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1918-02-01

Xavier University Newswire

Xavier University (Cincinnati, Ohio)

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Recommended Citation
Xavier University (Cincinnati, Ohio), "Xavier University Newswire" (1918). All Xavier Student Newspapers. 24.
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SPLENDID VICTORY

Again Crown Efforts of Xavier Men.

The high efficiency and practical value of our Accounting course has been forcibly demonstrated in a recent competitive examination. Another laurel has been added to the collection of which St. Xavier's Department of Commerce is the proud possessor, and another example has been given of the patriotism of her sons.

Some time since, an army officer came to Cincinnati in search of five expert Accountants from Hamilton County, to do Government work in the East. He communicated with the University of Cincinnati, and Professor Ernest A. Roden, Lecturer on Accounting, consented to produce the men.

In the open competitive examination that followed, twenty-five men filed applications, most of them practicing Accountants of same experience. Five St. Xavier boys entered. Of the twenty-five, Professor Roden selected eight, five of whom were St. Xavier boys. In other words, the entrants from St. Xavier were 100% successful. The names of those who represented their school so well are: August Tasker, B. C. S. '16; Andrew Hageman, Alphonse Heringhaus and Benjamin Segal. The three latter are members of this year's graduating class.

Mr. Heringhaus was rendered ineligible because of his residence being outside of the local mobilizing officer's jurisdiction, and Mr. Blaise was eliminated by the toss of a coin with another contestant. The three other entrants were among the five who were eventually chosen by the officer in charge. The appointments will in all likelihood carry commissions with them.

Mr. Heringhaus was later offered the same appointment from his own state.

This is not the first time that students of this Department have proven the high standard of the courses, but it is one of the most notable. It attests undeniably the value of our curriculum, the ability of our faculty and the willingness of

OUR BOYS IN FRANCE

A Message to the Xaverians in Khaki and Blue.

Father Time and I have never had any serious disagreements. The Old Boy has been so kind to me that I still feel like a youngster. And yet a barrier of years stands between me and military or naval service. No star will ever twinkle in a field of white for me. But, as I think of all our boys—some of them already Over There, and others ready and eager to go, I am gripped by an intense longing to fall in with them.

I wonder if those Xavierian boys of ours, sense the feeling of affection that we have for them. May peace of them we all are God's men, every one of them, ready to fight to prove the truth of His gospel. Ready for the sacrifice, that all men shall be free. Taking up the tasks of Washington and Lincoln to the end that the people of the earth shall not become slaves of a band of imperial burglars and royal freebooters, but that the blessings of liberty may be safeguarded and preserved, now and through the years to come.

Heroes, every one of them! Out of every heart swells a flood of gratitude that so many of our own old St. Xavier boys of the classes in Advertising and Salesmanship, past and present, are we largely represented among Uncle Sam's boys in Khaki and Blue.

Please accept this message sent through the Xaverian News, as a personal hand-clasp and God-bless-you to each and every one of you.

May the Father of us all be gracious to you and keep you close to Him. May He safely bring you back to us, with honors for your victory achieved for righteousness over the powers of black piracy and yellow loot.

You are in our thoughts and prayers.

R. M., Jr.

COSTS

One of the most important courses in the curriculum is to begin on Friday, February 15, when Mr. Crane, Professor of Junior Accounting, starts his course in Costs.

That this is one of the most valuable phases of present day Accountancy goes without saying. The modern demand for efficiency to the nth power has created a large call for the technical men, capable of analyzing any industrial situation and remediying its defects. There is no knowledge of the subject that is absolutely essential to the successful professional accountant; but it is also invaluable to the private accountant and the business man. Many a retailer, of the small or medium type, could effect a considerable saving in his business thru an acquaintance with Costs.

The subject is a comprehensive and exhaustive treatment. Mr. Crane, who heads the firm of Frank J. Crane and Company, has a wide recognition as a cost expert, and his varied and large experience will serve to make the course entirely practical.

Classes will be held each Friday evening from 7:30 to 9:30, for ten weeks.

Traffic Management

On Tuesday evening, February 12, Mr. Patrick Kilgarriff began his lectures on the second and third year Economics in Traffic Management.

This subject is one of the liveliest and most practical of the day. The uncertainties and delays of transportation under the unnumbered conditions that exist today are sufficient to tax the abilities of the best managers. And that the necessity for trained and capable directors of shipping will grow, rather than decrease, is obvious.

The course includes discussion of the economies in transportation, land, water-ways transportation, passenger and freight traffic, duties, classification, rates, charges, State and Federal regulation, traffic policies, intrastate and interstate commerce, etc.

Mr. Kilgarriff's thoroughfitness to handle this subject comes from his years of successful service with the Southern Railway System. The reader under his tutelage assures the student of a complete knowledge of the principles of transportation.
Camp News

Quarantined.

Rev. Father Reiner,
Moderator St. X. Social League.

Dear Father Reiner:

Accept my thanks for the Xmas remembrance and the beautiful letter sent by you on behalf of the Social League.

I have written sooner, but have been under quarantine and not allowed to send any mail. I certainly appreciate the spirit back of your gift, as we boys in camp like to feel that our old friends have not forgotten us.

We were not without the Xmas spirit, though the day was different from any I have ever spent—chiefly because of the quarantine. I was unable to attend Mass.

I have been transferred to Headquarters Company, 324th F. A. H., and will be glad to see you or any of the boys any time you are in Camp Sherman. Mail will reach me O. K. if sent to this address.

Sincerely yours,

Frank J. Favret.

Likes the News.

Rev. Father Reiner and Boys of Old St. Xavier:

I received a copy of the Xavierian News today and certainly was mighty glad to hear what is going on at good old St. X. I assure you I appreciate the paper very much and wish to extend my sincere thanks for your kindness and thoughtfulness in remembering me.

I am glad to state that I am in the best of health, having gained twenty-five pounds since I have been at camp—about four months.

I note St. X. is well represented in good old Uncle Sam's outfit and that the majority are holding commissioned or non-commissioned offices.

The weather is rather unpleasant at present. There is plenty of snow, but I suppose everybody is getting the same dose over the entire country. We are busy, but we have plenty of eats and plenty of fuel.

I wish you and all my pals a happy and prosperous New Year.

Sincerely yours,

Ray H. Ruttle.

Tut! Tut! George—Why did you have to carry sea shells?

Dear Mr. Mulford:

Many thanks to you and the boys for your Christmas greetings. It was a fine remembrance and very much appreciated.

I have had the good fortune to be cast with a fine bunch of boys. They are all clean cut and hard workers. We got along fine and intend to make our company the best ever turned out from this island.

This is a very beautiful spot. I see the same rise and set each clear day. It is gorgeous. Yesterday I was far out on the beach gathering shells to utilize the roadway and looked out over the broad expanse of the Atlantic towards the deep unknown.

Sincerely,

Geo. W. Buda.

A Great Life if You Don't Weaken.

Camp Sherman.

To the Boys of Advertising, Accounts and Finance,

Greetings:

I received the box of candy and cigarettes and appreciated your kind remembrance of me while serving in the capacity of a soldier. I am at present assistant regimental postmaster of the fourth, fifth and sixth battalions, and will say that the life in the army is great—if you don't weaken.

We are very busy just now, and will be all thru the Xmas holidays, for every man in the service is receiving more mail and parcel post packages than he did previous to being in the service of Uncle Sam.

I also must thank you for the receipt of the Xavierian News one day late.

Hoping to keep in touch with the boys of St. Xavier at all times and wishing them all a Merry Christmas and a Happy New Year, I remain,

Yours truly,

Cyril J. Roll.

Good Luck, Art.

Mr. Ren Mulford, Jr.,
Cincinnati, Ohio.

Dear Mr. Mulford:

I have just written to Mr. Purdy advising him that it will be impossible for me to continue as a member of the Ad-Sales class. You will also be glad to hear that another of the Ad-Sales boys will soon be in Uncle Sam's Army for the liberty of the world, as I expect to get into the service within the next few weeks. I had intended to enlist in December but was forced to postpone action till the present time. I am now breaking in a sub on my work at the P. O., and expect within the next week or ten days to change from the gray of the postal service to the khaki of the army.

Thanking you very much and assuring you that when it is all over I am going to join the St. Xavier, I am,

Respectfully yours,

Arthur L. Jacobs.

On to Washington.

Dear Sir:

Tell all the boys of the Ad-Sales class that I am sorry I cannot come and thrive in their ambition-giving atmosphere any longer, as I am studying at night now to learn what will soon fit me for a position with the U. S. Government in Washington.

Your class and you have given me confidence in myself and I cannot help but express my thanks in this way. More power to you!

Your pupil,

Arthur Kistner.
A RED-BLOODED
CLASS

Lively Doings of the Ad-Sales Boys in Arctic Days.

Neither the icy breath of old Jack Frost nor the blizzard or snowstorm daunted the enthusiasm of the red-blooded students of the Ad Sales Class. Uncle Sam called in his confident call upon the Xaverians and several more have dropped out to enter government service, sending the cheery and gratifying word, "After the war is over we'll be coming back.'

Although coal shortages and the usual fateful holidays reduced the January sessions to two, the two that were omitted will be added to the earnings at the close of the course. One of the non-faithful members is sadly missed, J. F. Hess is still ill. Class greetings were sent to him and to Thomas J. Brady, who underwent an operation at the Hebrew Hospital.

Edward Franklin Sexton, Sales Manager of Chas. W. Breneman Co., was the star of the January lecture course. His talk was inspirational; filled with illustrations drawn from success stories of business men from the males; men whose knowledge of life and business has been acquired in the crucible of experience.

The class instructor, Ken Mulford, Jr., was heard on the other evenings. His last January talk was on the timely subject, "Advertising in War Times," and the February class inaugural was marked by the presentation of a paper on "Personality in North Latitudes," backed up by many jokes that had "made good"—practical examples of the subject of study.

The once-a-week talks by members of the class have proved tremendously popular and a reliable help in giving the speakers self-confidence, which is an essential asset of successful salesmanship.

Robert Bowman, of the Fifth-Third National Bank, gave a most interesting outline of "The Work of the Clearing House." J. George Ege, of the Kroger Grocery and Baking Company, gave an insight into the magnificent machinery of that successful chain of stores which have done so much to make Cincinnati the cheapest city on the continent in which to enjoy life and good provender.

President C. D. Hargreaves' absence on one evening gave the new Vice President, C. B. Hopkins, and Albert W. Schell & Co. opportunity to preside at the class meeting.

C. Jack Curnow, of the Printing Machinery Company, is listed for the next class talk.

A recent souvenir came from Chicago with compliments of Robert C. Fry, of the Chicago Paper Company. Each student received a copy of the Long Pile, the house organ of the Chicago concert, which had heard of St. Xavier's Ad-Sales Class through the good offices of former member—G. M. Long.

During the next few weeks, among the experts scheduled to speak to the class was Arthur P. Lumsberry, Gordon E. Small, Joseph Schmidt and Ben Roth.

The spirit of Mr. Mulford's message to our soldiers and sailors—a spirit heartily subscribed to by the rest of the students and faculty, and especially among the students themselves.

We all agree that we are brothers. First, We are giving our time and expending our money in an endeavor to pave the way for the things we see before us; but if we are real St. X men our interest doesn't begin and end with ourselves. John Jones endeavors to build up between the students and faculty, and especially to our soldiers and sailors—a spirit that can not accept. Tell the Regent or...
THE XAVERIAN NEWS

I DON'T—DO YOU?

I've been asked
To write something
For The News.
Goodness knows, I don't know
What I am writing about;
But I do know
I don't know
What I'm doing.
Do you?
I know
I ought to say
Something
And know what I'm saying
And have an aim
At a certain
Thing
And say it.
But the trouble is
What to say.
I know I know
All about names
And names.
So,
Names being names
And names being names,
I'll aim at this
And say,
"A man with an aim will
Sooner or later be a
Man with a name."
I know that
I wanted to say
Just that.
And no more.
I had that aim.
But the name?
If aims
Give Names
And I had an aim
To say something
And said it
I guess I've
Got a name—
TO GET.

ACCOUNTANTS, NOTICE.

On being asked by a News reporter to compile a list of the best reference
books for the Accounting classes, Mr. Brendel suggested the following:

Author, Title and Purpose—
Skeers, "Philosophy of Accounts,"
general theory.
Fairfield, "Principles of Accounting,"
partnerships.
Brendel, "Science of Accounts,"
definitions.
Dicksee, "Accounting, Procedure and
Practice," repairs, renewals and
plant charges.
Debeque, "Advanced Accounting,"
general theory.
Sprague, "Accountancy of Invest-
ments," securities and bonds.
Beasley, "Science of Accounts,"
definitions.

QUESTIONNAIRE

RESULTS.

One of the most striking bits of in-
formation derived from the recently
distributed Student Questionnaires was the fact that in the vast majority
of cases the student had enrolled as a
result of the representations of other
students, or others interested in the
school. This bears out the statement
that the Department of Commerce is
best advertised by the high-calibered
student body that comprises it and
the good it effects for them.

Various and interesting reasons are
given in answer to Question 4: "What
prompted you to choose St. Xavier?"
Among them were: "Knowledge of the
excellent service," "Experienced in-
structors," "Highest standard of effici-
cy, known throughout the city," "My
own free will," "Its reputation" (7),
"Interest shown by the school," "Per-
sonal knowledge of the success of its
students," "Fine business course of-
fers," "The evident superiority over
the other two schools," "Its selectivity."

One man wrote: "Your pamphlets
seemed the idea. They were great."
Another attended as a result of
"Father Pan's reputation as a writer."
The Questionnaires resulted in the
obtaining of much useful information
that will be used in the further better-
ment of the school.

NEVER YOU MIND

Never you mind if those grow cold
Who owe you the sweetest smile;
Never you mind if they pass you by
And neglect you for a while.

Never you mind if people forget
The good things you have done;
Never you mind if they do not know
Of the battles you have won.

Tie the way of the world to remember
best
The things you have failed to do.
But never you mind—just laugh and
go on,
And be faithful your whole life through.

COAL SHORTAGE

This Department has been manfully
doing its bit for the cause during the
past month by adapting itself to a
rather disorganized schedule. All
Wednesday and Friday classes were
canceled during the week of Janu-
ary 14, and Monday and Wednesday
classes have since been held on Tues-
day and Thursday.

The fuel situation at the College has
been acute, as it has been at all in-
stitutions, and no classes in any of
the departments have been held on
Monday or Wednesday since the pub-
lication of the Garfield fuel order. The
meeting of the Social League scheduled
for January 25, at which Senator
O'Brien was to have appeared, has
been indefinitely postponed. The fac-
ulty regret that this action was neces-
sary, but under the circumstances it
was imperative.

SPLENDID VICTORY—Combined.
our students to serve their govern-
ment in their best capacity,
in the name of the faculty and
students of the Department of Com-
merce, the News extends heartfelt con-
gratulations to the successful men.
Their success is the success of the
school. May they acquit themselves
with even greater honors in the larger
fields to which their duty to their coun-
try has called them.