1916-04-01

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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 9, and Wednesday, May 10.
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.
Baccalaureate Services, St. Xavier Church, on June 18, Sunday evening. Rev. Joseph Davis, S.J., St. Louis University, will deliver the baccalaureate address.

BIG DOINGS
IN THE ADS AND SALES CLASS

The 1916 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 has marked every session of the class. The boys ran into a veritable succession of surprises which had been planned and carried out by the live committee in charge of the arrangements.

The private dining room was filled with the advertising atmosphere. The very 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 leaflet, "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.—Harry Mullane 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 Albino.

Good advertising without good salesmanship is of no advantage.—Gerald T. Fiorello.

Advertising is the helpmate of salesmanship. Salesmanship is a good follow-up of advertising.—Oscar Reimert.

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

Advertising is an appealing force that creates a desire to buy.—Jack Lyle.
The new cards were a splendid specimen of the printing art, and showed to unusual advantage the original talents of Harry Mulane Bridwell, Vice-President of the class, who was the author and designer of the cards.

There was another reminiscence 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 burlap movie tickets and bricks.

Before the President of the College, Father Heiermann, invoked grace a flashlight photograph was taken and the guests were included with the other all the way home and then the suspense built up so that there 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 last 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 jokes was many 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 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 week that benefited the class derived from the success 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 Philadelphia with them in June, and take complete charge of the May 10th meeting of the class. The recovery was quick and complete, however, and a committee consisting of Messrs. Glasser, Morrissey, Banker, 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.

The members of St. Xavier's Advertising and Salesmanship Class will furnish the entire program at the Monday luncheon, May 10th. This class is composed of the brightest bunch of advertising young men that the Ad Club has ever had on its books, and a rare treat is in store for the members of the Advertisers' 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: Aetna Life Insurance Co., booklets; Darde Range & Furny Co., pocket books; Barnes-Crosley Co., pen holders, inserts, folders; Chesterfield Cigarette Co., cigars; Cincinnati Ad Club, Ad Club News, Cincinnati Post, Cincinnati Enquirer, and an assortment of Cincinnati Process Engraving Co., screen guide, pencil; Dehoney (Western & Southern Life Insurance Co.), bootlets; Citizens Motor Car Co., Overland song books, buttons; St. Xavier College, bricks, three in number; Palace Hotel, pen holders, cards; Stone Baking Co., Stone's golden cake; Lubin Movie Co., five tickets; Fred's Schmidt Co., maps of Cincinnati; Friend Spire Co., tea; Benji's, rulers; Times-Star, rulers; Cincinnati National Bank, pen holders; Riordan Art Glass Co., rulers; Rapid Electrotype Co., rulers, calendar desk clip; Wiedeman Baking Co., sample bottles of "Cowage" nose makers; Queen City Coal Co., samples of coal; Mabley-Carey Co., folders, fans, court pistols, balloons; Routable Life Insurance Co., blotters; Michael Ship Co., Sounds cigars; Nelson J. Edwards Co., booklets, rulers; Ogden College of Physical Culture, folders, pen; Proctors Shoe Co., booklets; Reynolds & White Co., fruit labels; U. S. Printing & Lithograph Co., hangers; Harry Mulane Bridwell, hand-lettered menus; Felix J. Koch, folders; Senteneal Remedies Co., tooth paste, "King of the Movies," movie tickets; Fred's Schmidt Co., folders, pen; Kemper-Thomas Co., horns—59 in all (including the bags and the bricks).
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 constitutes 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 designed, 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 strive 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 stimulous to their sale is given by prestige. So origination 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 injuries, 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 estimation of their quality is influential with the actual buyer. Not alone pride in—put envy of possession sells luxuries. Exclusiveness intrinsically 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 motor cars is typical publicity of prestige. The high price and limited production of both cars mean a selling field of narrow bounds. Yet both companies use extensive and expensive magazine space, often in mediums, seemingly inappropriate (such as "Metropolitan," a publication of socialist trend). It is highly improbable that all of this is intended to secure direct sales. Only a small percentage of buyers can afford these cars—so few, they can be approached personally, which is the ultimate method. Moreover, the advertisements are always lavish and advanced in artistic treatment, and their keynote is exclusiveness. The result is a universal impression that either car is the maximum of motor car perfection and luxury. So the owner feels proud in his heart when a poor pedicab driver gazes in envy on his priceless possession. He knows that his money purchased something more than present advertised value; his vanity has been gratified. He has paid the expenses of Prestige, who travels for the high toned advertisement.

In advertising exclusiveness price can only be properly, hesitantly maintained, and it is characteristic that the man who likes the club "bares" a dime to bring him a box of quarter cigarettes knows the brand by the black and red color scheme. The man who rolls his own has his curiosity aroused to the point of knowing that Pall Mall's are strictly high class. Prestige keeps up the big sales. Even old Bull Durham tells the man in the gas-trenches that the boys at the Gilt-Edge Club roll their own with the same name and Exclusiveness wins everybody.

Arrow Collars paid Leyendecker $16,000 a year to paint men of beauty setting styles in collars that will not fade the finish, so often an other brands of less distinction. Crane's stationery is the social standard, due to advertising that created prestige. There is a pride in wearing a Knox hat that comes, not from a sense of better quality alone, but from the realization it bears. Crowds fill the Hotel Sherman because advertising has filled it with an exclusive atmosphere. The Scripps-Booth is distinguished as a dainty feminine car by ad agencies. Its surfing halftones are provided. None of its rules is transgressed. They are dealing with people who thoroughly understand their problems—people whom they know.

The commission paid the agency by the publishers 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 unexcelled 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 work of art that we often see in the better class of magazines.

The old time business men who thought they knew more about advertising than an agency probably 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 much the same manner as they would seek the advice of their attorneys in some legal question.—J. A. Birmaher.
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 in 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 journalists 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, yet 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 filled with political parties opposite to those of his own, whereas in the early days of American political life a reader would act think of reading an article opposed to his own views. Malignous 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. One's feeling is now more clean and honorable, consequently, the antagonism that once existed between men is slowly disappearing. The press without a doubt has improved im-

THE XAVERIAN NEWS

MONEY!

follow like so many ciphers—a thou-and of them count no more than one (99999999). But a measly half dozen ciphers with a single—integer (1,000,000). John! What a difference! Young man mean yourself! Straight—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. This is because they are truthful and broad minded men believing in the truth and nothing but the truth. Today there are newspapers who differ in opinion on many public questions, yet 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.

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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 Reciprocity.
Municipal Ownership in Great Britain.
The Cooperative Movement in England.
The Wage-Fund Theory.

BOOK-KEEPING BRIEFLETS.

The 19th of May is our last night leaving us but six more nights of study. We certainly shall take advantage of these 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 X. N. by our brilliant brother. The first year accounting—they answered the roll call one evening with Sleepy Ayes. Now we sincerely hope they did not mean sleepy eyes, for if they did, it would not take many fireworks in fact it would require any to pass any mark they might set this year.

Farewell parties now seem to be in order. The class under Prof. Burns is going to give one that will be remembered by those participating. Time and place will be announced, also subscriptions, when arrangements are complete.

"Tempus Fugit," said Paul Klein, remembering his Latin.

"I should say so," replied Johnny Miftror. "It seems hardly time since we entered upon the study of book-keeping, and now here we are almost on the eve of our final examination."

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

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