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A LOOK AHEAD
Stars in the Course of Ad-Sales Class.

The class in Advertising and Salesmanship has rounded into the last half of the school year. A splendid program of activities lies ahead. March will witness the round up of a number of experts who will talk on subjects which are close to the students heart. February’s sessions were enlivened by the brief talks of the members of the class. These form a part of each week’s prelude—a practical round in the battles for self-confidence. Louis Ferrer, who runs in from Owensville every class night, talked on “The Man Behind the Counter.” It was a rapid fire picture of the modern salesman, replete with epigrams. “A merchant is known by the clerks he keeps,” was one gem of knowledge.

On another evening three of the boys were heard. C. S. Hopkins took for his subject “Life Insurance as a Good Investment.” He proved his case. Norton Hargis told of a lighting system that has revolutionized farm life. Then Ray Hobson spoke on “The Knowing How of Selling Automobiles.”

The class teacher, Ren Mulford, Jr., presented several papers during the month. In “Life’s Bargains” he traced advertising back to Biblical times and mentioned the current incident of pictorially meeting the voices of balmy spring. The weather man and the coal man have executed a right about and are as pleasant now as they were disagreeable before.

Relying on their promises and the indication that things may be planned a few days ahead with no fear of being frozen in their execution, the Social League will resume its regular monthly meetings on Friday evening, March 1st.

Senator Robert O’Brien, whose oratory and inexhaustible fund of humor have received notice in these pages once before, will be the speaker of the evening, and a typical address may be expected. The equal order of business will prevail.

For the remaining sessions, President Hittner has several top-notch programs under consideration. One of them will consist of a showing of the movie, “Busy Ohio,” produced by the Ohio State Board of Commerce as an educational feature of its work. This is a film depicting various typical industries in Ohio, to show what business really means to the state. A lecturer explains the pictures as they are shown. The presentation of this extraordinary feature has been arranged for the evening of March 22. Each student may invite two guests.

Local talent will be used for one evening, when the Public Speaking Class will debate some pertinent question of public interest. Further notice of this program will be announced later.

THE XAVERIAN NEWS
Published by The Social League of the Department of Commerce
St. Xavier College

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SOCIAL LEAGUE
Resumes Sessions

SENIOR O’BRIEN
To Be Heard at Next Meeting.

Old Boreas seems ready to have released his icy grip on our fair city and the air is beginning to fill with the thousand and one ways are shown by the headline “Gosh! The Knowing How of Selling Automobiles.”

The class teacher, Ren Mulford, Jr., presented several papers during the month. In “Life’s Bargains” he traced advertising back to Biblical times and showed that the first real estate deal was advertised in Ruth Souvenir proofs—Times-Star settings after the department store make-up—were distributed.

“The Selling of Insurance” was another paper read, and the last of the sessions of the short mouth was marked by a unique introduction to over one hundred more or less famous “Girls of Ad-Land.” Commenting on this incident of pictorially meeting many of the beauties of the magazines, the Commercial Tribune created many a laugh by the headline “Gosh! Let’s Go!”

Among the coming assignments of stars in the course are the following: March 1, A. P. Lounsberry, “Secrets of Success in Salesmanship”; March 2, Oscar Broker of the Barnes-Crosby Co., “The Place of Art in Good Advertising;” March 15, Harry Groebe, of the Williamson Hater Co., and

NO FLASH IN PAN
Was Victory of the Xavier Accountants.

In the last issue of the News was the report of the splendid success of three Xavierites in a public competition for Army Accountants. That the men won on their merits is indicated by letters from Ben Segal, published elsewhere in this number, announcing the continued efforts of the victors.

Arriving at Fort Slocum, New York, they were put into barracks with 50 other accountants, degree and college men, the pick of the four hundred in the camp. From here, the fortunate hundred—Including, of course, the three St. Xavier boys—have been moved to Detroit for special training before being permanently assigned.

Again the News congratulates you, Sons of St. Xavier! May you continue to possess the success you so truly deserve!

KEY TO EFFICIENCY

“One thing at a time, everything in order, on time, and to the best of your ability.”

There in seventeen words is the basis for innumerable sessions the foundation for reams of good advice, and the key to efficiency and success. The writer has recently perused the pages of a “Personal Efficiency” course, calculated to bring his ability to do things up to its maximum possibility. The lessons are built up from a thorough study of the capacity of man and his pet weaknesses. Detail after detail is enumerated, and a thousand and one ways are shown by which time may be saved and more work may be done more effectively.

But when the last page had been turned and a resume taken of the hundreds of pages that had gone before, it was found that the whole might be condensed into: “One thing at a time, everything in order, on time, and to the best of your ability.”
THE XAVERIAN NEWS

CAMP NEWS

Across the Creek.

Somewhere in France, January 23, 1918.

Dear Fellow Members:

Received your letter dated December 1st expressing the Teutonic spirit of the boys to me here in France and you appreciated it, although I did not reach me until today.

As you well know, I have now been in France for over five months, and during my stay here have seen some wonderful sights and have had some wonderful experiences.

I wish to give you a short story of what I have been doing since coming to this country.

I was located in Paris for nearly three months, and while there handled many different branches of the office and also saw everything of interest to be seen in that wonderful city. Last November I was transferred to the town in which I am now located and upon my arrival here was immediately sent to a French hospital for treatment, as I had a touch of pneumonia and an attack of bronchitis. Upon being discharged from the hospital after a twenty-day stay I was assigned to duty with the Salvage Depot as Chief Clerk, and last week was transferred from that position to the Post Quartermaster's office here and assigned as chief clerk. I am making good use of the knowledge which I obtained while attending Night College in my present position. The work is very interesting, as I get to see everything that goes on in the office and in some cases am asked to pass my judgment. A French girl is to be assigned to me shortly as stenographer so that I will be able to handle a great deal of minor matters and will therefore not have to bother Major every time.

Due to my being away from camp it was two weeks after your letter was mailed before I received it. Then, after five days, along came the measles, and, unfortunately, they "camped" with me another seventeen days gone. Being quarantined during this time, it was impossible for me to "slip a note" to you, so here it is February 8, 1918.

My Dear Father Reiner:

St. Wait a minute; now wait a minute. I know I'm slow in getting this letter to you—but here's the story anyway.

As you well know, I have now been in Paris for nearly three months, and while there handled many different branches of the office and also saw everything of interest to be seen in that wonderful city. Last November I was transferred to the town in which I am now located and upon my arrival here was immediately sent to a French hospital for treatment, as I had a touch of pneumonia and an attack of bronchitis. Upon being discharged from the hospital after a twenty-day stay I was assigned to duty with the Salvage Depot as Chief Clerk, and last week was transferred from that position to the Post Quartermaster's office here and assigned as chief clerk. I am making good use of the knowledge which I obtained while attending Night College in my present position. The work is very interesting, as I get to see everything that goes on in the office and in some cases am asked to pass my judgment. A French girl is to be assigned to me shortly as stenographer so that I will be able to handle a great deal of minor matters and will therefore not have to bother Major every time.

Due to my being away from camp it was two weeks after your letter was mailed before I received it. Then, after five days, along came the measles, and, unfortunately, they "camped" with me another seventeen days gone. Being quarantined during this time, it was impossible for me to "slip a note" to you, so here it is February—but better late than never.

It is certainly a great consolation to know that the "old timers" are with you in spirit, and there's no need of repeating in my previous letter. Messrs. Taske, Hageman and myself are all in the same barracks. Our commanding officer has informed us that the men placed in our barracks were the pick of the crowd, and will receive the best assignments. The statement is borne out by the fact that all the C. F. A.'s and college men were placed in our barracks.

I am not aware as yet of the nature of the assignment I will receive but whatever it will be I will always feel that it is in a great measure due to the excellent training I received at St. Xavier.

I certainly regret being unable to complete my term at school. While I am anxious to receive my diplomas as soon as possible, I will, if necessary, take up the class in Transportation when the war is over in order to complete my full college credits.

I would like to receive the Xavierian News regularly in order to keep in touch with what is going on at old St. Xavier.

Cordially and sincerely yours,

Ben Segal.

Now See Where They've Gone!

Fort Slocum, N. Y., February 22, 1918.

My Dear Father Reiner:

You will probably be interested to learn that we have left for Detroit tomorrow morning. A barracks at the Ford Motor Company plant has been erected for us and I believe we will receive some training at the Ford plant before starting to work. I should prove very good training and experience.

Only one hundred of us are going, they being the hundred I had mentioned in my previous letter. Messrs. Taske and Hageman will be with me on the trip.

Through the kindness of Mr. Harrington I expect to keep in touch with the current studies at St. X.

Upon my arrival in Detroit I will forward my address there. Messrs. Tugeman and Taske send their best regards. I beg you to accept my most sincere thanks and appreciation for what you have done for me.

Cordially and sincerely yours,

Ben Segal.
The Xaverian News

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MR. O'MEARA
Visitor at College.

A most cordial welcome was accorded Mr. O'Meara, Instructor in Public Speaking, last Saturday afternoon when he called at the College after an absence of many weeks due to a protracted siege of illness. A most pleasant surprise for the Faculty could hardly be imagined. Mr. O'Meara's presence was the way to perfect health, and soon be able to take up his regular duties. He is very anxious to meet the members of the Social League in order to express to them his high appreciation of their kind thoughtfulness of him during his sickness.

ECHOES FROM THE CLASSES

Accounting III.

The end is in sight for the Seniors. Three years ago, when we were mere freshmen, the distance to the top seemed a long way off, but now caps and gowns stare us in the face and the time when we shall say "Vale" to old St. X. is approaching swiftly.

A fitting climax to our excellent course is being provided in the lecture of our instructor, Mr. Biggs. A man of wide and varied experience, he is able to show us the way to apply in a practical manner the principles we have learnt in the last two years. As we go on, the intricacies of the business world for trained men. They were filled with good resolutions.

Time then stepped in and began the work of elimination. Fortunately the weedng out has been negligible, excepting the man who has answered the call to Government service.

Next term we are taking of every enterprise we possess. Whether it involves Economics, Accounting, or Traffic Management, we are working hard and persistently.

Traffic Management.

"How much we don't know about railroads" might be the name of this class as well as Traffic Management. It has been the writers experience that he never realizes how little he knows about anything till he starts to study it. This was true of Transportation. A slight perusal of the subject indicated that there is infinitely more to it than books of dealing and claims.

Mr. Kilgariff makes the topic very clear. His long experience with the Southern System has given him a vast fund of information concerning every detail of the game and his simple and effective methods of presentation remove all the mystery surrounding the technical phases. We look forward to a pleasant and profitable course.

Jos. Ahlers.
The progress of this class has been truly remarkable. In September, we were, I suppose, diamond in the rough—but very rough. In the months that ensued, hard and persistent effort gradually wore away the inaccuracies and crudities of our composition until now we can fairly see our way to the possession of correct and forcible English.

The change from Wednesday to Tuesday evenings necessitated the withdrawal of one of our most valued members, Charles Hogan. Hogan has been hit by the military bug and attends N. C. O. school three times a week.

J. G. Ego.

Business English I.

For four months did our boat glide through the deep, green, tranquil waters with majestic grace. But suddenly the serenity of the skies faded into ominous darkness, the tranquility of the waters was disturbed and the whirling of the wind could only be an omen of impending danger. The ship is in heavy labor; she is struggling and groaning. Her engines are whirling in a terrific, mad race. The storm without is howling and the mighty ocean is heaving in impotent rage, while the towering waves reach greaseily out to seize our craft.

Some few seem not to be the worse off for the experience; others barely escaped it. But in the last few evenings and have expressed their interest in the work done. They were welcome and always will be.

Ed. Anthony.