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Xavier University (Cincinnati, Ohio)

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“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 in 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 part in the drama of death.

How laminated 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 fellow-men in appreciation of the real significance of the season; they are instead, millions pitted against millions, locked in a struggle, innate beyond conception, maiming and destroying each other—the handiwork of God.

“Peace on earth to men of good will.”

This is the month, and this the happy morn, Wherein the Son of Heaven’s eternal King, Of wedded maid, and virgin mother born, Our great redemption from above did bring, For so the holy sages once did sing, That he our deadly forfeit should redeem, And with his Father work us a perpetual peace.

Milton—On the Morning of Christ’s Nativity.

LAW FACULTY MEMBERS

Meet Their Classes

On Friday evening, November 23, new instructors in law met their classes for the first time this year.

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 students of St. Xavier and of the Cincinnati Law school. He has been a lawyer of high standing, and later developed them along lines of business and practice.

On this Christmas day let us unite to send on high a mighty supplication; let us storm the gates of heaven itself; let us beg the Leader of Leaders that he would speedily interpose his powerful aid in behalf of liberty, justice and fraternity; let us ask for the success of our leaders and our arms; let us, above all, plead for a quick termination of the conflict that is exterminating the mankind, and—indeed mercifully—the womanhood of the world.

So that perhaps the next Christmas day will see the realization of the ardent wish of the nations: “Peace on earth to men of good will.”

CHARLES H. BROWN

Describes Welfare Work in Address to the Social League

The monthly meeting of the Social League, held in Mulcahy Hall, Monday evening, November 19, proved to be one of interest, inspiration and enlightenment to those who attended.

In the course of his address on “The New Light in Business Life,” Mr. Charles H. Brown, of the R. E. La-Biod 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 workmen, 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 to find the causes of the differences that have arisen between the men and the bosses.

It is to this point that the Welfare Man has directed his efforts. He has had to trace 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
So let life's light illumine the night
This strenuous world is a continuous
Be quick to grasp, then hold it fast—
Seek, and success will follow,
If you strike too late on a hardened
Serve, and the world serves with you.

The Welfare Man is this—that the biggest motive. And the thought that the best thing in life is to serve.

Serve

Strike while the iron is hottest,
If you strike too late on a hardened plate
This will not hold.

Serve, and the world serves with you,
Look, and you lost alone;
This strenuous world is a continent—
It offers no room for the drone.

Life is an undertaking,
Nothing is a silent thought;
So let life's light illumine the night
With the service you have wrought.

AN UNUSUAL LECTURE

Will Be Delivered at the Next Social League Meeting

By DR. C. J. BROEMAN

ON FRIDAY EVENING, DEC. 14, AT 9 P. M. YOU ARE INVITED.

A lecture that is quite a departure will be the offering of the Social League to its members at the December meeting. Dr. C. J. Broeman, one of the leading physicians of the city, has consented to give his well-known illustrated address on "Keeping Yourself Fit."

The prominence of its author and its beneficial and instructive nature, the lecture has come to be in wide demand in this vicinity, and the officers of the League consider themselves fortunate in having obtained it. Dr. Broeman has addressed the army encampments at Eden Park and Fort Thomas, and a number of clubs and societies, including the Knights of Columbus.

The meeting as usual will be informal. A musical program is being arranged, and provision will be made for a capacity crowd.

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 Xaverian Wins

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

More honors have come to St. Xavier. J. A. Bairnstather, Secretary of the St. Xavier All-Sales Class of 1915-16, captured the first prize of $50 offered by the Asso Company for the best advertisement.

There were fifty-one other prize winners among the hundreds who competed for the capital prize.

A Lesson from the Dummies.

You
No doubt
Are very intelligent.
You don't know everything.
But
You're as wise as the next fellow, anyway.
It takes
A good man
To tell you anything.
Well,
The next time
You're on Fifth Street.
Take a good look at the models
In the department stores.
You'll see
That none of them
Show or frown.
All of them
Wear pleasant expressions.
They're smiling.
And
There's life
In their dumb faces.
Thousands
Look at them
Every day.
And are not repulsed.
They're of less value
In the sight of their Creator
Than the lowest Worm.
But
They can teach you
As they taught me
(And I'm pretty Wise, myself)
TO SMILE.
I find
That
It pays.
Try it.

MR. O'MEARA ILL

Confined To His Bed for Some Time

The News regrets to announce the illness of Professor Joseph O'Meara. A process of work had induced a rather wise state of health when Mr. O'Meara contracted a severe cold that conquered his determination to keep his feet. He has been confined to his bed for some time, but as latest reports are quite satisfactory, we hope to see him soon at the Monday evening sessions.

During Mr. O'Meara's absence, the class in Public Speaking is being conducted by the Regent, Rev. Joseph Reiner, S. J.

Remember that when you're in the right you can afford to keep your temper, and that when you're in the wrong you can't afford to lose it.
GRADUATES STUMBLE OR LOSE

1 — Who are or seem unhappy or sulky.
2 — Who are hard to be with or look at — who "grate on the nerves" of fellow worker or employer.
3 — Who are unkind, unclean of person or clothes, slovenly, careless, flashy, undutifully dressed.
4 — Who are long-earred, stoop-shouldered, head down and aseries, stiff, "very tired," haggard, simian, or loud of speech.
5 — Who are late in arriving, insinuate, slow in beginning, dwelling, shirking.
6 — Who are discourteous, ill-mannered, "fresh," obsequious, thoughtless, mean of dress or speech.
7 — Who are not deferential to others and official superiors, especially at home, where manners and attitudes and successes 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 well 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, brimful 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 others, 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 which will show where their work or manner can be improved.

— Institute for Public Service, 61 Chambers Street, New York City.
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 Live Wires. A majority confessed their desire to win greater self-confidence. Some of those who declared their needs must, have already shown an ability to take old Fear by the seat of the breeches and nape of the neck and toss him into the discard.

The Thanksgiving week session was abandoned for Professor Ren. Stutler, Jr., spent that holiday with his boy, Ariel D. Stutler, 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.

The class sessions were all interesting. Three of them were marked by the presentation of souvenirs. Jack Curris, of the Printing Machinery Company was the donor of fine pencals and J. B. Hess, of the Church-Bindings Company was twice generous in the distribution of handsome illustrated booklets, “The Picture Story of the Piano.”

Three papers were read by the Professor; one, 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 Incorruptible Power of Elementary Education.” 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. Glaesser 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 get 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 blaze the criterial 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 lays the golden eggs. Gerald F. White, of the P. A. Haney was second, 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 added member of the special lecturers and H. M. Zimmerman is another. The latter will talk on “Paper.” A new book came to the class—Harold Whitehead’s Principles of Salesmanship. Not the least notable compliments of the Ronald Press Company, of New York, whose “Advertiser” is the official class text-book.

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. Appearances attract or repulse according as their quality is good or bad. Appearances may not 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 talk, may be good or bad. Your printing, unlike your talk, has the advantage of being good or 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, Gentlemen, I want to Talk to You about the—”

Then 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, Gentlemen, is this—”

Whereupon John Doe would Admit himself.

“As I Said Before—”

Enner Richard Roe.

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

The next Week Joans, Smith, Doe and Roe, Ran Late in the Order named. So the Professor Postponed the Class—much to the Joy of those who had the Same Thing Happened. And the Professor began to Start at 10. And the Same Thing happened. When he had the Hour up to six o’clock in the Morning and the Disturbers still Disturbed, he Asked Himself “What’s the Use”. Hung a ‘To Let’ sign on the Classroom door and Hired himself out to a Watch-Register.

The Moral-Classes start at 7:30.