office; canter in jauntily and inform the city editor, with a seraphic smile and bow, that you have arrived and would begin your day's work.

These directions are merely preparatory. When you have them down due, ask for more explicit instructions to the School of Journalism at Columbia University, New York. In case you don't fancy our directions, you may write the school first—Exchange.

**WE ALL DO!**

The following interesting and decidedly original letter appears in the Bell Ringer, of New York, from Ren Mulf ord, Jr., in charge of the class of Advertising, St. Xavier College, and Advertising Manager of the Procter & Gamble Company:

Kiad Words Come at This Glad Season.

We wish all our morning mail contained things like this:


Gentlemen—On the threshold of the glad and giving season I feel the impulse to write you that The Bell Ringer is as welcome as a home run hit by one of "your own" when the pillows are choked with hayseed browners.

Say hello, please, to Grantland Rice—more power to him—and by the way, it was no less a personage than your H. E. Krehbiel who taught me the art of scoring a ball game. That was back in the time when he was as well filled with bicep lust as with sharpie, flint and sweet harmonies.

Now that this is out of my system I feel better.

Sincerely yours,

REN MULFORD, JR.

So do we.

**ACCOUNTING CLASSES.**

In the beginning of the year the President said to the students of the first year accounting class: "The most important and the most useful of all the branches we teach in this College of Commerce, Accounts and Finance is Accounting. Therefore apply yourself with interest, do your work faithfully and always be up to the minute and to the second. Never be behind time. You can never catch up with the train which left before you reached the depot."

Great credit is due to the three classes in Accounting which are conducted every week for the respective years. The interest is not flagging. This means that there is a lot of steam to keep the engine working. Whilst the students furnish the fuel and keep on "firing away," the greatest praise is due to the instructors, the zealous professors of Accounting Moseley, Cloud, Crano, and Foy, for their labor of work and their genuine and enthusiastic interest in the students' progress.

Under the direction of these inspiring professors the importance of Accounting and especially the dignified work of the Certified Public Accountant becomes more and more attractive, to all those who are gifted with a talent for Accounting and the fine quality of "stick-to-itiveness."

All Ye Accountants and All Ye Interested in Accounting.

Do you watch for and read carefully the Journal of Accounting? It makes its bow to you every month at the Library. It tries to please and attract you by a special "Students' Depart ment." You are encouraged to keep your own copy, own and possess it and profit by it; you can obtain a year's subscription at the students' rate of $2.50 instead of $3.00. That would be money well invested.

Advertisers.

Present and future, printers' ink is your professional organ.

Advertising and Salesmanship is another very attractive publication which presents itself for inspection regularly in the Library. The Cincinnati Ad Club News, the newy and very readable weekly publication of the Advertisers Club of Cincinnati, graces our Library five weeks. More than that hardly ever is without some kind reference to St. Xavier College of Advertising. In the issue of January 3 it is recorded that thirty members of the St. Xavier class in Advertising and Salesmanship matriculated at "Ad Club night" at "It Pays to Advertise," as a compliment to the Club and as a mark of their appreciation for the recent glowing given them at the radio-week luncheon at the Gibson. The delegation was headed by President Oscar E. Smick, Vice President Harry R. Brittwell, Secretary J. A. Balmatster and Treasurer Oscar Remmari. The boys were their classifications and carried a St. Xavier pennant.

Our good loyal friend, Mr. C. S. Clark, is President of the Cincinnati Advertisers Club. Mr. Ren Mulford, Jr., is Chairman of Publicity and Publication Committee.

Law.

The Law classes are continued as usual with interest increased rather than diminished although subjects and teachers have changed. In the first year Mr. Edward J. Kennedy, B. C. '14, is teaching Agency and Partnership to a good-abled and interested class.

Mr. Edward F. McFarland has opened his course in Corporations with his well-known thoroughness which elicits a great deal of response on the part of the students.

In connection with the Chicago meeting of the American Law School Association special attention was given for the first time to Commercial Law. Upon invitation received by the President Hon Judge William A. Geoghegan and Mr. John E. Fitzpatrick represented St. Xavier College at the convention. Further information will be given in the next newspaper.

Mr. Blakely, our esteemed professor of Journalism, is liberally remembered by the college and universities that teach Journalism. Every week a number of news letters and communications from colleges of Journalism are received by the professor and are, of course, a help to the students.

**St. Xavier College Calendar.**

What may be called a good hit to advertising was successfully attempted by the St. Xavier College Calendar. A large illustration of the projected buildings in Avondale is announced as "The Greater St. Xavier College, Cincinnati, Ohio." A bonum to American liberty of education. Education must draw out and develop the intellect, physical, moral and religious abilities of our youth."

A short and neatly arranged description of the different departments of St. Xavier College make up the "Calendar." The calendar was received by many on the first day of January by others a few days later.

Expressions of uniform satisfaction with the calendar were received from all sides.

The calendar introduced itself in the following words:

St. Xavier College, Cincinnati, Ohio, offers most cordial wishes for a successful New Year in this Diamond Jubilee Year to all her friends and well-wishers. St. Xavier College belongs to you.

The College thanks you very sincerely for your active interest and
COMMERCIAL SPANISH.

Two courses in Commercial Spanish, one for advanced students and one for beginners, have been conducted quite successfully since Signor Francisco de Soler. While in other schools soon after an apparently prosperous opening the number of attendants dwindled down or even died out completely, Mr. De Soler has kept one class in its full attendance and has retained the majority of the other class. Not all Cincinnati is aware of the usefulness of Commercial Spanish.

Mercurio, an illustrated Spanish magazine, published in New Orleans, has arrived in our editorial office. Its beautiful illustrations will delight also the students who are not as yet disciples of Mr. Soler.

JUST A FEW OF THEM.

Frank Parker Stockbridge, recently a reporter on the Times-Star, and a "get there" reporter at that, is now managing editor of the New York Evening Mail.

Walter Draper, not so very long ago, was a reporter on the Enquirer. He had no chance to show what he could do, but today he is vice president of the Cincinnati Traction Company and twice was honored with the presidency of the Chamber of Commerce.

W. C. Culkins—"Bill Culkins"—was one of the hustlingest reporters on the Post. Everybody knew him and the other reporters were always on the watch, for Bill was a temper. Today he is secretary-manager of the Cincinnati Chamber of Commerce.

Karl Dehoney, once a reporter on the Cincinnati Post, is now managing editor of the New York Express. He has kept his nose for news, and his news is always interesting and accurate. He is well represented in the class, there being at least eight members from the Bluegrass state.

The doors were closed, only a dim light was burning, an occasional husky whisper broke the silence when lo, in came Mr. Glaser and the storm broke.

Lawrence Westall thinks he has discovered the boy that occasionally adds up "doll" to himself. But the origin of sound is sometimes hard to detect, Lawrence.

Among the other gifts of the New Year were two new students, William Kuntzman and Henry Moorman. Both students lost no time in getting initiated into Part One.

The bookkeeping class is doing better than ever before.

The fact that Mr. Lippert is learning to dance accounts for that tired look.

Paul Connolly gave an excellent talk to the advertising and salesmanship class on "The Law an Aid to Advertising."

Kentucky, the home of Mr. Blakely, is well represented in the class, there being at least eight members from the Bluegrass state.

With not one fellow in the class now growing a mustache, Mr. Centner has volunteered to be the only bearded apostle.

Bank on those Cupley brothers when it comes to putting a business transaction accurately and expeditiously into book-keeping language.

The Xavierian News