1917-03-01

Xavier University Newswire

Xavier University - Cincinnati

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Recommended Citation
Xavier University - Cincinnati, "Xavier University Newswire" (1917). Xavier Student Newspaper. Book 16.
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SOCIAL LEAGUE HOLDS IMPORTANT MEETING, TAKES OVER XAVERIAN NEWS.

The Social League held what was perhaps the most important meeting in its history on Friday, February 23. Business of great moment and far-reaching consequences was transacted.

The Committee on Reception reported a surplus of $28.20 and thereby established a new record. A delegate of thanks was tendered the efficient and energetic committee by the enthusiastic league members.

The Jubilee Fund Committee sprang a pleasant surprise on the audience when they reported that they had collected $482.00. The significance of this donation can be fully appreciated only by those who properly estimate the generosity and loyalty of the donors and the enthusiasm and perseverance of the collectors. The names of the members of the committee deserve to be handed down to posterity. They are: William E. Tuite, Chairman; Raymond Fous, John F. Glaser, John Heitker, Francis Rose, G. B. Roth. The hearty applause that accompanied the announcement of the gift indicated how well satisfied the audience was disposed of when the motion that the Jubilee Fund Committee spring a pleasant surprise for the audience was adopted. This arrangement promises to be of the greatest advantage to both the Social League and the News. The latter is thereby brought closer to the student body and will become their organ in a greater measure than heretofore.

Before closing the business session the president appointed a committee to draw up suitable resolutions of congratulation on the death of the staunch friend and generous supporter of the Social League, Laurie J. Blakely. We refer the reader to another part of the News for the report of the committee.

At the conclusion of the meeting a cordial invitation was extended to all under whose eyes these lines may fall to attend the Next Social League Meeting on Friday Evening, March 16.

The program is given on another page.

A Cordial Invitation

Is hereby extended to all under whose eyes these lines may fall to attend the next Social League Meeting on Friday Evening, March 16.

The main feature of the meeting will be a series of addresses by the students of our Public Speaking Class, under the direction of Mr. O'Grady.

This meeting promises to be a particularly eventful one—a milestone in the history of the Social League—inasmuch as the Alumni Association will attend in a body.

We confidently hope that many other former students of the College of Commerce will present on this occasion to renew friendships and enjoy a pleasant evening in the circle of the professors and the former student friends.

So we say: Come one and all! Establish or confirm these affiliations with men having the same thoughts, the same troubles, the same problems of the same order and a union of interests.

Remember the date, March 16th, 9:00 P.M.

A WORD TO THE ALUMNI AND FORMER STUDENTS.

The formidable Caesar once uttered the phrase "Aut Caesar aut nullus," and though the egoism of the man may be reflected in the utterance of his words, we look it as a reflection of a wealth of wisdom and the revealed secret of the responsible warrior's success. That secret, in a simple word: Determination—a fixed purpose and an unswerving energy. That Caesar was a great soldier is undeniable, and the cause of his supremacy was a determination and an singleness of purpose to be great. All else with Caesar must stand aside, must make way, and though he may have been the antagonist of modern, he was unquestionably the premier military genius of his time. Conversely, though always a virtue, mercy has never and never will, bolster the waverer's audits of a breaking battlefield.

The Alumni of the College of Commerce and Finance has an objective—the perpetuation and advancement of the College—and all else must stand aside for our unswerving energy and inflexible determination to reach that objective. And we are going to succeed. We know it, if not, we should, and though you may think us egotistic, we apologize for nothing and you must take us as we are. We are the Fighting Fundsmen of the new era and we will hold to our position till we are murdered out.

The charge of the College at graduation are far too small in proportion to their amount to freshmen. The boys seem to acquire a premature senility and retire from active service before the allotted time and thus must lose the remuneration of an unalloyed and unalloyed student body. After a short sentence from service they come to the realization of their mistake and sigh for things that might have been. This is just the point about which the writer, as chief bravado of the "Aut Caesar aut nullus" squad harbours his cohorts. Gentlemen of the Alumni, whenever you see the symptoms of this quitting spirit, this premature senility, this back-ward sort of innocuous or unselfish anxiety of any of your acquaintances in the student body, just button-hole the lad, take...
him aside and talk to him (not at him). Show him that our Alumni are more interested in him than in any one else in the world, that his success is our success and that the College, for all its faults, can do to repay and to assist and to foster and, if it can, to make him a success.

President of the Alumni Association of St. Xavier C. G. O. of C. J. W.

THE CLASS IN ADVERTISING AND SALESMANSHIP

Continued interest is manifested in the practical course mapped out for the Class in Advertising and Salesmanship, which is now finally opened upon the seventh month of enthusiastic work.

Spendid talks by men who have won success in their own fields of endeavor are still featured although no little time is being devoted to the study of advertising.

Manager L. R. Sechel of the Western Union Telegraph Co. was a recent speaker. He took for his subject “Putting the Telephone on Your Advertising Staff,” and gave an insight into a new side of successful advertising.

One of the most interesting talks of the course was given by Joseph Schmidt, Advertising Manager of “The Modern Co.” He gave a very comprehensive address on the various phases of publicity. His subject was “The Light of Department Store Advertising.”

Melville Snowden began the March series with a practical study of “Outdoor Advertising.” The second speaker of the month, F. E. Johnstone, of Barron G. Collier, Inc., is a recent acquisition to Cincinnati’s advertising forces from the New York field. His subject is “Using the Street Car.”

Other speakers who are scheduled to be heard within the next few weeks are Gordon E. Small, on “Selling Direct by Mail,” Ben Roth, on “Some Aids to Advertising;” Harrison S. Mudford, “Personality in Salesmanship;” and J. W. Saunders of The Kemper-Thomas Co. on “The Place of Novelties in Successful Advertising.”

BOOKKEEPING

The members of this class showed a very practical way their interest in the Social League by attending, almost to a man, its recent meeting. We were well repaid for tramping to the fourth floor and remaining until nearly 11:00 P.M., for we heard the illustrated lecture on “Alaska” by Mr. Harding exceedingly interesting and instructive.

As to the progress of the class itself, we might say that we are not merely going along nicely, but we are just shooting ahead at record speed. We deplore the loss of three or four of our friends, but far from discouraging us, their loss has only helped to knit us closer together and to make us determined to stick to the task. And a good reason we have, too, for Mr. Burns is teaching us real bookkeeping and not “dope sheet bookkeeping” and as we are all cooperating loyally with him, we feel that our ultimate success is assured.

BERT GROSS

PUBLIC SPEAKING

Interest and well directed activity in the science and art of Public Speaking is being manifested today as it has not been done for years.

The business man, as well as the professional man, is awakened to the importance of this very important branch of education. The Catholic University received, several weeks ago, a very large sum of money for the purpose of establishing a school for public speaking. The Georgetown University recently made a rule obliging all of the law students to study public speaking.

Our class in Public Speaking has been doing satisfactory work. The members are enthusiastic in their efforts and on Friday night, March 16, we shall have an hour of public speaking. The following program will be offered: “An Internal Menace,” Edwin J. Anthony; “A Solution of the Present-day Question,” Ben Segal; “Duties of an American Citizen,” J. P. MacCormack; “Compulsory Military Training,” Moses Pola, Glaser, Fitzgerald and Votz.

The President of St. Xavier College wishes herewith to express to the Social League and especially to the donors and collectors the grateful appreciation of their generous contributions to the Jubilee Fund.

SAILMENTS AND CARRIERS

I don’t say that this actually happened. For if I should, you wouldn’t believe me. And yet—

The question was asked, “What degree of care should the ‘bailee’ take of goods left with him?”

Smith, who probably glanced at the book without the Professor seeing him, answered, “Ordinary care.”

“Correct thou art, and now, Mr. Smith, will you tell the class what this is?”

And to poor, innocent, unprotected and unsuspecting us, came the answer: “A pronounal adjective.”

Because of our most sincere sympathy for his family, and not, assuredly not, because of the quarter he slipped us, we withheld the name of the perpetrator of what follows.

Mr. Gossip had received an incorrect answer from one student, and calling on X., he asked, “Now, Mr. X., what do you think of that?” Mr. X. confidently responded, “No, I don’t.”

Yes, it was a Second Year man, and he sat in the first chair to the right of the door.

WILL H. CURTIN

THE BOWLING PARTY.

Sixteen members of the second and third year classes spent the evening of February 24 in bowling at Hollisberg.

We don’t want the other fellows to be jealous, so we won’t even mention the fun we had or the eats. (Say, that was the best food we’ve had in a long time.)

No, we simply want to take this opportunity to announce that, under the able direction of Herr Fritz Herringshaw, a class club of no mean ability was formed. Pleasing selections were rendered throughout the evening.

W. H. C.

SECOND YEAR ACCOUNTING.

Very little is heard of the Second Year Accounting class because the members are too busy to talk about themselves. Most of us are, as Fr. Hieronymus used to put it, “working with vim and vigor.”

If we had an advertising man in the class, the Xavierian would have to add several pages simply to summarize the achievements of the Second Year A’s.

However, we are modest. So we just say: “Yes, we are getting along very nicely, thank you, and how goes everything by you?”

W. H. C.
RESOLUTIONS OF SYMPATHY

The President of the Social League, George W. Bulle, appointed a committee consisting of Raymond F. Fols, J. Murray Chamberlain, Frank Decker, Albert Gross, William C. Kennally, and Frank J. Rose to draw up resolutions on the death of Laurie J. Blakely. They reported the following:

"Whereas, it has pleased Almighty God to take from us our dear friend and professor, Laurie J. Blakely.

Resolved, that we extend to his grief-stricken family our sincere sympathy.

Resolved, that we extend to his devoted friends and greatest supports, his regular presence at the meetings was an encouragement to his officers and members, while his frequent addresses were a source of inspiration no less than of refined pleasure.

Resolved, that in the death of Laurie J. Blakely the "Xaverian News" has lost its founder and chief supporter. He enlightened its pages with his splendid articles and thus influenced for the good many hundreds who could not hear his spoken word.

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World-War and St. Xavier's. Herosicism Conflict Abroad lends New Interest to Course at College.

The all-absorbing interest that attaches to everything connected with Europe's great world-war—equally in these days when, at this writing, the United States threatens, momentarily, to be drawn in—is finding more than ordinary expression at St. Xavier's in the new course in Writing Profit, where the faculty effects of the world-war, which writers may be called upon to chronicle very nearly, are naturally suited in.

Thus, at the last meeting of the class, which was given over to a study of the sporting page and its make-up, Polk J. Roos, who has succeeded the late Mr. Blakely, emphasized how writers on sports are telling at every turn, as of prime interest to readers, how the world-war has cut off this or that sport, implement of the playground and how sports are affected by absence of the same.

In the course of the proceeding lecture which, with the close of the social season by the advent of Lent, had the society page as its especial theme, the speaker detailed how editors held for various relief funds, socials, the proceeds of which would go to buying bandages for the wounded, the return of this or that person from the war zone, would be emphasized in society columns everywhere.

In the coming fall, which will deal with the work of dramatic and musical critics and of the writers on art topics and literary lines, the effect of the war on drama, music, attendance at plays of such sort or at programs embracing martial themes in open, will be brought in.

The class has now passed over the initial stages of preparation in "Writing for Profit" and is entering on the more interesting province of the special editors and writers and their respective fields.

Lectures begin at 7:30 Wednesday evenings and are open to all friends, students and alumni of the school.

NOTES AND GLEANINGS.

We extend our congratulations once more to the Committee on the Social League reception of last month. The committee will not take it amiss if we single out one of its members to bestow upon him a special word of praise. George Long, though not attending any of the classes this year, has kept up his connections with the Social League, and we are proud to number him among the regular readers of the "Xaverian News." It was largely owing to his efficient handling of the finances and his exceptional business ability that the committee had a surplus of nearly $36 when accounts were balanced after the reception.

But for you, George! Stay with us for many years to come. We need the inspiration of your example. May you have many installments among the old beggs.

Truly, truly, great events cast their shadows before, and shade is a pleasant place to rest when the road is dusty and wearisome and the load heavy and burdensome. So says Stan-
THE XAVERIAN NEWS

It's not too late to join the Social League and get the remaining numbers of the Xaverian News. Have a word with the Treasurer, Jack Curran.

Our Cooperative Store has thus far proven a success. The students have patronized it very generously and we have been enabled to realize a handsome profit which goes to defray expenses of the Social League meetings and of the Xaverian News.

Did you notice the latest acquisition?

How many ads appear in the pages of this issue? Please go to the trouble of counting them. Now, don't you think that we ought to have more? Figure it out yourself. What kind of firms would profit by having their ad in our pages? See them and tell them about it.

Our Employment Bureau has been enabled, through the kindly cooperation of members of the Social League and of the Alumni, to procure fine positions for several of our boys. If a vacancy should come under your notice, please notify us, and if you are looking for a position let us know and we may be able to be of assistance to you.

Mr. Von der Ahe, who will take up his course of lectures on Economics next month, has a number of surprises in store for the members of his class. He believes in the saying that three-fourths of our information comes through the eye, and hence has determined to utilize moving pictures to illustrate some of his lectures.

There, we have spilled the beans. Yes, we are going to install a moving picture machine. The Social League will thus be enabled to take advantage of the fine offer extended to it by the Ohio Board of Commerce to show its forthcoming film, "Ohio, a Breeze of Industry."

Of course, you liked that article on the last page of our last issue, entitled "The Change at St. Xavier."

Remember that you are always welcome to attend any of the classes you may choose to visit of an evening.

Did you derive any profit from the classes you have attended at old St. Xavier? Aren't there others who might derive similar profit? Don't wait until next September before in­
teresting others to extend the evening classes. Now is the time to get them interested.

By the way, what sort of mental palatine do you consume? Do you care for riding in the searchlight, or less dishes of the daily paper? Or do you follow the example of your enlightened professors and read some of the high-class periodicals? May we call the attention of Accountants to the "Journal of Accountancy," of the Advertisers and Salesmen to "Advertising and Selling" and "Printer's Ink," of the students of English to "The Editor," of the students of Economics to "System," and of all who are anxious to widen their views of affairs in general to "America" and "The Fortnightly Review!" All these magazines and many others are to be found in the Library.

Did you notice the latest arrivals on our book shelves? Perhaps not. Did it ever occur to you that the books in the Library are there for you, that they are waiting for you to take them home that they are anxious to make your acquaintance? Why not try "Hen­ger Talks" by Holman, "The New Business" by Tippy, "Fundamentals of Salesmanship" by Driscoll, "Advertising and Selling" by Holtschlagh?

How many pieces of mail come to your office each day? What becomes of the canceled stamps that are attached to them? Mr. McCormack, of the Public Speaking class, puts thousands of stamps that reach the United States Playing Card Company to good use by bringing them to the college, where the Committee on Foreign Missions picks charge of them. For every $5 pounds that are collected the boys are enabled to provide for the maintenance of an abandoned heathen child.

We feel very proud to notice that the "Ohio Journal of Commerce" (issue of February 3) printed the editorial from our January number entitled "The Change at St. Xavier."

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