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Xavier University Newswire

Xavier University - Cincinnati

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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 29th. The affair will be held in the beautiful home of Elder Council, K. of 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 facts 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 keynotes 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. Mulford told of some of his newspaper “scoops.”

Reverie of a Rose.

My mother, dear,
There gleams a tear,
A song enriths 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 tendril parts.
Enwall our hearts,
Until the Judgment Book both close!

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

Oh, fair flower bloom.
Breathe thy perfume.
A prayer to Him above, Who gave to me
The rare beauty
Of love itself to love:
At final hour
When from life’s bower,
Thy God shall gather thee.
Thy God shall gather thee,
Shall scent the breeze,
My life’s sweet Rosary.

Frank C. Cloud.
Advertising 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 social, a hundred and dazzling to increase the Diamond Jubilee Fund of the college. The dinner 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.
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 in appreciation at the great work he undertook and accomplished in the cause of religion, morality and education. Unfolded 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 sense 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.

Condolent wrong fearlessly he walked through life without remon to his heart and with nothing further from him than compromise with injustice. Of impressive manner, earnest and sincere in all things, he neither sought the applause of the world nor avoided his high-minded purpose in any endeavor. His eyes spoke honest arguments, for all who met them knew that there was no expression of integrity was unquestionable. Of great abilities, he was of modest demeanor; of thorough and classic education, he was ever respectful to the opinion of his fellows, ever retaining 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 beloved family, friends, and loving sympathies go out, but our sorrow is lessened in the knowledge of the Mercy of God and because of the knowledge of the Cleanliness of Heart in which our deceased friend, Alumnus and teacher passed from this life into the life eternal.

This tribute 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.

OUR 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. Tomlin, of the Times-Star, on "Round and About With an Advertising Solicitor," and Geo. Kitzinger, of the Commercial Tribune, gave electrifying addresses before the Christmas vacation.

Mr. Max 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 Xavierian News.

Mr. Paul Connolly 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. Joe Hennegan, of the Civil Service Commission, delivered a magnificent address on "Civil Service at 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. Poppe for the excellent paper, as it made the young men public-spirited in the proper sense of the word.

Not only the students of the classes in Journalism and Advertising, who like other fields of labor, are demanding trained men, and the supply of trained men is limited.—President W. C. Hammer, N. C. Press Assn.
Sharps, flats and sweet harmonies.

The art of scoring a ball game. That way, it was no less a personage than—more power to him—and, by the hit by one of "your own" when the pitcher is as welcome as a home run.

Wishes.

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.

Francis J. Rota, Geo. A. Sizeren, Theodore Von Hoehn, F. W. Pogman.
John F. Glazer, Business Manager.

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 epic and comics in the space of fifteen minutes to a shtogger dead in 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; center in humility and inform the city editor, with a sympathetic smile and bow, that you have arrived and would begin your day's work.

These directions are merely preparatory. When you have them down you, and sold them to your nearest city paper. After you leave the hospital, write 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 decided success appears in the Bell Ringer, of New York, from Ren Mulford, Jr., in charge of the class of Advertising, St. Xavier College, and Advertising Manager of the Procter & Gamble Company:

Kind 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 to you that the Bell Ringer is as welcome as a home run hit by one of "your own" when the pillows are choked with husky base runners.

Say hello, please, to Grantland Rice—more power to him—and, by the way, it was no less a personage than your H. E. Krebsiel who taught me the art of scoring a ball game. That was back in the time when he was as full filled with base life as with sharp, flat 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 to your home work faithfully and always be up to the minute and to the second. Never be belated time. You cannot 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 driving away, the greatest pressure is due to the instructors, the zealous professors of Accounting Moore, Cloud, Crane and Frey, for their love of the 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' Department" in which you are offered 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.

Advertising.

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 newsy and very readable weekly publication of the Advertising Club of Cincinnati, graces our Library every week. More than that it 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 set sail on "Advertising Club night" at "It Pays to Advertise," as a compliment to the Club and as a mark of their appreciation for the recent gifting given them at the raid-week luncheon at the Gibson. The delegation was headed by President Oscar Strobel, Vice President Harry B. Brittwell, Secretary J. A. Balmfater and Treasurer Oscar Kamrari. The boys were there classed 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-sized and interested class.

Mr. Edward P. Montzellow has opened his course in Corporations with his well-known thoroughness which elicits a great deal of praise and 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. Georgebough and Mr. John E. Fitzpatrick represented St. Xavier College at the convention. Further information will be given in future issues of the Institute.

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 commemoration to American liberty of education. Education must draw out and develop the intellectual, physical, moral and religious abilities of our youth."

A short and nearly arranged description of the different departments of St. Xavier College was the "hit." 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
your sustaining help. By your prayer and your material assistance we hope soon to put through the plans of a greater St. Xavier.

With the fact of such real expansion the Diamond Jubilee can be appropriately celebrated. 1901 must be spent this great day.

The Calendar with all the festivities was issued in two editions, one the so-called Fish-Calendar, the other the ordinary Form. There are a few left for distribution.

St. Xavier College by this time had advertising devices, especially during the Christmas weeks has clearly and correctly emphasized the golden age we practice what we teach.

Ethics and Political Economy

Purush vast brain food to the members of the class. The correct principles, taken up on these important subjects, unconsciously become the fibre and sinew, so to speak, of the students' mental ability. Rev. Father McCormick's wise and accurate teaching give students continued pleasure to the thoughtful students.

Mr. Ernest F. Dubrul's famous address delivered last year before the Social League continues to create great interest. Calls for the printed address came from several cities, especially from Pittsburgh and Chicago. It is reprinted in several magazines, the latest being the Bulletin of Information, issued by the Foreign Trade Department of the National Association of Manufacturers, 38 Church street, New York.

We were fortunate in listening to the paper of Mr. Dubrul as many other churches in studying "Industrial Organization" under him. He is to be congratulated on the excellent results brought about in the business world by the excellent paper on "The Use of Trade-Acceptances in Business."

Book-Keeping

Classes are held on Wednesday and Friday evenings of each week, from 7:20 to 8:30. The Book-Keeping class lost none of its enthusiasm during the Christmas holidays. The re-opening of the College found a five-week on hand on the evening of January 8th. Part One of "Twentieth Century Book-Keeping" was completed successfully during the first week of December, and Part Two began before the Christmas vacation: and the students were so interested in this modern, up-to-date office work that they took all that could be given. They all got down to work, as fresh and bright as the New Year itself, and are now busily engaged in the office of "C. W. Keeland and Co." They are well into the work of the month of "April" and the signing of the "Sales Tickets" is now becoming as pleasant a pastime as the drawing of a real salary.

COMMERCIAL SPANISH.

Two courses in Commercial Spanish, one for advanced students and one for beginners, have been conducted quite successfully under 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 maintained the majority of the other class. Not all Cincinnati is alive to the usefulness of Commercial Spanish.

Marcanio, an illustrated Spanish magazine, published in New Orleans, has arrived in our editorial rooms. Its beautiful illustrations will delight also those students who are not yet cultivators 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 push, he had capacity and he utilized both. 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 scooper. To-day he is secretary-manager of the Cincinnati Chamber of Commerce.

Lawrence Westfall thinks he has discovered the boy that occasionally adds up "blood" 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 Kastman and Henry Mooreman. Both students lost no time in getting initiated into Part One.

The prohibitionists are said to have lifted Mr. Lockman's "Whiskey Whiskers" and Mr. Lippert is giving the bookkeeping class a new lease on life.

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

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

Judging from Mr. Heitz's paper on T. R. we think he still has hopes that the pummar will be used upon the Bull Moose with good effect.

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

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

Some of the boys are seriously thinking of inventing a patent file to keep the numbers of the Kaverian News. How about our big brothers down there in the editorial room?

There is a reason for the sad look on the Kentucky boys' faces nowadays. The prohibitionists are said to have been working overtime and their Sunday lemonade seems to be a thing of the past.