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Xavier University Newswire

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THE XAVERIAN 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.

VOL. 1
MARCH 1916
NO. 4

Social League Reception a Grand Success.

An exceedingly large gathering enjoyed the light fantastic at the Social League's reception at Columbian Hall on Tuesday, Feb. 29th. The size of the crowd far exceeded the fondest expectations of the committee and we can truthfully state that this reception was probably the most enjoyable affair the Social League has ever experienced.

No doubt the closeness of the Lenten season had a tendency to lighten the spirit of the occasion as the Mardi Gras spirit and feeling seemed in evidence everywhere. The enchanting music rendered by Hoffman's orchestra, together with the exquisite appearance of the ball room made this affair one that will long be remembered by each and every person who had the good fortune to attend.

Alphonse G. Buning.

Class In Public Speaking

Course Will Be Extended To June 1st.

In these days when we are assailed on all sides by the slogan "Preparedness," it shouldn't surprise you to see the energy and class application exhibited by the Class In Public Speaking. Under the guidance and able leadership of our Mr. Jos. O'Meara, whose unselfish spirit and inexhaustible fountain of energy furnished us the example in this strenuous effort toward "Preparedness," that we may grasp the hand and welcome Opportunity when it knocks at our door.

We are now rounding out a course of twenty weeks of very pleasant association and Dame Rumor has it that the course will be extended till June 1st. We are always pleased to see visitors and extend a cordial invitation to drop in on us any Sunday from 10:30 a.m. to 12:00. You will find the latch-string hanging on the outside.


Tibi Sit Virtus.

I must not stain my shield;
I must not stain my shield;
What'er the promised hand,
My soul's accoutrement,
I must stand up, erect.

Not mine, but Thine, the shield;
Grim guardian of myself:
Not mine, but Thine, the sword;
Not mine, but Thine, the sword;
What'er the gain or loss,
Be Thine the strength I wield!

Mocked by the hosts of might.
My Captain and my Lord,
To spurn a fustian fame,
For pride of place or pelf.
Give me the strength to lose;
My soul's accoutrement,
Give me the strength to choose,
A gilded cage (the Song),
Not mine, but Thine, the sword;
Mocked by the hosts of might.
Whatc'er the gain or loss,
Be Thine the strength I wield!

Theodore F. McManus.

On Christmas morning, 1915, the above poem, embossed on a large sheet and adorned with a beautiful etching representing the noble knight kneeling with his shield, was received at St. Xavier College from Mr. Theodore F. McManus from Toledo, Ohio, well known as trenchant writer of great originality. He is famous among the profession of advertisers and conducts a very flourishing advertising agency in Detroit. With sentiments of gratitude the President and the students of St. Xavier College of Commerce, Accounts and Finance and the College of Journalism, Advertising and Salesmanship honor this exquisite gem of poetry, which in an attractive frame decorates the walls of our classroom.

Comments and Compliments on the Bookkeeping Class.

(Meets every Wednesday and Friday.)

According to Prof. Burns we are "Covering a great deal of ground." We greatly appreciate the encouragement and will strive to merit the next compliment for taking in more territory, as we all realize that bookkeeping, properly applied, is not only a science, but an art. Only our earnest effort and stick-to-it-ness will ever produce the finished article.

The class realizes this and the attendance is exceptionally good.

To the first year, your accounting we hereby issue warning:

If you are out for a record this year make it a good one. For next year we may see some sky rockets when the bookkeeping class of 1916 takes your place.

We notice that each class has an official window-opener—therefore we appoint Mr. C. Osterman to fill the position in our class.

When Captain laughed (with apologies to the Song, He is only a bird in a gilded cage), the class can hardly refrain from laughing with him.

Mr. Verkamp met his Waterloo last Wednesday when he challenged the total figures in his entries book against the figures in Prof. Burns' Text Book.

Why is it that Mr. Peter always is waiting for the door to open on class night? We hope to solve the mystery before the next issue of this paper.

Welcome!

The following books, of special interest to the students of the College of Commerce, Accounts and Finance, Journalism, Advertising and Salesmanship, have recently been put in the library:

Philosophy of Accounts, Sprague; Science of Accounts, Bentley; Tariff History of the United States, Taussig; Labor and Productivity, Burton; Law of Commerce; The Theory of Business Enterprise, Van- Vollenhoven; Part II, History of the United States, Taussig.
SALESMA NSHIP

A salesman, to be a good one, must familiarize himself with his product and know his business from A to Z, before starting out as a "Knight of the Grip."

To familiarize himself with the goods, he should read all trade journals connected with his industry, thereby keeping in close touch with what is going on in his customers are deeply interested. Let your customer know that you know something about his business. Be a live wire.

It is, of course, necessary that a salesman have a good personality, be honest and upright, but without knowing his line thoroughly he will be greatly handicapped.

It is of vital interest that a salesman keep in touch with him when he called. In other words, a copy of this paper and read up one's possibilities and this most certainly must keep a fellow on the alert for bigger opportunities.

A salesman should continually study people and be able to analyze character. He should be well informed regarding the leading subjects of the day, and has to take up any phase of a conversation. He must study his customer's peculiarities and cater to them. Our firm has a customer in Atlanta who will not think of allowing our representatives for that territory, to call on him. In order to secure this business it is necessary to have another salesman whom customer likes personally, call on him.

We have in our business a stock label department for the convenience of small packers, to whom we sell in quantities of five hundred labels and upward. We figure that a good percentage of small canneries eventually increase their output, and naturally they call on us when ordering special designs.

I really believe that a person who likes to meet people, is eager to get along, who studies salesmanship thoroughly, delights in the work and has a good personality, can, with well-directed efforts, become a good salesman. In fact, if a man makes up his mind to do a thing, no one can stand in his way. He may not achieve everything for which he aims, but will go a long way on the road to success.

J. W. Lyle.

JOURNALISM AND ADVERTISING.

On the evening of Thursday, February 22, the Class in Advertising and Salesmanship was in joint session with the Class in Journalism.

Mr. Blakely, professor of Journalism, gave a splendid address on "Reminiscences of a Reporter." He spoke of his own experiences and took the class through the progress of journalism, including a great many of his leading subjects of the day, and, in order to secure this business it is necessary to cater to them. Our firm has a customer in Atlanta who will not think of allowing our representatives for that territory, to call on him. In order to secure this business it is necessary to have another salesman whom customer likes personally, call on him.

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J. W. Lyle.

Bookkeeping Class


Linnante, John, 627 York St., Newport, Ky.

McNulty, John, 627 York St., Newport, Ky.

Mencher, Raymond, 721 Monroe Ave., Newport, Ky.

Mulroy, John, 453 Pioneer St. Mulroy, Thomas, 453 Pioneer St.

Netter, Carl, 910 Pulman St., Newport, Ky.

Nieman, Edward, 1801 Elmhow St. Ober, Stanley, 129 Winker.

Peter, Ambrose, 4053 Main Ave., Norwood, O.

Raker, Joseph, 317 E. Fifth St., Newport, Ky.

Hilford, Gerald, 318 Monmouth, Newport, Ky.

Rolandelli, Jerome, 355 Wad Ave. Stark, Frank, 1092 Wade St.

Vahr, Frank, 3151 Madison Rd.

Schult, Aloysius, 116 E. Third St. Hughes, Thomas, 1301 33rd St., Oakley

Pien, Fred, 7 Military Rd., St. Thomas, Ky.

Worthall, Lawrence, 2151 Gilbert Ave. Gates, R. H., 3051 Fairfield.

Sweeney, Charles, 2042 McHenry Ave. Frohmevger, Robert.

Osterman, Clemens, 2369 Mound Ave. Vahrkamp, 4269 Colerain Ave.

Roth, C. E., Rose Hill, City.

Barth, Paul, 541 Enright Ave.

Vahrkamp, 4269 Colerain Ave.

Barth, Paul, 541 Enright Ave.

Roth, O. B., Rose Hill, City.

Kuntzmann, Wm., 132 Winkler St.

Moorsman, Henry, 2500 Spring Grove Ave.

Kosner, Wm. C. 310 Broadway.

The editor and reporter of the First Year Accounting Class humbly apologize and crave pardon and live in the final hope of being forgiven for making such a formidable blunder as to omit the name of Hon. Hittner from the list of Accountants in the last issue. How it was possible to omit him from the list, who is the bright star both in class work and in our Social League affairs, our careful and successful financier, can only be explained by a tale comparison. A dark cloud may obscure the sun, but the sun is there and will appear again in a short while. All we have to say is that the cloud was not a cloud of malice or jealousy. To our sincere apology we add the most cordial wishes for Mr. Hittner's permanent welfare and success.
THE EDITOR.

The Editor—poor thing!—has a hard time of it. He must know many things. At least he must be willing to admit that he does, with times, indeed, when there comes from his heart a sigh due to the fact that while he is compelled to admit that he knows it all there are some of his constituents who are firmly set in the opinion that he doesn't. However, there comes to the editor the consolation of the fact that others are as even as he is in diminution of the amount of knowledge possessed by him, or admitted by him, and while he sighs over the limitations of knowledge, he mourns over the fact that he may be, possibly, even less knowledgeable—coin a word—than himself.

On the shoulders there is the duty of maintaining good things and sound ethics. The public looks to him for that. But important questions arise. In my opinion, the public is ready to get under the care of the other fellow's burdens over mindful of the little things! May he with courage play life's game under God's own rules!

This toast was given by Mr. Ren Mulford to a large gathering of the Sunday School Workers' on Thursday evening, March 3, before coming to class. This is an international organization, and the "Tour Party," passing through Cincinnati, gave a banquet for the "Teen Age Boys," at which this toast was given.

THE CHARACTER OF A TRUE GENTLEMAN.

It is almost a definition of a gentleman to say he is one who never inflicts pain. This description is both refined and, as far as it goes, accurate. A gentleman is mainly occupied in merely removing the obstacles which hinder the free and unembarrassed action of those about him; and he outwits his opponents, he accounts for their mistakes and leave the question more involved.

The editor who has given thought and conscientious consideration to a subject purposes his way and, in the majority of cases, wins out. And why? Because of his conscientiousness, his fearlessness and because of the fact that in those days of materialism and irreligiveness, he has based his life, editorial and personal, on sound ethics—right rules of conduct; due regard to the feelings of others; straightforwardness and honesty in all things. And he is the editor who makes his mark and whether he knows it all, or

is merely willing, for the sake of argument, to admit that he does, he is the editor who wins the blue ribbon. Even though the blue ribbon may not be awarded to him, he has the knowledge that he has done that which lay to his hand to do because of the call of conscience and duty to God and to man.

There is many an editor of that stripe—and he knows it all, or is thought to be conflagrating.
FIRST YEAR ACCOUNTING.

The custom, judging from articles in last month’s X. N., seems to be to inform our readers what work the classes are doing. At present Professors Frey and Cloud are endeavoring to guide us through the labyrinthine intricacies of the quick column balance sheet. Help!

From certain pointed remarks by Professor Frey, comparing the mental capability of our class with those that have gone before, we calculate that the next First-Year Class will have about ten per cent worse than the present one. Impossible? Maybe, but listen:

Professor: Have you got your cash, Paul?
Paul: (Displaying it) Thirty cents.
Can you blame Mr. Frey?
By the way, some worthy scrolls from other rooms boast of their interest in the work. Wednesday a week ago, we were so wrapped up in ascertained assets and liabilities that it was a quarter of ten before we realized that the dismissal bell had rung at nine-thirty.

W. Curtin.

It is news that gladdens our hearts to learn of the recent examinations that out of a hundred men in the first-year Accounting Class lucky thirteen obtained 100% and six an average over 90%. What class can beat this record?

ADVERTISING CLASS.

Mr. Robert A. Crockett of the J. Walter Thompson Company, spoke on "Petting the Punch into Printing," at the March 1 session of the class in Advertising and Salesmanship.

Mr. Crockett is an expert in this field and the talk was very practical and interesting. He divided his talk into three real parts: real one, a paper dealing with printing, good and bad, color combinations; different grades of papers suitable for certain specific jobs, etc. Real two was a sample showing the monograph contact, upon which there was a general "Quiz Box," in which every one shared.

All enjoyed his talk and at its close he was given much applause, a rising vote of thanks.

Jesse M. Joseph, of the Jesse M. Joseph Advertising Agency, gave a splendid talk on "Building up an Ad" to the class in Advertising and Salesmanship last Thursday night, March 9, 1914.

Mr. Joseph was very practical and went into the minutest details, really building up ads on the blackboard step by step and later illustrating his points by specimens of the make up of Potter and Golde ads as they appear to such good advantage in the local newspapers.

He is a great believer in the Bible and says that practically anything may be found in it. He has certainly applied it to his business as may be noted from the very clever trade slogan that he has adopted.

His A. B. C. of ad writing is "Always Attractive," "Be Brief," and "Convincing Copy." His 100 per cent efficient ad would give 60 per cent to attractiveness, 15 per cent to the headline, 10 per cent to the copy itself and 15 per cent to the position.

The average man, he said, spends more than thirty minutes reading his daily paper. This leaves only ten seconds for every good ad in the paper. It is up to the ad man, therefore, to be brief in the briefest possible way and decorate and arrange his ad in such a manner as to command notice.

Mr. Joseph is a young man who came to Clapham from Baltimore and who has made good. He is very enthusiastic and deeply wrapped up in his work.

J. A. Bumsfather.

SECOND YEAR LAW.

Mr. Moulinier’s roll call was answered by numerous sleepy "Ayes." We thought that, since "Hank" had left our midst, that sleepy air had left him; but it seems not so. Oh, Oh, We forgot about the dance. No doubt, some of the gentlemen in the class have not as yet recovered their full quota of sleep. "Wake up there, Hittner."

"Overheard in the class room.—Say, Bill, why aren’t you at the dance?"

"Couldn’t make it. On Monday night my sister discovered that she had left behind his school uniform. Moral.—Don’t depend on your sister. Bring some one else’s sister."

Importantly—Mr. Moulinier has announced that the examinations in law subject Corporations,” will be held on Thursday, March 16th. Gentlemen, permit me to introduce Mr. Joe’s. Get busy fellows and dig it.

N. E. This time one of the Gold Dust Twins was late again. We will personally have to see to it that the doors of certain theaters are closed until after 7:30.

George W. Budde.

THERE IS A REASON

for the low cost of insurance to policy-holders in the Union Central Life Insurance Co. of Cincinnati. Its farm mortgage loans yield a high rate of interest, its death rate is very low and its management expenses moderate. Agents everywhere.

Inquire about our Monthly Income Policies.
JESSIE R. CLARK, President.
JOHN L. BRUHY, Manager, Home Office.
General Office.

The Telephone Call

NOTTRANSPORTATION CLASS.

Owing to the reception of the Social League, the last meeting of the Transportation Class was deferred to a later date.

At the previous meeting Mr. Kilgariff spoke on Rate Classification. Poor transportation and demurrage were also among the topics touched upon during the evening’s lecture. These later topics were to the point as several members made themselves conspicuous by their tardiness, although no demurrage charges were preferred against them.

We are glad to report that our available professors attended the reception. Mr. Kilgariff was easily the most active of the younger professors and the number of his pretty partnners attest his popularity.

George Budde.