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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 to 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. Durner.

Tibi Sit Virtus.

I must not stain my shield;
I must not perish my sword;
While ever the promised board,
I must not bend nor yield.

My soul’s adornment,
While ever the gain or less.
To serve the ends of good
Must not be basely bent.

I must stand up, erect,
Grim guardian of myself:
For price of place or self.
Mine eyes must not deflect.

God of the battle, Life,
Give me the strength to lose;
Give me the strength to choose,
Thy sweet hilarious strife.

Not mine, but Thine, the shield;
Not mine, but Thine, the sword;
My Captain and my Lord,
Be Thine the strength I wield.

Theodore F. McManus.

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 close 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.


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 is an art. Only our earnest effort and stick-to-it-ness will ever produce the finished article.

This class realizes this and the attendance is exceptionally good.

To the first year accounting we hereby issue warning:

If you are out for a record this year make it a good one. For next year will see some sky rockets when the bookkeeping class of 1916 will take 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 Renner laughs (with apologies to the Song, He is only a bird in a gilded cage), the class can hardly refrain from warbling with him.

Mr. Verkamp methis Waterloo last Wednesday when he challenged the total figures in his rules-book, and 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.

Robert Armstrong.

Welcome!

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

Philosophy of Accounts, Sprague; Science of Accounts, Bentley; Corporation and the State, Burton; Liber in Europa and America, Osborn; The Theory of Business Enterprise, Vahlen; Parli History of the United States, Tansill.
SALESMMANSHIP

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 which 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 the very best of health, as we all know we can not do our best work when feeling out of sorts. This is especially true in the selling game, it being very essential that a salesman keep his wits keen.

A salesman, when calling on a customer, may talk so enthusiastically that his prospect may be led to believe that he says cannot be done. I think it would be a good idea for the sales manager to write the customer, backing up the salesman, emanating from such an authority, this would have a much stronger effect.

When interviewing a prospect, I believe the salesman should not monopolize the conversation, but should give his prospect a chance to do his share, which will make it easier for both parties concerned.

Not many years ago, I heard a salesman of our firm make the remark that one did not have to know anything about the manufacturing and sell labels, cartoons, posters, show cards, etc. The salesman referred to is one who just does get by, and there is no danger of his ever setting the world on fire. I often wonder what a valuable thing it would be for this young man to take up a course similar to the one we are studying. It may be a good thing to be a bluffer, but how much better it is to know about what you are bluffing.

Not long ago I had a gentleman get in touch with me regarding an order for a special design letter-head. I know this party was connected with a certain trade journal, so I secured what this man was greatly interested in touch with me regarding an order much better it is to know about what is going on in which his customers are deeply interested. Let your customer know that you know something about his business. Be a live wire.

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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 unmolested action of those about him; and he concern rather than take the initiative himself. He carefully avoids whatever may cause a fear or a sorrow in the minds of others with whom he is cast; all clashing of opinion, or collision of feelings, all restraint, all suspicion, or gloom, or resentment; his great concern being to make everyone at his ease and at home. He has his eyes on all his movements; so he is speaking; he guards against unseemly allusions, or topics which might irritate; he is seldom prominent in conversation, and never wearisome. He makes light of favors while he does them, and seems to be receiving when he is conferring. He never speaks of himself by a mere reflex, he has no ear for slander or gossip; scrupulous in imputing motives to those who interfere with him, he interprets everything for the best; he is never mean or little in his disputes, never takes unfair advantage, never mistakes personalities or sharp sayings for arguments, or insinuates evil which he does not say out. From a long-considered prudence, he observes the maxims of the ancient sage, that we should ever conduct ourselves towards our enemy as if we were one day to be our friend. He has too much good sense to beront by insults, he is too well employed to remember injuries, and too indolent to bear malice. He is patient, forbearing, and resigned. On philosophical principles he submits to pain because it is inevitable, to bereavement because it is irreparable controversy of any kind, his disciplined intellect preserves him from the blundering discourtesy of better pleased minds; who, like blunt weapons, tear and hack, instead of cutting clean, who mistake the point in argument, waste their strength on trifles, misconceive their adversary, and leave the question more involved than they define it. He may be right or wrong in opinion, but he is too clear-sighted to be unjust; he is as simple as he is forcible, and as brief as he is decisive.

Nowhere shall we find greater candor, consideration, indulgence; he throws himself into the minds of his opponents, he accounts for their mistakes. He knows the weaknesses of human reason as well as its strength, his province and its limits. If he be an uncollected, he will be too profound and large-minded for religion; or to act against it; he is too wise to be a dogmatist or fanatic in his infidelity. He respects piety and devotion; he even supports institutions as venerable, beautiful or useful, to which he does not assent; he honors the ministers of religion, and it contents him to decline its mysteries without assailing or denouncing them. He is a friend of religious toleration, and that, not only because this philosophy has taught him to look on all names of faith with an impartial eye, but also from the gentleness and infirmity of feeling, which is the attendant of civilization.

Raymond Folz.

ATTENTION EDITORS AND BUSINESS MANAGERS

All copy for the next number of Xaverian News must be in by Monday, April 3rd. Editors are requested to write upon one side of paper only, also to have copy typewritten whenever possible.
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 eight 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 a score ten per cent worse than the present one. Impossible? Maybe, but listen:

Professor: Have you got your cash, Paul?
Paul (Displaying it): Thirty cents.
Professor: Can you blame Mr. Frey?
By the way, some worthy scholars from other rooms boast of their "interest in the work." Wednesday a week ago, we were so wrapped up in acrobatic antics and inabilities 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 27 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 "Putting the Punch into Printing," at the March 1 session of the class in Advertising and Salesmanship. Mr. Crockett is an expert in this line and his talk was very practical and interesting.

He divided his talk into three reels—real one, a paper dealing with printing, good and bad, color combinations, ditto, etc.; real two, a paper dealing with advertising in general, and real three was a general "Quiz Box," in which every one shared.

Mr. Joseph was very practical and went into the minutest details, really building up ads on the blackboard step by step, and 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 by 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 50 per cent to attractiveness, 15 per cent to the heading, 10 per cent to the copy itself and 15 per cent to the position.

The average man, he said, spends no more than thirty minutes reading his daily papers. This leaves only ten seconds for every good ad in the paper. It is up to the ad man, therefore, to tell his story 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 Cincinnati from Baltimore and who has made good. He is very enthusiastic and deeply wrapped up in his work.

J. A. Barmesfather.

SECOND YEAR LAW.

Mr. Moullinier's roll call was answered by numerous sleepy "Ayes." What class can beat this roll call? 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 of the class have not yet recovered their full quota of sleep. "Wake up there, Hithter."

Overheard in the class room—"Say, Bill, why weren't you at the dance?"
"Couldn't make it. On Monday night my sister discovered that she had to work in school. Moral—Don't depend on your sister. Bring some one else's sister."

Important—Mr. Moullinier has announced that the examinations in law subject "Corporations," will be held on Thursday, March 16th. Gentlemen, permit me to introduce Mr. Bay's. Get busy fellows and dig in.

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 a certain theater are closed at 7:30.

George W. Budd.

THERE IS A REASON

for the low cost of insurance to policyholders 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.
J. B. Castle, President.
John E. Shurey, Manager.
General Office.

Transportation 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 and interesting.

As members made themselves conspicuous by their tardiness, although no demurrage charges were professed against them.

We are glad to report that our amiable professor, Mr. Kilgariff was easily the most active of the younger professors and the number of his pretty partners attest his popularity.

George Budd.

For the low cost of insurance to policyholders in the

Union Central Life Insurance Co.

Department of Oregon. Its farm mortgage loans yield a high rate of interest, its death rate is very low and its management expenses moderate. Agents everywhere.

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