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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.

VOL. 1
MAY 1916
NO. 6

THE FAREWELL DINNER OF THE AD AND SALES CLASS

EXAMINATION DATES.
First Year Accounting, Wednesday, May 24.
Second Year Accounting, Tuesday, May 3, and Wednesday, May 18.
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.
Exculaureate 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 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'Nears, Edward Moullier and Fred Galbraith will be the speakers. Other entertainment features will be provided.

(Continued on next page)

BIG DOINGS

In the Ads and Sales Class

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.—Harry Mulhearn Bridwell.

Good Advertising Is Salesmanship multiplied many times.—George S. Long.

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

Good advertising without good salesmanship is of great disadvantage.—Gerald T. Floridas.

Advertising is the helpmate of Salesmanship. Salesmanship is a good follow-up of Advertising.—Oscar Reimer.

Good Advertising sows the seed for good salesmanship to reap the harvest.—John F. Gisler.

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

(Continued on next page)
BIG DOINGS—Continued

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 so unkind 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 quips was many a nugget 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 Heiermann, 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 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 evening, the benefits the class derived from the various features of the sessions that had appealed to them, suggestions as to next year’s course, etc. One of the uppermost 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.

Honors bestowed by the Advertising Club.

Mr. Clark, President of the Advertising Club, astounded the class by inviting them to join the Ad Club, go to the Sunrise, and have complete charge of the May 10th meeting of the club. The recovery was quick and complete, however, and a committee consisting of Messrs. Glaser, Morrissey, Benken, Bridwell and Polk 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. It will be fully described in the June issue of the News, as the May issue will be on the press before May 10th.

What the Ad Club thinks of the class may be gathered from the following clipings from the Ad Club News of May 1, 1916:

"The members of St. Xavier’s Advertising and Salesmanship Class will furnish the entire program at the noonday luncheon, May 10th. This class is composed of the brightest bunch of advertising young men that the class complex has ever seen, and a rare treat is in store for the members of the Advertising Club. Some of these youngsters are going to make some of the older advertising men sit up and take notice."

"It's up to us to live up to it!"

"THE 57 VARIETIES."

An idea of the size of the bag and the varied quality of the souvenirs carried home by the members of the Ad Class on April 27th may be obtained by a glance at this list of the donors and the articles they contributed to the success of this typical St. Xavier evening:

- Astoria Life Insurance Co., booklets
- Barlow Range & Feather Co., pocket books
- Barnes-Crosby Co., pen holders, folders, pocket books
- Bessemer-Crosby Co., paper bags
- Biddle & Wing, booklets
- Bissell, monthly magazine
- Boals, folders
- Brandt, tooth paste
- Citizen's Reserves Co., booklets
- Citizens Motor Car Co., Overland song books
- Col. George E. Bundy, calendar desk clip
- Col. Bundy, Sonada cigar
- Cox & Co., tables, calendars
- Dakin, calendars
- Diem & Wing, booklets
- Diem & Wing, paper bags
- Donley & Co., maps
- Druith & Son, map
- Druith & Co., invoices
- Eischeid & Co., maps
- Equitable Life Insurance Co., blotters
- Federal Art Glass Co., rulers
- Federal Art Glass Co., rulers
- Frank H. Froh, decorations
- Franks, erasers
- Gains, tooth paste
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- Girls' Auxiliary, tickets
- Granger, tooth paste
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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 advertisement that seemingly evades 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 destined, 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 stimuli 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 magic appeal. But its use must be

The old time business man who thought three people in the store knew more about their business than they.
THE INFLUENCE OF THE PRESS.

M. C. HEITZ.

The press of today is esteemed in a higher degree than it was twenty years ago. The yellow sheet is gradually disappearing. Why? Because each day the public is becoming better informed on public questions, and the average reader is not so easily deceived and hoodwinked into believing what he sees in print. Many years ago the leading journals came to the conclusion, that the only way to create reputations for themselves and their publications was to tell the truth and nothing but the truth. Today there are newspapers who differ in opinion on many public questions, town though they differ, they carry on the fight with such dignity that the public holds them in high regard. This is because they are truthful and honorable, and do not resort to yellow journalistic tactics that were so prevalent in days gone by.

It is a common thing for the laborer or store clerk to read a newspaper affiliated with political parties opposite to those of his own, whereas in the early days of American political life a reader would not think of reading an article opposed to his own views. Malignant feeling between men and the press was at its worst just previous to the civil war, and especially while the slavery question was in the balance. After the North and South became reconciled, this bitter feeling gradually became less intense. No doubt the press had more to do with it than any other factor in existence.

The press by degrees has become less sensational, more clean and honorable, consequently, the antagonism that once existed between men is slowly disappearing. The press without a doubt has improved im-

MONEY!

follow like so many ciphers—a thou-and of them count no more than one (1,000,000). But a mealy half dozen ciphers with a single—integer (1,000,000). Joie ! What a difference! Young men, you yourselves! Single—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 SALESMANSHIP
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 COMMERCE, ACCOUNTS AND FINANCE, JOURNALISM, ADVERTISING AND SALESMANSHIP.

Essay must contain 2,000 words, not including quotations.
To be handed in on or before Wednesday, June 7, 1916.
Subjects.
The Federal Reserve Bank Act.
The Origin of the National Banking System.
The United States Steel Corporation, 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.
Varieties 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.
Municipal Ownership in Great Britain.
The Cooperative Movement in England.
The Wage-Fund Theory.

BOOK-KEEPING BRIEFLY.

The 19th of May is our last night leaving us but six more nights of study. We certainly shall take advantage of those six nights, as we want the bookkeeping class of 1916 to leave with the highest honors; which reminds me of a certain remark made in the last issue of The Xavierian. We hope every one will be in.

THERE IS A REASON

for the low cost of insurance to policy-holders in the

Union Central Life Insurance Co.
of Cincinnati. Its farm mortgage loans yield a high rate of interest, its death rate is very low and its management expenses moderate. Agents everywhere.

Inquire about our Monthly Income Policies.

The W. H. Anderson Co.
LAW BOOK DEALERS
524 Main St., opp. Post Office