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Annual Banquet.

LAST CALL OF THE COMMITTEE ON ARRANGEMENTS.

On Monday evening, May 14th, the Social League will put over its final and supreme effort in the line of entertainment.

The annual banquet has been arranged for this date and promises to be a grand affair. At 6:45 p.m. on this date it is the hope of all connected with the Social League to see gathered at the Business Men's Club the largest and best spirited assemblage of the year. It must be remembered that this banquet is in the nature of a farewell to our studious endeavors than by any other, the attendance can be expected to surpass all previous years.

The Social League could scarcely have devised a more fitting manner of celebrating such a departure from our studios endeavors than by arranging the banquet it has so carefully planned. For this reason, more than any other, the attendance can be expected to surpass all previous years.

Do you realize, fellows, what feelings must find their way into our hearts on an occasion such as this? Feelings of gladness, because we see behind us these visions of happy college days of the year. But don't ask us to finish them. We're too willing to start things—happy days among our best friends whose friendship we shall prize and foster for many years to come. Yet as we see our old friends who are among the most prominent business men of the city, and we hope that every member of the Department of Commerce and a large number of our former students will make their duty to be present on the occasion, as we are confident that it will be an event whose memory will be cherished as the most pleasant of the year.

Stanley Hittner, Chairman.

We're too willing to start things—but don't ask us to finish them.

We'll work for three hours, but if a dog fight starts down the street—just excuse—we've got to go and see it.

Cheerfulness is God's medicine. Everybody ought to bathe in it. Grim care, moroseness, anxiety—all the rust of life can be scoured off with the oil of cheerfulness.

Great Triumph for St. Xavier Boys.

In the George R. Lamb Competition, conducted by the Cincinnati Chapter of Certified Public Accountants, two St. Xavier boys, Benjamin Segal and Stanley A. Nittner carried off first and second prizes respectively. The contest is open to all students of accountancy. Twenty-two contestants representing the University of Cincinnati, the Y. M. C. A. and St. Xavier College submitted their names to the Committee: Essays were written on some phase of accounting or some related subject. Mr. Segal took "Accounting As An Exact Science" as the subject for his paper, while Mr. Hittner wrote on "The Excess Profits Tax." They were the only two students of St. Xavier who entered the contest and their triumph is all the more remarkable on that account.

The classes in journalism at St. Xavier College, however, have just undergone their final exams in the growing profession of "Writing For Profit," and they will tell you that to pass muster as professional newspaper writer requires really just a trifle more knowledge than this.

The class had taken up every phase of modern newspaper organization. As from "cub or space reporter" to city editor, society editor, telegraph editor and so on; concluding, finally, with the managing editor, having general charge of all.

The members believe they were about ready to step out and take charge of anything from New York WORLD to Cincinnati ENQUIRER, would only occasion present.

Then came the exam, and next time you run across someone who tells you "he's never gone to college," but can do anything required by a modern paper, ask him some such questions as these—samples of what the St. Xavier boys passed muster upon, and this with colors flying:

A young man from, Call it Ripley, coming to Cincinnati on excursion, took a snapshot of the big electric clock at Fifth and Vine, and stepping into the owner's establishment to buy intended purchases, secured a bit of interesting data as to the mechanism of the time-piece. Outline briefly how he could make this chance windfall pay entire cost of the trip and leave a neat profit beside.

Assume that local Russians had discovered a plot against the new Russian Republic, being fomented in Cincinnati...
and had disclosed it to our own government. A newspaper in Petrograd, opposing the old régime, wished further details. A Cincinnati reporter is suddenly dispatched on the quest, though not knowing why more data is desired.

"I represent the Nova Vremya," (the leading paper of Petrograd), to tell the Russians, in order to bring out facts interesting to their countrymen alone.

By what authority does he say this; he having had no other word from his editor than to "get all facts interesting to Russians?"

Assume yourself a new Sunday editor of a Cincinnati paper, and anxious to make an extra good showing. You want three good, local features and haven't time to go out in search.

Briefly, how do you proceed?

Assume yourself the source of that material and wishing to give the client a pick of subjects from which to select the stated three. Name five interesting subjects for timely local features that might be written up at this moment in Cincinnati; indicating these by title, and, only where necessary, add a few words explaining content of same.

In addition there were seven questions. For the ten exactly two hours' time was allowed.

Some of the students believe they answered every one correctly. Some of the others are just a bit dubious. Confidentially, and we know you won't betray us, some very, very few are really decidedly doubtful. These, and some of the others also, will tell you there is really quite a bit more learning to write for profit, than they had supposed at the start.

Raw Materials.

No, gentle reader, the students of Second and Third Economics are not raw material. They have passed that stage long before this late date. The caption of this article refers to the subject we are studying under the direction of Professor Von der Ahe. We are having at present, perhaps, the most unique class in all our course, characterized by a lively discussion of the unique class nature which was taken up for consideration were the Annual Banquet and the affiliation of former students with the Social League. For information regarding the banquet we would kindly refer the reader to the "Last Call" issue by the Chairman of the Committee on Arrangements, which appears in another column of this issue.

When the motion for adjournment was passed, the final meeting of the Social League for this term came to an end and marked the close of a most successful series of social and educational gatherings, reflecting admirably upon the Department of Commerce of St. Xavier College. The credit for the success obtained is due to the energetic group of officers who directed the destinies of the League this year, as well as to the hearty co-operation they found on the part of League members.

Herbert A. Nieman.

The Ad-Sales Class.

The class in Advertising and Salesmanship holds its final session May 4. This is the third year of class existence at St. Xavier and has been marked by the enthusiasm of the majority of those who began and will finish the course. Loyalty to St. Xavier was further emphasized by the action taken at the last April gathering. The suggestion to organize an Advertising and Salesmanship auxiliary to St. Xavier Social League from members of the three classes 1914-15, 1915-16 and 1916-17 was met with unanimous approval of all students who heard it. This will keep alive the bond of intensive interest between old Xaverians and the college, an association alike helpful to them and to the college.

Herbert Beck rallied a majority of the class to attend the annual dinner of the Social League at the Business Men’s Club on Monday night, May 14. On this occasion the slogans suggested for St. Xavier by the class in their "exam" will be read. The Ad-Sales men expect to fill a table.

The class gave attentive hearing to Carl Dehoney, of the Western and Southern Life Insurance Co., who so generously offered a prize of $50 in gold to the student who showed the greatest proficiency. The winner of this prize, together with the announcement of awards to other successful contestants are surprises reserved for the annual commencement.

Incidentally Mr. Dehoney opened the door of opportunity to any live wires in the class who might wish to take up selling insurance—a field that is always ripe with harvest for the man with pluck and perseverance. It was really insurance night and the class instructor, Ren Mullord, Jr., read a paper on "Advertising as it Pertains to Life Insurance."

The expectation for the final night is a salesmanship talk from Arthur P. Lounsberry. It also will be a souvenir night.

A great man once said, "Cheerful men move through life as a band of music moves down the street, tingling out pleasure on every side through the air to every one far and near that can listen."

A genial laugh sells goods. Invest a smile—and get an order.

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How Employees Discharge Their Boss.

EXPLAINED BY SOCIAL LEAGUE MEMBERS.

"How to Discharge Your Boss" might be an appropriate title for the address delivered by Mr. McCall at the Social League meeting on Friday evening, April 15th. As Mr. H. A. Jones was unavoidably absent, Mr. McCall volunteered to fill his chief’s engagement and spoke to the students about the unique class nature which he represents: The H. A. Jones Real Estate Company, of Detroit. "Our firm," so he told his hearers, "does not handle propositions. It deals only in opportunities. Under the direction of the general manager, Mr. Jones himself, the work is divided into three departments, 'sub-division property,' 'home-building,' and 'rentals and leases.' In turn, the city of Detroit is divided into eleven districts, each district having a District Manager with from six to fifteen assistants under him. Every group meets once or twice a week at a noon-day luncheon, where many subjects beneficial to their work are discussed. If by the majority of any particular group, a vote is taken to discharge their manager for a sufficient reason, the manager is discharged without further notice. The company maintains a private school for beginners, through which everyone must pass before going out to represent his company. These and many other democratic ideas of business administration and salesmanship mark this unique institution of but four and a half years of growth."

The address was preceded by the usual business meeting, which extended over a longer period of time than any of its predecessors and was characterized by a lively discussion entered into by a large number of League members. The main topics brought up for consideration were the Annual Banquet and the affiliation of former students with the Social League. For information regarding the banquet we would kindly refer the reader to the "Last Call" issue by the Chairman of the Committee on Arrangements, which appears in another column of this issue.

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Herbert A. Nieman.
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and to make it productive of practical results. At a recent meeting, each member pledged himself to solicit at least one ambitious young man for enrollment in the student body during the coming year. Three cheers for the Seniors! May their tribe increase!

What Are the Essentials of Success?


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Business is Business.

"Business is Business," the Little Man said, "A battle where 'everything goes,' Where the only gospel is 'get ahead,' And never spare friends or foes. 'Slay or be slain,' is the battle cry, You must struggle and slay and win, For Business is Business, a fight for gold. Where all that you do is fair!"

"Business is Business," the Big Man said, "A battle to make of earth A place to yield us more wine and bread More pleasure and joy and mirth. Where there are bands and business Who are jungle-bred beasts of trade. But their number dwindles with passing years And death is the code they made!"

"Business is Business," the Big Man said, "But it's something that's more. For it makes sweet gardens of desert sand, And edges it built near nice Where once the deer and the gray wolf ran From the pioneer's swift advance. Business is Magic that toils for man. Business is True Romance.

And those who make it a ruthless fight Have only themselves to blame If they feel no weight of the keen daylight In playing the Bigger Game. The game that calls on the heart and head. The best of man's strength and nerve. Business is Business, the Big Man said, "And that Business is to Serve!"—Baron Briley.

PLACED THE "Boy," said the manager, "can think of more things to do around the place in ten minutes than I could suggest in a week. And he acts on all of his thoughts, too—that's the best of it! He's a comer."

Everybody hopes to meet you at the Banquet, don't disappoint your friends.

Dil you ever meet a finer bunch of young men than those you meet within the walls of St. Xavier? If you did, please let us know. We would be anxious to make their acquaintance. It is our conviction that the cream of the young manhood of Cincinnati attends our School. All of our students may well be proud of their friendship and should rightly be anxious to foster and cherish it.

The College has meant a good deal to many of the students. Nearly every one is willing to admit that what he learned here has enabled him to acquire more than three times the amount of money he invested and that the return will increase in arithmetical progression from year to year. Now what the College has done for you it can also do for your friends. Tell them about the opportunities it offers to young men who possess a generous fund of energy and perseverance. You will be doing them a favor as well as your College.

The Mission Section of the Senior Sodality kindly solicits your assistance in their efforts to raise funds for the missions by collecting cancelled stamps. One member of the College of Commerce has brought over a hundred thousand stamps. Won't you help along? Of course you will. Thank you.

One of the most valuable assets of which St. Xavier can boast is the friendly feeling that exists among the students and the spirit of generous cooperation that prevails. The members of Senior Class have been particularly conspicuous in this respect, and their monthly informal meetings have served to intensify this feeling.

What was the essentials of Success?
A Sample of Invaluable By-Products.

The fundamental purpose we have in view in attending the Department of Commerce of St. Xavier College is to obtain instruction and knowledge which will enable us to procure better positions in the business world. But we must not overlook splendid by-products. I refer particularly to the new friends we make and the spirit of good fellowship that obtains at old St. Xavier.

This can be attested to by the members of the Advertising and Salesmanship Class of 1915-1916, who have had frequent meetings since the wind-up of their scholastic year.

A recent and most pleasant affair of this character was the surprise dinner and theater party tendered Mr. Ray F. Folz, by some of his classmates, Tuesday evening, March 27th, just prior to his leaving for Detroit. Those present were George Long, Joseph Albers, Jack Lyle, John Glaser, Oscar Broker, Ray F. Folz, of the Class of 1915-1916; Mr. Joseph Volz, member of the Class of 1914-1915, and Leo H. Broker, Ray F. Folz, of the Class of 1915-1916, who have had frequent meetings since the wind-up of their scholastic year.

Folz, brother of the guest of honor.

Mr. Ray F. Folz left for Detroit with his new home he represents The Queen City Printing Ink Company, of Cincinnati. Good luck and success to you, Ray, and may we have the pleasure of a visit from you very soon.

Oscar Broker.

Some men are dead long before they are buried. It is a delusion that a man has to wait fifty or sixty years to die. If the spirit of the man—the soul of hope and courage within his breast has been extinguished, he is as dead as he ever will be, even though his body continues to walk the streets. His relatives and friends might just as well get together and hold a funeral service over him now as any time. He has allowed his light to flicker out—the vital spark has fled. He has lost the essential quality of life and manhood—courage.

You would call for the police if anyone stole your pocketbook; you'd shoot the man who broke into your house and tried to carry off your silver; you'd put a bullet to save your watch from a hold-up man. But your time, the most valuable thing you possess—your time, the raw material out of which you can make, if you use it properly, a thousand watches or a row of houses with a rent roll—this you will let any casual acquaintance steal from you in any quantity at any time, and you will throw in a cheerful smile to show there's no hard feeling—it he merely takes the precaution to smoke the cigar you offer him. (With apologies to C. Holman.)

Daniel Webster said: "I have worked twelve hours a day for fifty years." Hamilton rose at 4:00 o'clock in the morning for thirty years. During most of his life, into which were crowded the achievements of a hundred men of giant intellect, Napoleon slept only four hours a night. Comblis Vanderbilt, who made two hundred million dollars, was asked the secret of success. "There's no secret to it," he answered. "It's just dig, dig, dig."