Xavier University Newswire

Xavier University (Cincinnati, Ohio)

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WHO AM I?

I am more powerful than the combined armies of the world.
I am more deadly than bullets, and I have wreaked more havoc than the mightiest of siege guns.
I am more deadly than bullets, and I have wreaked more havoc than the mightiest of siege guns.
I am more powerful than the combined armies of the world.
I am more deadly than bullets, and I have wreaked more havoc than the mightiest of siege guns.
I am with you at college and at home, and hover above your textboxes.
I am relentless. I am everywhere;
I am with you when you retire and I rise with you in the morning.
I am your worst enemy.

My name is —

Study of English

There are very few persons, even among those who would be shocked at being told that they were not well educated, who are not given to cultivating, perhaps unconsciously, the vernacular of the street. "The English Language," as one critic fittingly termed it, pervades our daily life. Children display persistent aptitude in acquiring expressive phrases, and their parents in obliging them sometimes make matters worse by the way they set about it. The Philadelphia "Telegraph" recently printed a good example of this: "The other night at dinner in West Philadelphia a little girl surprised her mother by saying, 'I'm not stuck on this bread.' "Marge," said her mother reprovingly, 'you want to cut that along out. That's a peach of a way of correcting the child,' remarked the father. 'I know,' replied the mother, 'but I just wanted to put her wits in."

'Brevities of English Speech,' by F. H. Vissell.

The Social League announces the Annual Reception at Columbian Hall
McCullin and Madison Avenues Valiant Hills

Tuesday Evening
February 29th, 1916


Officers of the Social League—George J. Nortman, President; George W. Buttle, First Vice-President; Raymond F. Folsom, Second Vice-President; Alphonse G. Bering, Secretary; Stanley A. Hittner, Treasurer.

Patrons and Patronesses—Mr. and Mrs. Richard Graine, Mr. and Mrs. J. Donville Cloud, Mr. and Mrs. Harry J. Prey, Mr. and Mrs. Ernest F. Desurul, Mr. and Mrs. Theodore J. Cieslor, Mr. and Mrs. J. E. Fitzpatrick, Mr. and Mrs. Edmund T. Dixon, Mr. and Mrs. Francisco De Solar, Mr. and Mrs. Ren Malford, Jr.

The Xavierian 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.

FEBRUARY 1916
NO. 3

And The Future?

In Robinson and Fairbanks' Directory of Cincinnati, for 1839, the following entry is found on page 186: "Roman Catholic Cathedral. The Cathedral is under the charge of Rt. Rev. Dr. Fenwick, Bishop of the Diocese of Cincinnati, which comprises the State of Ohio and the proviciencies, the Michigan and Northwestern territory. The Bishop is assisted by Rev. S. H. Montgomery, Rev. J. Mullen, Rev. M. Kunig and Rev. J. Baptist Cletchein. The Cathedral is attached a Theological Seminary, which has recently commenced operations and of which Rev. S. H. Montgomery is Superior".

The Cathedral was the one Catholic Church in Cincinnati in 1839 and the Theological Seminary was conducted in the Athenaeum—the predecessor of old St. Xavier College.

In Deming's Directory of Cincinnati for 1833, this entry is found on page 258: "Catholic Cathedral, Bishop Purcell, Sycamore near Seventh." And that is all.

In Cist's "Cincinnati for 1843," this is found on page 96: "Roman Catholic St. Peter's Cathedral, west side of 7th Street. Very Rev. E. T. Collins and Rev. Edward Purcell officiate in the services of this church. The Church of the Holy Trinity, south side of 7th, between Smith and Park streets. This is occupied by a German congregation. Cist, Very Rev. J. M. Henmi, Rev. Francis L. Huber, Rev. Francis L. Hammer. Cincinnati is an episcopal see of the Roman Catholic Church. Rt. Rev. J. E. Purcell, Bishop".

On page 138, of Cist's, the following entry is made: "The Catholics of Cincinnati, under the care of Bishop Purcell, have founded a College, now called St. Xavier College, for the instruction of youth. This institution is now presided over by the Rev. Mr. Berr, recently of the College of St. Louis. The pupils are now about 150 in number and connected with the institution is a large library containing four or five thousand volumes. St. Xavier College has, as yet, no charter, but it is understood that one will be obtained shortly. The St. Francis Xavier Theological Seminary belongs to the Roman Catholic society."
CLASS NOTES

Third Year Accounting.

The Third Year Accounting Class, under the splendid teaching of Mr. Cloud, has practically completed its study of Cost Accounting, which was found to be a very interesting course. The class is now entering upon the study of Auditing, and it is hoped that the members will be able to grasp the elements pertaining to the latter as well as they did of the Cost Accounting.

The class as a whole has kept up its attendance as well as could be expected, the majority not having missed one evening, and it is hoped that this splendid attendance will continue to the end of the school year, which is but a few months hence.

This week the class had the pleasure of having Mr. Cardiier, who returned to take up the study of Auditing.

Leo Austin.

Transportation.

Tuesday, February 1st, marked the opening of the class in Transportation, under the direction of Mr. P. T. Kilgariff. This is, indeed, a broad one, coming in contact with every one of us in our daily pursuits.

Mr. Kilgariff is a man very capable of handling this subject on account of his long experience as a railroad man. He is at present secretary to the Vice-President of the Queen & Crescent Railroad, the latter being the locale of the Cincinnati Southern. The lectures that Mr. Kilgariff has already given the students have been very instructive and entertaining, instructive by showing the different methods of handling and transporting goods and passengers, and entertaining on account of the humorous manner in which he imparts his knowledge to the members of the class.

It is hoped that some of the men who have had the misfortune of missing the preceding lectures will not lose courage, but will return to the class at once, and we can assure them that they will not be absent from any of the succeeding lectures after once having heard this talented professor enlighten them on some points of this subject.

Leo Austin.

Bookkeeping Notes.

Sessions are held each Wednesday and Friday evening from 7:30 to 9:30.

The Bookkeeping Class goes on merily space. All the students are now getting well initiated into the mysteries of partnership bookkeeping. Interest in the work grows with each lesson and the evening sessions go by all too quickly.

The mid-year examination was held on the evening of January 26th. The subject of the examination was the making of a Trial Balance and a Financial Profit and Loss statement.

Thomas Hughes (in a stage whisper) — "Did you hear that noise? I wonder what it was?"

Frank Yahr (recalling "Pinafore) — "It was—I think—I think it was—" a cat!"

William Kenney enrolled as a member of the Bookkeeping Class in January.

Great interest was shown the other evening "proving cash" that Paul Klein had to remind him of the fact that the bell had rung and that the professor was waiting to turn off the electric lights.

Paul Armstrong and Aloysius Schuh are now reasonably certain of the difference between a Partner's Personal Account and General Administrative Expense.

Tommy Muir has a "good line" on those Sales Tickets. It's hard to trip up Tommy.

W. T. B.

Journal Entries from First Year Accounting.

"Are you up to date?" This is the only question Mr. Holesman ever puts to our class.

On account of Mr. Frays' absence from the city on February 9th Mr. Cloud conducted the class.

Peculiar! Even after we are in the Accounting class-room we are entering.

Mr. Frey advises the students to work in pairs, for he says: "If there is something which one doesn't know, the other probably will, and both will get it wrong. All of which tends to prove that ancient and time-worn adage, "two heads make a blockhead."

Our class is unique. Instead of electing one to the old-fashioned offices of President and Treasurer and so forth, we have substituted an officer of far greater importance.

Gentlemen, we have the honor to present Mr. Heringhaus, our Official Window-Opener.

W. Curtiss.

Second Year Accounting.

Great progress has been shown in the second year class of Accounting, which is far ahead of its schedule and shows that the members are down to business and nothing is missed by them.

The absence of Messrs. Grollig and F. C. Sandor is felt by the members of the class, the latter, who is now in Detroit and going to Cleveland, making application of what he has learned in College at night.

We are expecting wonders from Mr. Ed Yunker, who so willingly sacrifices his evenings coming from the far-off land of Delhi.

G. Curtiss.

ROSTER OF 1915-1916 CLASS IN ACCOUNTING.

First Year Accounting.

Barning, Alphonso, 1017 Jefferson Ave.
Brockman, Raymond, 3659 Newton Ave.
Busscher, Edward, 4447 Cowan Ave.
Curtin, William, 2411 Ashland Ave.
Darling, Bernard, 1116 Belsvedore St.
Hagemann, Andrew, 42 Clark St.
Hildreth, Alfred, 23 Ward Ave.
Koech, Angelo, 2670 Cook St.
Koenig, C. A., 1664 Ohio Ave.
Kruessel, Harry, 724 Bauer Ave.
Lemler, Fred, 392 Clark St.
Linz, F. E., 2447 Woodburn Ave.
Malone, G. J., 1384 E. Third St.
Mesker, J. A., 1700 Jester St.
Mersmann, Leo, 3585 Ewzorth Ave.
Niehier, Albert, 340 Ward St.
Owens, John, 6657 Parkland Ave.
Sander, P. II., 269 W. Third St.
Schaefer, Frank, 3510 Boudreau Ave.
Schmitt, Joseph, 25 Bremen St., Covington, Ky.
Sicking, B., 2018 Flinch Ave.
Sicking, Raymond, 2716 Keokuk Ave.
Stewart, Harry, 141 Clark St.
Tillman, S. W., 755 Monroe Ave.
Varell, M. A., 714 Main St.
Wendell, Paul, 3511 Webber Ave.
Weis, Albert, 819 Cary St.
Wiethe, John, 1509 Central Ave.
Troneo, Robert, 46 W. Fourth St., Covington, Ky.
Favret, J. K., Owensville, Ohio.
Dusia, Ellard, 251 McGregor Ave.
Schamill, John, 1641 Damer Ave.

Second Year Accounting.

Carvaux, Carl, 1820 Hanfield St.
Grollig, Anthony, 218 Bauer Ave.
Hogan, Charles, 228 Sixth Ave., Dayton, Ky.
Kendall, Howard, 225 Ketter Ave.
Morgan, Robert, 1613 Mansfield St.
Sander, Frank G., 4227 Kirby Ave.
Tate, William, 1619 Monument Rd.
Tresson, Vincent, 1306 Russell Ave., Covington, Ky.
Weyer, Alvin, 2218 Ohio Ave.
Yunker, Edward, 6224 Wren St.

Third Year Accounting.

Austing, Leo, Mt. Healthy, Ohio.
Baumann, John, 3579 Michigan Ave.
Blais, Florent, 944 W. Court St.
O'Connor, John J., 292 Baum St.
Hefter, John, 3423 Baum St.
McCarthy, William, 1325 Pendleton St.
Muir, William J., 465 Fleuron St.
Segret, Benjamin, 1720 Faller Ave.
Scheffer, P. A., 2718 Hackberry St.
Staatsburg, W. H., 603 E. Thirtieth St.
Yehr, Elmer, 2323 Lehman Rd.
Kohler, Charles, 2612 Dennis St.
Gardner, Charles F., 1418 Banklick, Covington, Ky.
Journalism Stand Upheld.

National Council of Teachers of English Favors Best of Training.

University of Oregon, Eugene, Jan. 15.—"Resolved, that the council approves the recent attempt to raise the academic standards of admission to the profession of journalism, and that it recommends to the secondary school authorities that no student be encouraged to enter the newspaper profession without further education than is afforded by the secondary school.

The National Council of Teachers of English, in its recent convention in Chicago passed this resolution in endorsement of the stand taken just previously by the Western Association of Teachers of Journalism in session at Eugene. The teachers of journalism opposed "the introduction into high schools of any course so conducted or advertised as to encourage students to enter newspaper work without further training than that obtained in high schools."

NOTES

We feel glad to report that Mr. Elmer J. Johannigman has been promoted to the office of Assistant Secretary and Treasurer of the Cosmopolitan Bank & Savings Co. He says gratefully: "That's what St. Xavier has done for me." Heartfelt congratulations.

Mr. Francisco de Soler has embarked for a hurried business trip to Spain. We trust that he will keep away from submarines and return, as he hopes, within a month.

In the meanwhile the class is in the safe hands of Mr. Nicholas J. Martin.

The Public Speaking Course, under the able direction of Mr. Joseph O'Meara, has been extended to twenty weeks.

It was a marvelous occurrence when one evening two young men who are always on time and never miss their class, although they come from far away Sayer Park, failed to hear the bell at 7:30. Would suggest for the benefit of the "Gold Dust Twins," the moving picture show be closed from about 6:00 to 7:30 P.M.

THE EUCHEE.

The Euchre held by the St. Xavier Young Men's Soda Club, assisted by the Ladies of the Rotary Society, on January 27, in the Sinton Hotel, proved a success and a surprise beyond all expectation. It was evident that St. Xavier is held in profound esteem by those who are Cincinnati and Corin- gton friends. Hundreds were turned away. The sum handed over by the Rev. Director Fr. Thomas Nolan, to the Diamond Jubilee Fund Committee, amounted to $1,200.

We offer sincere congratulations to those energetic workers. Let us make their example an inspiration.

ALUMNI ASSOCIATION.

The second quarterly meeting of the Alumni Association of the Department of Commerce, Accounts and Finance and Journalism was held Monday evening, Feb. 7th, in the college library. As usual, a large quota of the membership were present to partake of the intellectual treat, as well as the general good time that such a meeting affords.

Ways and means of raising money for the "Diamond Jubilee Fund" were discussed. When the plans of the greater St. Xavier College were shown and explained by the President, the alumni manifested a wonderful interest. Their admiration will be as generous and real in deeds as it is in words. The organization has every reason to believe that it will do more than its share in contributing toward so worthy a cause. Mr. Devereaux spoke on "How To Get Rich Quick." He told us how he became wealthy over night by simply applying to practice what he had learned of investments at college, Mr. O'Flaherty, Mr. Kennedy, et al., turned to questions of theory and practical uses and necessities of a bank. These are the subjects in Economics. Credit, the bank and bank notes were the subjects in Economics. Credit is usually found to be backed up with confidence and securities. The chief uses and necessities of a bank are to receive deposits, balance indebtedness, loan of security and issue of currency in the form of notes. These are known as bank notes. The classes are a magnificent help to the student.

L. M. HEITZ.

ETHICS AND ECONOMIC CLASSES.

The Ethics and Economic classes of St. Xavier's meet every Monday night. The students have manifested an unusual interest in the subjects since the first examination, and the attendance has been generally throughout the year, there being twenty-four members in the class. Rev. McCormick teaches both subjects on Monday night, the first hour being devoted to Ethics and the second to Economics.

The subject discussed in Ethics was domestic society, marriage, divorce and polygamy. Rev. McCormick explained thoroughly the reasons and necessities of marriage, primary object being the perpetuation of the human race and secondly for the good of the contracting parties. Polygamy is directly opposed to the unity of marriage and must not exist under any conditions. Divorces are opposed to object of marriage and run counter to the welfare of the family and society.

Credits, the bank and bank notes were the subjects in Economics. Credit is usually found to be backed up with confidence and securities. The chief uses and necessities of a bank are to receive deposits, balance indebtedness, loan of security and issue of currency in the form of notes. These are known as bank notes. The classes are a magnificent help to the student.

L. M. HEITZ.

THIRD YEAR LAW.

Under the able direction of Mr. Edward P. Moulthes the students of the second and third years are trying to master the subject of "Corporations." Just now, early in our lives, we who are business men in the making and who are soon to have business houses of our own, are learning all about the formation of "Corporations" and the tricks practiced on many poor unsuspecting stockholders. You may be sure they will have a hard time "to put one over on us."

GEO. W. BUNDE.
JOTTINGS

From the Class in Advertising and Salesmanship.

"The Record" has extended an invitation to any member or members of the class to call and see the publisher with regard to soliciting advertising copy for it. This invitation is most graciously accepted.

Mr. Clarence W. Page, of the Enquirer, spoke at the Jan. 27 session of the Class in Advertising and Salesmanship. His topic was "Planning the Campaign."

Father Finn sent an invitation to any member of the class, who had the time and inclination, to see him with regard to taking care of the advertising end of the "St. Xavier Monthly Calendar."

On February 3 Prof. L. G. Ogden, Instructor in Deep Breathing and Physical Culture, addressed the class. His talk was very interesting and practical, being mostly out of his own experience as a salesman. His topic was "Health and Its Relation to Success."

The advertising exhibit held last week in the lobby of the Hotel Gibson adjoining the Fountain room, was reviewed with much interest by members of the class. The foremost concerns in the city in the advertising line were represented by displays and part of the National Exhibit from the Convention held at Chicago in June were also on display. Among the most attractive local exhibits were notices with pleasure the firms: Barnes-Crosby Co., The Cincinnati Process Engraving Co., Sullivan Printing Works.

At 8:30 on Thursday evening, Feb. 10, the class adjourned and went to the Hotel Gibson in a body, accompanied by Father Heiserman, where they heard their President, Mr. Oscar Broker, of the Barnes-Crosby Co., speak on "The Use of Advertising Cuts and Illustrations." Mr. Broker's associate and chief, Mr. J. F. Strowe, was scheduled to speak, but owing to a sudden business call Mr. Broker was called upon with practically but a few hours notice to take his place. Mr. Broker spoke very clearly and concisely explaining in detail the different processes through which the photograph or drawing must go before it can be used in the advertisement. He also spoke of the great part played by the advertising illustration in the publicity of the present day. Mr. Alvan Moss followed him with a humorous, but very instructive talk.

The class has decided to advertise the college in the Xavierian News and it was arranged that a certain amount of space in the News be reserved at each issue for these ads, which will be written by the members of the Ad. Class. J. A. Bainsfether.

Let's pitch in now and help the editor get the news of all the colleges and universities represented in the Association. Think each one is definitely assigned to the job in each school, everybody will wait for the other fellow to do it. Result: no notes of the colleges, except those that the editor just happens to pick up. Each school should have some member assigned to send in a regular budget of notes, and send them in on time. We all believe in and preach publicity. Let's put our preaching into practice and make the News Letter of the Association the newslet of the day. There is not a single member of the class in each college in the country. Notes may tell of new equipment, new publications, new members of the faculty, new courses, the success of Journalist graduates in newspaper work, lectures given and lectures to come—the shop talk, in short, of the Association. All together, then, for the next issue! C. G. R.

NEWSPAPER ORGANIZATION.

The successful newspaper must excel in its editorial, business, and mechanical departments, and neglect to live up to a high standard of perfection in each may result in failure. As a chain is no stronger than its weakest link, and depends for its value on the strength of the weakest link, so does the newspaper rely on the excellence of every unit of its varied and widely distributed activity.

What makes a newspaper great and in the highest sense successful? The foundation is plainly the confidence of its readers, the respect of the community to which it appeals. It comes of many renunciations, of withstanding the allurements of immediate advantage, of principles clearly formulated and unwaveringly adhered to, of ideals religiously cherished and never abandoned. When a newspaper conforms to such principles, when it is guided by such ideals, when conviction goes every day into its making, and when brains are added, illuminating and vitalizing all these, the newspaper that is the fruit of this blending wins the confidence of the public. These conditions by their nature mean absolute independence of any outside control or influence. It is such a newspaper come the rewards of great circulation, large volume of advertising, and substantial profit. May not the student of journalism say that this reward has been earned because the journal is a new medium of ideals, of convictions, of brains, and of intelligence? (Lewis Wiley.)

NO SHORTAGE OF MATERIAL

THANKS to Rev. Father Heiserman, "The Xavierian News" has been placed upon a good business basis. Editors and Business Managers have been appointed from every class. The editors are supplied with such an abundance of good material that it is necessary to increase this issue to six pages, with several good articles remaining for future stories.

YOU are intensely interested in St. Xavier College, all its works and undertakings. Keep in touch with its activities, intellectual and social, its past history and present achievements. (The College publishes two papers: "The Athenaeum" and "The Xavierian News." "The Athenaeum" is published quarterly in November, February, April and June. The Xavierian News is a monthly, every month excepting July and August, published by the College of Commerce and Journalism.

We offer you a subscription to The Athenaeum, Vol. Numbers 2, 3, 4, at 75 cents. The Xavierian News, 5 issues, February to June, 40 cents. Subscribe for The Athenaeum or The Xavierian News. Better—subscribe for both. A combination price for both of the specified issues is offered at $1.00.

Let Us Hear From You
Denis Cash—Our Friend

To us, the student of St. Xavier College of Commerce, Accounts and Finance, Journalism and Advertising and Salesmanship, Mr. Cash was more than to others. To us he was a kind father and a sincere friend. When the project of the College of Commerce was first proposed during the summer of 1911, Mr. Cash was one of the most enthusiastic advocates and volunteered to teach a branch of Commercial Law. He was one of the speakers at the formal opening, October, 1911. He selected Contracts, which he taught together with Agency and Partnership for four years. In the midst of this subject he broke down in October, to the great sorrow of his class. An able substitute was found in Mr. John E. Fitzpatrick. Nothing gave Mr. Cash more intense satisfaction.

In his able commencement address last June, when we could already observe some signs of failing health, he paid a glowing tribute to the College of Commerce, Accounts and Finance, Journalism, Advertising and Salesmanship which will never be forgotten:

"The number of graduates upon this platform tonight attests her interest in commercial education. Here are a number of young men who have been willing to sacrifice their evenings of rest—rest well earned after days of toil—to help them in their minds and in their business life. For three years they have toiled in season and out to better their conditions. Their ambitions have been worthy of all praise and St. Xavier is proud, as we all are, of the records. She has taught them the ethics of business. The business man is always claiming that it is the politician and the professional man who have need of ethical training. But I want to say here tonight that in my limited experience of nearly a quarter of a century no one needs such training more than the business man of the country."

Mr. Denis F. Cash will stand out to us as a guide of noble aspirations of undaunted energy, of gentlemanly courtesy, of democratic simplicity, of courageous chivalry.

R. I. P.

AND THE FUTURE.

(Continued from page one)

There is a puzzle somewhere in this paper. Try to answer it. Several answers may fit. Get the right one.
The Xavier Athenaeum.

We are pleased to receive from our brothers in the day classes a copy of their splendid periodical, "The Xavier Athenaeum." Further description of the "Athenaeum" is futile, as every one already knows of its high quality. If they do not, they should lose no time in becoming acquainted with it. The February issue contains among other fine articles the prize oration of Mr. John E. Reardon on "A Minimum Wage in the United States."

No, Josephus—you are mistaken. Style Books in Journalism do not refer to the latest mode a la Puree. No, who in his biz, would rise, had better quickly advertise—in the Xavierian News. We see so much advertising being done today that the question which naturally comes to our minds is: does all this advertising pay?

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