1917-10-01

Xavier University Newswire

Xavier University - Cincinnati

Follow this and additional works at: http://www.exhibit.xavier.edu/student_newspaper

Part of the Higher Education Commons

Recommended Citation
http://www.exhibit.xavier.edu/student_newspaper/20

This Book is brought to you for free and open access by the Journals, Publications, Conferences, and Proceedings at Exhibit. It has been accepted for inclusion in Xavier Student Newspaper by an authorized administrator of Exhibit. For more information, please contact exhibit@xavier.edu.
OPENING ASSEMBLY.

The assembly of faculty, students and friends of the College, which inaugurated the 1917-1918 season on September 17, rallied in enthusiasm and numbers any of its predecessors. The Old St. X. spirit was admirably exemplified and the new students could not mistake it.

The first speaker of the evening was the Dean of the faculty, J. Dominick Cloud, who emphasised the fact that the faculty had been increased and that the school was better equipped than ever to continue its policy of thorough, practical training in business science.

Edward S. Thomas, President of the Ohio State Board of Accountancy, professor of special accounting, congratulated the young men on having the splendid opportunities offered them by St. Xavier’s Department of Commerce, which, he declared, and established an enviable record with the State Board.

The burden of Ren Mulford’s address was the message he had received that every morning from a bird flying over the hills and singing, “Do It! Do It!”

“Be ready for opportunity for every emergency” was the text of Joseph O’Meara’s inspiring talk, while Alfred Brendel, in his own humorous way, encouraged his hearers to carry away with them an abundant supply of the enthusiasm with which the assembly hall was surcharged.

Felix J. Koch was READY when called upon, though he had not thought it possible to attend on account of a previous engagement. He gave some practical instances of how newspaper men were getting ready for the strange emergencies that a war will bring in its wake.

Mr. Patrick T. Kilgarriff promised his students a practical, thorough, comprehensive course in Transportation which would include all that is taught in schools giving a course in Traffic Management and a good deal more.

Frank Cloud, President of the St. Xavier Commerce Graduates Association, spoke in behalf of former students of our school and impressed upon his hearers the two thoughts: “Grip Fast” and “Help the Other Fellow.”

Xaverian News
Published by The Social League of the Department of Commerce
St. Xavier College

VOL. III
CINCINNATI, OCTOBER, 1917
NO. 1

TO OUR BOYS IN KHAKI.

Joseph Albers.
Hansl Beck.
W. C. Brown.
J. Murray Chamberlain.
William Curtin.
Ellard Daane.
William H. Diezmann.
Frank Favret.
Harry Gilligan.
John Glasier.
L. M. Holt.
W. C. Kennally.
B. H. King, Jr.
L. H. Mersman.
Frank Schaefer.
Alphonse W. Schuh.
Charles E. Sklmerton.
Louis Stverdja.
William E. Taake.
Robert B. Traume.
Edward Yunker.

COMRADES:

“Be it strange to us when we think of you fellows gone away, ‘somewhere,’ it’s only a matter of weeks since we were all back here pulling together in the same boat, hasn’t it? Pain, we ware. You remember the times we had—the talks, the smokes and the speeches? And Brendel’s enthusiasm? And O’Meara’s lectures? And Mulford’s jokes? And all the rest?

“Now you’re hearing somebody else’s lectures and jokes, and quick-stepping under somebody else’s enthusiasm. No midnight oil now, eh? You're going to bed at ‘Taps.’ (But we're betting that’s a more popular tune than the ‘Waltz,’ isn’t it?) You used to get a lot of instruction concerning layouts and feature articles and invoices and amortization. Now your lectures are about formations and hygiene and camouflage. You used to sit in desks, too, or the life arm chairs—remember them? Now, well, we know that khaki was built for rough wear all over.

“Your still human, though. And we suppose you have your blue Monday’s and things just the same as we do. Here’s something to chew on: If you ever get to feeling that the world is nothing but a huge lemon, remember this—that the boys back home are thinking of you and envying you that every man with whom you associate is the model of student and man; that every man with whom you meet you. Think about it!”

“Seems strange to us when we think of you fellows gone away, ‘somewhere,’ it’s only a matter of weeks since we were all back here pulling together in the same boat, hasn’t it? Pain, we ware. You remember the times we had—the talks, the smokes and the speeches? And Brendel’s enthusiasm? And O’Meara’s lectures? And Mulford’s jokes? And all the rest?

“Now you’re hearing somebody else’s lectures and jokes, and quick-stepping under somebody else’s enthusiasm. No midnight oil now, eh? You're going to bed at ‘Taps.’ (But we're betting that’s a more popular tune than the ‘Waltz,’ isn’t it?) You used to get a lot of instruction concerning layouts and feature articles and invoices and amortization. Now your lectures are about formations and hygiene and camouflage. You used to sit in desks, too, or the life arm chairs—remember them? Now, well, we know that khaki was built for rough wear all over.

“Your still human, though. And we suppose you have your blue Monday’s and things just the same as we do. Here’s something to chew on: If you ever get to feeling that the world is nothing but a huge lemon, remember this—that the boys back home are thinking of you and envying you that every man with whom you associate is the model of student and man; that every man with whom you meet you. Think about it!”

NEW OFFICERS OF THE SOCIAL LEAGUE.

The destinies of the SOCIAL LEAGUE for the coming year will be in the hands of the following: Stanley Hiltner, president; Edwin G. Becker, vice-president; Frank B. Plogman, secretary; George W. Buda, treasurer. The class representatives, who together with the above named officers constitute the executive board, are as follows: III Accounting, Alphonse G. Heringhans; II Accounting, Edwin G. Becker; Accounting, Jos. J. Kennedy; Advertising, and Salesmanship, Charles D. Hogan; Public Speaking, Edwin Anthony; Bookkeeping, John O’Connor; I English, Harry Mehring; II English, F. J. Rose. F. J. Rose will act as Editor of the XAVERIAN NEWS and Joseph Schmidt, Henry J. O’Dwyne and Edward V. O’Dowle will be his assistants, while Fred J. Lemker and Gerald Wilke will fill the positions of Circulating and Advertising Managers, respectively.

PUBLIC SPEAKING.

Under the guiding hand of Mr. O’Meara, this year’s Public Speaking Class is forging ahead with good promise of success. The natural timidity of the men, more noticeable in this class than in any other, is gradually being conquered by the genial insistence of the instructor. His presence and expressions, which show the polish of the experience of years, are the models that we have taken to fashion our work by.

It is our intention later to demonstrate to the Department of Commerce our ability in thinking and talking on our feet. There is a standing invitation to all students to attend our sessions. They will be found to be very interesting.

GEORGE SKAHEN.

whenever you go, with the assurance that every man with whom you associate will be a little better for having met you. Think about it!”

“If it is your fortune to ‘go across,’ let this be our God-speed. When you come back, remember there are plenty of vacant desks and unoccupied side-arm chairs waiting for you; but remember, especially, that our hearts and minds are full of you and that a hearty welcome awaits you from your faithful

"ST. X. FRIENDS."
FOOT BALL.

Commerce Men Make the Team.

Dempsey, McGee, Frye and Powers comprise the cruet quartette the Department of Commerce has put out as the squad of 1917. They're brawlers, too. In the St. Mary's game, Dempsey gained more ground than any man in the backfield, and Moser and McGee played an all-right defense. Powers had not buckled on his center at that time, being delayed in his registration.

The Great "Materials" from Dayton were given a 7-to-3 beating on October 11th at the Avondale Campus. The visitors came to town handicapped as a light boat load. We can't say anything about their speed, because we didn't see it, but their move was light, so they played up to expectations. St. Xavier was rushed off her feet in the opening minutes of play, but rallied before the goal line was endangered. After that our boys had things their own way pretty much and were content with holding their lead after Kattus rapped 40 yards with a snicker forward. St. Mary's threatened by a series of hooks and passed formations (light trench tactics) in the last quarter; but the Xaverians held for downs in the half yard line. Frye, who was injured repeatedly throughout the game, took to the showers in the last ten minutes of play and was relieved by Byrne. Johnny handled the team like a veteran, the line-up:

St. Mary's. St. Xavier.

Dempsey L. E. Dwyer Coldenbach T. T. Helmer King

Moser L. G. N. C. Hart King

Kattus R. O. Holley Lattner C. R. T.

Frey Byrne G. Sherry Swinney

V. O'Dowd secretary and treasurer.

At the class meeting Wednesday night, October 10th, Mr. Purdy, our instructor, suggested it would be well for our class to organize, in order to be in a position to meet any matters which may present themselves for deliberation and action. The suggestion was acted upon. Mr. H. Rose was chosen president, and Mr. E. V. O'Dowd secretary and treasurer.

It is expected that this organization will do big things for the welfare of St. Xavier.

THO. VOGT.

EVENTUALLY, WHY NOT NOW?

A salesman of calibre and tried moral, for various reasons, desired a change of position. His goal and ambition was the connection with the manufacturers of a staple article, a commodity of universal demand. He placed his application with a firm whose product is known and sold from coast to coast, from north to south. The reply to his application was of the usual stamp: Your application is due to Professor Brendel. "The class has thoroughly imbued the fact that the ambitious man of today capitalizes his brains. To know how to analyze a business; to be capable of managing and directing a system; to be able to eliminate waste and increase efficiency—these are some of the phases of commerce that we are dissecting and studying. And with our make-up and leadership, we're bound to have a successful year. We're backing the line to win!"

ROBERT DALTON.

THE XAVERIAN NEWS

ACCOUNTING I.

The first year accounting class of 1917-18 is the largest in the history of the school. The students come from towns within a radius of twenty-five miles, and that they are thoroughly interested in the course is shown by the absence of blanks in the attendance book.

This enthusiasm is in great part due to Professor Brendel. "Lives there a man, who, having met Mr. Brendel, cannot share his enthusiasm and interest for accounting?" His actual analytical explanations and his unashamed zeal and regard for "his boys" have brought him closer to the fellows than any other medium he could have chosen.

The class has thoroughly imbued the fact that the ambitious man of today capitalizes his brains. To know how to analyze a business; to be capable of managing and directing a system; to be able to eliminate waste and increase efficiency—these are some of the phases of commerce that we are dissecting and studying. And with our make-up and leadership, we're bound to have a successful year. We're backing the line to win!"

ROBERT DALTON.
## FACULTY

**REV. JAMES McCabe, S. J., President.**  
St. Xavier College. Canal 2374

**REV. JOSEPH S. REINER, S. J., Regent.**  
St. Xavier College. Canal 2374

**MR. J. D. CLOUD, Dean.**  
2339 Park Ave.  
J. D. Cloud & Company. Main 825

**CHARLES H. PURDY, Secretary.**  
1249 Hermes Ave. Covington.  
St. Xavier College. Canal 2374

**FACULTY**

- **REV. JAMES McCABE, S. J., President.**  
  St. Xavier College. Canal 2374

- **REV. JOSEPH S. REINER, S. J., Regent.**  
  St. Xavier College. Canal 2374

- **MR. J. D. CLOUD, Dean.**  
  2339 Park Ave.  
  J. D. Cloud & Company. Main 825

- **CHARLES H. PURDY, Secretary.**  
  1249 Hermes Ave. Covington.  
  St. Xavier College. Canal 2374

**BIGGS, EDGAR, Accounting.**  
260 Highland Ave.  
J. D. Cloud & Company. Main 825

**BRENDEL, ALFRED H., Accounting.**  
260 Highland Ave.  
J. D. Cloud & Company. Main 825

**BURNS, WM. T., Bookkeeping.**  
Anderson Hotel.  
St. Xavier Academy. Main 2240

**CONWAY, ELMER L., Contracts.**  
1330 Edwards Road.  
Williams & Ragland. Main 402

**CRANE, FRANK J., Accounting.**  
466 Dixmont Ave.  
Frank J. Crane & Company. Canal 5531

**DIXON, EDWARD T., Insurance.**  
206 Bruce Ave.  
Herrlinger & Dixon. Main 1917

**DU BRUL, ERNEST F., Industrial Organization.**  
Booher & Mahone.  
Woodburn 4147

**FITZPATRICK, JOHN E., Property.**  
73 East McMullan.  
54 Wiggins Block. Main 413

**GEISLER, ALFRED T., Bailments, Carriage, Bankruptcy.**  
224 Dixmyth Ave.  
Dolle, Taylor, O'Donnell & Geisler. Main 2062

**GEISLER, THEODORE J.**  
1556 Dixmont Ave.  
Central Trust Company. Main 111

**KILCARRIFF, PATRICK T., Transportation.**  
1276 Ida St.  
Southern Railway. Canal 3417-X

**ROCH, FELIX J., English.**  
415 Hearne Ave.  
Avon 1012-L

**LAME, GEORGE R., Accounting.**  
2416 Highland Ave.  
311 First National Bank Bldg. Main 1392

**McGARTHY, EDWARD, Bookkeeping.**  
742 Wayne St.  
Woodburn 3719-X

**McDermott, Rev. John F., S. J.**  
St. Xavier College. Canal 2374

**MILLER, JAMES, ALBERT.**  
2611 Roseland Ave.  
2405 Union Central Bldg. East 772-X

**MAYLINER, EDWARD P., Corporations, Negotiable Instruments.**  
Main 550-1

**MULFORD, FRED. JR., Advertising and Salesmanship.**  
Daymont Ave.  
Procter-Collier Co. Canal 1928

**O'BERARA, JOSEPH, Public Speaking.**  
2263 Monroe Ave. Norwood.  
Cincinnati School of Music. Main 1944-Y

**PURDY, CHARLES H., English.**  
1249 Hermes Ave. Covington.  
St. Xavier College. Canal 2374

**RAGLAND, HOWARD K., Sales.**  
310 Wooper Ave.  
William & Ragland. Main 403

**SMITHSTORST, RICHARD, Accounting.**  
5524 Madison Road.  
Madisonville 263-Y

**STOCK, LOUIS, Accounting.**  
3429 Vine St.  
Biggs & Stock. Main 3951

**VON DARE, ALPHONSE, Economic Resources.**  
4201 Leonard Ave.  
Avon 2155-L

**WEBZEL, CHAS. M., Accounting.**  
Barnett Building.  
American Audit Company. Main 1952

## STUDENTS

**AFELIS, JOSEPH.**  
520 Knight Ave.  
Dornitt Auditing Machine Co. Ridge 3035

**ANTHONY, EDWIN.**  
5339 Mueller Ave. Norwood Union Gas and Electric Co. Main 1332

**ARMSTRONG, TRACY.**  
287 E. 44th St. Covington.  
Cincinnati Post. Canal 1

**ASCHENAUER, ADOLPH.**  
315 Webster St.  
Chatfield & Woods. Main 3951

**BARTON, JOSEPH.**  
315 11th and Isabella Sts. Newport.  
U. S. Revenue Department (Cov.) South 1472

**BECKER, EDWIN D.**  
29 W. Corry St.  
Becker & Company. West 3880

**BENDER, WM. J.**  
811 Mt. Vernon Ave.  
Hark Bros. Main 1941

**BERGER, JOHN.**  
218 Holmes Ave.  
Clifton Garage. Avon 2516

**BERNARD, GEO. A.**  
4119 32nd St.  
W. B. Carpenter Co. Ridge 2227-Y

**BERNSTEIN, ALPHONSE G.**  
800 Jefferson Ave.  
Bennings-Ines Insurance Agency. Main 346

**BEVER, ALBERT.**  
4017 Glenmore Ave. Westwood.  
Queen City Printing Co. Main 3915
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bowman, Robert</td>
<td>917 Woodlaw Ave.</td>
<td>Warsaw 1650-Y Main 4427</td>
</tr>
<tr>
<td>Brady, Thomas</td>
<td>139 Elm St., Ludlow, Ky.</td>
<td>South 4177-Y Main 333</td>
</tr>
<tr>
<td>Braul, Alfred</td>
<td>2347 Naphthol, Oakley</td>
<td>Ridge 3405</td>
</tr>
<tr>
<td>Brisben, Joseph A.</td>
<td>1334 Harburg St. Miller, LaBrul &amp; Peters Co.</td>
<td>Woodburn 3464-Y Canal 3347</td>
</tr>
<tr>
<td>Budge, George W.</td>
<td>665 Hawthorne Ave. Joseph Niclaus Co.</td>
<td>Warsaw 46-Y Main 537</td>
</tr>
<tr>
<td>Buerger, Frank A.</td>
<td>932 Bank St.</td>
<td>West 1281-Y Park 1700</td>
</tr>
<tr>
<td>Buescher, Edw.</td>
<td>4447 Colerain Ave. A. Bloch &amp; Co.</td>
<td>Park 533-X Canal 2069</td>
</tr>
<tr>
<td>Buskmeyer, Anthony A.</td>
<td>5323 Carriage Ave., Norwood</td>
<td>Ridge 155-L Canal 790</td>
</tr>
<tr>
<td>Cahill, Walter W.</td>
<td>7th and Speamore, Hamilton. Home Phone 598-A American Car Company</td>
<td>Park 215</td>
</tr>
<tr>
<td>Care, Chas.</td>
<td>2340 Kemper Lane Rldg Commissioner's Office</td>
<td>Woodburn 3028-L Canal 5300</td>
</tr>
<tr>
<td>Cuni, A. J.</td>
<td>198 West McMillin Provident Savings Bank &amp; Trust Co.</td>
<td>Main 913 Canal 4690</td>
</tr>
<tr>
<td>Cunningham, A. G.</td>
<td>319 Broadway Provident Savings Bank &amp; Trust Co.</td>
<td>Main 913 Canal 4690</td>
</tr>
<tr>
<td>Curris, C. J.</td>
<td>1639 Hartfield St. Printing Machinery Co.</td>
<td>Park 1256-R Canal 1012</td>
</tr>
<tr>
<td>Dempsey, William</td>
<td>535 West Liberty Cincinnati Milling Machine Co.</td>
<td>Ridge 2040</td>
</tr>
<tr>
<td>Dodd, Stanley</td>
<td>111 S. Gregory St. Pennsylvania Railway</td>
<td>Main 3700</td>
</tr>
<tr>
<td>Donnelly, T. E.</td>
<td>266 Trenon Ave., P. H. Cincinnati Post</td>
<td>Canal 1</td>
</tr>
<tr>
<td>Eber, John G.</td>
<td>2601 Mohawk Place U. S. Engineer's Office</td>
<td>Main 4760</td>
</tr>
<tr>
<td>Ellerman, Robert</td>
<td>513 Garrard Ave., Covington, Ellerman's</td>
<td>South 4477-L South 391</td>
</tr>
<tr>
<td>Engelbrink, Francis A.</td>
<td>1135 Straight St. Peck Shaffer &amp; Peck</td>
<td>West 2115-L Canal 130-1</td>
</tr>
<tr>
<td>Fawquet, J. R.</td>
<td>1705 West St., Norwood Pennsylvania Railway</td>
<td>Ridge 472-X Main 3700</td>
</tr>
<tr>
<td>Fawquet, Louis E.</td>
<td>Owensville, Ohio. J. L. Fawquet</td>
<td>Batavia 653 Batavia 653</td>
</tr>
<tr>
<td>Feibock, Harry</td>
<td>107 Elm St., Ludlow, Ky.</td>
<td>South 4512-L Canal 1092-3</td>
</tr>
<tr>
<td>Feldman, L. J.</td>
<td>350 Shaw Ave.</td>
<td>Main 3460</td>
</tr>
<tr>
<td>Fisher, Carl</td>
<td>2135 Freeman Ave. The Citizens Motor Car Co.</td>
<td>Canal 4110</td>
</tr>
<tr>
<td>Frey, Maurice</td>
<td>935 Paradrome St. Hennegan Printing Company</td>
<td>Canal 4752</td>
</tr>
<tr>
<td>Frielich, L. J.</td>
<td>3352 Montgomery Ave. A. Froelicher's Sons</td>
<td>Ridge 960-Y</td>
</tr>
<tr>
<td>Gardner, Edward</td>
<td>310 Broadway. Moore Oil Company</td>
<td>Main 913 West 4060</td>
</tr>
<tr>
<td>Gardner, Louis E.</td>
<td>310 Broadway Provident Savings Bank &amp; Trust Co.</td>
<td>Canal 4690</td>
</tr>
<tr>
<td>Geasepohl, Joseph</td>
<td>1523 Groenu St., Covington. Ben A. Adams Insurance Agency</td>
<td>South 1012-X South 85</td>
</tr>
<tr>
<td>Grishcy, Elmer W.</td>
<td>125 Van Venst Ave., Bellevue, Ky. Attorney at Law</td>
<td>South 1441-X Main 386</td>
</tr>
<tr>
<td>Hagedorn, Charles</td>
<td>39 Forest Ave. Atmas &amp; Dospel Co.</td>
<td>Canal 1888</td>
</tr>
<tr>
<td>Hagman, A. W.</td>
<td>421 Clark St. U. S. Internal Revenue Dept.</td>
<td>West 3655-L Canal 4790</td>
</tr>
<tr>
<td>Hanlon, Edward J.</td>
<td>658 W. 5th St., Covington W. H. Fillmore &amp; Company</td>
<td>Main 2875</td>
</tr>
<tr>
<td>Hartmann, Robert J.</td>
<td>1339 Broadway Allis-Chalmers Manufacturing Co.</td>
<td>Ridge 150</td>
</tr>
<tr>
<td>Hayney, Paul</td>
<td>1676 Blue Rock St. Adams Express Company</td>
<td>Park 1262-L Canal 4000</td>
</tr>
<tr>
<td>Heil, E. J.</td>
<td>1737 Chase St. The A. Sander Packing Co.</td>
<td>West 4234</td>
</tr>
<tr>
<td>Henne, C. L.</td>
<td>105 E. McMicken Ave. Printing Machinery Company</td>
<td>Canal 3922-L Main 1012</td>
</tr>
<tr>
<td>Hergen, Norten</td>
<td>3843 Columbia Ave. Towe-Caillia Company</td>
<td>East 1271- L Canal 4422</td>
</tr>
<tr>
<td>Heringhaus, A. G.</td>
<td>293 Ward Ave., Bellevue, Ky. Henry Nagle &amp; Son</td>
<td>South 3561-L West 444</td>
</tr>
<tr>
<td>Hess, Jacob T.</td>
<td>1829 Saxon Ave. Church-Bedelkamp Company</td>
<td>Warsaw 65-X Main 2643</td>
</tr>
<tr>
<td>Name</td>
<td>Address</td>
<td>Telephone</td>
</tr>
<tr>
<td>----------------------</td>
<td>--------------------------------</td>
<td>-----------</td>
</tr>
<tr>
<td>Hittner, Stanley</td>
<td>13 West McMillan, Avon 4069-Y</td>
<td>Avon 2678</td>
</tr>
<tr>
<td>Hobson, Ray</td>
<td>1999 Beech Ave., Warsaw 215-Y</td>
<td>Canal 410</td>
</tr>
<tr>
<td>Hogan, Chas. D.</td>
<td>528 Sixth Ave., Dayton, Ky.</td>
<td>South 1531-L</td>
</tr>
<tr>
<td>Holtmeier, Henry C.</td>
<td>2610 Minot Ave., U. S. Printing and Lithographing Co. Main 196</td>
<td></td>
</tr>
<tr>
<td>Holtmeier, Louis</td>
<td>1031 Courtland Ave., Norwood, American Book Company. Canal 4013</td>
<td></td>
</tr>
<tr>
<td>Hogan, Joseph</td>
<td>2800 Columbia Ave., Hills Smelting &amp; Refining Works. West 2737</td>
<td></td>
</tr>
<tr>
<td>Hopper, C. E.</td>
<td>3512 Stacey Ave., Albert W. Schell &amp; Co. Ridge 2671-L Main 134</td>
<td></td>
</tr>
<tr>
<td>Huesterman, Theodore</td>
<td>2223 Scoot St., Uhlke Milling Company. Avon 2995</td>
<td></td>
</tr>
<tr>
<td>Hyster, William J.</td>
<td>991 Hatch St., Burger Brothers Company. Canal 3031-Y Canal 59</td>
<td></td>
</tr>
<tr>
<td>Jack, Everitt</td>
<td>1229 Walnut St., M. H. Crane Estate. Main 1854</td>
<td></td>
</tr>
<tr>
<td>Janse, Rudolph</td>
<td>319 Broadway, Auto Tire Repair Company. Main 913 Canal 372-3</td>
<td></td>
</tr>
<tr>
<td>Johnson, Clifford</td>
<td>4266 Cherry St., Livingston Garage. Park 126-L West 2409</td>
<td></td>
</tr>
<tr>
<td>Keneman, Chas.</td>
<td>1140 Broadway, Krohn-Fechheimer Company. Canal 2489</td>
<td></td>
</tr>
<tr>
<td>Kennedy, Joseph J.</td>
<td>3 Guthrie, Sperry &amp; Hutchison. Aron 3382-1, Canal 5241</td>
<td></td>
</tr>
<tr>
<td>Kistner, Arthur</td>
<td>310 Broadway, Herman Ramiller Company. Main 913 Main 1666</td>
<td></td>
</tr>
<tr>
<td>Knecht, Ferd.</td>
<td>Sixth and Linden Sts., Newport, Joseph Knecht. South 1903-L Main 3116</td>
<td></td>
</tr>
<tr>
<td>Kroger, W. M. A.</td>
<td>1066 Banklick St., Covington, Storres-Schaeber Company. South 3384-X Canal 5123</td>
<td></td>
</tr>
<tr>
<td>Kruse, J. Henry</td>
<td>13 Eighteenth St., Newport, S. &amp; M. Wiel Company. Main 1376</td>
<td></td>
</tr>
<tr>
<td>Kuhlman, Egbert</td>
<td>455 Milton St., A. Nielsen Company. Main 2454</td>
<td></td>
</tr>
<tr>
<td>Lausterman, Louis</td>
<td>3110 West Eighth St., Hall Safe Company. Park 1380</td>
<td></td>
</tr>
<tr>
<td>Lechner, Max E.</td>
<td>2922 Sidney Ave., W. H. Stangame Company. Canal 4262</td>
<td></td>
</tr>
<tr>
<td>Lehmeier, Albert J.</td>
<td>309 Vine St., Crown Brewing Company. Avon 1014-R Canal 2080</td>
<td></td>
</tr>
<tr>
<td>Lemker, Fred J.</td>
<td>932 Clark St., The D. T. Williams Valve Co. West 2944-Y West 3843</td>
<td></td>
</tr>
<tr>
<td>Linsel, Frank</td>
<td>418 Fifth Ave., Dayton, Ky. W. R. Crawford &amp; Company. South 2103-X West 373</td>
<td></td>
</tr>
<tr>
<td>Lopez, Isidro</td>
<td>125 East Seventh St., Icy-Hot Bottle Company. Main 1803-4</td>
<td></td>
</tr>
<tr>
<td>McCabe, Nathaniel</td>
<td>4218 Brownway Ave., Wenner Brewing Company. Ridge 3202-Y West 2003-4</td>
<td></td>
</tr>
<tr>
<td>McGurn, Stanley H.</td>
<td>2734 Oakley Ave., Cincinnati Milling Machine Co. Ridge 990-R</td>
<td></td>
</tr>
<tr>
<td>Mehring, Henry</td>
<td>1344 Spring St., Ault Wooden Ware Company. West 586</td>
<td></td>
</tr>
<tr>
<td>Miers, W. M.</td>
<td>420 Hawthorne Ave., Ferro Concrete Construction Co. Warsaw 522-R West 4180</td>
<td></td>
</tr>
<tr>
<td>Mitchen, F. T.</td>
<td>Crescent Rd., Ky., R. F. D. 1, Hatfield Coal Company. South 600</td>
<td></td>
</tr>
<tr>
<td>Mitz, Joseph</td>
<td>2854 Schaffer Ave., Westwood, Methodist Book Concern. Warsaw 522-Y Main 4392</td>
<td></td>
</tr>
<tr>
<td>Meyer, Bernard A.</td>
<td>4131 Spring Grove Ave., Lodge &amp; Shipley Company. Park 356-L West 216</td>
<td></td>
</tr>
<tr>
<td>Meyer, George W.</td>
<td>1935 Amherst Ave., City Water Works. Aron 666-X Canal 15750</td>
<td></td>
</tr>
<tr>
<td>Meier, John</td>
<td>961 Hawthorne Ave., Madisonville, Ky. T. F. D. No. 10, Madisonville 528-Y Columbia Life Insurance Company. Main 4485</td>
<td></td>
</tr>
<tr>
<td>Miller, Geo.</td>
<td>1631 Gilsey Ave., Williamson Heater Company. Main 1212</td>
<td></td>
</tr>
<tr>
<td>Moser, Camillus</td>
<td>1498 Russell Ave., Covington, Curtis Commercial College. South 781-X South 583</td>
<td></td>
</tr>
<tr>
<td>Myers, C. C.</td>
<td>925 Clifton St., Dins &amp; Wing Paper Company. Canal 19653</td>
<td></td>
</tr>
<tr>
<td>Neuhauser, Clarence</td>
<td>1611 Sherman Ave., Norwood, Southern Railway. Ridge 217-R Main 333</td>
<td></td>
</tr>
<tr>
<td>Nieman, H. A.</td>
<td>1055 Schiff Ave., H. Nieman &amp; Company. Warsaw 1001-R Canal 51</td>
<td></td>
</tr>
<tr>
<td>Niemer, A. J.</td>
<td>310 Ward Ave., Bellevue, Ky., F. Delignore &amp; Co. South 2913-Y Main 1096</td>
<td></td>
</tr>
<tr>
<td>Nieman, Matthew</td>
<td>1121 Southgate, Covington, Pittsburgh Plate Glass Co. South 1598-Y Canal 2615</td>
<td></td>
</tr>
<tr>
<td>Ober Schmidt, R.</td>
<td>1824 Fairfax Ave., Standard Oil Company. Woodburn 706-Y West 4193</td>
<td></td>
</tr>
<tr>
<td>O'Connor, John</td>
<td>901 Hawthorne Ave., Water Works Department. Warsaw 2233-V Canal 1270—No. 6</td>
<td></td>
</tr>
<tr>
<td>O'Dowd, Edward</td>
<td>837 Baymiller St., A. &amp; J. Frank Company. Main 3134</td>
<td></td>
</tr>
<tr>
<td>O'Dowd, Charles</td>
<td>1343 John St., Southern Railway. Main 3133</td>
<td></td>
</tr>
</tbody>
</table>
The Xaverian News

Subscription, per year ...........50 Cents
Single Copies ....................6 Cents

F. J. Rose ..................Editor-in-Chief
Joseph Schmidt .............Associate Editor
Henry J. Venbrink .............Asst. Editors
Charles O'Dowd .............Circulation
Fred. J. Lemker .............Advertising
Herbert A. Nieman .............Business Manager

1917-1918.
The Department of Commerce has begun the seventh year of its existence under conditions entirely novel. The clouds from the great world war are casting their shadows upon any activity of the belligerent nations. Never in the last century have affairs gone forward under conditions such as exist today.

Before the resumption of classes it was decided in all educational institutions to what effect our entrance into the war would exert. Various prognostications were attempted by college and university officials, based upon whatever evidence they had at hand. But it was not until the regulations had been made and the men were in the classroom that a specific realization of the true state of affairs could be had.

Now that our classes have been started, a definite estimate may be made. Enthusiasms and the selective service show their effect in a somewhat decreased attendance. But if the falling off in actual numbers, is so inconsiderable as to be almost negligible. First-year Accounting has the largest enrollment it has ever had in the history of the institution. The other Accounting classes are steady and up to expectations. And a general survey indicates that in point of attendance, under the conditions that confront it, the school is surprising its last former record.

Another gratifying effect is noticeable in this year's enrollment. More men of greater maturity and wider experience have registered for the different classes than ever before. The advanced tone of the electives and the high technique of Accounting are coming into more general appreciation and are appealing to the study, determined men of purpose who make the best personnel for any activity. Education may be dispensed to any class. But the higher tone of studies, as afforanded by St. Xavier, demands for its best results, a thoroughly capable and active student body.

Such is the body that is now enrolled. "Purpose" is the obvious keynote of every class. If appearances are reliable, it is safe to say that the present students of St. Xavier are thoroughly imbued with the spirit of determination so necessary to the accomplishment of any worth-while object. They are quietly and effectively going forward with the work they have chosen out for themselves. They will not falter.

True, it may well be expected that, hurrying some invariable influence of the war, the coming season of 1917-18 will operate as the banner year of the Department of Commerce at St. Xavier.

JEWELS FROM CHARLES EDGAR WILSON'S LECTURE.
The three pillars upon which the superstructure of a successful career rest are VISION: PURPOSE: HARD, PERSISTENT WORK.

Try to obtain a general knowledge of subjects your customers are most likely to be interested in and a thorough, specific knowledge of the goods you handle.

Extend equal courtesy to all, to the protest negro customer and the richest manufacturer.

Be patient, friendly and address customers by name.

Speak directly to the point and use your pencil.

Smile! A smile has been the determining factor of many a sale. Know your business and get the most out of it.

The difference between success and failure is—tum of the hand.

Thirty years and 49 cents.

$12,000 per year and $10 per week.

HIGH ADVICE.

"The days for happy-go-lucky business methods are past. Business men must learn the lesson of cooperation. I have urged competitors to meet and discuss the question of cost accounting, the standardization of processes and products and other phases of industry which tend toward efficiency."

—Former President Hurley of the Federal Trade Commission, now with the Shipping Commission.

BON MOTS AND WHAT NOTS.

By B. Lune.

Father Reiner (at noon)—What do you mean by "surrender value?"

Budge—Aw, have a heart, Father. Wait till the pot boils; I'd go to night school.

Things We Never See.

Hasgard, with a pompadour.

Mr. Studfort without a smile.

The chapel.

Camouflage.

The Perpetual Politician.

Ex-Governor Walsh, at the Enquiry, said that when a man is running for office he's a politician; after he's elected he's a statesman. That makes it hopeless for William Jennings.

Those B. M. C. war lecturers who have been "gassed" have nothing on the unfortunate besotted who comes home in dinner on the evening wifer entertains the club:

Now That Horse Meat Is With Us—

Customer (coughing)—Ahem! Ahem

Waiter—A colt, sir?

Customer—Yes. I'm a little horse. And say, waiter, this soup tastes like rein.

Wait—That's the first kick I've had.

Customer—Now bring me an Old Dobbin porthouse, a lunch stuffed with Black Beauty salad, a bit of pie and some tea. Let the tea draw well. And waiter—Wait—Yee, sir.

Customer—Don't forget the Horse Radish.

Cus.—Don't forget the Horse Radish.

Cus.—Don't forget the Horse Radish.

Did You Know—

That after the Sox dropped two games to New York they came back on the 12th on Train No. 15, which came in on track 12? That day the score was 8 to 6, a total of 12. But what we started out to say was that a living skeleton ought to make a rattling good husband.

Hitter—"Charlie, lend me twenty dollars, I'm broke."

Hogan—"If you look to me for a loan of twenty dollars, you're not broke, son; you're crooked."
POLITICAL ECONOMY.

A dull, dry and uninteresting subject, requiring abnormal application and thought; perhaps an almost negligible adjunct of the Accounting course.

Such was my belief concerning this study previous to the beginning of classes. Imagine, then, my very delightful surprise during the past month in that, from finding it dull and tedious, I have become entirely absorbed in the study. The application required is a source of pleasure, rather than a sacrifice. The vivid explanations have made class nights most welcome. And instead of being a mere adjunct of the Accounting Course, I am convinced that Economics is by itself a very important and interesting subject.

That I speak the sentiments of the entire class is borne out by the attendance. Absences are very few, indeed.

WM. J. HUSTED.

BOOKKEEPING.

The call of Accounting is heard afar off by the men who are preparing themselves for it in this year's Bookkeeping Class. A large and thoroughly interested crowd is at work, creating after evening to master the fundamentals, and fit themselves to answer "Here" when Mr. Brendel calls the roll next fall.

GEO. SELZER.

THE AD-SALES CLASS.

Twenty-five Distinct Lines of Business Represented in the Early Enrollment.

Faith, Courage and Enthusiasm are again on the job in the 1917-18 class in Advertising and Salesmanship. The early enrollment gave promise of a session of rich results. Twenty-nine were registered at the second evening session, representing no less than twenty-five lines of business. One student came from Hamilton, another from Owensville, and Covington. Newcomers to Norwood joined with Cincinnati in making the class a most representative one.

A summary of the vocations of the men enrolled is as follows: Florist, sponges and chamois, filing cabinets, general store, bookkeeping, tobacco and clothing dealers, two representatives each of automobiles and clothing dealers, two representatives each, and printing establishments, three representatives.

On the opening night the class instructor called Harry Tipper into action by proxy, and read his splendid address, "The Chutes of a Profession." Scarcely of the first advertisements ever prepared by the class instructor—Ken Mulford, Jr.—transcribed when he was a boy of eleven to exploit "Mulford's Circus," were presented as requisites admission tickets to another performance by "Boyville's Show." A summary of Cumminsville. Another souvenir was a Collier Weekly leaflet, "Who Pays for the Advertising?" 

The second session was marked by the reading of a paper by the instructor, "The Life Blood of Trade." The October class inaugural was in the nature of a double-header, by Bryant Venable, one of the copy staff of the Procter & Gillette Company, and editor of "Paragraphs," gave the class a "Study in Human Values," and Mr. Mulford published on "Advertising—Its Preparation."

The Ad-Sales Class has a roll of honor of its own. On the opening night the names of J. A. Albers, Herbert Beck, Frank Furler, John F. Grover and W. H. Keough, Veterans of preceding years called to the colors, were posted. The Ad-Sales Class keeps right up to the times and discusses questions of immediate salesmanship and advertising interest. During the opening of the session, Henry W. Jansen and Arthur P. Laumburgh are expected to be heard in the talks they have promised to give the class.

SECOND YEAR ACCOUNTING.

The work of second year Accounting at present consists in making up statements, in various forms, which show the condition of a company at a certain period. The student is given a statement of figures representing a trial balance at the close of business and is then asked to work up the Manufacturing and also the Profit and Loss statements and the Balance Sheet.

The young men who are in this class present year are working with an enthusiastic spirit which can be appreciated. This is due to the able manner of the instructor, Mr. Crane, in making the problems which are used in this study interesting and clear to the boys in his class.

F. A. BURGER.

BUSINESS ENGLISH I.

Avoid much agitation, tautness, discussion and argument, first year English succeeded, on October 5th, in naming the men who are to direct its destinies for the coming three years. Holtmeier, the younger, led his field in a hotly contested presidential race. The writer had the honor of receiving the secretary-treasurer portfolio. And Harry Mehlring, who has demonstrated unusual brains and ability for such a young man, was elected a class representative to the Social League.

Our work we have had outlined for us is going forward with a vim. The toiling and sacrifice necessary to accomplish, or re-acquire, ourselves with the president's English is lightened by the knowledge that we are really profiting concretely and can hope eventually to be "sure of ourselves."

THIRD YOUG.

II AND III ECONOMICS.

Talk about being busy! During these three Congressmen and Senators have nothing on us.

We are just as busy as the busier bee in the good old hive of St. Xavier can, and must be. For, with the earnest and deep-rooted interest shown by Prof. J. Geisler in our behalf, we have been somewhat divined to know little do we know about the Big Machinery of Banking Industry. Marvelous have been his lectures, and still more wonderful his dexterity in showing how such negotiable instruments as notes, checks, drafts of various forms, acceptances, trade acceptances, bankers' acceptances, bills of exchange, letters of credit are being used to carry on credit, and loans growing out of the buying and selling commodities, in both domestic and international commerce, without using the currency, gold coins or legal tender to pay the obligation.

With all these various documents confronting us, we are having a busy time of it grasping the why and wherefores and the differences in form and relations they have with one another. Our task is not in the least small or insignificant.

But the end is in sight. And surrounded by the good, warm spirit of St. Xavier we'll fight our way thru to graduation and degrees.

JOSE SCHMITT.

Advertising is an unnecessary for business development as food is for life.—Fred Bergwehr, Jr.

Advertising is the heart of business. Without advertising business has no life.—Herbert J. Beck.

OUR ADVERTISERS

A. NIEMANN & SONS

397-399 Central Avenue

Cincinnati, Ohio