

1918

1917-18 Catalogue St. Xavier College Department of Commerce

Xavier University, Cincinnati, OH

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BULLETIN
OF
ST. XAVIER COLLEGE
CINCINNATI, OHIO

DEPARTMENT OF COMMERCE

FOUNDED 1911

1917-1918

ANNOUNCEMENTS FOR 1918-1919

CALENDAR 1918

JANUARY							FEBRUARY							MARCH							APRIL						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
..	..	1	2	3	4	5	1	2	1	2	..	1	2	3	4	5	6
6	7	8	9	10	11	12	3	4	5	6	7	8	9	3	4	5	6	7	8	9	7	8	9	10	11	12	13
13	14	15	16	17	18	19	10	11	12	13	14	15	16	10	11	12	13	14	15	16	14	15	16	17	18	19	20
20	21	22	23	24	25	26	17	18	19	20	21	22	23	17	18	19	20	21	22	23	21	22	23	24	25	26	27
27	28	29	30	31	24	25	26	27	28	24	25	26	27	28	29	30	28	29	30
..	31

MAY							JUNE							JULY							AUGUST						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
..	1	2	3	4	1	..	1	2	3	4	5	6	1	2	3	
5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	9	10
12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20	11	12	13	14	15	16	17
19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27	18	19	20	21	22	23	24
26	27	28	29	30	31	..	23	24	25	26	27	28	29	28	29	30	31	25	26	27	28	29	30	31
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SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7	1	2	3	4	5	1	2	1	2	3	4	5	6	7
8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14
15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21
22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28
29	30	27	28	29	30	31	24	25	26	27	28	29	30	29	30	31
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CALENDAR 1919

JANUARY							FEBRUARY							MARCH							APRIL						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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6	7	8	9	10	11	12	2	3	4	5	6	7	8	2	3	4	5	6	7	8	6	7	8	9	10	11	12
13	14	15	16	17	18	19	9	10	11	12	13	14	15	9	10	11	12	13	14	15	13	14	15	16	17	18	19
20	21	22	23	24	25	26	16	17	18	19	20	21	22	16	17	18	19	20	21	22	20	21	22	23	24	25	26
27	28	29	30	31	23	24	25	26	27	28	..	23	24	25	26	27	28	29	27	28	29	30
..	30	31

MAY							JUNE							JULY							AUGUST						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
..	1	2	3	4	1	2	3	4	5	6	7	1	2	3	4	5	1	2	3
5	6	7	8	9	10	11	8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9
12	13	14	15	16	17	18	15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16
19	20	21	22	23	24	25	22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23
26	27	28	29	30	31	..	29	30	27	28	29	30	31	24	25	26	27	28	29	30
..	31

SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
..	1	2	3	4	5	6	1	2	3	4	1	..	1	2	3	4	5	6	
7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13
14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20
21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27
28	29	30	26	27	28	29	30	31	..	23	24	25	26	27	28	29	28	29	30	31
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CALENDAR, 1918-1919

Friday, September 13.	Conditioned Examinations
Monday, September 16.	First day of registration.
Friday, September 20. 8 P. M.	Meeting of Faculty and Students in Moeller Hall.
Monday, September 23.	Opening of Classes. First Semester begins.
Monday, December 23.	Christmas Recess.
Monday, January 6.	Classes resumed.
Monday, January 20.	First Semester Examinations begin.
Monday, January 27.	Second Semester begins.
Monday, April 7.	Graduation Theses submitted.
Monday, May 12.	Annual Examinations begin.
Friday, May 30.	Graduation Essay to be handed in.
Friday, June 20.	Commencement.

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GENERAL STATEMENT

ORGANIZATION AND PURPOSE



HE 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 more than ordinary intelligence, energy and ambition, 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.

In 1918 the courses of the Department will be opened to admit women to matriculation. The adoption of this policy of co-education is prompted by the increasing demand from the commercial world for trained women to fill the places of the experienced business men who have gone to war.

The work of the Department of Commerce is distinctly practical. Its instructors are men of affairs. Its aim is to educate the student in the methods of present-day business and thereby to add to his efficiency. The emphasis placed on the eternal principles of truth and honesty, as laid down in sound ethics, forms a distinct feature of the course.

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 which will form a 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 are 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, advanced 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. Contracts, the groundwork of all law, Agency, Partnership and Corporations, are studied during the first year. Negotiable Instruments, Bailments and Carriers, and Bankruptcy are the subjects of the second year. Sales, Tenancy and Insurance, Taxation, and 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. The object of this course is to perfect the student in the command of correct, forceful and business-building English, oral and written. The classes are entirely thorough, beginning with a treatment of the fundamentals of the language and leading up to a systematized practice in the composition of every kind of effective letter used in modern business.

Advertising and Salesmanship. The economic, 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 is becoming of increasing importance on account of our growing trade with Latin America. The principal features of the course are conversation and letter writing.

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

Degree Students. 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.

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

LOCATION AND TIME OF SESSIONS

The sessions of three periods are held in the College buildings, situated at Seventh and Sycamore Streets, from 7:30 p. m. to 9:45 p. m., on Monday, Wednesday and Friday evenings. The College 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

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.

Attendance records are kept and absence from twenty per cent of the lectures deprives the student of the right to examination.

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.

Mr. Jesse Joseph, of the Joseph Advertising Agency, offers a gold and a silver medal to the students of the Advertising and Salesmanship class who show the greatest proficiency in laying out newspaper advertisements.

Callaghan & Co., of Chicago, present a set of Andrews' 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

Bachelor of Commercial Science

The degree of Bachelor of Commercial Science will be conferred on regular students 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.

Certificate of Proficiency

The Certificate of Proficiency will be granted to special students who have successfully completed the B. C. S. course, or its equivalent, but who have not fulfilled the entrance requirements.

TUITION AND FEES

A registration fee of \$5.00, payable before enrollment, is required of all students at the beginning of any course. This fee is paid but once and is not returnable.

All tuition is payable semi-annually in advance. Students may not attend classes until the registration fee and tuition for the current semester have been paid.

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 or withdrawal for military service.

The schedule of tuition and fees is as follows:

Registration fee.....	\$ 5 00	
Regular schedule of studies.....	50 00	per year
Two subjects.....	40 00	"
Accounting.....	30 00	"
Bookkeeping.....	30 00	"
One subject (three periods per week).....	20 00	"
Graduation fee.....	10 00	
Certificate fee.....	5 00	
Conditioned examination.....	2 00	
Special examination.....	2 00	

OFFICERS AND FACULTY

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

EDGAR BIGGS.....	<i>Lecturer on Accounting</i>
Edgar Biggs & Co., Public Accountants and Auditors	
ALFRED H. BRENDEL, B.C.S., C.P.A....	<i>Lecturer on Accounting</i>
With J. D. Cloud & Co., Certified Public Accountants	
WILLIAM T. BURNS, A.B.....	<i>Lecturer on Bookkeeping and</i>
Professor of Mathematics, St. Xavier <i>Elementary Accounting</i> Academy	
J. D. CLOUD, A.M., C.P.A.....	<i>Lecturer on Cost Accounting,</i>
J. D. Cloud & Co., Certified Public <i>Auditing</i> Accountants	
*ELMER L. CONWAY, A.M., LL.B.....	<i>Lecturer on Sales</i>
With Cogan, Williams and Ragland	
FRANK J. CRANE, B.C.S., C.P.A.....	<i>Lecturer on Accounting</i>
Public Accountant and Auditor	
EDWARD T. DIXON, A.M., LL.D.....	<i>Lecturer on Insurance</i>
Herrlinger & Dixon	
ERNEST F. DUBRUL, A.M., Litt.M.,	<i>Lecturer on Industrial Organi-</i>
LL.B., President, The Miller, DuBrul <i>zation</i> & Peters Co.	
JOHN E. FITZPATRICK, LL.B., Ph.B....	<i>Lecturer on Property</i>
54 Wiggins Block	
*ALFRED T. GEISLER, LL.B.....	<i>Lecturer on Bailments, Car-</i>
Dolle, Taylor, O'Donnell and Geisler <i>riers, Bankruptcy</i>	
THEODORE J. GEISLER, B.C.S.....	<i>Lecturer on Investments, Credits</i>
Secretary, The Central Trust Com- <i>and Collections, Money and</i> pany <i>Banking</i>	

* Absent on leave. In Government service.

- 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*
 503 St. Paul Bldg.
- EDWARD J. KENNEDY, LL.B., B.C.S.**.... *Lecturer on Agency, Partner-
 ships and Sales*
 1306 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.**..... *Lecturer on Bookkeeping and
 Cost Accountant, The Cincinnati Soap Elementary Accounting*
 Co.
- JOHN F. McCORMICK, S.J., A.M.**..... *Lecturer on Ethics and Political
 Professor of Philosophy, St. Xavier Economy*
 College
- JAMES ALBERT MILLER, C.P.A.**..... *Lecturer on Accounting*
 Public Accountant and Auditor
- EDWARD P. MOULINIER, A.M., LL.B.**... *Lecturer on Negotiable Instru-
 Moulinier, Bettman and Hunt ments and Corporations*
- REN MULFORD, Jr., B.J.**..... *Lecturer on Advertising and
 The Procter & Collier Co. Salesmanship*
- JOSEPH O'MEARA, Litt.B.**..... *Public Speaking*
 College of Music of Cincinnati
- *CHARLES H. PURDY, A.B.**..... *Lecturer on Business English*
 Secretary, Department of Commerce,
 St. Xavier College
- RICHARD SMETHURST, C.P.A.**..... *Lecturer on Accounting*
 Public Accountant and Auditor
- EDWARD S. THOMAS, C.P.A.**..... *Lecturer on Accounting*
 President, The Ohio State Board of
 Accountancy
- ALPHONSE VON DER AHE, A.B.**..... *Lecturer on Economic Resources*
- CHARLES H. WENTZEL, C.P.A.**..... *Lecturer on Accounting*
 President, The American Audit Com-
 pany

* Absent on leave. In Government service.

SPECIAL LECTURERS AND INSTRUCTORS

CHARLES E. BENNETT,

Advertising Manager of *The Times-Star*.

JOSEPH BERNING,

President, The Joseph Berning Printing Co.

OSCAR H. BROKER,

The Lammers Engraving 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.

CARL DEHONEY,

of The Western & Southern Life Insurance Co.

A. DE MONTLUZIN,

President, The De Montluzin Advertising Co.

HARRY W. GREIFE,

of The Williamson Heater Co.

JAMES HEEKIN,

of The James Heekin Co.

HENRY W. JENISCH,

of The Sentanel 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.
- OSCAR REIMERT,
of the Citizens' Bank of Newport.
- 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.

Classification of subjects treated: food-yielding plants; plants producing textile materials, fiber, oils, gums, resins, dyes, drugs, wood. Animal products: animal food, oil, fiber, insect products. Inorganic products: minerals, building materials, fertilizers, pigments, lubricants, fibers, medical substances, acids, alkalis. 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 of 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 bimetalism; fiat money; the currency system of the United States; brokerages; the nature and the importance of banking operations; the receiving teller 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

Bookkeeping and Elementary Accounting

The course covers, in a graded and rational way, transactions which are likely to occur in the conduct of a business. Its purpose is to prepare students for admission to Accounting I.

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, copartnerships 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.

Edgar Biggs.

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.

Edgar Biggs.

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.

J. Dominic Cloud, George R. Lamb, J. Albert Miller, Richard Smethurst, Edward S. Thomas, Charles H. Wentzel.

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.

Elmer L. Conway.

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. 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.

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. 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; warranties; sales of samples, by description, etc.

Edward J. Kennedy.

8. PROPERTY.

Realty; personalty; mixed; acquiring title to personalty by purchase, gift, finding and other means; estates in realty—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. Letters of credit, collection, adjustment, sales, application, etc., are thoroughly analyzed. Dictation, advertisement English, and reports are covered. Comprehensive practice is given in the writing of letters and reports. Individual and class criticism.

Charles H. Purdy.

3. WRITING FOR PROFIT.

A practical course in the art of writing for magazines, newspapers, trade, technical and secular publications, as well as the juveniles; and in teaching the marketing of such material in this country and abroad in such wise as to make the class-work pay for itself from the start.

The first half of each session is given over to a lecture, the theme being amplified with abundant references to topics of the hour. This is followed by a query period and a review of the previous lecture, after which there is protracted discussion of such material as the students may bring in, and suggestions for marketing and for manner of sale. How to gather the data; how to make it appeal to the specific class of readers reached by the given publication; how to prepare the manuscript and give it the professional touches that go so far toward effecting sale; how to maintain a market so established; the use of unsold material, and the securing of new clients in other fields, will be taught.

Mr. Koch, who gives this course, holds War Department permits, accrediting him as correspondent at the military posts of this vicinity. He is also actively engaged in gathering material for the pictorial history of the Great War, to be issued by the Government itself. These facts, together with his fifteen years of experience in the newspaper and magazine field, make the course of especial promise at this time.

Felix J. Koch.

ADVERTISING AND SALESMANSHIP

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 diagnoses 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 1917-1918

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

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 1917-1918

Stanley Hittner.....	President
Edwin G. Becker.....	Vice-President
Alphonse G. Heringhaus	} Class Representatives
Edwin G. Becker	
Jos. J. Kennedy	
Charles D. Hogan	
Edwin Anthony	
John O'Connor	
Harry Mehring	
Francis J. Rose	
Frank E. Plogman.....	Secretary
Edward Gardner.....	Treasurer

Opening Assembly. The annual Opening Assembly of the Department of Commerce was held under the auspices of the Social League on Friday, September 14, 1917. A large and enthusiastic body was in attendance. Addresses were delivered by Mr. J. D. Cloud, Mr. Edward S. Thomas, President of the Ohio State Board of Accountancy, Mr. Ren Mulford, Jr., Mr. Joseph O'Meara, Mr. Alfred Brendel, Mr. Felix Koch, Mr. Patrick Kilgariff, Mr. Frank Cloud, Mr. Edward Moulinier, and Rev. James McCabe, President of the College.

City Charter. The first regular meeting of the Social League took place on October 26, 1917. Honorable W. P. Rogers, former Dean of the Cincinnati Law School, and member of the Charter Commission, delivered an instructive address on "The New City Charter."

Welfare Work. At the second session of the year, held on November 19, 1917, Mr. Charles H. Brown, Welfare Worker at the R. K. LeBlond Machine Tool Company, gave a unique account of the duties of a welfare worker. The subject of his talk was "The New Light in Business Life."

Keeping Fit. On December 14, 1917, Dr. C. J. Broeman, prominent Cincinnati specialist, delivered his illustrated lecture on "Keeping Yourself Fit" to a very attentive audience.

Fuel Shortage. Owing to the severity of the weather and the difficulties attending the fuel situation, the January meeting was cancelled. The February meeting, postponed to March 1st, was marked by an address delivered by Senator Robert O'Brien on "The Duties of a Legislator."

Busy Ohio. One of the most interesting meetings of the year was that held on March 22nd, when "Busy Ohio," an industrial film published by the Ohio State Board of Commerce, was presented in Memorial Hall. Mr. McCrehan, the Board's representative, accompanied and explained the picture.

Student Debate. The entertainment for the last regular meeting, held on April 19, 1918, was furnished by members of the Public Speaking Class, who debated the question of operative ownership after the war.

Annual Banquet. The seventh annual banquet was held at the Gibson on May 28th. His Honor, Mayor Galvin, the speaker of the evening, delivered an inspiring address on "Cincinnati's Bit." Hon. Bernard C. Fox spoke on "The Duty of the Hour," and Mr. John MacCormack on "St. X. to the Fore."

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.

MILITARY COMPETITION

In a recent competitive examination for army accountants, in which approximately twenty-five entrants participated, three St. Xavier men—August Taske, Ben Segal and Andrew Hagemann—were among the five eventually chosen as most capable. Their success is the more remarkable in view of the fact that a number of active practitioners took the examination. They were given special training in military work and are now holding high positions in various parts of the country.

Two other St. Xavier students—Alphonse Heringhaus and Florent Blaise—who ranked among the best eight, were eliminated, the former because of non-residence, and the latter by the toss of a coin with another successful entrant.

CONFERRING OF DEGREES AND CERTIFICATES

The Degree of Bachelor of Commercial Science was conferred upon
JOSEPH A. AHLERS ANDREW W. HAGEMANN
ALPHONSE G. BERNING HERBERT A. NIEMAN
 BENJAMIN SEGAL

Certificates for Proficiency in Accounting or Economics were
awarded to

EDWIN B. BUESCHER FRANK H. SANDER
ALPHONSE G. HERINGHAUS W. PAUL WENDELN
FREDERICK J. LEMKER GEORGE A. SKAHEN

AWARD OF PRIZES

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

ANDREW W. HAGEMANN

The Gold Medal for Excellence in Junior Accounting was
awarded to

EDWARD J. MOEHRINGER

Donor: Joseph Berning

The Premium for Excellence in Senior Law was
awarded to

JOSEPH A. AHLERS

Donor: Callaghan & Co., Chicago, Ill.

The Premium for Excellence in Junior Law was
awarded to

F. JOSEPH OBERSCHMIDT

Donor: W. H. Anderson & Co.

The Premium for Excellence in Freshman Law was
awarded to

CLARENCE NEUBAUER

Donor: W. H. Anderson & Co.

The \$50.00 Liberty Bond for Excellence in Advertising and Salesman-
ship was awarded to

C. EDWIN HOPKINS

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

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

HENRY J. OENBRINK

The Jesse Joseph Silver Medals for Newspaper Advertising
Layouts were awarded to

W. TRACY ARMSTRONG

ALBERT J. LEHMEYER

DEGREES CONFERRED

NAMES	B.C.S.
Brendel, Alfred H.....	1914
Crane, Frank J.....	1914
Grollig, Joseph E.....	1914
Heinrichsdorf, Paul.....	1914
Hoenemeyer, Frank J.....	1914
Kennedy, Edward J.....	1914
*McCarthy, Edward.....	1914
McSorley, Henry A.....	1914
*Schmits, H. W.....	1914
*Schmits, Luke F.....	1914
*Suhre, Ambrose B.....	1914
*Taske, Augustine E.....	1914
*Bernens, Alfred J.....	1915
*Berning, Nobert J. (in Journalism).....	1915
*Buschmiller, Joseph C.....	1915
Centner, Alexis F.....	1915
Cloud, Francis C. (in Journalism).....	1915
Cremering, Bernard C. (in Journalism).....	1915
Donnelly, John F.....	1915
Freer, Guy M.....	1915
*Ganster, Edward.....	1915
*Gilligan, Henry J.....	1915
Harrigan, Joseph E.....	1915
MacCormack, John H.....	1915
Moeller, Othmar A.....	1915
Mulroy, James F.....	1915
*Austing, Leo J.....	1916
*Heitker, John H.....	1916
Johannigman, Elmer J.....	1916
Heitz, Mathias C. (in Journalism).....	1916
Mulford, Ren, Jr. (Bachelor of Journalism).....	1916
*Hittner, Stanley A.....	1917
Knodel, Howard F.....	1917
Weber, Alvin.....	1917
*Plogman, Frank (in Journalism).....	1917
*Ahlens, Joseph A.....	1918
*Berning, Alphonse G.....	1918
*Hagemann, Andrew W.....	1918
*Nieman, Herbert A.....	1918
*Segal, Benjamin.....	1918

* In Government service.

REGISTER OF STUDENTS, 1917-1918

- | | |
|-----------------------|-------------------------|
| *Ahlers, Joseph A. | Frey, Maurice |
| Anthony, Edwin J. | Froelicher, L. J. |
| Armstrong, W. Tracy | Gardner, Edward |
| Aschenauer, Adolph | Gardner, Louis E. |
| Barton, Joseph | Gausepohl, Joseph |
| Becker, Edwin G. | Gebhart, Walter J. |
| Bender, William J. | Gott, Hubert |
| *Bens, Raymond | Green, C. E. |
| Berger, J. Norbert | Grischy, Elmer W. |
| Bernard, George A. | Gross, Albert E. |
| *Berning, Alphonse G. | Grote, F. C. |
| *Beyer, Albert | Hagedorn, Charles |
| *Bowman, Robert | *Hagemann, Andrew W. |
| Braun, Alfred | Hanlon, Edward J. |
| Brisben, Joseph A. | Hartmann, Robert J. |
| *Brockman, Raymond | Heavey, Paul |
| *Budde, George W. | Heil, P. J. |
| Buerger, Frank A. | Hennge, C. L. |
| Buescher, Edwin B. | *Hergert, Norton |
| Busemeyer, Anthony | Heringhaus, Alphonse G. |
| Busemeyer, Frank W. | Hess, Jacob F. |
| *Buzek, Alphonse | *Hittner, Stanley |
| *Cahill, Walter W. | *Hobson, Ray |
| Carey, Charles | *Hogan, Charles D. |
| Cuni, A. J. | Holtmeier, Henry C. |
| Currus, C. J. | Holtmeier, Louis |
| *Dempsey, William | Homan, Joseph |
| Devane, Michael | *Hopkins, C. Edwin |
| Dodd, Stanley | Huseman, Theodore |
| Donnelly, T. E. | *Huster, William J. |
| *Dowling, William J. | Jack, Everitt |
| Egan, J. P. | *Jacobs, Arthur L. |
| *Ege, John G. | Jansen, Rudolph |
| Eilerman, Robert | Janson, Clifford |
| *Favret, James R. | Kemen, Charles |
| Favret, Louis E. | Kennedy, Joseph J. |
| Feirock, Harry | Kistner, Arthur W. |
| Feldman, L. J. | *Knecht, Ferdinand |
| Feuerbach, Joseph J. | *Kroger, William A. |
| Fisher, Carl | Kruse, J. Henry |
| | Kuhlman, Egbert |

* In Government service.

Lauxterman, Louis
Lechner, Max E.
Lehmeyer, Albert J.
Lemker, Fred. J.
*Linnet, Frank
Lopez, Isidro

McCabe, Nathaniel
McGurn, Stanley H.
*Maier, Albert H.
Mehring, Henry
Meiners, William
Methven, F. T.
Metz, Joseph
Meyer, Bernard A.
Meyer, George
Moehringer, Edward J.
*Molleran, George A.
Monohan, J. E.
Moriarity, M. J.
*Moser, Camillus
Myers, C. C.

*Neubauer, Clarence
*Nieman, H. A.
*Niemer, A. J.
*Nierman, Matthew

*Oberschmidt, F. Joseph
O'Connor, John
O'Dowd, Charles
*O'Dowd, Edward
*Oenbrink, Henry J.
Olberding, Francis J.
Peter, Ambrose
*Plogman, Frank E.
*Powers, Camillus

Ranly, John, M. D.
Rolandelli, Jerome A.
Rose, Francis J.
*Ruttle, Raymond
Ryan, Joseph

Sander, Frank H.
Sandheger, J. Henry
*Scahill, J. W.
Schapker, Bernard
Scheidler, Alfred J.
*Schmitt, Joseph E.
Schwab, Frank
Selzer, George C.
*Sicking, Edmund
Sicking, Raymond
Siemer, Sylvester
Sieve, Arnold
Skahen, George A.
Spiller, Ernest
Stark, Eugene
Stautberg, Bernard
Stine, Raymond
Stricker, Elmer W.
Sweeney, Howard
Sweeney, Paul

Thole, Edward
Twomey, James M.

Vehr, Jacob
Vesper, Joseph G.
Voet, Harry
Vogele, John A.
Vogt, Theodore
Vonderhaar, George
Vonderwische, John

Walsh, James
Wehrman, John
*Wendeln, W. Paul
Wenning, George
Wenstrup, Edward
*Werner, J. Raymond
Wernke, Lawrence
Wetterer, Giles
Whalen, Raymond
Wieck, Ferd. H.
Wille, G. H.
Willmes, Richard

* In Government service.

THE CERTIFIED PUBLIC ACCOUNTANT LAW OF OHIO.

State Board of Accountancy.

SECTION 1370. There shall be a state board of accountancy consisting of three members not more than two of whom shall belong to the same political party. Each member of the board shall be a person skilled in the knowledge and practice of accounting and actively engaged as a professional public accountant within this state. (99 v. 332 ¶2.)

Appointment and term of members.

SECTION 1371. Each year the governor shall appoint one member of the state board of accountancy who shall serve for a term of three years and until his successor is appointed and qualified. A vacancy in the board shall be filled by the governor by appointment for the unexpired term. (99 v. 332 ¶2.)

Organization of the board.

SECTION 1372. The state board of accountancy shall organize by the election of one of its members as president and one as secretary and treasurer. The secretary and treasurer shall give a bond in such sum and with sureties as the board directs. The board shall keep a record of its proceedings. (99 v. 332 ¶2.)

Certified public accountant.

SECTION 1373. A citizen of the United States or a person who has duly declared his intention to become such citizen, not less than twenty-one years of age, of good moral character, a graduate of a high school or having received an equivalent education, with at least three years' experience in the practice of accounting and who has received from the state board of accountancy as herein provided a certificate of his quali-

fications to practice as a public accountant shall be styled and known as a certified public accountant. No other person shall assume such title or use the abbreviation, "C. P. A.," or other words or letters to indicate that he is a certified public accountant. (99 v. 332 ¶1.)

Examination.

SECTION 1374. Each year, the state board of accountancy shall hold an examination for such certificate. Each applicant shall be examined in theory of accounts, practical accounting, auditing and commercial law as affecting accountancy. If three or more persons apply for certificates within not less than five months after the annual examination, the board shall hold an examination for them. The time and place of each examination shall be fixed by the board. (99 v. 332 ¶3.)

Fee for examination.

SECTION 1375. At the time of filing the application for such examination and certificate, each applicant shall pay to the treasurer of the state board of accountancy a fee of twenty-five dollars. Such examination fee shall not be refunded, but an applicant may be re-examined without the payment of an additional fee within eighteen months from the date of his application. (99 v. 332 ¶4.)

Certificates of other states, territories or foreign nations.

SECTION 1376. A person who is a citizen of the United States or has declared his intention of becoming such citizen, who is at least twenty-one years of age, of good moral character, who has complied with the rules and regulations of the state board of accountancy, and who holds a valid and unrevoked certificate as a certified public accountant issued under the authority of another state or territory of the United States or the District of Columbia, or of a foreign nation, may receive from the board a certificate as a certified public accountant if the board is

satisfied that the standards and requirements for a certificate as a certified public accountant thereof are substantially equivalent to those established by this chapter. Such person may thereafter practice in this state as a certified public accountant and assume and use the name, title and style of "certified public accountant" or any abbreviation or abbreviations thereof. (99 v. 333 ¶6.)

**Revocation of
Certificates.**

SECTION 1377. For sufficient cause the state board of accountancy may revoke a certificate issued under this chapter if a written notice has been mailed to the holder thereof at his last known address at least twenty days before hearing thereon. Such notice shall state the cause of such contemplated action and appoint a time for hearing thereon by the board. No certificate issued under this chapter shall be revoked until after such hearing. (99 v. 333 ¶7.)

**Compensation
and expenses.**

SECTION 1378. From fees collected under this chapter the board shall pay the expenses incident to its examinations and the expense of preparing and issuing certificates, and to each member of the board for the time actually expended in the performance of his duties a sum not exceeding five dollars per day and his necessary traveling expenses. In no case shall the expenses of the board or the compensation or traveling expenses of the members thereof be a charge against any fund of the state. (99 v. 333 ¶4.)

**How this chapter
construed.**

SECTION 1379. Nothing contained in this chapter shall be construed so as to prevent any person from being employed within this state as a public accountant. (99 v. 334 ¶9.)

