THE XAVERIAN NEWS
CINCINNATI, OHIO

A paper published by the students and devoted to the interests of St. Xavier College of Commerce, Accounts and Finance, College of Journalism, Advertising and Salesmanship.

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THE FAREWELL DINNER OF THE AD AND SALES CLASS

EXAMINATION DATES.
First Year Accounting, Wednesday, May 24.
Second Year Accounting, Tuesday, May 8, and Wednesday, May 16.
Third Year Accounting, Wednesday, May 22.
Journalism, Wednesday, May 24.
Transportation, Tuesday, May 23.
Property, Friday, May 19.
Sales, Friday, May 19.
Bookkeeping, Friday, May 19.
Ethics, Political Economy, Advertising and Salesmanship have already finished their work.

Commencement, Wednesday evening, June 21, Emery Auditorium.
Exequial Services, St. Xavier Church, on June 18, Sunday evening. Rev. Joseph Davis, S.J., St. Louis University, will deliver the baccalaureate address.

THE ANNUAL BANQUET.
The annual banquet of the St. Xavier College of Commerce, Accounts and Finance, and College of Journalism, Advertising, Salesmanship and Public Speaking will be held at the Hotel Gibson, Thursday evening, May 18th, at 6:45 o'clock. Excellent speakers have been secured.

Messrs. William Carter, Joseph O’Nara, Edward Mullinier and Fred Calbraith will be the speakers. Other entertainment features will be provided.

BIG DOINGS
In the Ads and Sales Class

The 1915 Class in Advertising and Salesmanship of the St. Xavier College of Journalism and Advertising closed a very successful and enthusiastic term by a farewell dinner at the Palace Hotel on the regular class evening, Thursday, April 27th.

It was an unusual affair and filed with the spirit which had marked every session of the class. The boys ran into a veritable succession of surprises which had been planned and carried on by the live committee in charge of the arrangements.

The private dining room was filled with the advertising atmosphere. The walls were adorned with specimens of up-to-date street car advertising which had been loaned especially for the occasion by the local representatives of Barron G. Collier, Inc., who are the national street car advertising men.

Advertising Souvenirs.

At each plate were a number of souvenirs. Mr. Broker presented the members of the class with a little booklet, "An Appreciation," artistically engraved, bearing the seal of St. Xavier College in colors, and embodying his own half-tone portrait and the class motto.

(Continued on next page)

WHAT IS ADVERTISING AND SALESMANSHIP.
A Few Answers by the Students.

Advertisements are mile-posts that keep business on the right road to success.—Stephen J. Morrissey.

Advertising is the great selling force in modern merchandising.—J. A. Bairnsfather.

In many cases good advertising is wasted by poor salesmanship.—Frank J. Favret.

Advertising is a dynamic force, akin to electricity, that drives the engine of business.—Harry Mulhane Bridwell.

Good advertising is salesmanship multiplied many times.—George S. Lang.

Salesmanship might well be termed the sequel to Advertising. Publicity gathers the crowd; advertising sells them.—Joe Albano.

Good advertising without good salesmanship is at a great disadvantage.—Gerald T. Fioreman.

Advertising is the handmaiden of salesmanship. Salesmanship is a good follower of advertising.—Oscar Reimert.

Good advertising sows the seed for good salesmanship to reap the harvest.—John F. Glaser.

Advertising is an appealing force that creates a desire to buy.—Jack Lyle.
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BIG DOINGS—Continued

The menu cards were a splendid specimen of the printing art, and showed to unusual advantage the original talents of Barry Mullane Bradwell, Vice-President of the class, who was the author and designer of the cards.

There was another remembrance much appreciated—that of George S. Long, containing the names of every member of the class from start to finish, and the class motto drafted by the instructor of the class, Mr. Ben Mulford, Jr.

Then came the biggest surprise of all—large paper bags simply loaded with advertising novelties and souvenirs. The total reached the historic "57 Varieties" number, varying all the way from cake, peas, and bread to bulldog movie tickets and bricks.

Before the President of the College, Father Heiermann, invoked grace a flashlighit photograph was taken and the guests were included with the bags, with great satisfaction sample prints of themselves about the table long before the coffee had been reached. It was a splendid example of Barnes-Crosby service.

The guests of honor were Father Heiermann, President of the College; Father Joseph Reiner, Regent of College of Commerce, and Col. George B. Bundy, Norwood's lovable humorist. Mr. Clark, President of the Cincinnati Advertisers' Club, arrived later in the evening. Reporters from the Commercial Tribune and Enquirer honored us with their presence.

Mr. Brooker, President of the class, was toastmaster, a pleasant duty which he carried off with his usual humor and vigor.

No little excitement was created by the discovery of one large fat and exceedingly heavy brick on the bottom of the Frank Pivov's bag. This was a mystery, the solving of which created no little excitement. It finally came out that the Favret brick had really been intended for the Secretary, Bainsfather.

Father Heiermann, who was chuckling in glee, then found one of these weighty reminiscences in his own bag and the story came out.

Brick makers, anxious to secure the contract for the new St. Xavier College and sent specimens of their work to the Sycamore Street college office. These specimens were sent to the Palace Hotel with the souvenirs, and as it turned out Father Heiermann got one of his bricks back. The Secretary, through a change in position, without changing the bags, missed his, and Prof. Mulford lugged the other all the way home and then discovered that he had been furnished bricks with one new and excellently made brick for his new bygown, "Lookaway," on Kennedy Heights.

Father Heiermann spoke at some length telling of his pride and satisfaction in the work they had accomplished and giving a few words of advice and cheer. He, however, had some rather hard words for the committee because of their being too unlucky as to return to him one of his unusual souvenirs.

Mr. Mulford followed, telling of how he had grown to like the boys, how he hated to see them go, and that he hoped friendships had been formed that would last a lifetime.

It would be impossible to do justice to these two talks in the space allotted. The best that can be done is to pass them over with the knowledge that they will linger as long as life itself in the hearts of all who heard them.

Col. Bundy, of Norwood, one of the guests of honor, was in a happy mood, and at once struck the keynote of the evening. Before he was through he had all present convulsed, while mingled with his gibe was a nudge of good, hard, common sense which were fully appreciated by his delighted hearers. Mr. Mulford was the one responsible for his presence, and many were the thanks he received for bringing him.

Father Reiner, another of the guests of honor, gave the class an exceedingly clever little talk, saying that in spite of all the specimens of ad-craft present, one had been overlooked—the greatest of them all. This was the class itself—the best advertisement for St. Xavier that was possible, every member being a walking delegate spreading the good work.

All the boys present gave a short talk telling of their experiences of the year, the benefits they derived from the famous sessions of the last year. One of the upper most thoughts in these talks was that of thanks to Father Heiermann and Mr. Mulford for their good work and kind interest in every one of the boys throughout the year.

Honor bestowed by the Advertising Club.

Mr. Clark, President of the Advertisers' Club, astounded the class by inviting them to join the Ad Club, go to Philadelphia with them in June, and take complete charge of the May 10th meeting of the Ad Club. The reception was quick and complete, however, and a committee consisting of Messrs. Glazer, Morrison, Benkef, Bridwell and Fols was appointed to take care of the entire matter. Under the energetic direction of this live committee the luncheon promises to be a great success.

The menu cards included with the luncheon promises to be a great success. The menu cards included with the luncheon promises to be a great success. The menu cards included with the luncheon promises to be a great success. The menu cards included with the luncheon promises to be a great success.
ADVERTISING AND PRESTIGE.

Advertising has developed important functions, apart from direct salesmanship. A power to create a state of mind and, thereby, influence manners and customs necessitates a broader interpretation of its aims and purposes. The advertising man, seemingly, avoids the question, "Will it sell goods?" may better answer a query of its own, "What will people say?" by suggesting what the advertiser wants them to think and say. It may be desired, primarily, to establish opinion, create atmosphere, form reputation or influence some custom, new or old. In doing so, it may not sell but simply pave the way for that nimble salesman, Prestige. Such advertising more generally associates itself with luxuries and class appeal.

We are, by nature, luxury loving. If we have money, we want to buy the best the market offers; if we are not affluent, we envy those who are. It is this instinctive desire to be a little better than the other fellow that creates a market for luxuries, and the stimulus to their sale is given by prestige. So originates a class of advertising appealing to human vanity. True, vanity is a superficial trait, but it will exist as long as human nature—and, as long as vanity exists, there will be a desire for luxuries.

In advertising luxuries, the word "exclusiveness" is full of charm and magic appeal. But its use must be democratic. The man who cannot afford Tiffany prices must not be slighted in the publicity given their goods. His estimaion of their quality is influential with the actual buyer. Not alone pride but envy of possession sells luxuries. Exclusiveness intensifies Prestige, the salesman who never sees a lean purse. His selling talk must tell that even the "common people" know and have a high regard for his product.

The advertising of White and Pierce Arrow Collars and the motor cars in typical publicity of prestige. The high price and limited production of both cars means a selling field of narrow bounds. Yet both companies use extensive and expensive magazine space, often to

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THE ADVERTISING AGENCY.

The agency of today has risen from the plate of an ordinary space, sold to that of a specialist, an organization of expert advisors.

The value of the agency is now universally recognized both by advertisers and by publishers. So true is this that the publishers pay the agency a commission on all advertisements placed by it. This commission is positively reduced the individual advertiser.

Every high class agency is financially responsible for all advertisements placed by it, and pays all publisher's bills. The agency is then, in turn, paid by its clients. This saves the publisher the necessity of handling a multitude of small and possibly uncertain accounts.

The publishers, also, appreciate the service which the agency gives to the advertisement. They know that advertisements submitted to them by agencies tend to raise the character of their advertising sections.

Then too, they realize that the agency makes no trifling, but none the less irritating mistakes. Proper screen hạtiotics are provided. Every purpose of their rules is transgressed. They are dealing with people who thoroughly understand their problems—people whom they know.

The commission paid the agency by the publisher enables the agency to give its services to the advertiser free of charge. And the advertiser certainly does get SERVICE.

The agency plans his advertising campaign. Its knowledge of the field and of his business gives it an unassailable advantage over the average advertiser. The agency gets the proper perspective and often finds selling points which the manufacturer has entirely overlooked.

The agency writes and designs his advertisements for him. And to gain an adequate conception of the value of this service it is only necessary to compare the average ad of the middle class trade paper, which, in most instances, is prepared by the advertiser personally, with the works of art that we often see in the better class of magazines.

The old time business men who thought they knew more about their advertising than an agency possibly could know and who believe that they were quite capable of writing their own publicity are rapidly disappearing. Now most prosperous business houses consult their agencies on every advertising problem in it, the manner as they would seek the advice of their attorneys in some legal question.—J. A. Bainbridge.
MONEY!

The banks reel with it—its a
drag on the market. The world
wants men. But it wants men
who can lead, dare, do—the
common herd, the pack, can only
follow like so many ciphers—a thou-
and of them count no more than one
(9999000). But a mealy half dozen ciphers with a single—integer (1,001,000).

Josiah! What a difference! Young men now! Yourself! Stretch—straighten
out—be an integer! You can if you WILL—enroll in any one of the different
courses of

St. Xavier College
OF COMMERCE, ACCOUNTS, AND FINANCE
AND COLLEGE OF JOURNALISM, ADVERTISING
AND SALESMAHSHIP
Seventh and Sycamore Streets Cincinnati, Ohio

This is an "ad" written up by a student of the First Year Accounting
Class. Not all the advertising talent is in the Advertising Class. But all
the advertising talent ought to be in the Advertising Class.

GRADUATION ESSAY FOR STUDENTS OF COLLEGE OF COM-
MERCE, ACCOUNTS AND FI-NANCE, JOURNALISM, ADVER-
TISING AND SALESMAHSHIP.

Essay must contain 2,000 words, not including quotations.
To be handed in on or before Wed-
nesday, June 7, 1916.

Subjects.
The Federal Reserve Bank Act.
The Origin of the National Banking
System.
The United States Steel Corpora-
tion, History and Policy of.
The Development of the Certified
Public Accountant.
Old Age Pensions.
Compulsory Arbitration.
Child Labor Legislation in America.
Industrial insurance in the United
States.
The Economic Significance of the
Panama Canal.
The Control of Corporations in
Massachusetts.
Monopolies in Ancient and Medieval
Times.
The Effects of Trusts on Prices.
Variables of Stocks and Bonds.
The History of the Standard Oil
Company.
The History of the Tariff on Wool.
The History of the Policy of Reciprocity.
The History of Federal Income Tax
Acts.
Municipal Ownership in Great Brit-
ain.
The Cooperative Movement in Eng-
land.
The Wage-Fund Theory.