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.
Ecclesiastical 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'Neill, Edward Moullinier and Fred Galbraith will be the speakers. Other entertainment features will be provided.

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 filled 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 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.

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 Mulineau 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 Albers.

Good advertising without good Salesmanship is at a great disadvantage.—Gerald T. Riordan.

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

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

(Continued on next page)
BIG DOES - Continued

The many 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 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—a large paper bag 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 balloons, 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 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. Broker, President of the class, was toastmaster, a pleasant duty which he carried off with his usual wit and vigor.

No little excitement was created by the discovery of one large, fat and exceedingly heavy brick on the bottom of Frank Piavoy'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, Balmofather.

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

Brick makers, anxious to secure the contract for the new St. Xavier College and send specimens of their work to the Scymore Street college office, these specimens were sent to the Palace with Father Heiermann and 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 hugging the other back on the home and then discovered that he had been furnished with one new and excellently made brick for his new bungalow, "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 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 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 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 fact that their efforts of this year had appealed to them, suggesting 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 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 club. The discovery was quick and complete, however, and a committee consisting of Messrs. Glaser, 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, 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 clippings from the Ad Club News, May 1.

"The members of St. Xavier's Advertising and Salesmanship Class will furnish the entire program at the luncheon, May 10th. This class is composed of the brightest bunch of advertising young men that the College has ever produced, 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 honors and the articles they contributed to the success of this typical St. Xavier evening:

- Astina Life Insurance Co., booklets
- Darden Range & Furnary Co., pocketbooks
- Barnes-Crosby Co., pen holders, inserts, folders
- Chesterfield Cigarette Co., cigareds
- Corl Dehoney (Western & Southern Life Insurance Co.), booklets
- 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
- Libas Movie Co., five tickets
- Fred's Schmidt Co., maps of Cincinnati
- Hneskin Spice Co., tea
- Bepi Roth, rulers
- Times-Star, rulers
- Savings National Bank, pen holders
- Riddan Art Glass Co., rulers
- Rapid Electrotype Co., rulers
- Calendar desk clip
- Wiedeman Brewing Co., sample bottles of "Courage" noise makers
- Queen City Coal Co., samples of coal
- Mabie-Carew Co., folders, fan, court plasters, balloons
- Routhable Life Insurance Co., blotters
- Michael Hobl Co., Sounds eighs
- Nelson J. Edwards Co., booklets, rulers
- Ogden College of Physical Culture, folders, carbon paper, shoe soe, tablets
- Pavell & White Co., fruit labels
- U. S. Printing & Lithograph Co., hangers
- Harry Mullane Bridwell, hand-lettered menus
- Felix J. Koch, folders
- Sentinel Remedies Co., tooth pastes; "King of the Movies," monthly magazine
- Neal Institute, booklet
- Cosmopolitan Bank, booklet
- Coca-Cola, score cards, booklet
- Diem & Wing, paper bags
- Schulte Baking Co., leaves of bread
- Geo. S. Long, folders, pin traps
- Oscar H. Proctor, "An Appreciation" (folk song)
- Sears & Nichols, sugar load pay
- Kemper-Thomas Co., horns—93 in all (including the bags and the bricks).
THE XAVERIAN NEWS

The Advertising Agency.

The agency of today has risen from the plane of an ordinary space, loyal 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 advertiser. They know that advertisements submitted to them by agents tend to raise the character of their advertising sections.

Then too, they realize that the agency makes no drifting, but none of the least irritating mistakes. Proper screen hailstorms are provided. Editorials 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 can truly say that the services that are given are absolutely free.

The agency plans his advertising campaign, its knowledge of the field and of his business gives it an unerring sense of its values. The agency is conscious 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 own business 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 much the same manner as they would seek the advice of their attorneys in some legal question.—J. A. Balintfather.
MONEY!

The press by degrees has become less intense. No one can tell, aside from the common herd, the pack, can only follow like so many ciphers—a thou­sand of them count no more than one (1,000,000). But a merely half dozen ciphers with a single—integer (1,000,000). Jonas! What a difference! Young man mean yourself! Sketch—straighten out—be an integer! You can if you WISH—enroll in any one of the different courses of

St. Xavier College

of Cincinnati, Ohio

of Commerce, Accounts, and Finance

and College of Journalism, Advertising

and Salesmanship

Seventh and Sycamore Streets

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 dis­cred­ited and hoodwinked into believing what he sees in print. Many years ago the leading journalists came to the one 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. Even 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 journalist tactics that were so prevalent in days gone by.

It is a common thing for the laborer or store clerk to read a newspaper compiled 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. Malicious 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 negative and sensational, more clean and honorable, consequently, the antagonism that once existed between men is slowly disappearing. The press without a doubt has improved im-

THE HISTORY OF THE PRESS.

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 X. N. by our brilliant brothers. 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 very many fireworks to in fact I doubt it. It would require any marks 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 Mulroy. "It seems hardly no time since we entered upon the study of bookkeeping, and now here we are 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.

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