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
Xavier University - Cincinnati, "Xavier University Newswire" (1917). Xavier Student Newspaper. Book 22.
http://www.exhibit.xavier.edu/student_newspaper/22

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.
"A Merry Christmas and A Prosperous New Year"

Christmas

Within a few weeks we shall be celebrating the great feast of Christmas—the day that is symbolic of love and Christian charity. There will probably be the same church-going, the same well-wishing, the same gift-giving as has been our custom in the past.

There will be a difference, however. Never in history has God's birth-day been observed under such conditions as will exist on the twenty-fifth of this month. Never has a Christmas found the entire world in such a vortex of slaughter and hate. Never has the Prince of Peace looked upon so many of his subjects playing their awful parts in the drama of death.

How imminent is the situation? At the time when all men are wont to put aside their quarrels, if only for the day; to make happiness the common cause; and to join with their fellows in appreciation of the real significance of the season; they are instead, millions pitted against millions, locked in a struggle, innate beyond conception, marauding and destroying each other—the handiwork of God.

How imminent is the situation? At the time when all men are wont to put aside their quarrels, if only for the day; to make happiness the common cause; and to join with their fellows in appreciation of the real significance of the season; they are instead, millions pitted against millions, locked in a struggle, innate beyond conception, marauding and destroying each other—the handiwork of God.

From the beginning of the conflict we have earnestly wished and prayed for peace. Evidently the time is not yet. For months, perhaps for years, the struggle must go on till the principles upon which it is based have prevailed. It is, and is to be, a world travail, an agony. And though we believe its effect will be to purity and chastened and in better accord with the mandate of Sinai, the lesson is almost too terrible.

Let us storm the gates of heaven itself; let us beg the Leader of Leaders that he speedily interpose His powerful aid, and make his initial appearance as a member of this faculty. Mr. Conway is a graduate of the Arts and Sciences course of St. Xavier and of the Cincinnati Law school. He has been remarkably successful as a practitioner and is one of the most prominent young attorneys of Cincinnati. His subject is Contracts.

LAW FACULTY MEMBERS Meet Their Classes

On Friday evening, November 25, new instructors in law met their classes for the first time this year.

Mr. John Fitzpatrick, in an introduction to the students of the Department of Commerce, having taught the subject of Property for years, he was cordially welcomed back by the Law Faculty Members. His subject is Contracts.

Mr. John Fitzpatrick needs no introduction to the students of the Department of Commerce, having taught the subject of Property for years. He was cordially welcomed back by the boys who are anticipating an interesting and fruitful course.

Charles H. Brown, of the R. K. Lamb, Machine Tool Company, explained clearly the task and duty confronting the welfare worker in the factory.

The Welfare Man is a new addition to the workers. The purpose of his work is to look after the general welfare of the worker, with the ultimate end of bringing employer and employee into a more intimate relationship.

Mr. Brown's remarks, in part, follow:

"To arrive at the fundamental and basic principle that has brought the Welfare Man into the factory, it is necessary to understand the foundation on which the factory system is built and find the causes of the differences that have arisen between the man and the boss.

It is to this point that the Welfare Man has directed his efforts. He has had to retrace the trail back to a point where employer and employee began to draw apart from each other. In the primitive days each individual or community provided for itself the simple necessities of life, food, shelter and clothing. Time, however, brought changes. Man discovered the value of more of the earth's resources and later developed them along lines that required a certain amount of skill. Specialists began to appear and supplant the general worker. As time progressed these specialists grouped together and solidified their efforts on the production of their particular articles. The introduction of machinery was the final step in the introduction of the factory system that exists today.

At the very beginning of this system various troubles arose, prominent among them being the differences between labor and capital. It is to the..."
Some of our present day business men have restored the idea of Welfare work within their plants, with the declaration that it was "not business." These same self-styled business men made a vain attempt to sell the people not to elect to the presidential chair Mr. Wilson, because he was a college professor.

At this point the speaker paid a glowing tribute to our President, concluding with the statement that "God used Wilson." "An important part of Welfare Work in the factory consists of seeing that justice is given to every man without his job being jeopardized. Oftentimes workers should resent attacks of a vile nature by unthinking and unreasonable foremen, but Bastista to do so and swallow the insult because a retort would endanger their jobs. The Welfare Man whose chosen work is to serve the underdog, has taken up this fight and brings hope and workers to a better understanding of their relative positions."

In concluding the address the speaker said: "The work of the Welfare Workers should probably be patronized after that of the Great Friend of the downtrodden, Christ, Himself. The native back of the work should be a Christian motive, and the thought that should be uppermost in the mind of the Welfare Man, this—"the biggest and best thing in life is to serve."

**LETTERS**

The man who can write a letter that will sell a bill of goods is limited in his sales only by the number of postage stamps he is willing to use. The personal salesman is limited by the number of customers he can see.

A man who can write a letter that will collect a bill which ordinarily would require a personal call, can handle a hundred claims while another man can handle none.

The man who can write a letter that does what another man must make a personal call to do, is the greatest, the most independent power in the modern business world—System.

**A Xaverian Wins**

J. A. Bairndather Carries Off a Valuable First Prize.

More honors have come to St. Xavier. J. A. Bairndather, Secretary of the St. Xavier Ad-Sales Class of 1915-16, captured the first prize of $400 offered by the Aeolin Company for the best advertisement.

There were six other prize winners among the hundreds who competed for the capital prize.
GRADUATES STUMBLE OR LOSE
1—Who are or seem unhappy or sullen.
2—Who are hard to be with or look at—who grate on the nerves of fellow worker or employer.
3—Who are unduly, unclear, of person or clothes, slovenly, careless, flashy, untastefully dressed.
4—who are log-rolled, stoop-shouldered, head down and ungraceful, stiff, 'sora tired,' haggard, snarl, or loud or distinct of speech.
5—who are late in arriving, inattentive, slow in beginning, dawdling, shrinking.
6—who are discourteous, ill-mannered, "fresh," obsequious, thoughtless, head of dress or speech.
7—who are not differential to elders and official superiors, especially at home, where manners and attitudes and successences are made.
8—who are gamblers, wanting advancement without earning it by efficient work and conduct in today's job and task.
9—who are not reliable, avoid responsibility, do only what is required, work very only when watched.
10—who do not admit, and learn from, their mistakes, are satisfied with the least their employers will tolerate, never volunteer or suggest, and resent evidence that their work and manner can be improved.

GRADUATES WIN FIRST AND BEST
1—Who are and seem happy, vital, brimming of the joy of living and of doing.
2—who are "easy to look at" and to be with.
3—who are noticeably clean and neat—hands, hair, face, clothes, shoes.
4—who have good posture, erect, rosy, and a voice pleasant to hear, low, soft, round.
5—who are punctual in arriving, in coming when called, in starting when sent, and in returning.
6—who are courteous—and thoughtful to everybody, not merely to superiors.
7—who are deferential to elders, especially to parents and to persons responsible for their work.
8—who are ambitious to rise by proving their interest, ability and trustworthiness in the job and task at hand.
9—who are reliable, to be trusted, willing and eager to carry responsibility.
10—who are teachable and studious, grateful for every hint within which will show where their work or manner can be improved.

BUTTON, BUTTON, WHO HASN'T GOT A BUTTON?

Bon Mots & What Not

Light Occupations

Doing a janaman for a wireless telegraph company.

Flirting with an actress in a moving picture show.

Voting the Democratic ticket in Cincinnati.

Digging graves for all the sons of Kaiser that will die in battle for their country.

Bloody!

"Bloody 'em!" said Doug. "Bang!" went the tanks. And now the Hindenburg line is all bunged up.

Answers to Queries

Care—The proper position in which to sleep in drug down. Pillows are worn under the head and feet.

Kollo—The difference is this. If you're a poor bum, you're a bum; if you're a rich bum, you're a prominent clubman and a man about town.

Lace—"Camouflage" is the deceptive cover overlying female fripperies. It comes in two colors, red and white, and is on sale at the little drug store around the corner.

Things That Make Us Happy

The Salon Service.

Mr. Mulford.

The Social League.

Plummer's haircut.

Rummy Recipes

SPONGE CAGE—Buy a young, handsome sponge and cut its legs off. Shave close, massage with cracker crumbs, and cap it with trench gas, and put on radiator to expire. When thoroughly dead, embalm in sorghum molasses, season with some spicy num- nos and table for a week. (1) Serve just enough. (2) Save what is left.

APPLE DUMPLINGS—Take 22 apples as you can without getting caught. Scoop out the middle, fill in with whatever's in the first can on the third shelf of the kitchen cabinet, wrap each apple in a square foot of dough, and fry in fish greasy till apples begin to swell. Beater skimped over lops to give military appearance; then cut and eat.

Famous Agitators

Billy Sunday.

Billy Sunday.

Billy Sunday.

Yesta.

Suffragettes.

Cincinnati.
Some Warm Numbers

In Ginger Land With the Ad-Sales Class.

There is an atmosphere of good fellowship in the class of Advertising and Salesmanship that is helpfully cheerful. All records for punctuality and constant attendance are being broken. The class has established its claim to the title of St. Xavier's Life Wires. A majority confessed their desire to win greater self-confidence. Some of those who declared their needs great, have already shown an ability to take old Fear by the seat of the breeches and make of the neck and toss him into the discard.

The Thanksgiving week session was abandoned for Professor Ren. Whitford, Jr., spent that holiday with his boy, Ariel D. Whitford, U. S. N. Medical Reserve at Great Lakes Naval Training Station and remained over to enjoy two other days of shore leave with his sailor boy in Chicago.

Other sessions were all interesting. Three of them were marked by the presentation of souvenirs. Jack Currus, of the Printing Machinery Company was the donor of fine panels and J. F. Hess, of the Church-Bendixon Company was twice generous in the distribution of handsome illustrated booklets, "The Picture Story of the Piano." Three papers were read by the Professor: viz., his own "Business Building and Successful Salesmanship Through Advertising" and "A Short History of the Development of Commercial Art in American Newspapers and Magazines," and D. Herbert Moore's "The Unsinkable Power of Emotions"—not the least notable incident of the month was the surprise visit of three former members of the class—John F. Glaser, Secretary of Major General Glenn's at Camp Sherman, Oscar F. Glaser and George S. Long, all chums of the class of '15-'16. A generous welcome was given to all of them with an extra salvo for the boy in khaki.

To help in the battle for self possession it was decided to give each student a five minute chance to say on his feet and talk on either of the topics prominent in the course. Arthur L. Jacobs, of Hamilton, Ohio, with the U. S. Post Office was the first to blast the crasseral way in this splendid endeavor. He made good and proved his good judgment in declaring that the merchant who stops advertising because of war conditions is killing the goose that laid the golden egg. Gerald W. White, of the P. A. Hanes was another for the sound talk. Professor C. D. Hogan runs off the brief business session in rapid fire order. The entire administration is on its toes and full of ginger. Visitors to the Ad-Sales class always are given the glad hand. During the next four weeks, Jesse L. Joseph, Arthur P. Lounsbury, Benjamin Franklin Sexton and Melville E. Snowdon are to speak. Louis K. Oppenheim is one of the ablest of special lecturers and H. M. Zimmerman is another. The latter will talk on "Paper."


PRINTED APPEARANCES.

"Appearances count"—quite a trite saying, but none the less true. All appearances count. It matters not whether they are the clothes we wear or the language we use. Appearance attract or repulse according as their quality is good or bad.Appearances may not be everything, but they are something, and a rather big something, too.

We have representatives of ourselves other than our own persons—our printing, for instance. Your printing is designed to represent you in a silent manner, to talk for you, to sell your goods. This, like your own self, must have new attractive quality about itself if it is to make good first impressions—and first impressions count very much in the matter of effectiveness of printed text upon your prospect's stand or fall on its looks, its power to attract the prospective to read of the article you wish to sell. If it isn't very inviting, an matter how effective the appeal it contains, it is greatly handicapped in its mission.

It is a common mistake among buyers of printing to seek out the cheapest bidder—a grave folly. How much otherwise plausible sales talk has found its way to the waste basket owing to the mistaken effort of economy in its printing? If you intend to use the medium of printed matter, such as catalogues, circulars and the like, it is of importance that you make up your mind to pay a reasonable price and secure the kind of matter that does fulfill the purpose that it is intended to fulfill—to present your article to the prospect in a convincing manner.

Good printing is expressive of the character of the men behind the thing it purports to sell off. If you are selling an article worth while, you might as well give it the advantage of being presented through printing in an attractive manner. You're spending good money for printing, no matter what business you are in, and you might as well see that it is going to do its purpose. It is wisdom to use good printing—and as necessary as it is for you to be dressed neatly.

Of all business expenditures to sell the article, none perhaps is so closely watched as the printer's bill. Cheapness is the rule invariably. It can truthfully be said that your printer is an asset as valuable as those you employ specifically as such. And how can you expect the very cheapest printer to produce a quality of sales-getting about your printed matter? You don't dicker about the salary of your salesmen, so do you? Then why should you employ the cheapest for your silent salesman, who must stand upon his look, exclusively, for an audience.

So it is, or should be, with our printed appearances. We have different appearances to uphold, such as speech, manners, dress and the like; but these, even if faulty, could be atoned for by some other virtues, such as good nature, etc. Our printed matter, however, must have none of these bad appearances to alone for, because it cannot make good for the appearances that are not there. The appearance of the printed page is the criterion by which its appeal must stand or fall. It must be effective, and to be effective it must be attractive.

A TALE WITH A TAIL

There was Once a Professor who Wanted to see the Animals in his Charge do Well. He had the Goods and only needed a Chance to Deliver.

When the Bell clanged at 7:10 and the work of Instructing the Ignorant began, the Proceedings were Something like this:

"Tonight, Gentleman, I want to Talk to You about the—"

Enter John Smith would come Drilling In.

"This evening, Gentlemen, We are going to Study the—"

Then Tom Jones would Yank open the Door and Take his Seat.

"The Subject of this Lecture, Gentleman, is the—"

Whereupon John Doe would Admit himself.

"As I said Before—"

Enter Richard Roe.

"Truly," said the Prof., "the Classes start too Early. Next week we will Begin at 8."

The next Week Jones, Smith, Doe and Roe, Ran Late in the Order named. So the Professor Postponed the Class—saved the Present for the Second talk. Professor C. D. Hogan runs off the brief business session as rapid fire order. The entire administration is on its toes and full of ginger. Visitors to the Ad-Sales class always are given the glad hand.