1916-17 Catalogue St. Xavier College Department of Commerce

Xavier University, Cincinnati, OH

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### Calendar 1917

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CALENDAR 1917-1918

Monday, July 23.  Registration, Summer Course in Bookkeeping and Elementary Accounting.

Monday, July 30.  Summer Course in Bookkeeping and Elementary Accounting begins.

Friday, September 7.  Conditioned Examinations.

Monday, September 10.  First day of registration.

Friday, September 14, 8 P.M.  Meeting of Faculty and Students in Moeller Hall.

Monday, September 17.  Opening of Classes.  First Semester begins.

Friday, December 21.  Christmas Recess.

Wednesday, January 2.  Classes resumed.

Monday, January 14.  First Semester Examinations begin.


Monday, April 1.  Graduation Theses submitted.

Monday, May 6.  Annual Examinations begin.

Friday, May 31.  Graduation Essay to be handed in.

Friday, June 21.  Commencement.
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GENERAL STATEMENT
ORGANIZATION AND PURPOSE

The Department of Commerce of St. Xavier College was opened in October, 1911, for the benefit of young men, irrespective of their religious adherence, who have brains, energy and the ambition to succeed in business, and who realize that thorough preparation is essential to success.

That there was a demand for a higher and more adequate system of education adapted to the requirements of modern commercial life was proved by the gratifying enrollment of a hundred young men during this first year who, either as regular or special students, kept up their interest to the end of the session.

During the following years the number of students in the different courses increased considerably. In 1914 the first students—twelve in number—graduated with the degree of Bachelor of Commercial Science. Several have since taken the examinations of the Ohio Board of Accountancy.

The work of the Department of Commerce is distinctly practical. Its instructors are men of affairs. Its aim is to educate men in the methods of present-day business and thereby to add to their efficiency, keeping in mind, however, the eternal principles of truth and honesty as laid down in sound ethics and general doctrines of political economy which are based on correct ethics.

Efficiency in this widest sense means a great deal more than mere skill in performing routine task. It implies breadth of view, keenness of observation, grasp of underlying principles,—in one word, development of brain power for business activity.

The courses of instruction are so selected as to illustrate, correlate and draw together principles and facts of
information which will form a business mind able to grasp in a given business scheme and situation the principles involved, and to determine upon the best business methods.

The College is especially well equipped to train men in:
- Public Accounting.
- Cost Accounting.
- Auditing.
- Ethics.
- Political Economy.
- Banking.
- Transportation.
- Mercantile Business.
- Stock, Bond and Produce Brokerage.
- Credit Work.
- Commercial Law.
- Advertising, Salesmanship.
- Business English.
- Public Speaking.
- Commercial Spanish.

The different subjects, selected to give a thorough business preparation, aim at something much broader than that which is usually the object of the ordinary commercial school. The courses will appeal, it is hoped, also to those men actually engaged in business who wish to understand the science of commerce in order to arrive at greater efficiency.

**DEPARTMENTS OF INSTRUCTION**

The subjects of instruction may be broadly classified under three groups:

- **Economics and Business Administration** with the subdivisions: ethics, political economy, economic resources, industrial organization, credits and collections, investments, finance, transportation, etc.

- **Accounting** in its theory, practical problems, ad-
vanced and special accounting, cost accounting, auditing, preparing for the work of the professional accountant.

Commercial Law. Instruction in law has been designed not only for those who are preparing for the profession of Certified Public Accountancy, but also for men in general commercial or business life. Starting with the ground work of all law, Contracts, Agency and Sales are studied during the first year. Negotiable Instruments, Bailments and Carriers, Law and Bankruptcy are the subjects of the second year. Corporation, Tenancy and Insurance, Taxation, Property, complete the law in the third year.

In addition to the above studies, required for obtaining the degree of Bachelor of Commercial Science, the following electives are offered:

Business English. This course is designed to give the students that facility and proficiency in oral and written English which modern business methods require.

Advertising and Salesmanship. The economics, psychological and physical factors in advertising, together with the essential principle of artistic arrangement and English composition as applied to the construction of advertisements, are fully covered. The course also includes theoretical discussion and practical demonstration of the salesman's problems.

Public Speaking. Every business man feels the need of being able to deliver an address at certain times. With the view to meeting this need, the course includes the theory and practice of Public Speaking.

Commercial Spanish, which is becoming of increasing importance on account of our growing trade with Latin America, is taught by a native expert.

Bookkeeping and Elementary Accounting is offered to accommodate such students as need this preliminary training in order to enter the Freshman class in accounting.
ENTRANCE REQUIREMENTS

The minimum requirement for the degree student is a certificate of having completed a high school course of four years or its equivalent. It is desirable that the applicant have obtained the degree of Bachelor of Arts or have finished some college work.

Entrance requirements for special students are: minimum age of 18 years; ability to follow with profit the selected branches.

LOCATION AND TIME OF SESSIONS

The sessions are held in the College buildings, situated at Seventh and Sycamore streets, from 7:30 p.m. to 9:30 p.m. The place is easily reached from all parts of the city.

A reference library may be consulted by the students not only in the evenings but also during the day.

ATTENDANCE

Regular attendance is demanded at all the classes for which the student has enrolled. A record book of attendance is kept and is carefully examined before the student is recommended for a degree or certificate.

No credits can be allowed a student who has not faithfully attended the various courses for which he enrolled and who has not satisfactorily passed the examinations.

Those who wish to attend any of the classes should enter at the opening of the scholastic year.

SPECIAL LECTURES

Special lectures on practical business problems are given from time to time as far as the regular work permits.
PRIZES

The J. D. Cloud gold medal is awarded to the Senior who attains the highest general average.

The Joseph Berning gold medal is awarded to the Junior who attains the highest general average.

W. H. Anderson & Co., offer two valuable premiums, one for Junior law, one for Freshman law.

Callaghan & Co., of Chicago, present a set of Andrew’s American Law, two volumes, to the Senior showing the greatest proficiency in commercial law.

Besides these a number of other valuable prizes are offered by friends of the College to successful students in the various classes.

DEGREES FOR REGULAR STUDENTS

The degree of Bachelor of Commercial Science will be conferred on those, who have successfully completed three years of prescribed studies and have submitted a satisfactory thesis on some economic question. The program is so arranged as to prepare the student for the examination of the Ohio State Board of Accountancy.

TUITION AND FEES

Regular Schedule of Studies ......................... $50 00 per year
Two Subjects ........................................ 40 00 "
Accounting ........................................... 30 00 "
Bookkeeping .......................................... 30 00 "
One Subject (2 hours per week) .................... 25 00 "
Graduation Fee and Diploma of Degree .......... 10 00
Certificate ........................................... 5 00
Conditioned Examination .......................... 2 00
Special Examination ................................ 2 00

All tuition is payable semi-annually in advance.

No student once enrolled in a course will be allowed to withdraw, except for very weighty reasons; and in no event will any part of his tuition be returned to him except in case of protracted illness.

The College reserves the right to withdraw any course temporarily in which the number of students is too small.
OFFICERS AND FACULTY

JAMES McCABE, S.J., A.M. .................. President of the College
JOSEPH S. REINER, S.J., A.M. .................. Regent
J. DOMINIC CLOUD, A.M., C.P.A. .................. Dean
CHARLES H. PURDY, A.B. .................. Secretary

EDGAR BIGGS .................. Lecturer on Accounting
Biggs and Stock, Public Accountants
and Auditors

ALFRED H. BRENDEL, B.C.S., C.P.A. .................. Lecturer on Accounting
With J. D. Cloud & Co., Certified
Public Accountants

WILLIAM T. BURNS, A.B. .................. Lecturer on Bookkeeping and
Professor of Mathematics, St. Xavier Elementary Accounting
Academy

J. D. CLOUD, A.M., C.P.A. .................. Lecturer on Cost Accounting,
J. D. Cloud & Co., Certified Public Auditing
Accountants

ELMER L. CONWAY, A.M., LL.B. ........ Lecturer on Sales
With Cogan, Williams and Ragland

FRANK J. CRANE, B.C.S., C.P.A. .................. Lecturer on Accounting
Public Accountant and Auditor

EDWARD T. DIXON, A.M., LL.D. .................. Lecturer on Insurance
Herrlinger & Dixon

ERNEST F. DUBRUL, A.M., Litt.M., LL.B., Secretary, The Miller, DuBrul
& Peters Co.

JOHN E. FITZPATRICK, LL.B., Ph.B. ........ Lecturer on Property
54 Wiggins Block

ALFRED T. GEISLER, LL.B. .................. Lecturer on Bailments, Carriers, Bankruptcy
Dolle, Taylor, O'Donell and Geisler

THEODORE J. GEISLER, B.C.S. .................. Lecturer on Investments, Credits
Secretary, The Central Trust Com-
pany

Banking
WILLIAM A. GEOGHEGAN, A.M., LL.B., Lecturer on Sales
Judge of the Court of Common Pleas
of Hamilton County

STEPHEN R. HOLLEN, LL.B. .......... Lecturer on Contracts
508 St. Paul Bldg.

EDWARD J. KENNEDY, LL.B., B.C.S. Lecture on Agency, Partnerships
1806 Union Trust Bldg.

PATRICK T. KILGARRIFF ......... Lecturer on Transportation
Southern Railway System

FELIX J. KOCH, A.B. ............ Lecturer on "Writing for Profit"
Traveling Magazine and Newspaper
Correspondent

GEORGE R. LAMB, C.P.A. ......... Lecturer on Accounting
Public Accountant and Auditor

EDWARD A. McCARTHY, B.C.S. Lecture on Bookkeeping and
Cost Accountant, The Cincinnati Soap Elementary Accounting
Co.

JOHN F. MCCORMICK, S.J., A.M. Lecture on Ethics and Political
Professor of Philosophy, St. Xavier Economy
College

JAMES ALBERT MILLER, C.P.A. .... Lecture on Accounting
Public Accountant and Auditor

EDWARD P. MOULINIER, A.M., LL.B. Lecture on Negotiable Instruments and Corporations
Moulinier, Bettman and Hunt

REN MULFORD, JR., B.J. .......... Lecture on Advertising and
The Procter & Collier Co. Salesmanship

JOSEPH O'MEARA ............ Public Speaking
College of Music of Cincinnati

CHARLES H. PURDY, A.B. ......... Lecture on Business English
Secretary, Department of Commerce,
St. Xavier College

RICHARD SMETHURST, C.P.A. Lecture on Accounting
Public Accountant and Auditor

LOUIS STOCK ............... Lecturer on Accounting
Biggs and Stock, Public Accountants
and Auditors

EDWARD S. THOMAS, C.P.A. .... Lecture on Accounting
President, The Ohio State Board of
Accountancy

ALPHONSE VON DER AHE, A.B. Lecture on Economic Resources

CHARLES H. WENTZEL, C.P.A. .... Lecture on Accounting
President, The American Audit
Company.
SPECIAL LECTURERS AND INSTRUCTORS

CHARLES E. BENNETT,
Advertising Manager of The Times-Star.

JOSEPH BERNING,
President, The Joseph Berning Printing Co.

OSCAR H. BROKER,
Manager, The Barnes-Crosby Co.

C. S. CLARK,
Western Newspaper Union, President of the Advertisers' Club of Cincinnati.

DR. WILLIAM H. COONTZ,
Manager of the Neal Institute.

RICHARD CRANE,
Dun Agency.

ROBERT A. CROCKETT,
of The Procter & Collier Press.

A. De MONTLUZIN,
President, The De Montluzin Advertising Co.

FRANK FAVERET,
of The U. S. Rubber Co.

HARRY W. GREIFE,
of The Williamson Heater Co.

JAMES HEEKIN,
of The James Heeking Co.

HENRY W. JENISCH,
of The Sanitol Remedies Co.

F. E. JOHNSTONE,
of Barron G. Collier, Ltd.

JESSE L. JOSEPH,
The Joseph Advertising Agency.

M. J. KEEFE,
of The Confectioners' Review.

ARTHUR P. LOUNSBERY,
Ex-President of the Ohio Gideons.
GEORGE S. LONG,
of The Globe-Wernicke Co.

HARRISON S. MULFORD,
of the Union Central Life Insurance Co.

LOUIS K. OPPENHEIMER,
of The Oppenheimer Printing Co.

A. H. RICHARDSON,
of Barron G. Collier, Ltd.

BEN ROTH,
Specialist in Advertising Signs, Novelties and Souvenirs.

J. W. SAUNDERS,
Sales Manager, The Kemper-Thomas Co.

JOSEPH SCHMIDT,
Advertising Manager, The Mabley & Carew Co.

L. R. SCHOLL,
Manager, Western Union Telegraph Co.

BENJAMIN FRANKLIN SEXTON,
Sales Manager, Charles W. Breneman & Co.

GORDON E. SMALL,
Direct Advertising Service.

MELVILLE SNOWDEN,
of The Ph. Morton Bulletin System.

JOSEPH R. TOMLIN,
of The Times-Star.

BRYANT VENABLE,
of The Procter & Collier Co.

CHARLES EDGAR WILSON,
Wilson Paint Store, and ex-President of the Paint Club of Cincinnati.

H. M. ZIMMERMAN,
of The Procter & Collier Co.
OUTLINE OF COURSES

ECONOMICS AND BUSINESS ADMINISTRATION

1. ETHICS.
   A study of the fundamental principles of morality with their application to conduct in individual and social life. Individual rights and duties; society, its nature, origin and purpose. Lectures, recitations and discussions.
   Professor McCormick.

2. POLITICAL ECONOMY.
   The principles of economics. A treatment of the subject embracing the general theory of production, distribution, exchange and consumption. Lectures, problems and discussion, developing the meaning of economic questions.
   Professor McCormick.

3. ECONOMIC RESOURCES.
   Raw materials; sources; geographical distribution; exploitation; transportation; treatment and preparation of natural products and by-products for market; various industries engaged in handling these materials; capital invested; men employed; uses of the output.
   Lectures illustrated with specimens of raw materials and finished products when feasible.
   Alphonse Von der Ahe.

4. INDUSTRIAL ORGANIZATION.
   Brief historical survey. Extractive industries; transportation; manufacture; forms of industrial organization; commercial institutions; fundamental principles of administration; State interference and regulation; Government ownership.
   The students will be directed to do research work and to propose it to the class for discussion.
   Ernest F. DuBrul.
   James Heekin, of the Heekin Can Co., will lecture on Business Management.
5. CREDITS AND COLLECTIONS.
Nature and laws of mercantile credit; advantages and defects of the credit system; commercial rating; checks and safeguards; collections, exemptions and limitation.
Theodore J. Geisler.

6. INVESTMENTS.
1. Definition of investment; investment and speculation compared; history of modern investment; the industrial system; present conditions of investment; security; income, general survey of various classes and grades of investment; market elements; premiums and discounts, rates and bases; prices and quotations; salability.
2. Government and State bonds; history; present conditions of security and income; market elements.
3. Municipal and county bonds; the various grades; security and income; municipal financial statements; consideration of the character of improvements to be made by the issue; sinking funds; State laws regulating issues.
4. Corporation bonds; the various classes of corporation mortgage bonds; the trust deed.
5. Corporation bonds; collateral bonds; guaranteed bonds; income bonds; convertible bonds; equipment bonds; analysis or corporation balance sheets and income accounts; security of corporation bonds; market elements.
6. Stocks; common and preferred stocks compared; history of modern stock investments; actual and possible security of preferred stocks.
Theodore J. Geisler.

7. FINANCE.
Money and Banking. Practical exposition of the principles of Finance and Banking; domestic and foreign exchange; nature and value of money; credit and the relation of money and credit to the prices and rates of interest; monometalism and bimetalsm; fiat money; the currency system of the United States; brokerages; the nature and the importance of banking operations; the receiving and deposits; the paying-teller and his cash; departments of the bank—collections, discounts, collaterals, the stock, its ownership and transfers; the circulation of the bank; foreign exchange; letters of credit; notes and drafts; national and State banks; the president, the cashier and the board of directors; the duties of each; meetings of directors; management; the clearing house; trust companies.
Theodore J. Geisler.
8. TRANSPORTATION.

Transportation the keynote of commercial success or failure; the economics of transportation; the river and the railroad; ocean transportation; import and export duties; inland waterways and transportation; the improvement of the rivers and harbors, inland and sea-port; passenger and freight traffic; classifications, rates and charges; traffic policies; State and Federal regulations; intra-state and inter-state commerce; the constitutional power of the Congress to regulate inter-state commerce.

Patrick T. Kilgarriff.

ACCOUNTING

Preliminary Bookkeeping

This course is given as a preparation for Freshman Accounting.

The course covers, in a graded and rational way, all transactions which are likely to occur in the conduct of a business.

Special attention is given to journalizing, single entry, double entry, the development of the original journal into modern journals, such as cash, sales, purchases, notes, bills receivable and payable, controlling accounts.

Edward McCarthy, W. T. Burns.

1. PRINCIPLES OF ACCOUNTING.

Thorough foundation in the fundamental principles. Laboratory practice by the student under the guidance of the instructor. A complete series of transactions in books of account to be worked out by the student. The matter is analyzed and demonstrated; demonstration supplemented by elementary theory and principles involved.

The transactions are founded on cases taken from actual practice. Beginning with accounts of a sole proprietor in single entry method, the change is made to double entry. The books are changed from cash basis to accrued basis. Simple trading goes over into manufacturing; partnership is added; a participation in the profits is sold to a third party; the original proprietor's part is taken by a new partner; the other partner dies; the remaining partner incorporates; the business of the co-partnership is taken over by a corporation; good will is involved in the transaction. The latest and best methods are introduced;
a simple cost system is installed; goods are shipped and received on consignment; new capital is secured by a bond issue with a sinking fund clause; the corporation gets into financial difficulties; a receiver is appointed and the company is liquidated. Financial statements are interspersed; balance sheets; statements of income, profit and loss, of receipts and disbursements; of affairs and deficiency, of realization and liquidation. Alfred H. Brendel.

2. ACCOUNTING PRACTICE.
Principles taught in the first year are illustrated by practical problems. These problems are divided into two groups, those for demonstration, worked in the class room, and for practice, required as independent work of the students. Special attention is given to problems relating to sole proprietorship, co-partnership, corporation, consolidations and holding companies. The assets and liability method is carefully compared with the profit and loss method; the relation of the statement of income and profit and loss on the balance sheet is explained. Rule for finding missing accounts. Co-partnerships problems. Corporation problems relating to organization, receiverships, reorganization and sale relating to different kinds of capital stock, various assets, bonds, debentures, various liabilities, depreciation of property and plant accounts, valuation of raw material, goods in different stages of production, expenses, taxes. Miscellaneous problems, involving fiduciary accounts, of executors, trustees, agents. Frank J. Crane.

3. COST ACCOUNTING.
The sources of cost and their analysis from the raw material through all processes of manufacture to the finished product; the units of cost and their apportionment; application of the principles advanced during the first year; cost of labor, skilled or unskilled; cost of storage, management and marketing; the cost of each department from production to market and the determination of the relative efficiency of each and the relation to the product; the cost of trading as distinguished from the cost of production of the finished product; the efficient method of cost keeping and comparative estimates of various systems of cost accounting; cost in relation to individual enterprises, co-partnerships and corporations. Frank J. Crane.
4. ADVANCED PROBLEMS IN ACCOUNTING.

The course of Advanced Problems in Accounting includes treatment of the newer vehicles and methods of business transactions; the growth of the corporation as a great factor in commercial, financial and industrial enterprises, as distinguished from the establishment owned and operated by the individual; the practical substitution of the corporation for the individual business; the advantages of the corporate form and operation over the individual method; the uses of the corporate method and its liability to abuses; the trust and the combine; their uses and their abuses; the right of capital to concentrate; development of natural resources through the corporation; natural and statute law in their application to the business problems presented by modern methods of business; the law of supply and demand; statutory powers and privileges of the corporation and its consequent responsibilities to the State and the business world.

(In all reports submitted by the students the language must be clear, direct and concise, avoiding the use of technical terms and phrases where unnecessary.)

J. D. Cloud.

5. AUDITING.

Auditing in its relation to cost; the consequent duties of an auditor; the responsibility of an auditor; the basic principle of an audit; how it is made; papers, books, accounts with creditors and debtors, banks and trust companies; vouchers; the auditor supreme in all departments of accounts, stock taking, etc., from the beginning to the completion of his work; compilation of his report and its submission; absolute independence and integrity required in an auditing official, whether in State, municipal or private work; clearness, conciseness and directness the characteristics required in the report of an auditor with reference to the accounts, books, papers, etc., on which it is based; the several kinds of audits required in the newer methods of business today—banks, trust companies, corporations, fiduciary accounts, manufacturing establishments, commercial enterprises, insurance and railway companies, etc.

J. D. Cloud.

6. SPECIAL ACCOUNTING.

Public Accountants who through years of special study, research and practice have become recognized authorities in some particular department of accounting will give practical demonstrations of their work to the students.

COMMERCIAL LAW

1. CONTRACTS.
   Elements of a contract; kinds of consideration; illegal; fraudulent and other void contracts; construction of contracts; verbal and written contracts; Statute of Frauds; how contracts may be terminated; specific performance; breach of contract; damages.
   Stephen Hollen.

2. AGENCY AND PARTNERSHIPS.
   Agency. The contract of agency; agency by ratification or estoppel; principals and agents; rights and duties of agents; termination of the contract of agency; what agencies may be revoked; remedies of agent and principal.
   Partnerships. Articles of co-partnerships; rights and liabilities of co-partners; rights of creditors against co-partners and against the firm; special partners; silent partners; termination of co-partnerships; commercial paper of a co-partnership; accounting between co-partners; liquidation of assets.
   Edward J. Kennedy.

3. SALES.
   The contract of sale; memoranda; immediate and future sales; time of delivery; shipment, rights and duties of consignee; consignor and carrier; stoppage and loss in transit; when the contract is closed; setting aside sales; warrantees; sales of samples, by description, etc.
   William A. Geoghegan, Elmer L. Conway.

4. NEGOTIABLE INSTRUMENTS.
   What instruments are negotiable; bills, notes, drafts and checks; acceptance of drafts, certified checks; defenses and suits brought on negotiable paper; partnership and corporation paper; rights and liabilities of endorsers; presentment; notice of dishonor, protest; certificates of deposit; bonds; certificates of stock; warehouse receipts, bills of lading, etc.
   Edward P. Moulinier.

5. BAILMENTS AND CARRIERS; BANKRUPTCY.
   Bailments. Mutual rights and duties of bailor and bailee; pledges; storage of goods; warehousemen; warehouse receipts, etc.
   Carriers. Public and private carriers; shipment of goods;
rights and duties of shipper, consignee and carrier; stoppage and loss in transit; bills of lading; State and Federal regulation, etc.

Bankruptcy. Who may become bankrupt; voluntary and involuntary bankrupts; acts of bankruptcy; claims; preferences; discharges, etc.
Appointment; purposes, rights and duties of receivers and creditors.
Alfred T. Geisler.

6. INSURANCE.
The fundamental nature of the contract of insurance; its requisites; interests insurable and not insurable; effect of concealment of fact by the applicant for insurance; representations and warranties by the insurance company; insurance agents, their duties and their powers; rights of the insured under the policy; the standard fire policy and the standard life policy; development of the insurance field—accident, tornado, etc.; guaranty, credit and liability insurance; bonding companies and their operations; premiums and assessments; stock, mutual and beneficial insurance companies and associations.
Edward T. Dixon.

7. CORPORATIONS.
Forming a corporation; stock subscriptions; how a charter is obtained; rights and liabilities of corporation in States other than where chartered; by-laws; meetings of stockholders and directors; forms of corporate stock and rights of stockholders thereunder; common and preferred stock; corporate elections; rights of minority stockholders; acts beyond corporate powers; voting trusts; liabilities of stockholders and directors; rights of creditors; dissolution of corporations and how effected.
Edward P. Moulinier.

8. PROPERTY.
Realty; personality; mixed; acquiring title to personality by purchase, gift, finding and other means; estates in reality—fee simple, life, leasehold, dower, contingent interests, mortgages, deeds, conveyances, title by descent, devise, purchase and prescription, abstracts, remedies of purchaser and seller, taxation, assessments.
John E. Fitzpatrick.
BUSINESS ENGLISH

1. BUSINESS ENGLISH.
The principles of English composition, as related to commercial enterprise, are presented in detail. Correctness is the primary aim, particular attention being given to form. Practice is had in the preparation of outlines, composition of business letters, and criticism.
Charles H. Purdy.

2. BUSINESS ENGLISH.
The more advanced topics of business composition are considered. The discussions concern tone, exactness, accuracy in diction, and effectiveness. The letter is thoroughly analyzed. Dictation, advertisement English, and reports are covered. Practice is given in the writing of letters and reports. Individual and class criticism.
Charles H. Purdy.
Felix J. Koch will deliver a series of lectures on "Writing for Profit."

ADVERTISING AND SALESMAINSHP

The course in Advertising is intensely practical. It deals with advertising as its results are written in the story of business successes and failures. Subjects include: Principles of advertising, the theory and principles of advertising and selling, the place of advertising in modern business, comparative studies of great successes and diagnosis of some failures, psychology of advertising, copy preparation, the important place of illustration, choice of mediums, the force of newspaper appeal, mapping out campaigns, using street cars, outdoor advertising, magazines, class journals, house organs.

Class instructions are supplemented by talks given by representative advertising men who bring into the class the rich fruits of experience.
Ren Mulford, Jr.

PUBLIC SPEAKING

Special effort is made to improve the student's voice, bearing and action. His defective speech habits are corrected. He is taught how to think on his feet and talk directly to a small or large group. Opportunities to address the whole student body in debates, in prepared or impromptu speeches are offered at the general meetings.
Joseph O'Meara.
COMMERCIAL SPANISH

1. SPANISH.
   Drill in pronunciation; fundamentals of Commercial Spanish; etymology to irregular verbs; translation; simple conversation.

2. SPANISH.
   Irregular verbs; simple rules of syntax; conversation; correspondence.

3. SPANISH.
   Syntax completed; reading of Spanish prose and poetry; advanced commercial correspondence.
STUDENT ACTIVITIES

ST. XAVIER COMMERCE GRADUATES ASSOCIATION

The Commerce Graduates Association, an organization of students who have completed a degree course, meets once a month for the discussion of current questions of importance, for social intercourse, and to promote the interests of the College, particularly by assisting students who are preparing for the C. P. A. examinations.

Officers for 1916-1917

Francis C. Cloud ........................................... President
Ambrose B. Suhre ........................................... Vice-President
George Ganster ............................................. Secretary
Edward Ganster ............................................ Treasurer
Matthias Heitz ............................................. Historian

On Friday evening, June 15th, the Graduates Association tendered a reception to the class of 1917. Industrial films, musical selections, addresses and a luncheon were the principal numbers on the program. Mr. E. F. Romer, President of the Cosmopolitan Bank and Savings Company, the speaker of the evening, delivered an address on "Service and the Law of Compensation." Other speakers were Prof. Moulinier, Prof. Brendel, Mr. Hittner, and the President of the College, Reverend James McCabe.

THE SOCIAL LEAGUE

The purpose of this organization is to further the activities of the student body along social lines, to bring the different classes and individuals into close contact with one another and to provide a common meeting ground for the entire school. The main feature of the meetings which are held every month throughout the
year is an address which is delivered by some prominent man of affairs. These addresses have proven an invaluable source of inspiration, encouragement, information and entertainment to the members of the League.

The Social League conducts an employment bureau for the benefit of its members and the convenience of employers.

Officers for 1916-1917

George W. Budde ........................................ President
Raymond F. Folz ....................................... Vice-President
J. Murray Chamberlain, 
Frank Decker, 
Albert Gross, 
William C. Kennally, 
Francis J. Rose, 
Ellard B. Duane .................................. Class Representatives
Carl J. Currus ....................................... Treasurer

The formal opening of the Department of Commerce was held under the auspices of the Social League on September 16. The large number in attendance attested the growth of the school. Addresses were delivered by Judge Nippert, Mr. Fitzpatrick, Judge Geoghegan, Mr. O'Meara and others.

The first regular meeting of the Social League took place November 3, 1916. The feature of the evening was Mr. Carl Dehoney's address—"The Fundamentals of Success."

At the second session of the term on December 8, Mr. Mulford delivered his famous address "Running Life's Bases."

The annual reception at the Columbian Hall, Walnut Hills, on Tuesday evening, February 6, was attended by more than one hundred couples.

The most important meeting of the year was probably that of Friday, February 23, at which the league took over the publication of the Xaverian News. The speaker
of the evening was John B. Hardig, who delivered an illustrated lecture on "Over the Highways of Alaska."

The entertainment for the March meeting was furnished by members of the Public Speaking Class who gave carefully prepared and splendidly delivered addresses on questions of the day.

The sixth annual banquet was held on Monday, May 14. An inspiring address on "Our Country" was delivered by Mr. Edward Dixon. Mr. W. C. Culkins spoke on "Business Expansion"; Mr. Joseph O'Meara on "Our College and its Spirit."

THE XAVERIAN NEWS

A monthly paper, The Xaverian News, is the organ of the Department of Commerce. The first issue was published in December, 1915. The paper is edited by the students under the supervision of the Professor of English. In February, 1917, the Social League took over its publication.

PUBLIC COMPETITION

In the George R. Lamb Competition, conducted by the Cincinnati Chapter of Certified Public Accountants, two St. Xavier boys, Benjamin Segal and Stanley A. Hittner, carried off first and second prizes respectively. The contest was open to all students of accountancy. Twenty-two contestants representing various institutions in Cincinnati submitted their names to the committee. Essays were written on some phase of accounting or a related subject. Mr. Segal took "Accounting As An Exact Science" as the subject for his paper, while Mr. Hittner wrote on "The Excess Profits Tax." They were the only two students of St. Xavier who entered the contest.
CONFERRING OF DEGREES AND CERTIFICATES

The Degree of Bachelor of Commercial Science was conferred upon

STANLEY A. HITTNER
HOWARD F. KNODEL
ALVIN WEBER
FRANK PLOGMAN
(In Journalism)

Certificates for Proficiency in Accounting or Journalism were awarded to

CARL J. CURRUS
CHARLES D. HOGAN
FRANCIS J. ROSE
WILLIAM H. STAUTCBERG
WILLIAM E. TASKE
EDWARD YUNKER

AWARD OF PRIZES

The J. D. Cloud Gold Medal for Excellence in Accounting was awarded to
ALVIN WEBER

The Gold Medal for Excellence in Journalism was awarded to
JOSEPH A. AHLERS, Jr.
Donor: Joseph Berning

The Premium for Excellence in Senior Law was awarded to
BENJAMIN SEGAL.
Donor: Callaghan & Co., Chicago, Ill.

The Premium for Excellence in Junior Law was awarded to
FRED J. LEIKER.
Donor: W. H. Anderson & Co.

The Premium for Excellence in Freshman Law was awarded to
HENRY J. OENBRINK
Donor: W. H. Anderson & Co.
The Prize of $50 in gold for Excellence in Advertising and Salesmanship was awarded, in equal parts, to

KENNETH CHASE ROBERT H. MERSCHEL

Donor: Carl Dehoney, Manager, The Western and Southern Life Insurance Co.

The Jesse Joseph Gold Medal for Newspaper Advertising Layouts was awarded to

KENNETH CHASE

The Jesse Joseph Silver Medal for Newspaper Advertising Layouts was awarded to

ROBERT H. MERSCHEL.

The George Golde Trophies were awarded to

FRED. BERGEWISCH, JR. PAUL C. NORDLOH ROBERT H. MERSCHEL
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<thead>
<tr>
<th>NAMES</th>
<th>B.C.S.</th>
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<tr>
<td>Brendel, Alfred H.</td>
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<td>Crane, Frank J.</td>
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<td>Berens, Alfred J.</td>
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Ahlers, Joseph, Jr.
Anthony, Edwin
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Yunker, Edward H.
THE CERTIFIED PUBLIC ACCOUNTANT
LAW OF OHIO.

State of Ohio,
77th GENERAL ASSEMBLY,
Second Regular Session.

Senate Bill Number 337 (Mr. Espy).
Passed by the Senate March 10, 1908.
Passed by the House April 30, 1908.
Approved by the Governor May 9, 1908

An act to establish an Ohio State Board of Accountants for
the regulation of the practice of the profession of public
accounting.

Be it enacted by the General Assembly of the State of Ohio:

Section 1. That any citizen of the United States, or
person who has duly declared his intention of becoming
such citizen, being over the age of twenty-one years, of
good moral character, a graduate of a high school or
having received an equivalent education, who has at
least three years' experience in the practice of accounting,
and who shall have received from the state board of
accountancy, as hereinafter provided, a certificate of his
qualifications to practice as a public expert accountant,
shall be styled and known as a certified public account-
ant; and no other person or persons shall assume such
title or use the abbreviation "C. P. A.," or any other
words or letters to indicate that the person using the same
is a certified public accountant.

Section 2. On or before the first day of July, one
thousand nine hundred and eight, the governor shall
appoint three persons, not more than two of whom shall
belong to the same political party, to constitute and serve
as a state board of accountancy. The members of such
board shall be persons skilled in the knowledge and
practice of accounting and actively engaged as professional
public accountants within the State of Ohio. One
member of such board shall be appointed for one year,
one member for two years and one member for three years,
and upon the expiration of their respective terms their successors shall be appointed for a term of three years. In case of a vacancy caused by resignation or otherwise the governor shall fill such vacancy by appointment for the unexpired term. Immediately upon its appointment the board shall organize by choosing one of its number as president and one as secretary and treasurer. The secretary and treasurer shall give bond in such sum as the board may determine. The board shall keep a complete record of all its proceedings.

Section 3. An examination in "theory of accounts," "practical accounting," "auditing" and "commercial law as affecting accountancy," for applicants for such certificates, shall be held annually; but, if not less than five months after the annual examination, three or more persons apply to the board for certificates, the board shall hold an examination for such applicants. The time and place of each examination shall be fixed by the board.

Section 4. The board shall charge for the examination and certificate provided for in this act, a fee of twenty-five dollars. Such fee shall be paid to the treasurer of the board at the time of filing the application. In no case shall the examination fee be refunded, but an applicant may be re-examined within eighteen months from the date of his application without the payment of an additional fee. From the fees collected as herein provided, the board shall pay all expenses incident to such examinations, the expenses of preparing and issuing certificates, and to each member of the board, for the time actually expended in performing his duties, a sum not exceeding five dollars per day and his necessary traveling expenses. But in no case shall the expense incurred by the board or the compensation or traveling expenses of the members thereof, be a charge against any fund of the state.
Section 5. Any person who files his application within six months after the organization of the board and is at the time of filing such application a public accountant, and has practiced the profession of public accounting for at least three years, shall file with his application proof of such facts and proof that his general and special education is at least equal to the standard prescribed by this act. If the board shall be satisfied that the statements contained in such application and proofs are true and that the applicant possesses the general and special education required by the standard herein prescribed, it shall issue to the applicant a certificate as a certified accountant without further examination.

Section 6. Any person who is a citizen of the United States or has declared his intention of becoming such citizen, over twenty-one (21) years of age, of good moral character, and who has complied with the rules and regulations of the board, and who holds a valid and unrevoked certificate as a certified public accountant issued by or under the authority of any other state, or of the United States or the District of Columbia, or any territory of the United States, or by or under the authority of a foreign nation when the board shall be satisfied that their standards and requirements for a certificate as a certified public accountant, are substantially equivalent to those established by this act, shall receive from the board a certificate as a “certified public accountant,” and such person may thereafter practice as a certified public accountant and assume and use the name, title and style of “certified public accountant” or any abbreviation or abbreviations thereof, in the State of Ohio.

Section 7. The state board of accountancy may revoke any certificate issued under this act for sufficient cause, provided that written notices shall have been mailed to the holder of such certificate at his last known address at least twenty days before any hearing thereon,
stating the cause of such contemplated action, and appointing a time for a hearing thereon by the board; and, provided further, that no certificate issued under this act shall be revoked until such hearing shall have been held.

Section 8. If any person shall represent himself as having received a certificate as provided in this act, or shall practice as a certified public accountant or use the abbreviations “C. P. A.,” or any other similar words or letters to indicate that the person using the same is qualified to practice in this state as a certified public accountant without having received such certificate as provided for by this act, or if any person having received a certificate as provided in this act, and having thereafter lost such certificate by revocation as herein provided, shall continue to practice as a public accountant, he shall be fined not less than ten dollars ($10.00) and not exceeding one hundred dollars ($100.00) for each offense.

Section 9. Nothing herein contained shall be construed so as to prevent any person from being employed as a public accountant within this state.